

NORTH VALLEY

# BUY FRESH BUY LOCAL

FREE

THE EATER'S GUIDE TO LOCAL FOOD

NORTH VALLEY REGION, 4TH EDITION

BUTTE | GLENN | TEHAMA

FARMS  
FARMSTANDS  
FARMERS' MARKETS  
FOOD ARTISANS  
ORGANIZATIONS  
CSA & U-PICKS  
RESTAURANTS  
GROCERS



# ABOUT THIS GUIDE

It is hard to believe a 4th edition of this publication is in print!! The 1st edition of the Buy Fresh Buy Local, North Valley, Eaters' Guide to Local Food was published in 2010. A decade ago, the local food system of our region was vastly different. Seeing farmers identified on restaurant menus, enjoying food trucks showcasing seasonal products, and expanded offerings at farmers' markets were not regular occurrences like they are now. Since the first printing of this guide, hard-working organizations in our communities have also made our farmers' markets accessible for our low-income neighbors through nutrition assistance programs, increasing access to healthy local food while also putting more money into the pockets of our local farmers. Great progress has been made by our community to make choosing local easier and more accessible.

The variety and abundance of our tri-county region is quite unique. We can choose local for food items from grass-fed beef to farm fresh eggs, spring lamb and so many varieties of fresh fruits and vegetables it would take the rest of this page to list them all! The North Valley is home to makers of value-added products like kombucha, fermented foods, olives, nut butters, wine, dried beans and so much more. Not many other regions can claim such variety in their locally-grown food choices!

In the pages of this guide you will find information on where to find locally-grown and distributed foods. We have many restaurants and retailers in our region that go the extra mile to source from local farms, and we hope you'll take the time to support those businesses. You will also find information about the farmers' markets, organizations and resources working to support local farmers, as well as articles and perspectives on building, and working in, a vibrant and accessible local food system in the North Valley.

Thank you to everyone involved in making healthy, nutritious local food available in our community. Thank you to everyone who grows this food for us to eat. Thank you to those who take risks to open new food-business enterprises, who process and deliver our food, who work long hours in restaurants and food retail, and to all who toil in the fields so that we have healthy, delicious, unique choices to nourish ourselves, our friends, and our families.

We hope you enjoy this publication and use it to help support the local food and farming community here in the North Valley.

Cheers!



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## CSU, CHICO COLLEGE OF AG Agricultural Business Institute

The Agribusiness Institute is a component of the College of Agriculture at California State University, Chico. The institute provides agricultural business expertise in the areas of education, marketing, human resource development, management, and finance. Within this mission, there is a focus on enhancing learning experiences, involving faculty in professional development activities, and serving the needs of agribusinesses in California and other Western States. Through its Local Food Systems program, the ABI is proud to partner with Buy Fresh Buy Local, North Valley to help promote local agricultural businesses. One of the products of this partnership is the North Valley's Eater's Guide to Local Food.



For more information about CSU, Chico's Agribusiness Institute please visit <https://www.csuchico.edu/ag/about/agribusiness-institute.shtml>

## Buy Fresh Buy Local National:

Buy Fresh Buy Local is a consumer education program and brand trademarked by the Pennsylvania Association for Sustainable Agriculture. The Buy Fresh Buy Local network is comprised of chapters run by community-based groups working to strengthen regional markets for locally grown foods. Visit [buyfreshbuylocal.org](http://buyfreshbuylocal.org) to learn more.

Each Buy Fresh Buy Local Chapter curates a local food guide and hosts events that showcase local food producers and businesses who pledge to adhere to their standards. When searching for authentic opportunities to live and eat locally, look to your Buy Fresh Buy Local Chapter.

## COMMUNITY SUPPORTED AGRICULTURE

- GRUB CSA Farm  
3197 W. Sacramento Ave., Chico 95926  
530-680-4543 • [grubchico.org](http://grubchico.org)  
[grubchico@yahoo.com](mailto:grubchico@yahoo.com)
  
- Pyramid Farms  
12242 Meridian Road., Chico 95973  
530-899-7586 • [www.pyramidfarms.com](http://www.pyramidfarms.com)  
[pyramidfarms2000@yahoo.com](mailto:pyramidfarms2000@yahoo.com)
  
- Red Gate Ranch, LLC  
19020 CA-36., Red Bluff 96080  
530-727-7604 • [redgateranchrb@gmail.com](mailto:redgateranchrb@gmail.com) [www.redgateranch.us](http://www.redgateranch.us)
  
- Field to Fork Tehama, LLC  
19779 Callahan Rd., Red Bluff 96080  
530.840.0608 • <http://www.fieldtoforktehama.com>
  
- Kitchel Family Organics  
25255 3rd Ave., Los Molinos 96055  
530-384-1966 • <http://kitchelfamilyorganics.com/>

## U-PICKS

- Max's Miracle Ranch, Butte County  
530-354-7168
  
- Johnson U-Pick Farm, Butte County  
530-846-5871 • [johnsonupickfarm.com](http://johnsonupickfarm.com)
  
- Pumpkinland Chocolate Company,  
Tehama County  
530-527-3026
  
- Seale Navel Oranges, Tehama County  
530-865-4602

## ORGANIZATIONS & RESOURCES

Name	Email/website	City	County
Butte County RCD	<a href="http://www.bccrd.org">www.bccrd.org</a>	Oroville	Butte
Glenn County RCD	<a href="http://www.glenncountyrcd.org">www.glenncountyrcd.org</a>	Willows	Glenn
Tehama County RCD	<a href="http://www.tehamacountyrcd.org">www.tehamacountyrcd.org</a>	Red Bluff	Tehama
Butte County Farm Bureau	<a href="http://www.buttefarmbureau.com">www.buttefarmbureau.com</a>	Oroville	Butte
Glenn County Farm Bureau	<a href="http://www.glennfarmbureau.com/">www.glennfarmbureau.com/</a>	Orland	Glenn
Tehama County Farm Bureau		Red Bluff	Tehama
Butte County Farm Service Agency	<a href="http://www.fsa.usda.gov">www.fsa.usda.gov</a>	Oroville	Butte
Glenn County Farm Service Agency	<a href="http://www.fsa.usda.gov">www.fsa.usda.gov</a>	Willows	Glenn
Tehama County Farm Service Agency	<a href="http://www.fsa.usda.gov">www.fsa.usda.gov</a>	Red Bluff	Tehama
Farm City Celebration	<a href="http://www.farmcity.com">www.farmcity.com</a>	Chico	Butte
Sierra Oro Farm Trail	<a href="http://www.sierraoro.org">www.sierraoro.org</a>	Oroville	Butte
Edible Shasta Butte Magazine	<a href="http://www.ediblecommunities.com/shastabutte/">www.ediblecommunities.com/shastabutte/</a>		Butte, Glenn, Tehama
Center for Healthy Communities	<a href="http://www.csuchico.edu/chc/">www.csuchico.edu/chc/</a>	Chico	Butte, Glenn, Tehama
Farm Bureau - Young Farmers & Ranchers	<a href="http://www.fb.org/programs/young-farmers-and-ranchers/">www.fb.org/programs/young-farmers-and-ranchers/</a>		Butte
Butte County Good Food Network	<a href="http://www.buttecountygoodfood.org/">www.buttecountygoodfood.org/</a>	Chico	Butte
CA Food & Farming Network	<a href="http://www.foodfarmnetwork.org">www.foodfarmnetwork.org</a>		Statewide
North State Food Bank	<a href="http://www.buttecaa.com/north-state-food-bank/">www.buttecaa.com/north-state-food-bank/</a>		Chico Butte, Glenn & Tehama

# FARMERS' MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	PHONE/WEB	(WIC/EBT)
Thurs	Glenn	Orland Market - Glenn County Certified Farmers' Market	9a - 1p	May-August	Library Park, 4th & Mill St.	530-934-4601 x 5 www.glenncountyrccd.org	WIC, EBT/ SNAP, FMNP
Sat	Glenn	Willows Market - Glenn County Certified Farmers' Market	8a - noon	May-September	N Tehama St. (South of Bank of America)	530-934-4601 x 5 www.glenncountyrccd.org	WIC, EBT/ SNAP, FMNP
Wed	Tehama	Red Bluff Farmers' Market "Market Downtown"	5p - 8p	June- August	Corners of Washington Street (600 block) and Pine Sts.	530-527-6220 x 301 www.redbluffchamber.com	WIC, EBT
Sat	Tehama	Red Bluff Farmers' Market "Market by the River"	8a - noon	May-September	100 Main Street Red Bluff River Park	530-527-6220 x 301 www.redbluffchamber.com 530- 527-6220 www.slowfoodshastacascade.org	WIC, EBT
Sat	Tehama	Red Bluff Farmers' Market "Market by the River"	9a-noon	October-April	100 Main Street Red Bluff River Park	530-527-6220 x 301 www.redbluffchamber.com 530- 527-6220 www.slowfoodshastacascade.org	WIC, EBT
Thurs	Corning	Corning Farmers Market	5 - 7 p	June-August	Northside Park West St. & Tehama St.	530-527-6220 x 301 www.redbluffchamber.com 530- 824-5550 www.slowfoodshastacascade.org	WIC, EBT
Thurs	Butte	Downtown Chico Thursday Night Market	6p - 9p	April- September	Downtown Chico on Broadway Between 2nd & 5th Sts. including City Plaza	530-345-6500 www.downtownchico.com	WIC, EBT, FMNP
Sat	Butte	Chico Saturday Downtown Chico Certified Farmers' Market	7:30a - 1p	Year Round	2nd & Wall St. Downtown Chico Municipal Parking Lot	530-893-3276 www.chicofarmersmarket.com	WIC, EBT, FMNP, FVC, MM, SFMNP
Sat	Butte	Downtown Oroville Certified Farmers' Market	7:30a - 12p	Mid May-Mid Oct	Montgomery and Meyers Parking Lot	530-893-3276 www.chicofarmersmarket.com	WIC, EBT, FMNP, FVC, MM, SFMNP
Wed	Butte	Chico Wednesday	7:30 - 1p	Year Round	North Valley Plaza Mall Parking Lot Pillsbury Road adjacent to Trader Joe's	530-893-3276 www.chicofarmersmarket.com	WIC, EBT, FMNP, FVC, MM, SFMNP
Tue	Butte	Paradise Alliance Church Certified Farmers' Market	7:30a - 12p	TBA Spring	Alliance Church Parking Lot 6491 Clark Rd.	530-893-3276 www.chicofarmersmarket.com	WIC, EBT, FMNP, FVC, MM, SFMNP
Tue	Butte	Gridley Certified Farmers' Market	5:00p-8p	May-August	Rotary Park, Downtown Gridley	530-846-3687 www.gridleyareachamber.org	WIC, EBT, FMNP, SFMNP, SNAP
Wed	Butte	Oroville Hospital's Community Farmers' Market	11a-5p	June-September	2767 Olive Hwy (next to the hospital, on the grass)	530-533-8500 www.OrovilleHospital.com	WIC, EBT, FMNP, SFMNP
Mon	Butte	Blackbird Farm Stand	4p-7p	August-October	1431 Park Avenue Chico, CA (outdoors in the back)	530-433-1477 www.blackbirdchico.com	

## Key

- WIC - Women with Infants and Children
- EBT - Electronic Benefits Transfer
- FMNP - Farmers Market Nutrition Program
- FVC - Fruit and Vegetable Check
- MM- Market Match
- SFMNP- Senior Farmers Markets Nutrition Program
- SNAP- Supplemental Nutrition Assistance Program



Scan me

CalFresh, federally known as SNAP, is a monthly benefits program that provides access to nutritious foods for low-income families and individuals. These benefits are received on an EBT card and can be used to purchase most food items: fruits, vegetables, seeds that produce food, etc. For more information or to apply, call 530-345-9749 and/or email CalFreshHelp530@gmail.com.

