

Tell Your Story, Sell Your Produce: Tour of Produce Markets

5:15 – 6:15	Watsonville to San Martin	November 5, 2013
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7:30 – 10:00	San Francisco Wholesale Produce Market Michael Janus, the market manager will welcome us to the market then we will head to Washington Vegetable, a wholesaler, to hear from Jack Pizza. Then to Cooks Company Produce, a distributor, to hear from Ric Tombari and Bill Fujimoto.	Michael Janis SF Wholesale Produce Market Jack Pizza Washington Vegetable Ric Tombari and Bill Fujimoto Cooks Company Produce
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10:15 – 11:15	Good Eggs Good Eggs is an online food hub that also aggregates and delivers product from small producers. This is a leading edge business model that offers real opportunity to small and midsized farmers.	Julian Nachtigal Good Eggs
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12:00 – 2:30	Stanford University Stanford Dining, through the Sustainable Food Program , has developed a set of purchasing guidelines for food that is: local, direct, organic/sustainable, humane, and fair. Stanford contracts with FreshPoint-San Francisco for most produce deliveries. We will eat lunch here and hear a from a Farm Credit Loan officer about the uses and sources of capital for farming enterprises.	Diane Mavica Dara Olmsted Silverstein Stanford University Scott Davis FreshPoint-San Francisco Mark S. Franco American AgCredit, Salinas
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3:00 – 4:00	Chef's Choice A Buy Fresh Buy Local and CAFF member, Chef's Choice is a produce company with a delivery area that covers the greater Bay Area. They have large tech company clients who prefer to source from local, and sustainable farms.	Bob Menefra Chefs Choice
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4:30 – 5:15	New Leaf Community Markets Founded in Santa Cruz this small grocery chain has six stores. Their commitment to sourcing locally has resulted in an unusual policy to empower local produce managers to take delivery at the store level.	Maroka Kawamura Ysa Mandac New Leaf Community Markets - San Jose
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5:45 – 6:30	San Martin to Watsonville	
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Tour Guide – David Visher's Cell Phone is (530) 574-6824

This tour is paid for by CoBank, Farm Credit West, American AgCredit, and Farm Credit Services of Colusa-Glenn. It is a project of the UC Cooperative Extension and Sustainable Agricultural Research and Education Program / Agricultural Sustainability Institute