WIC is the Special Supplemental Nutrition Program that serves low-income pregnant and post-partum women, infants, and children under the age of five. Participants receive year-long monthly FVC benefits on their California WIC card that can be used to purchase potatoes, dried fruits, etc., at authorized grocery stores and farmers' markets. In addition, participants can also receive seasonal FMNP checks that can be used to purchase fresh fruits, vegetables and cut herbs at authorized farmers' markets

SFMNP provides low-income individuals who are 60 years of age and older with Senior Nutrition Vouchers that can be used seasonally at authorized farmers' markets to purchase fresh produce: fruits, vegetables, herbs, raw honey, etc.

These supplemental nutrition benefits, checks and vouchers can be used at point of sale locations such as the markets listed above. Although, not all farmers will accept these types of payments. Please check with each individual market manager for more information about what benefits can be used at each farmers' market.

For the most up to date information about what benefits your local farmers' market accepts, visit <https://ecologycenter.org/fmfinder/> or scan the code.



**Pure.  
Field to fork.  
Ingredient-driven.**

At the heart of our culture is bringing family and friends together to share exceptional food and drink. Supporting local producers and local ingredients to celebrate the heritage and terroir of the North State, we look forward to hosting you. The food speaks for itself.

**NOW OPEN  
at Meriam Park!**

1925 Market Place  
Suite 100  
Chico, CA 95928

SHARED  
**COMMERCIAL  
KITCHEN**  
CHICO, CA

**The art of food making  
is in your hands.**

Rent space and join food makers in a brand new fully-equipped commercial co-working kitchen, centrally located in the Tank District of Meriam Park.

[meriampark.com/alley-kitchen](http://meriampark.com/alley-kitchen)  
530.213.5150



# Taste of the Northstate

By Dan Gonzales

**F**armers know this. Prepare the soil, plant the seed, nurture and watch it grow and enjoy the harvest. It is not new. The 220 Acre development in Chico, called Meriam Park is my undertaking to create a sustainable, walkable, active community of food, health and wellness, business, commerce and living. Like a house composed of many rooms, all serving functions for the family, with the heart and soul of the house in the kitchen, at Meriam Park, among its many functions, you will find that heart and soul in what I call The Tank District.

My concept for The Tank District was to create a place where the community could gather and experience a “Taste of the North State” and what it has to offer. Not just food, but farmers, ranchers, musicians, makers, fitness instructors, healers and artists all curated in a self-sustainable way. A baker or coffee roaster will be placed next to a grocery or restaurant and serve each other, a dairy farmer will partner with an ice cream innovator to create a retail business. A healthy smoothie operator will be placed next to a fitness gym. A caterer can partner with a bike delivery service and deliver food to the active senior district north of the creek. We currently have a shared kitchen, The Alley Kitchen, in operation where food makers can rent it by the hour and have access to a fully equipped commercial kitchen with walk-ins, freezers and all the small wares needed. The makers could feasibly service restaurants, residents and eventually their town, county and state. The underlying benefit is economic development in the way of job growth, and revenues staying local and being reinvested back into the community.

I am fortunate to have travelled many places the last 20 years and during these adventures, I am always hyper tuned to the culture of food and community. In many cities, states, countries and continents I have visited, what has struck me, are the commonalities around the concepts of Terroir and what we call Farm to Table and/or eating local and how the concept of it naturally draws people together. I saw it in a small fishing village in Japan while I ate sushi of local fishes, in Maine where I ate lobster, in Fort Bragg when I ate crab and clams direct from the fisherman, in the markets in France, or pinchos in San Sebastian, or wild boar and rustic Syrah’s in the Cote o Rhone, and of course in Chico when I eat Miller bread, Llano Seco Ham, Wookey Ranch Lamb, Grub or Comanche Creek vegetables, and all of the other goodness at the market.

What I am trying to create at Meriam Park, is not new or visionary or risky. The concept of creating a place for the growers, makers of food and the town to come together has always worked. It has always drawn people in and created self-sustaining communities. I am proud to be from the North State with the opportunity to enjoy and celebrate our region’s Terrior.

*About the author:*

*Dan Gonzales is the developer of the 220 Acre master planned development in SE Chico. He is currently under construction of 200 apartments, 43 single family homes and three commercial buildings at Meriam Park in Chico. He is also the founder and owner of Fifth Sun, a 25 year old apparel design and manufacturing company based in Chico, California. He earned his Civil Engineering degree from Chico State in 1986 and pursued a career as a licensed professional engineer for 6 years before starting the apparel company who now employs over 290.*

*Always intrigued by the challenge and opportunities of land development, Gonzales seeks to create in Meriam Park a thriving, vibrant community that provides economic sustainability, social connection and healthy living for current and future generations of Chico.*



Butte County is home to diversified agricultural lands and is situated near the top of the northern Sacramento Valley between the Sierra Nevada Foothills, Lassen National Forest and the Coastal Range. Butte County's 2018 crop report estimates an annual agricultural crop production value of over \$631million.

Butte County boasts 5 certified farmers' markets, including 2 year round markets, 11,718 acres of registered organic acres with 83 organic producers growing a wide variety of fresh fruits, vegetables, tree nuts, rice, nursery crops and grazing land totaling over \$20 million in annual sales of organic products. With Chico as its urban center, the county has witnessed an emergence of "niche markets" for smaller producers including more farmers' markets, Community Supported Agriculture, Farm-to-Table restaurants, seasonally-inspired food trucks and more.

Sales of "value added" agriculture have also increased making local olive oils, specialty nuts, lavender products, jams, jellies and spreads, fermented foods, niche-beverages and local wines and beers, much easier to find.

Be sure to visit Butte County's many local farm stands, farmers' markets, specialty food markets, beer, wine and olive tasting rooms, farm trail events and other local food venues that make our produce local and fresh! There is never a shortage of places with local agricultural products to visit or new things for the palate to enjoy in Butte County.

## BUTTE COUNTY GROWERS & FARMSTANDS

### California Olive Ranch

2675 Lone Tree Rd  
Oroville, CA 95965  
530-846-8000

### Floral Native Nursery

Germain and Zeb Puterbaugh  
2511 Floral Ave  
Chico, CA 95973  
530-892-2511  
canative@shocking.com  
www.floralnativenursery.com  
*Growing Cal. native plants for  
Pollinators, restoration and  
beautification.*

### Francia Family Farm

earthashanti@gmail.com  
*Ours is a small family business offering  
premium, fresh, organic microgreens and  
sprouts. Our produce is found year round at  
the Saturday Chico Farmers Market.*

### Geffray's Gardens

Claude Geffray  
2790 Alamo Ave  
Chico, CA 95973  
530-345-2849

### GRUB CSA Farm

Lee Callendar  
3197 W. Sacramento Ave  
Chico, CA 95926  
530-680-4543  
grubchico@yahoo.com  
*Offering only local produce grown right  
here on the farm, GRUB CSA Farm is enter-  
ing its 8<sup>th</sup> year of providing year-round  
quality vegetables grown in an environ-  
mentally conscious manner. Our produce  
can be found at local farmers' mar-  
kets, Chico Natural Foods, S&S Produce or  
through our CSA.*

### Llano Seco Rancho

Charlie Thieriot  
8369 Hugh Baber Lane  
Chico, CA 95928  
530-342-2100  
mail@llanoseco.com  
www.llanoseco.com  
*Family-owned since 1861. Agriculture  
on the ranch includes raising hogs  
and cattle with responsible, humane  
practices, as well as farming heirloom  
beans and ancient grains. All natural: no  
antibiotics, hormones, nitrates, GMOs,  
and confinement practices. We are  
active land stewards and the ranch is  
secured almost entirely in conservation  
and agriculture easement. Our practices  
place animals and the land as our first  
priority.*

### Lodestar Farms

Jamie Johansson  
3719 Foothill Blvd  
Oroville, CA 95966  
530-534-6548  
jamie@lodestarfarms.com  
www.lodestarfarms.com  
*At Lodestar Farms we have been  
producing award winning olive oil since  
1993. Visit our tasting room on the farm in  
Oroville and discover what it  
takes to preserve California's  
oldest olive oil tradition since  
1898. Committed to Buy Fresh  
Buy Local, we participate in many of  
Butte County's farmers' markets..*

### Lundberg Family Farms

5311 Midway  
P.O. Box 369  
Richvale, CA 95974  
530-882-4551

### Madrone Meadows

Wayne Hill  
Feather Falls, CA 95940  
530-589-4641  
madrone Meadows@gmail.com  
*We are a small family farm  
dedicated to raising nutritious and  
clean food while maintaining the  
natural beauty and health  
of the land. Our mountain valley pastures  
are incredibly fertile and green year-  
round. We are conscientious stewards of  
the land, wildlife and animals we raise.*

### Mt. Ida Mandarin Ranch

Bill Jones  
845 Mt. Ida Rd  
Oroville, CA 95966  
530-589-5799  
*Open seasonally November and  
December.*

### Pure Honey Company

(530) 514-4396  
Purehoneycompany1@gmail.com  
*We are a small family owned and run business  
providing raw local honey, pollen, beeswax,  
honeycomb and other bee  
products to customers at Chico Farmers  
Markets (Wednesday's, Saturday's and  
seasonally Thursday's) We also provide  
pollination services to local farmers and  
ranchers.*

### Pyramid Farms

Matthew Martin  
12242 Meridian Road  
Chico, CA 95973  
530-899-7586  
pyramidfarms2000@yahoo.com  
www.pyramidfarms.com  
*Established in 1997 Pyramid Farms grows  
organic vegetables, flowers, and eggs. Find  
us at the Saturday farmers market  
or your favorite natural food store. We strive  
to provide our community with the best  
products we can, so that can "Taste  
the Love".*

### Sierra Cascade Blueberry Farm

John and Armen Carlon  
P.O. Box 613  
Forest Ranch, CA 95942  
530-894-8728  
info@seirracascadeblueberries.com  
www.sierracascadeblueberries.com  
*Sierra Cascade Farm is located in Northern  
California, in the foothills east of Chico, near  
the convergence of the Southern Cascade  
Range and the Northern Sierra Nevada. The  
farm has been certified organic since 1993  
and is Certified Organic by CCOF. We are a  
family-owned and operated farm, growing  
traditional "heirloom" varieties of highbush  
blueberries.*

### Windmill Farm

Frank and Paula Carli  
535 Obermeyer Avenue  
Gridley, CA 95948  
530-846-3344  
windmillfarm@sbcglobal.net  
windmillfarmofgridley.blogspot.com  
*Our flower, fruit and vegetable farm offers  
fresh picked seasonal produce sold at our self  
service roadside stand or by special request.  
Call or email ahead of your visit to see what is  
available. Flowers available for any occasion.  
We use sustainable farming practices.*

### **Wookey Ranch**

Christine Hantelman and Richard Coon  
4181 Wookey Road  
Chico, CA 95973  
530-343-2479

wookeyranch@gmail.com

Wookey Ranch grows nourishing meat for people and diverse habitat for wildlife through regenerative grazing. Our delicious grass-fed & finished LAMB and pasture-raised, organically fed CHICKEN, TURKEY, & PORK thrive on the wild grasslands north of Chico. Available at Chico Certified Farmers Markets and by appointment at the ranch.

### **Wyles Family Farm**

Jeff and Diana Wyles  
123 Spring Creek Road  
Oroville, CA 95966  
530-589-4063

wylesfarm@att.net

www.WylesFamilyFarm.com

Pomegranates are our main farm product with other fruit including Fuyu persimmons and several apple varieties in early production. Our produce is all geared for fall harvest and includes herbs, winter squashes and gourds. Only organic and sustainable principles are utilized. Our Cottage Food and Craft product line is now in development for Fall 2015 introduction.

### **Yamashita's Japanese Maples**

Tim Hanson and Phyllis Yamashita  
Chico, CA  
530-345-9651

## **BUTTE COUNTY WINERIES & VINEYARDS**

### **Almendra Winery & Distillery**

9275 Midway  
Durham, Ca 95938  
530-343-6893

info@almendrawinery.com

### **Bertagna Son Kissed Vineyards**

9275 Midway  
Durham, Ca 95938  
530-343-6893

info@bertagnawine.com

www.bertagnawine.com

Bertagna Son Kissed Vineyards is a local Chico winery. We grow our own grapes which are CCOF Certified Organic. We specialize in Italian (some French) varieties of handcrafted wine made in small batches. We are happy to carry Baja Vaca Ranch All Natural Beef as well. We pride ourselves in always farming responsibly for your health.

### **Gale Vineyards**

Steve and Cresia Gale  
9345 Stanford Ln  
Durham, CA 95938  
530-891-1264

steve@galevineyards.com

www.galevineyards.com

First planted in 2001, Gale Vineyards' hand-crafted, award-winning wines have been a labor of love from the very beginning. Inspired by winemaking techniques perfected over centuries in places like France, Italy, and Spain, our wines are made in small batches from only the finest, carefully selected grapes. We pride ourselves in crafting wines that are deliciously rich and fruity, with soft tannins and a supple finish.

### **LaRocca Vineyards**

222 W 2nd Street,  
Chico, CA 95928  
800-899-9463

wine@laroccavineyards.com

www.laroccavineyards.com

LaRocca Vineyards is family-owned and operated. We farm 100 acres of organic wine grapes and produce estate-bottled USDA/CCOF certified organic wines with no sulfites. Visit us at our Downtown Chico Tasting Room for a true taste of our local terroir. Open 5 days a week Wednesday through Sunday, visit our website for hours. LaRocca Vineyards is a proud supporter of Buy Fresh Buy Local.

### **Long Creek Winery & Ranch**

323 Ward Boulevard  
Oroville, CA 95966  
530-589-3415

www.longcreekwinery.com

Come by the tasting room to enjoy our Long Creek and Vaquero Brand wines. Sample our estate grown olive oil, tour the working ranch & walk the vineyards, mandarin and olive orchards with your family. We host special events at the winery or in the Oak grove bordering the pond. Open Saturday & Sunday from Noon to 5 pm.

### **Odyssey Winery & Vineyards**

Norm Rosene  
6237 Cohasset Road  
Chico, CA 95973  
530-891-9463

odysseywinery@aol.com

Award-winning wines made from local and estate grapes. Wine tasting, tours and special events. Gourmet foods and wine accessories. Picnic area. "SummerLive" Jazz Series. Wine Boot Camp for aspiring winemakers. Rotating art exhibit. Available for group functions and corporate meetings. Hours: May through December, Saturdays 1 PM to 6 PM.

## **BUTTE COUNTY SPECIALTY RETAILERS & GROCERY STORES**

### **Chico Chai**

1919 Park Ave,  
Chico, CA 95928  
(530)897-0822

lauren@chicochaitea.com

www.chicochaitea.com

We use fresh ground, organic spices, combined with fair trade, organic Tea. The chai is micro-brewed, simmered slowly in small batches by hand. This local artisan tea has a unique taste, the perfect balance of spicy and sweet. Each batch is lightly sweetened with organic, unrefined sugar.

### **Chico Natural Foods Cooperative**

Liza Tedesco, General Manager  
818 Main Street,  
Chico, CA 95928  
530-891-1713

www.chiconatural.com

CNFC is Chico's only consumer-owned food cooperative! We are dedicated to supporting local foods and work with many local farmers to bring their products to your table. Anyone can shop, anyone can join! Come by for the freshest variety of organic, local and sustainable products.

### **S&S Organic Produce & Natural foods**

1924 Mangrove Ave  
Chico, CA 95926  
530-343-4930

www.ssproduce.com

S&S Organic Produce and Natural Foods has been family-owned and operated since 1968. We offer local organically grown produce, natural meats, seafood, vitamins and supplements, natural foods, bulk foods and natural skin care. We also have a BBQ and deli. Come check us out!

### **Maisie Jane's California Sunshine Products**

1324 Dayton Road  
Chico, CA 95928  
530-899-7909

nuts@maisiejanes.com

Maisie Jane's California Sunshine Products, Inc. is the grower, processor, and packer of almond and other nut products. We sell our branded, added value nut products to distributors, wholesalers, and direct to the consumers through our website and our own retail store.

## BUTTE COUNTY RESTAURANTS & CAFES

### **Bellachinos**

800 Bruce Rd  
Chico, CA 95928  
530-892-2244

### **Burban Kitchen**

1925 Marketplace #100  
Chico, CA 95928  
530-399-0753

*Located in the heart of the Meriam Park neighborhood in Chico, CA, Burban Kitchen brings a unique dining experience to the North State, featuring creative flavor combinations and organic, locally sourced and sustainable ingredients.*

### **Farmstar Pizza**

2359 Esplanade  
Chico, CA 95926  
530-343-2056

[www.farmstarpizza.com](http://www.farmstarpizza.com)

*Farm Star Pizza...Awesome pies where the farmer is the star. Using fresh, local, organic ingredients and hand stretching our crust creates the best tasting Neapolitan-style pizza around...and it's better for you and the planet! We are a family-owned & friendly spot with beer, wine and delicious salads too! Look us up on Facebook.*

### **Grana Wood Fired Foods**

198 E. 2nd Street  
Chico, CA 95928  
530-809-2304

[www.granachico.com](http://www.granachico.com)

*Grana was founded on the principal of fresh, local food, that provides us the opportunity to create a seasonal and sustainable cuisine. Locally owned and operated, Grana recognizes the responsibility we have towards the sustainability of our community, which includes our commitment to the success of current and future generations of farmers.*

### **Live Life Juice Co.**

220 Broadway  
Chico Ca 95928  
530 566-3346  
[livelifejuiceco@gmail.com](mailto:livelifejuiceco@gmail.com)  
[livelifejuiceco.com](http://livelifejuiceco.com)

*We are a modern ORGANIC cold-pressed juice company in Chico, Ca. We also serve fresh, healthy, vegan & gluten-free food. We offer our juice and food in a convenient grab & go style, so you can enjoy nourishing food in your busy day without compromising health and wellness.*

### **Om Foods**

Amanda Bosschart  
142 Broadway St,  
Chico, CA 95928  
530-228-4074  
[Omfoodtm@gmail.com](mailto:Omfoodtm@gmail.com)

### **Raw Bar**

346 Broadway St.  
Chico, Ca 95928

### **Red Tavern**

1250 Esplanade  
Chico, CA 95926  
530-894-3463

[www.redtavern.com](http://www.redtavern.com)

*Red Tavern is a well-known Chico favorite that offers locally grown, seasonal, organic ingredients in their thoughtfully prepared dishes. They offer a cozy upscale dining experience, where you'll find an extensive wine list, full bar and a beautiful outdoor patio featuring a bocce ball court.*

### **Sierra Nevada Taproom & Restaurant**

1075 East 20th St  
Chico, CA 95928  
530-893-3520

### **Upper Crust Bakery & Eatery**

130 Main St  
Chico, CA 95928  
530-895-3866

### **Wine Time**

Jasmine James  
26 Lost Dutchman Dr  
Chico, CA 95973  
530-899-9250

## CATERERS

### **Bacio Catering & Carry Out**

1903 Park Ave  
Chico, CA 95928  
530-345-7787

[www.baciochico.com](http://www.baciochico.com)

*Thoughtfully prepared dishes offered deli-style by the pound or piece from our retail counter. Sourcing locally grown ingredients, our dishes are fresh, beautiful and delicious. We also feature weekly specials, prepared platters, and of course, full service catering for life's big events. Come in for lunch and bring home dinner!*

### **Roots Catering**

Kelly Gomez  
3221 Esplanade  
Chico, CA 95973  
530-891-4500

[kgomez@rootscatering.com](mailto:kgomez@rootscatering.com)

[www.rootscatering.com](http://www.rootscatering.com)

*Roots catering is known for its authentic, world dishes made from locally sourced meats and produce. We also offer breakfast and lunch M-F 8-2PM and Sunday 8-1pm at our 3221 Esplanade site. See our website at [www.rootscatering.com](http://www.rootscatering.com) for a catering menu and service options and our restaurant menus.*

## BUTTE COUNTY COMMUNITY & ORGANIZATION MEMBERS

### Center for Healthy Communities

CSU, Chico  
400 West First Street  
Chico, CA 95929-0235  
530-898-5323  
[www.csuchico.edu/chc/](http://www.csuchico.edu/chc/)  
Chico State's Center for Healthy Communities (CHC) is widely recognized for excellence in community health education. Research in areas including food insecurity, agriculture, food safety, nutrition, physical activity, and public health keeps the Center current. It's nationally recognized service-learning and pre-professional training program is a model for experiential education.

### Chico Chamber of Commerce

441 Main Street, Suite 150  
P.O. Box 3300  
Chico, CA 95927  
530-891-5556  
[heather@chicochamber.com](mailto:heather@chicochamber.com)  
[www.chicochamber.com](http://www.chicochamber.com)  
The Chico Chamber of Commerce is one of the largest business advocacy organizations in Northern California. Mission: Chico Chamber of Commerce...The Voice of Chico Business. Our mission is to be the unified voice of the businesses we represent. Our vision is to influence decision makers on behalf of the business community.

### College of Agriculture

CSU, Chico  
400 West First Street  
Chico, CA 95929-0310  
530-898-5844  
[www.csuchico.edu/ag](http://www.csuchico.edu/ag)  
The CSU, Chico College of Agriculture supports vibrant food systems through education, research, and service to the North State community. The 800-acre University Farm serves as a living laboratory for students enrolled in agriculture. For more information please visit our website at [www.csuchico.edu/ag](http://www.csuchico.edu/ag) or give us a call.



**Saturday Downtown CHICO**  
2nd & Wall St.  
Year Round, Rain or Shine  
7:30am - 1:00pm

**Wednesday CHICO**  
Pillsbury Rd  
Year Round, Rain or shine  
7:30am - 12:00pm

**Oroville and Paradise**  
seasonal markets open  
May 2020

**Chico FarmersMarket.com**  
**(530) 893-FARM**



**[facebook.com/ChicoCertifiedFarmersMarket](https://facebook.com/ChicoCertifiedFarmersMarket)**



**New Location!**

**Oroville Hospital Farmers' Market**  
Every Wednesday  
August through September  
**10 a.m. to 2 p.m.**  
Dove's Landing Parking Lot  
2450 Oro Dam Blvd.



Oroville Hospital

# FOOD TRUCKS

Name	County/City	Phone	Email	Social Media	Website
Cupcake Crusader	Butte/ Chico	530-899-1100	the cupcake crusader@gmail.com	Facebook: cupcakecrusader Twitter: CupcakeCrus8er	www.thecupcakecrusader.com
Inday's Filipino Food	Butte/ Chico	530-520-2593	IndaysFilipinoFood@yahoo.com	Facebook: IndaysFilipinoFood	www.indays.weebly.com
Truckaroni	Butte/ Chico	530-514-3531	truckaroni@gmail.com	Facebook: truckaroni	
Chicobi's	Butte/ Chico	530-828-3161	obi.gagne@hotmail.com	Facebook: cateringfoodtruck	www.chicobis.com
Black Kettle	Butte/ Chico	530-354-1013		Facebook: blackkettlechico	
Mayhem	Butte/ Chico	530-717-3968	info@mayhemfoodtruck.com	Facebook: mayhemfoodtruck Twitter: @mayhemnation	
Maria's Gone Tamales	Butte/ Chico	530-566-4085		Facebook: Maria's Gone Tamales"/ food truck	
Wander	Butte/ Chico	530-680-3871	wanderfoods@gmail.com	twitter: WanderFoodTruck	www.wanderfoods.com
Golden State Smokery	Butte/ Chico	530-965-1482	goldenstatesmokery@gmail.com	facebook: GoldenStateSmokery	
The Lamb and The Wolf	Butte/ Chico	530-966-7351	thelambandwolf@gmail.com	Facebook: thelambandwolf	www.thelambandthewolf.com
Slyderz Grill	Butte/ Chico	530-781-4745	info@slyderzgrill.com	Facebook: slyderzgrill	www.slyderzgrill.com
Gnarly Deli	Butte/ Chico	530-230-7607	gnarlydeli@gmail.com	Facebook/Instagram/Twitter: GnarlyDeli	www.gnarlydeli.com
Drifter Pizza	Butte/ Chico	707-758-6579	rob@drifterpizza.com	facebook: Drifter Pizza Company	www.drifterpizza.com
Drunken Dumplings	Butte/ Chico	530-282-2038	drunkendumplingschico@gmail.com	Facebook: Drunkendumplingchico	
Ikes Smokehouse	Butte/ Chico	530-3431901	ikesmokehouse@yahoo.com	Facebook: IkesSmokeHouse	
The Range Food Truck	Butte/ Chico	530-701-2846	therangefoodtruck@gmail.com	Facebook: therangefoodtruck	www.therangefoodtruck.com
Mockingbyrd Coffee CO	Butte/ Chico	925-448-4625	mockingbyrdcoffeeco@gmail.com	Facebook/Instagram: mockingbyrd- coffeeco	
CampFire BBQ	Butte/ Paradise	530-966-6533	campfirebbq2018@gmail.com	Facebook: campfire2019	
Inferno Wood-Fired Pizza	Butte/ Paradise	530-377-6663	don_dorfmeier@yahoo.com	Facebook: infernowoodfirepizza	
E&J's Mobile Kitchen	Butte/ Paradise	530-636-5510	eandjmobilekitchen@gmail.com	Facebook: eandjmobilekitchen	www.eandjmobilekitchen.com

# Increasing Access to Fresh Local Food and Providing Education on How to Prepare it: CHC Supports Farmers' Markets in Butte and Tehama Counties

By Jenni Dye, MS, RD with the CSU, Chico Center for Healthy Communities

The Center for Healthy Communities (CHC) supports the local food system through two main activities; 1) the Market Match incentive program and 2) implementation of farm to fork activities right at farmers' markets.

Market Match is part of CHC's ongoing efforts to increase awareness of and enrollment in the CalFresh program. Market Match attracts new customers by doubling their buying power for fruits and vegetables when they spend their CalFresh EBT benefits (federally known as SNAP) at participating farmers' markets. One market match customer said, "It really helps me afford things that I wouldn't normally be able to buy" and another said "You have no idea how much this helps."

The Market Match program has shown that an incentive program can increase the purchase of fresh fruits and vegetables by low-income shoppers. This increase improves the economic vitality of small and medium size farms. Market Match is a triple-win: for low-income shoppers, small and mid-sized farmers, and California's rural communities. CHC offers the Market Match program in partnership the Ecology Center at the year-round Wednesday market at the North Valley Plaza, the Chico Saturday Farmers' Market in downtown Chico and the seasonal markets in Oroville, Paradise and Red Bluff.

CHC provides farm to fork activities at the Chico Wednesday Farmers' Market through farmers' market sourced recipe tastings which are open to all customers. In addition, there is a seasonal children's program called the Kids Farmers' Market Club. The Kids Farmers' Market Club offers interactive nutrition education activities and simple farmers' market sourced recipe tastings. Participants receive their own CHC Farmers' Market bucks to shop at the market on their own. A participating family told CHC that, "The Kids Farmers' Market Club is the best part of my kids' week. They love it and look forward to it."

The goals of both programs are the same; we want to educate community members on what the farmers' market has to offer and to promote our local farmers.

The CHC prioritizes the local food system with all of the programs we deliver to the community, like Harvest of the Month. This program is a nutrition education project that buys local produce directly from area farmers and delivers prepared tastings to elementary students in the classroom.

*For more information on CalFresh Outreach, Market Match or the Harvest of the Month Program please check out the Center for Healthy Communities website at [www.csuchico.edu/chc/](http://www.csuchico.edu/chc/) Jenni Dye is a Nutrition Education Specialist who has worked at the Center for Healthy Communities (CHC) since 2006. She is currently the Project Director of CHC's Market Match Program, North State Benefit Enrollment Center and CalFresh Community Outreach Team. Jenni's background is in farming, school/community-based nutrition education, community food systems, food security and food safety. She grew up in small, rural farming town in northern California and has a deep passion for supporting communities, farmers and individuals in northern California. Jenni is a Registered Dietitian and Chico State Alumni, holding a bachelor's degree and a master's degree in nutrition science.*



## Center for Healthy Communities

CALIFORNIA STATE UNIVERSITY, CHICO





Glenn County is located in the heart of California's fertile Sacramento Valley halfway between Sacramento and Redding. Mendocino National Forest is on the county's west side, and the Sacramento River borders the east. Home to 1,188 farms, agriculture remains the primary source of Glenn County's rural economy. The 2016 gross production of agricultural commodities was valued at over \$748 million with just under \$5 million coming from vegetable crops including processing tomatoes, strawberries, pumpkins, farmers' market gardens, and roadside farm stands. Other major commodities include rice, almonds, walnuts, milk products, and livestock, and the county is also home to citrus orchards and diversified vegetable operations. Glenn County hosts a weekly Community Market in Willows offering residents an opportunity to purchase local products while visiting with friends and neighbors.

Glenn County has 1,327 square miles of land and just 29,000 residents leaving vast areas of open space for recreation. There are world class salmon and shad runs in the Sacramento River, which is easily accessible by boat or shore throughout Glenn County.

Large tracts of land have been set aside exclusively for duck sanctuary, making duck hunting in Glenn County world class. This abundance of ducks available for hunting brings hundreds of hunters from around the world to Glenn County.

## GLENN COUNTY GROWERS & FARMSTANDS

### Ainsworth Orchards

Jim Ainsworth  
4298 County Rd K ½  
Orland, CA 95963  
530-865-3200

### Alston Farms

Linda Alston  
1010 Hwy 99W  
Orland, CA 95963  
530-865-2666

### Broken Oak Acres

Lyndsay Mann  
1792 State Hwy 45  
Glenn, CA 95943  
530-519-7087  
Facebook: brokenoakacres  
brokenoakacres@outlook.com  
www.brokenoakacres.com  
*Broken Oak Acres is a small family ran business where our products have hours of thought and labor put into them before they reach you. We strive to offer the highest quality products possible. Our services include: seasonal flowers and vegetables, flower subscriptions, floral arrangements, u-pick blooms by the bucket, and wedding florals.*

### Capay Rancho Herb Company

Kelly & Nancy Osborne  
220 2nd Ave  
Orland, CA 95963  
530-736-7308  
Facebook: CapaRanchoHerbCo  
*We are the Capay Rancho Herb Company, a three generation mother/daughter team, selling culinary and medicinal herbs and fruit since 2014. We incorporate the principles of permaculture. We have been registered organic with Tehama County since 2014 and in 2018 became certified organic with CCOF*

### Debbie's Farm

Mike and Debbie Ariza  
7641 Cutting Ave  
Orland, CA 95963  
530-781-2195  
debariza50@gmail.com  
*Ariza Farm is a family run business that has been in operation since 1979. Some of our winter produce include: kiwi, mandarins, guava, pomegranates, and persimmons. Summer items include: peaches, nectarines, plums, cucumbers, cantaloupe, and eggplant.*

### Douglass Ranch

Kelly and Shannon Douglass  
Orland, CA 95963  
530-865-5905  
shannondouglass@hotmail.com  
www.douglassranch.com  
Facebook: DouglassRanch  
Instagram: DouglassRanch  
*We raise Black Angus cattle and select our best calves for our direct-market program. Our cattle are raised naturally on grass, finished on grain, and with no added hormones or antibiotics. The beef is aged and then cut and wrapped for custom orders. Sold by the half and quarter direct to our customers. We also grow pumpkins seasonally.*

### Glenn Made

910 W. Wood Street  
Willows, Ca. 95988  
Store hours: Wed-Sun. 9a-6p  
530-361-9125  
glenn.made@yahoo.com  
www.GlennMade.Net  
*Glenn Made is a locally owned store in Willows, California. We carry local and hand-crafted products such as cutting boards, jewelry, wooden toys, soaps and lotions, photography, folk art, silk scarves and much more. We also have a tasting bar to sample olives, flavored olive oil, balsamic vinegar, nuts, cheese, bbq sauce, jellies and jerky.*

### Linzy Mandarins

Clark and Peggy Linzy  
7444 Cutler Ave  
Orland, CA 95963  
linzy33@earthlink.net  
*We offer three varieties of Satsuma Mandarins: Okitsu Wase, Owari, and Dobashi Bene and are open mid-October through December.*

### Massa Organics

Greg Massa and Raquel Krach  
PO Box 535  
Hamilton City, CA 95951  
530-519-8628  
greg@massaorganics.com  
www.massaorganics.com  
*Owners Raquel Krach and Greg Massa take an ecological approach to food production. Massa Organics grows and direct markets organic brown rice, organic almonds and almond products, organic hay, and organic pastured pork and lamb. Available at 14 farmers markets in Northern California, select distributors, and direct from the farm.*

### Olivarez Honey Bees, Inc.

6398 Country Road 20  
Orland, CA 95963  
530-865-0298  
social@ohbees.com  
www.ohbees.com  
*Olivarez Honey Bees is a family owned business with three generations of beekeeping expertise. OHB provides quality service to beekeepers and farmers nationwide.*

### Pedrozo Dairy & Cheese Co.

Tim Pedrozo  
7713 County Rd 24  
Orland, CA 95963  
530-514-3837  
*Pedrozo Dairy & Cheese Co. is a family business located in the Glenn County, dedicated to raising the finest grass fed dairy cows to produce quality milk and rich handcrafted cheese in limited quantities. We are a hands on operation in the tradition of family dairy.*

### Shuey Family Farms

Sue Shuey  
6340 County Rd 21  
Orland, CA 95963  
530-865-1330

### Sierra Nevada Cheese Company

6505 County Road 39  
Willows, CA 95988  
530-934-8660  
meghan@sierranevadacheese.com  
www.sierranevadacheese.com  
*Sierra Nevada Cheese Company hand-crafts Certified Kosher award-winning Natural and Organic fine dairy foods in Willows, California sourcing local milk free from antibiotics and synthetic hormones. We use no fillers, artificial ingredients, or rennet. We seek farmers whose practices support animal welfare, pasture grazing, and sustainable local agriculture.*

### Stokes Family Blueberries

Kevin and Teresa Stokes  
6974 County Rd 6  
Orland, CA 95963  
530-865-5560

### Ten Point Farm

Thomas & Angie Blume  
4340 County Rd Q  
Orland, CA 95963  
530-228-6062  
530-865-4780

tenpointfarm@digitalpath.net

*Our small farm is chemical free and sustainable. We grow navel oranges, Blenheim apricots, fresh vegetables and herbs available in season. Shelled and vacuum packed pecans and walnuts. All products carefully hand processed and inspected. Direct sales to customers. Call or email for delivery arrangements.*

### The Divide Ranch

Mike and Kathy Landini  
P.O. Box 99  
Elk Creek, CA 95939  
530-968-5601

divideranch@gmail.com

www.thedivideranch.com

Facebook: Divide Ranch Grass-Fed Beef

*We are a family-run ranch, cow/calf operation in Elk Creek, CA, located in the western foothills of Glenn County. In addition to working on the ranch we sell our all natural (no hormones or antibiotics) 100% Grass-Fed beef at local farmers' markets. We raise what we sell!*

### The DCR Trading Post

Kimberly and Richard Nicholes  
580 Canal Street  
Hamilton City, CA 95951  
530-487-7298  
kimberly@thedreamcatcherranch.com

Facebook: TheDreamCatcher-

RanchTradingPost

Instagram: thedcrtradingpost

Twitter: dreamcatcherran

*The DCR Trading Post is a small American Buffet Style Restaurant/Market that features and showcases local products and goods. Here you will find home cooking and make new friends! We raise our own Berkshire Pork, to make pork cuts and sausages and carry products from neighboring producers including Hamilton High School FFA Olive Oil and Booster Club gear!*

## GLENN COUNTY SPECIALTY RETAILERS & GROCERY STORES

### Mar-Val Food Store

517 S Tehama St  
Willows, CA 95988  
530-934-3344  
www.marvalfoodstores.org  
Open: Mon-Sun 7:00a-8:30p

### The Parkway RV Resort & Campground

6330 County Road 200  
Orland, Ca 95963  
530-865-9188  
info@theparkwayrv.com  
www.theparkwayrv.com  
Facebook: TheParkwayRV  
Instagram: theparkwayrvresort  
*The Parkway RV Resort & Campground is not only a superb RV & tent camping facility; it is also the home of The RVina Tasting Room where you can sample the bounty of Butte, Glenn, and Tehama counties. Located 1/2 mile west of I-5.*

### The Rusty Wagon

420 Walker Street  
Orland, CA 95963  
530-988-9132  
localgoodsstore@gmail.com  
Facebook: TheRustyWagonOrland  
*Our Mission is to provide adults with disabilities a place in our community to learn, work and thrive. Our training store features local foods, goods, and unique artisan products as well as shopping experience with superb customer service provided by our Associates.*

### Sav-Mor

32 East Walker St  
Orland, CA 95963  
530-865-2112  
Open 6:00a - 11p

## GLENN COUNTY RESTAURANTS & CAFES

### 4th Street Cafe

824 4th Street  
Orland, Ca 95963  
530-988-9030  
www.4thstcafe.com  
Facebook: 4thStCafe  
*The mission of the 4th St. Cafe is to serve quality homestyle food that showcased fresh, wholesome ingredients, and promote the very best that orland has to offer, both in food and community spirit.*

### Farwood Bar & Grill

705 5th St  
Orland, CA 95963  
530-865-9900  
Farwoodbar@yahoo.com  
FarwoodBarandGrill.com  
*Farwood Bar and Grill features a seasonally changing menu which showcases locally produced ingredients, hand cut steaks, and scratch made sauces, dressings, and desserts.*

### The Hive Kitchen + Bar

730 6th Street  
Orland, CA 95963  
530-865-8000  
thehive@ohbees.com  
www.ohbees.com  
Facebook: thehivekitchenandbar  
Hours: Kitchen: Mon-Sat 7am-6pm  
Bar: Thurs 9pm Fri-Satu 10pm

### Willows Chamber of Commerce

118 West Sycamore  
Willows, CA 95988  
MWF: 10a-2p  
530-934-8150  
thewillowschamber@gmail.com  
www.willowschamber.com  
*The Willows Chamber of Commerce is dedicated to local businesses and strives to help them meet their goal to achieve their success. Experience the Willows Certified Farmers Market Saturdays, May through September from 8:00 am to noon on N. Tehama St.*

# Should we scale-up local food? (hint: it's not just about the food)

By Dr. Jacob N. Brimlow, Agricultural and Natural Resource Economist, CSU, Chico College of Agriculture

Consumers are interested in “local” [1] food for a variety of perceived benefits including taste, freshness, safety, sense of community, and support of local producers and the local economy. Consumer interest in local food represents an opportunity for farmers and ranchers working to remain profitable in highly competitive regional and global food markets. In the wake of the devastating Camp Fire, our local food system has also been recognized as an important tool for disaster preparedness.

With consumers and producers both standing to gain, and a region blessed with highly productive agricultural systems, the potential for our local producers to feed local consumers is vast. Our region has a robust set of direct-to-consumer options such as farmers’ markets and CSA’s showcasing a wide variety of high quality regional food products, and some retailers and restaurants feature local, but local food sales remain a small percentage of our region’s overall food sales (my best guess for the tri-county region of Butte, Glenn, and Tehama is 3-5%).

So, should we scale up local food?

Direct-to-consumer sales channels are easily saturated, and to reach larger volumes and numbers of consumers local food sales must increase in other channels that give consumers access to local products at places like institutions (think hospitals and schools), grocery stores, and restaurants. These channels are often referred to as “intermediated” and “direct-to-retail.”

Local food sales through intermediated and direct-to-retail channels have incredible potential to reach high volumes and large numbers of consumers, but pose challenges not often present with direct-to-consumer sales. Consider the differences between:

1) a farmer supplying enough carrots to meet the demand of consumers at a farmers market (direct-to-consumer

channel, lower volume, higher price point),

2) that same farmer instead selling carrots to meet demand at a small- mid-sized local grocery store (direct-to-retail channel, medium volume, middle price point), and

3) supplying carrots to large institutional buyers like the CSU, Chico Associated Students Dining, which buys as much as 1000 pounds of carrots from one of its vendors in a month (intermediated channel, high volume, often lower price point).

Larger buyers typically have liability insurance and food safety documentation requirements that are prohibitive for local growers. A more difficult challenge is that scaling up local often requires infrastructure and services such as aggregation, cool and cold storage, processing/packaging, and shipping/distribution which may not be available in the local area. Establishing those services and infrastructure can generate economic activity (jobs, tax revenue), but requires private and/or public investment. And let’s not forget one of the most important components of providing healthy, nutritious, local food to a larger number of consumers: keeping it affordable while maintaining a profitable price for the farmer.

So, should we scale up local food?

I would be remiss if I didn’t mention trade-offs (I’m an economist, after all). Consider this: the productivity and profitability of our regional agricultural systems are the envy of producers all over the world, and provide food for millions of people while providing local economic benefits as well. If scaling up local food meant diverting products from global to local supply chains or adjusting production patterns to satisfy larger volume buyers like AS Dining, should we do that? There is no right answer, of course, but scaling up local could require trade-offs we need to consider.

The potential for scaling up local in our region is significant, but comes with challenges.

As a research economist I have analyzed barriers limiting local food sales growth, but determining the future of our local food system requires more: individuals, communities, and governments must weigh complex sets of costs and benefits which change over time. For example, the Camp Fire changed the value many people in our region place on community and resilient, “local” systems. Will this change how consumers choose to spend their food budgets (voting with dollars)? Will it create new opportunities for food system entrepreneurs or increase local government investment in food system infrastructure? Will it result in new community action or policy change to increase access to affordable local food? Only time will tell what this and other changes may mean for the future of our regional food system, but it definitely isn’t just about the food.

*About the author:*

*Jacob N. Brimlow, Ph.D. is an associate professor in the College of Agriculture at CSU, Chico. Dr. Brimlow earned his doctorate at North Carolina State University, where he studied agricultural and natural resource economics. He teaches courses in agricultural business and economics, and conducts research exploring the interaction between small farmer land use decisions, ecosystem service production, and local food markets.*

[1] Every consumer has a different definition of local. A 100-mile radius around Chico extends north of Redding, almost to the coast, past Sacramento to the south, east to Reno, and contains several highly productive agricultural zones. Staying a bit closer, the tri-county area of Butte, Glenn, and Tehama counties has significant and varied agricultural production that could be used to feed local residents.



# Healthy Soil Supports Local Foods in Glenn County

By Kandi Manhart, Executive Officer, Glenn County RCD



Glenn County partners lead the way in healthy soils. Did you know soil quality can play a role in how your food is grown? Read on for a little history and learn more about Glenn County partners who have been working towards ensuring healthy soils to support our local foods.

The relationship between Resource Conservation Districts (RCD), a special district, and the US Department of Agriculture's Natural Resources Conservation Service (USDA-NRCS), formerly known as the Soil Conservation Service, is long standing and the reason you will find them co-located in the same office most of the time. Their partnership is sometimes described as a "marriage" relationship strangely enough. And, in Glenn County, not only does the RCD and USDA-NRCS work closely together but the two agencies commonly work with the University of California Cooperative Extension (UCCE) and Farm Bureau (a non-governmental agency) due to, well, just making sense the agency leaders like to say.

The love of healthy soils is not new in Glenn County with these partners. As you may have noticed 'soil' is part of the founding of RCD and USDA-NRCS which reaches back to the Dust Bowl era in the 1930s. Due to the importance of healthy soils, Glenn County RCD,

USDA-NRCS, UCCE and Farm Bureau partners together to help promote and encourage healthy soils and have so for many years. Some say their partnership is a model to be replicated and that is true... all due to the foresight of a local farmer and Certified Crop Advisor who is well known in the Glenn County community.

Partner roles, what are they? RCD is known as being the liaison between private landowners and government agencies to find common ground and achieve goals together, USDA-NRCS offers cost-share funding through Farm Bill Programs to encourage implementation of additional best management practices, UCCE brings research and scientific approaches, while Farm Bureau supports the agricultural industry and is membership based made up of farmers and ranchers. Together, the four partners create a well-rounded support team to help our farmers and ranchers do what they do best - - grow our local foods.

It is the Glenn County partner's goal to help provide opportunity to farmers and ranchers while sharing information and learning more from each other, which ultimately help our local foods be placed on our local dinner tables. These Glenn County partners have a love of healthy soils and, most importantly, their drive to work with farmers and ranchers who care for our agricultural and natural lands is par-none. In fact, they even created a farmer-lead steering committee to guide the healthy soils efforts in Glenn County.

Did you know soil quality can play a role in how your food is grown? To answer the original question, soil quality does play a role in growing

food. Healthy soils are important! Healthy soils ensure that agricultural lands are sustained for future generations and are essential for the production of a bountiful supply of safe food and fiber. Yes, lots of local food on your local dinner table. Lastly, healthy soil, equals healthy food, equals healthy people.

To learn more, contact Glenn County RCD at [www.glenncountyrcd.org](http://www.glenncountyrcd.org) or call their office at 530-934-4601.

*About the author, Kandi Manhart:*

*Kandi Manhart is the fourth generation of her family's farm located in Colusa County, California. A graduate from California State University, Chico she puts her Bachelor of Science in Agriculture Business, emphasis in Marketing, to use as the Executive Officer of Glenn County Resource Conservation District. Since 2005, she has worked with their Board of Directors to implement projects protective of agriculture and natural resources, such as soil health, wildfire prevention, direct marketing, RCD Connects with kids, and more. She enjoys working with people to help address resource issues and pursuing opportunities that benefit agriculture, natural resources and local communities. She truly believes there is a balance needed amongst all resources, people and landscapes, to ensure a healthy ecosystem for future generations. Active in the agriculture and natural resources industry, she has been awarded California RCD Employee of the Year, is an alumni of California Agricultural Leadership Program-Class 40, participates on various advisory committees and, when not working, Kandi loves to be outdoors, traveling to new places and spending time with friends and family.*

## FARMER PROFILE

# Broken Oak Acres: Family, Food & Flowers

By Norvella Mendoza

It is truly a family affair, passionate about family, food, and flowers. Broken Oak Acres located in Glenn, CA is a family of four operation, that first began two weeks after Lyndsay and David Mann welcomed their daughter Evelyn and planted their first pumpkin patch in May 2016.

Before opening the family business, Lyndsay Mann envisioned having a hobby that would sustain itself and since, Broken Oak Acres has grown tremendously over the past three years. The inspiration behind the dream of owning a farm stand began as a young entrepreneur selling eggs to her neighbors, gardening vegetables for her family & friends, and the rest is history.

Since David and Lyndsay first purchased their home, where they primarily reside and run their business they have welcomed two daughters Evelyn & Sophia; who they teach about plants and the value of hard work. This is Broken



Oak Acres' third year growing pumpkins, and second year growing a variety of seasonal flowers, vegetables, persimmons, hens for eggs, and some fresh fruit. Floral services include: flower subscriptions, floral arrangement classes, U-pick days for blooms by the buckets, elegant wedding florals and special occasion arrangements.

Lyndsay describes the biggest accomplishment since opening Broken Oak Acres has been growing a diversity of vegetables and flowers over the past few years and having her own community interested in her artistry. She loves the interaction with her customers and seeing the blooms in the field that later create a wholesome memory for others. Lyndsay, appreciates the deep

admiration and emotion the community has with her talent and cherishes the sentiment it brings. It truly is a labor of love and community support that drives this family affair to continue its operation.

When you purchase a product from Broken Oak Acres, you are buying a service that has had hours of thought, talent, and labor put into each and every item before it reaches you. You are also purchasing a high-quality product that supports the dream of providing local, quality farm goods, and the practice of sustainable land stewardship.

You can find Broken Oak Acres' flower bouquets in these local shops: The Gathering Market Place in Willows Tuesday-Saturday 10am-5:30pm,

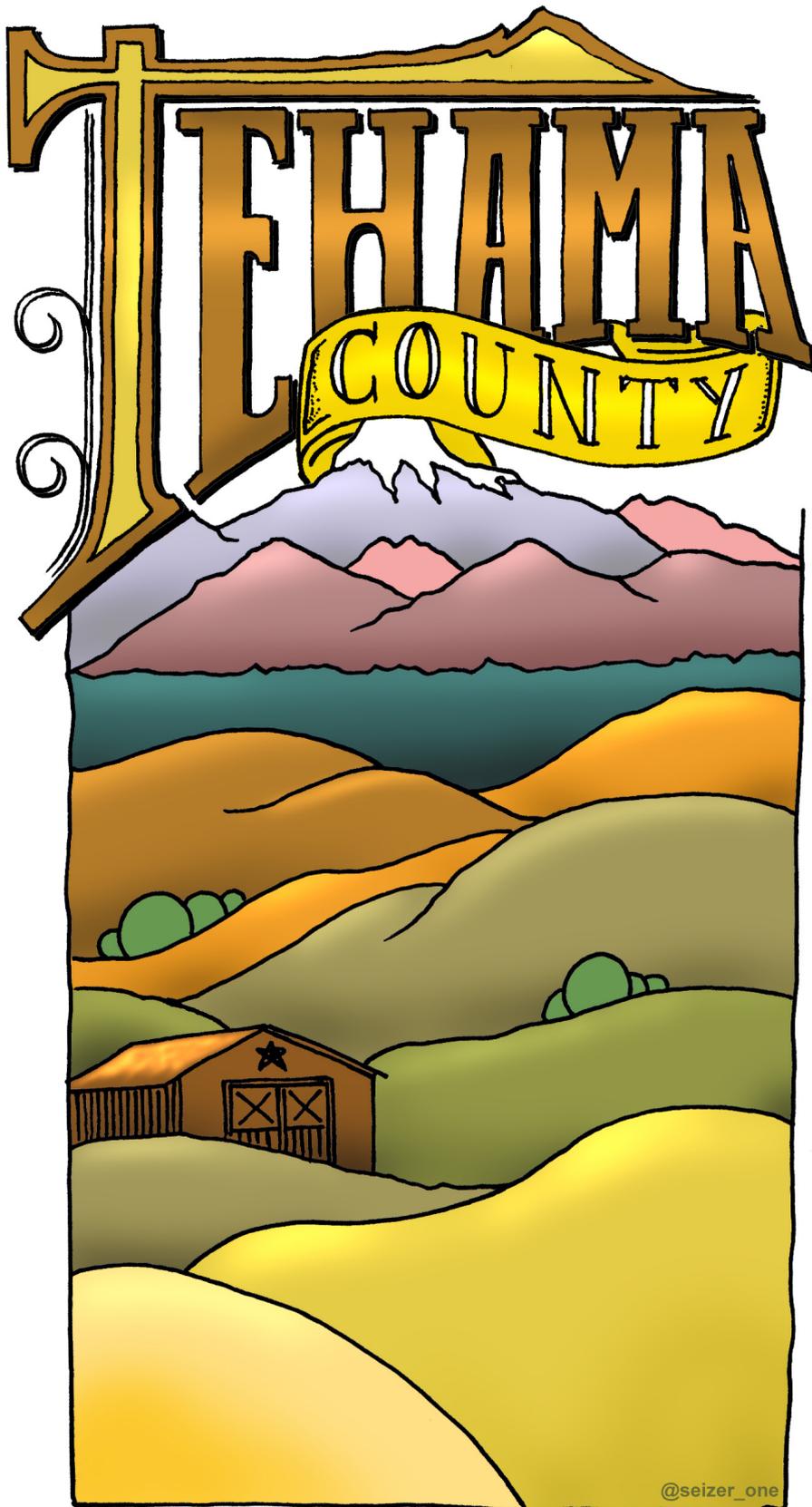
The Rusty Wagon in Orland Thursday-Saturday 10am-5pm and on some occasions Saturdays at the Willows Certified Farmers Market May-September 8a-noon.

For more information about floral arrangement courses please visit [www.brokenoakacres.com](http://www.brokenoakacres.com).

Find Broken Oak Acres on social media Facebook/Instagram: @BrokenOakAcres

### About the author:

Norvella R. Mendoza is a senior in the College of Agriculture CSU, Chico studying Agriculture Business. She is currently an intern for Buy Fresh Buy Local North Valley chapter and is ecstatic about the production practices in the North Valley. Norvella will be pursuing graduate school in her home valley Monterey County at Cal State Monterey Bay to fulfill her dream of working with the leafy greens industry.



Tehama County is located approximately midway between Sacramento and the Oregon border and is bisected by the Sacramento River. The fertile soil along the river valley hosts the county's top three commodities, walnuts, prunes and almonds, which cumulatively account for almost 60% of the total agricultural production. The total gross value for agricultural production in 2013 (most recent year available for data) was \$302,271,000.

Tehama County is annually ranked among the top three table olive producing counties within the state. Over 6,656 acres of table olives are harvested annually.

Small vineyards and licensed wine tasting rooms continue to populate Tehama County encouraging visitors to explore not only the New Clairvaux monastery in Vina, but higher elevations in the Manton area as a stop-off destination for travelers on their trek to Mount Lassen.

Registered organic production has increased to over 11,970 acres of registered organic land within Tehama County, ranging from small gardens catering to our local certified farmers' markets to large-scale livestock and commercial crops.

## TEHAMA COUNTY GROWERS & FARMSTANDS

### **Bianchi Orchards Walnuts & Wine**

Annie and Becky Bianchi  
10337 HWY 99E  
Los Molinos, CA 96055  
530-680-1714  
bianchiorchards@yahoo.com  
www.BianchiOrchards.com  
*Bianchi Orchards is a family-owned and operated business in Northern California, producing premium Chandler Walnuts on an 80 acre farm. In 2009, the family started to package and market their own branded retail products. Fresh and delicious Chandler Walnuts, Bianchi Orchards Wines, Pecans, Almonds, Pistachios, Oils, Vinegars, Honeys, Chocolates, and other local treats and crafts.*

### **Big Bluff Ranch**

Tyler Dawley  
Red Bluff, CA  
530-529-2291

### **Burlison Fruit Stand**

Aldon and Elen Burlison  
11390 HW99E  
Los Molinos, CA 96055  
530-209-2108  
*Our family fruit stand provides fresh produce, nuts & honey year round. We specialize in an array of stone fruits, including peaches, and also grow tomatoes, squash and more. Found on Hwy 99E In Dairyville since 1948. We also attend farmers' markets in Tehama and Shasta Counties*

### **Corning Olive Company**

Ray Rogers  
711 Fig Ln  
Corning, CA 96021  
530-824-5447  
corningoliveoil@att.net  
www.corningoliveoil.com  
Facebook: CorningOliveOilCompany  
*Corning Olive Oil Company has been built on the old-world traditions of quality and customer service. Corning Olive Oil Company is a proud supporter of Buy Fresh Buy Local.*

### **Farmelot**

James Brock and Bruce Balgooyen  
P.O. Box 285  
Vina, CA 96092  
(916) 225-2261  
Farmelot@gmail.com  
www.farmelot.org  
Instagram: Farmelot  
*Farmelot grows sustainable food, utilizing regenerative land practices on a vintage farm in North State California 175 miles north east of San Francisco. Dr. Bruce and Farmer James worked collaboratively to create Farmelot – The Art of Natural Food. Our heirlooms and old world varieties are a main attraction at the vibrant and highly rated downtown Saturday Chico Farmers Market, the downtown Sunday Sacramento Farmers Market near the state capital, as well as other farmers markets, restaurants & natural food stores in Northern California.*

### **Field to Fork Tehama LLC**

Jake and Rachele Gould  
19779 Callahan Rd  
Red Bluff, CA 96080  
530-840-608  
rachellegould@fieldtoforktehama.com  
www.fieldtoforktehama.com  
Facebook: fieldtoforktehamallc  
Instagram: fieldtoforktehamallc  
*Field to Fork Tehama, LLC is a multi-farm CSA that provides members with a weekly box filled with vegetables, fruit and protein that are currently in season. Our members pay one monthly payment and receive a CSA box delivered directly to them every Thursday. We also supply restaurants with local food.*

### **Flying T Ranch**

19800 Live Oak Rd  
Red Bluff, CA 96080  
530-526-2496  
esudish@gmail.com  
Facebook: Flying T Ranch Red Bluff  
*Flying T Ranch, raises local grass fed beef without any antibiotics or hormones and processes their beef in a USDA facility to insure a safe product.*

### **Heartbeat Farm**

Neddy Baguio and Jessie Levitsky  
3838 Columbia Ave  
Corning, CA 96021  
530-5867046  
jessannalevitsky@gmail.com  
Instagram: Heartbeatfarm  
*Heartbeat Farm is a small organic operation with the goal of feeding people at the lowest-cost possible with organic and sustainably grown vegetables. We farm with the season to bring as much vegetable assortment possible to the community. Find us year round Saturdays at the CCFM 7:30a-1p and at BlackBird Farm Stand 4p-7p.*

### **Hooker Creek Farm**

1760 Hooker Creek Rd  
Cottonwood, CA  
530-727-7167  
hookercreekfarm@gmail.com  
Facebook/Instagram: hookercreekfarm  
*Naturally raised, simply delicious. A family farm in Cottonwood, California. We specialize in pastured heritage pork, poultry, and honey.*

### **Julia's Fruit Stand**

Kathy & James Brandt  
11475 Hwy 99E  
Los Molinos, CA 96055  
530-528-8754  
Facebook: juliasfruitstand14  
*We are a family owned Fruit Stand that prides itself on growing the produce we sell. Our goal is to sell fresh produce guaranteeing you the freshest and ripest produce you can get. We specialize in heirloom tomatoes, peaches, nectarines and apricots. Visit us and enjoy the best produce available. We are open 7 days a week from 8am-6pm.*

### **King Elliot Gardens**

Jean King & Sean Elliot  
24120 Craig Creek Lane  
Dairyville, CA 96080  
530-366-6033

### **Kitchel Family Organics**

Lana and John Kitchel  
25255 3rd Ave.  
Los Molinos, CA 96055  
530-384-1966  
lanak@theskybeam.com  
www.kitchelfamilyorganics.com  
Facebook: KitchelFamilyOrganics  
*We are a small family ran CDFCA Certified Organic Farm in Los Molinos, CA. We grow over 60 delicious, organic fruit, nut, vegetable, and spice/herb commodities with many varieties, including heirlooms! Our CSA organic boxes can be purchased direct from our farm Wednesdays 5-7 pm and Saturdays 8-10 am.*

### **Maywood Farms**

Robert Steinacher  
3635 Mt. Shasta Ave  
Corning, CA 96021  
530-824-4216  
www.maywoodfarms.com  
Facebook: MaywoodFarms  
*Maywood Farm is a wholesale family owned grower, packer, and shipper of California Certified Organic Fresh Figs. We are large enough to consistently fill large receiver demands, yet small enough to customize each order. We do not sell or ship to individuals. We only sell directly to consumers if they come to our farm during the season. Please call for seasonality.*

### **MoonBeam Farm**

3911 Columbia Ave  
Corning, CA 96021  
530-586-7100  
sales@moonbeamfarm.com  
www.MoonBeamFarm.com  
Facebook: MoonBeamFarm

*We are a small organic farm open to the public just outside of Corning, CA. Our specialty crops are Loofah and Lavender along with many other handcrafted items, with inventory changing all the time. We also offer classes and community based meetings on the farm. And during the peak seasons, tours are also offered (Lavender May - June & Loofah Sept - Oct).*

### **Nickler Acres**

Mindy Nickler  
22521 Rodeo Ave  
Gerber, CA 96035  
530-526-9943  
Mindynick@gmail.com  
Facebook: Nickler Acres

*Nickler Acres is a small family farm located in Gerber. We strive to provide nutritious, high quality farm products to our community using the most sustainable methods possible.*

### **Pumpkinland Chocolate Company**

12000 CA-99 E  
Red Bluff, CA 96080  
530-527-3026  
Facebook: pumpkinlandchocolate-company

*We are a family owned business, located in Red Bluff California. We offer several types of chocolate services from handmade chocolates, ice cream, jellies, jams and more! U-pick asparagus (March-May), fresh veggies (Jun-Oct), Fuyu persimmons & pomegranates (Nov.-Dec.). Our hours are from 11:00 am-5:00 pm*

### **Red Gate Ranch, LLC**

19020 State Highway 36 West  
Red Bluff, CA 96080  
530-727-7604  
redgateranchrb@gmail.com  
www.redgateranch.us  
Facebook: RedGateRanch  
Instagram: RedGateRanch

*We are committed to raising high quality and nutrient dense foods that support the health of our bodies and the land we steward. We are passionate about building our soil, ecology, and use regenerative farming practices. Currently we offer pasture raised pork, 100% grass fed and finished beef, and year round CSA vegetable boxes. Please visit our website for more information.*

### **Redwood Organic Seeds**

P.O. Box 431  
Manton, CA 96059  
530-524-5537  
info@redwoodseeds.net  
www.redwoodseeds.net

Facebook: redwoodorganicseeds  
*We are an independent family vegetable and herb seed farm nestled in the Lassen foothills of northern California. As a regional seed company we focus on growing out varieties adapted to the diverse climates experienced throughout the state. We provide 100% organic seeds for home gardeners and organic farmers.*

### **Sugar Pine Farm**

Abby LaPointe and Gary Lawless  
32288 Rock Creek Rd  
Manton, CA 96059  
530-474-1298  
Facebook: sugarpinefarm  
*We are a 4 acre organic fruit and vegetable farm located in Manton.*

### **Seale Navel Oranges**

530-865-4602  
Navel Oranges. Open: January to March. Call for Hours and Availability. From Antelope, take Sale Lane South, Turn Left on Gilmore Ranch Road - Watch for Sign.

### **Tehama Angus Ranch**

Bryce and Linda Borrer  
23820 Tehama Ave  
Gerber, CA 96035  
530-385-1570  
www.tehamaangus.com  
Facebook: Tehama Angus Ranch  
*The Borrer family has been the sole owners and operators of Tehama Angus for over 75 years, with four generations taking part. The family takes pride in developing and raising purebred Angus genetics that will guide commercial producers for many years to come. Their philosophy does not follow industry fads, just simply builds a program around solid black Angus cattle.*

### **Turri Family Farms**

Tony Turri  
13810 Paskenta Rd  
Flournoy, CA 96029  
530-833-0266  
marianne@turrifamilyfarms.com  
www.turrifamilyfarms.com  
Facebook: TurriFamilyFarms  
*We are committed to producing real, wholesome food through sustainable and responsible ranching methods. Turri Family Farms strives to be the premier source for grass-fed, grass finished beef in Northern California.*

## **TEHAMA COUNTY WINERIES & VINEYARDS**

### **Alger Vineyard & Winery**

31636 Forward Rd  
Manton, CA 96059  
530-474-WINE  
www.alger-vineyards.com  
Visit: Saturday and Sunday 12pm-5pm

### **Bianchi Orchards Winery**

10337 HWY 99E  
Los Molinos, CA 96055  
Bianchiorchards@yahoo.com  
www.bianchiorchards.com  
530-680-1714  
Visit: Thursday-Saturday 10am-4pm  
*Bianchi Orchards is a family-owned and operated business in Northern California, producing premium Chandler Walnuts on an 80 acre farm. In 2009, the family started to package and market their own branded retail products. Fresh and delicious Chandler Walnuts, Bianchi Orchards Wines, Pecans, Almonds, Pistachios, Oils, Vinegars, Honeys, Chocolates, and other local treats and crafts.*

### **Burnsini Vineyards and Winery**

Tom Burnham  
19535 Hammers Ln  
Cottonwood, CA 96022  
530-347-4765  
drinkburnsini@gmail.com  
www.burnsini.com  
Facebook: Burnsini  
Instagram: burnsinivineyards  
Visit: Thursday-Sunday 12pm-5pm

### **Cedar Crest Brewing**

Flagship Tasting Room  
615 Main Street  
Red Bluff, CA  
530-727-9016  
Cheers@CedarCrestBrewing.com  
www.cedarcrestbrewing.com  
Facebook/Instagram: CedarCrestBrewing  
Visit: Sunday & Monday: 2p-7pm  
Tuesday-Thursday: 11a-8pm  
Friday & Saturday: 11a-10pm

### Indian Peak Vineyards •

31559 Forward Rd  
Manton, CA 96059  
530-474-5506  
ivp@frontiernet.net  
www.indianpeakvineyards.net

Facebook: indianpeak

Visit: Mon-Sun 11a-5p

*Indian Peak Vineyards is a family owned and operated boutique winery in Manton, California. Our goal is to create the very best wine with the fruit we grow. We are a working vineyard that offers wine tastings daily.*

### Mount Tehama Winery

Alain Teutschmann  
32165 Forward Rd  
Manton, CA 96059  
530-474-3304

info@mtwinery.com

www.mtwinery.com

Facebook: Mt Tehama Winery

Visit: By appointment

*Dry farmed vineyard, producing Petite Sirah, Sirah, Grenache and ROSE wines in the*

### New Clairvaux Vineyard

26240 7th St  
Vina, CA 96092  
530-839-2200  
mail@newclairvauxvineyard.com  
newclairvauxvineyard.com  
Visit Daily: 11am-5pm  
(Excluding Holy Days)

### Tuscan Ridge Estate

19260 Ridge Rd  
Red Bluff  
530-527-7393  
www.tuscanridgeestate.com  
Facebook: tuscanridgeestatewinery  
Visit: Friday 3-8pm, Saturday 12-7pm,  
and Sunday 12-5pm

## TEHAMA COUNTY SPECIALTY RETAILERS & GROCERY STORES

### A & R Custom Butchering

22777 Antelope Blvd.,  
Red Bluff, CA  
530-527-6483

### Enjoy the Store

Kate Grissom  
615 Main St.  
Red Bluff, CA 96080  
(530) 727-9016

### Holiday Market

20635 Gas Point Rd  
Cottonwood, CA 96022  
530-347-3014  
www.shopholidaymarket.com  
Open: 6:00a-11:00p

### Olive Pit

2156 Solano Street  
Corning, Ca 96021  
530-824-4667  
1-800-OLIVE PIT  
www.olivepit.com

*Family owned and operated since 1967. Open daily at 7am. The huge tasting bar features olives, olive oil, balsamic vinegar, nuts, and more. The café serves breakfast & deli sandwiches, burgers and espresso drinks. Wine and Craft Beer tasting room features an array of local wine and beer.*

## TEHAMA COUNTY RESTURANTS & CAFES

### Olive Pit

2156 Solano Street  
Corning, Ca 96021  
530-824-4667  
1-800-OLIVE PIT  
www.olivepit.co

## TEHAMA COUNTY DISTRIBUTOR

### Happy Valley Fresh Fruit Company

Steve Westaby  
15999 Butterfield Rd  
Anderson, CA 96007  
530-941-7072  
swestaby@gmail.com  
www.happyvalleyfresh.com  
*Happy Valley Fresh Fruit Company distributes local fresh fruit grown in the far northern region of Sacramento Valley. HVF distributes to stores featuring local fruit and school cafeterias. HVF has the goal of helping smaller farms without the volume necessary to provide for typical commercial packing houses.*

### North State Grocery, Inc.

Rick Rutte  
P.O. Box 439  
Cottonwood, CA 96022  
530-347-4621x109





# Growing Food Community

Sourcing food locally is something that is near and dear to our hearts. There is something special about finding a desired food, knowing the people who produce it, trusting their practices, and then going to a local farmers market, fruit stand, or farm to source it. We then turn that food into pleasurable nourishment for our bodies. We absolutely fell in love with this process about twelve years ago before moving to Red Bluff and starting our own farm in 2012. The journey at Red Gate Ranch began with two, 100-square foot double-dug garden beds, some goats, and a very large vision: To produce high quality food for our families and our community.

Eight years later, we are providing our community with pasture-raised, heritage pork, grass fed and finished beef, and a nearly year-round vegetable Community Supported Agriculture (CSA) that provides weekly boxes of fresh produce to our members spring, summer, and fall, and every other week in Winter. The CSA model began in the 1960's in Japan when mothers were concerned about the rise of imported food costs and the loss of farming land. It brings farmers and their customers together in support of ecologically sound, sustainable agriculture. The farmer cares for the land on behalf of the members, and the members share the costs of supporting the farm by subscribing to an entire season of weekly vegetables in advance. The CSA members share in the risk of seasonal variations as well as enjoy the bounty of highly abundant years. In the two years we have been running our CSA, the biggest reward has been getting to know our members who we consider part of our extended family.

The biggest challenges of being a small farm are getting the word out about who we are and what we do, and teaching people the value of supporting a local, diversified farm. We have such a small budget for

By Audrey Pascone  
and Heather Austin

advertising and are fortunate that most of our marketing is done for us by our customers. The challenge of getting the word out has been converted into a huge blessing which happens when our customers fall in love with our produce and meat by seeing how it surpasses grocery store options in taste and freshness, and then share that excitement with their friends, families, and neighbors. As for the value of supporting local, small, diversified farms, many people don't realize that small farms can truly provide a high enough volume of food to feed the community. Our goal for Red Gate Ranch is to feed as many people as possible while caring for the health of our land and supporting the health of our community for generations to come.

*About the authors:*

*Audrey Pascone and Heather Austin, have been crazy about food sourcing for more than a decade. As longtime friends, they moved to Red Bluff with their families in 2012 to begin the adventure of farming at Red Gate Ranch. You can connect with them by following the farm on Facebook and Instagram @red\_gate\_ranch, and view their website at [www.redgateranch.us](http://www.redgateranch.us). You can also contact them directly at [redgateranchrb@gmail.com](mailto:redgateranchrb@gmail.com) or (530) 727-8717.*

# Feeding the Future - CSU, Chico College of Agriculture

By Sarah DeForest

Since 1953, the College of Agriculture at California State University, Chico has been the heart of agricultural education in the North State. With nearly 1,000 students, the College of Agriculture educates and equips agricultural leaders who have the theoretical knowledge, practical experience, and problem-solving skills that allow them to excel in their chosen career. The integrated agricultural curriculum, outstanding faculty, and remarkable access to hands-on education create a fertile learning environment for students and the agriculture community. The hallmark of the College of Agriculture is its 800-acre Paul L. Byrne University Farm, located on Hegan Lane in south Chico. Named for the California state senator who spearheaded funding for the college farm in 1960, the University Farm is the living laboratory for students and classes. With four livestock units, a USDA-inspected meat laboratory, more than a dozen different orchard and row crops, and an Organic Vegetable Project (OVP) that tests around 50 different varieties of vegetables and herbs each year, the University Farm is the most diversified farming operation in Northern California.

While providing students a place to get their hands dirty through hands-on learning and serving as a resource for farmers and ranchers, the University Farm also offers community members direct access to local food produced by students.

- The OVP operates as a Community Supported Agriculture (CSA) where members can buy shares in the project and pick up weekly boxes April through December.
- The meat laboratory is open to the public on Thursdays and Fridays from 8 a.m. to 5 p.m. and sells a wide variety of fresh and processed beef, lamb and pork products.
- The University Farm Office sells walnuts, almonds, pecans, and olive oil during normal business hours, Monday through Friday from 8 a.m. to 5 p.m.
- The popular U-Pick Peach Orchard opens to the public when the peaches are ripe, usually in early- to mid-August. A Peach Hotline is set up to handle the rush of inquiries that begin in mid-summer at (530) 898-4989.
- Visitors who just want an educational farm experience can tour the University Farm on monthly student-led tractor tours. The public tours take place on the third Friday of each month at 2 p.m.

The College of Agriculture's newest initiative is the Center for Regenerative Agriculture and Resilient Systems. With faculty affiliates from the Colleges of Agriculture, Natural Science, and Communication and Education, and a team of more than 15 full-time staff and students, the goal of the Center is to promote and proliferate a variety of farming and ranching practices

that aim to build soil organic matter and soil biodiversity with the benefits of reversing climate change by drawing down atmospheric carbon, enhancing soil fertility, and improving the water cycle. From studying a variety of on-farm practices, starting an interdisciplinary master's degree program in regenerative agriculture, sponsoring seminars, speakers, and events, and launching a new Journal of Regenerative Agriculture, the ultimate objective of the Center is to compile and translate best practices that agriculture producers can apply to their specific operations.

Contact:

For more information on the College of Agriculture, please visit our website at [www.csuchico.edu/ag](http://www.csuchico.edu/ag), call 530-898-5844, or email [sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu).

About the Author:

*Sarah DeForest is the external relations director for the College of Agriculture at California State University, Chico. She grew up on beef cattle ranches near Lakeview, Oregon, and she first fell in love with Chico as a student. With a degree in animal science from Chico State, she's had the overwhelming fortune to turn her love of the College of Agriculture into a career.*



# Buy Fresh Buy Local: Navigating a Changing Local Food Landscape

By Jen Cheek, Director, Buy Fresh Buy Local, LLC.

The Buy Fresh Buy Local program was created 15 years ago to build consumer awareness and support for local, independent farms. Community nonprofits, co-ops, agricultural extensions, and municipalities with the shared mission of expanding the market for locally produced food collaborated to form Buy Fresh Buy Local chapters. Combining common branding with the hyper-local curation of guides, promotional materials, and events, chapters across the country built a network of communities that prioritized and celebrated their local farmers.

As the result of this work and that of many other dedicated producers, consumers, and advocates, the local food landscape has changed dramatically. Farmers markets and farm-to-table restaurants are now mainstream standards. Their popularity is a huge success, but it also brings new challenges. The overuse and misuse of the terms, ‘local,’ ‘sustainable,’ ‘natural,’ and even ‘farmers market,’ is pervasive, making farmers work harder than ever to differentiate themselves. This consumer confusion comes at a time when eaters are seeking increased transparency in their food options.

The term ‘local’ has a particularly high marketing impact, as its definition has morphed to encompass a broad set of values rather than a simple geographic location. When asking, “Is it local?” consumers may be asking: Was this food farmed in a way that respected my region’s natural resources: regenerating the soil and protecting the water? Is it free from harmful chemicals? Was it processed, packaged and transported in the most efficient way possible, maximizing the quality of the food and reducing unnecessary waste? Were the people who created it fairly compensated and provided a safe

working environment? Is this food supporting the hard work of my neighbors, helping to build their family businesses? Will the money I spend on this food circulate back through my local economy, helping to improve and strengthen my community, or will it get sent into the pockets of the CEO of a multinational conglomerate? Whatever the focus of the question, your Buy Fresh Buy Local Chapter has boots on the ground to ensure that you get an honest answer.

As consumers become more educated and seek more integrity in their food choices, the need for accurate information from trusted sources increases. Your Buy Fresh Buy Local Chapter works to not only develop a comprehensive directory of genuine producers and purveyors of local food, but also compile the information—harvest schedules, recipes, farming practice guides—that makes it easier to live your values and buy local. Chapter leaders are network weavers: organizing, documenting, and galvanizing the community around sustainable agriculture. This work provides a foundation for the local food movement to grow, supporting innovations and interventions like farm-to-school, food hubs, agricultural land trusts, and produce prescriptions. By making good use of this Buy Fresh Buy Local Guide, you’re taking control of how you eat, and joining in the movement to build a thriving local economy and community.





# Tehama County Farmers Markets

## THE SATURDAY MARKET BY THE RIVER

"LIKE" US ON FACEBOOK!  
100 MAIN STREET  
RED BLUFF  
MAY-SEPT. 8AM-12PM  
OCT.-APRIL 9AM-12PM

EVERY SATURDAY  
YEAR ROUND!

## WEDNESDAY NIGHT DOWNTOWN

**CORNING FARMERS MARKET**  
NORTHSIDE PARK  
WEST ST. & TEHAMA ST.  
EVERY THURSDAY  
JUNE-AUGUST  
5PM-7:30PM

633 WASHINGTON STREET  
RED BLUFF  
JUNE-AUGUST  
5PM-8PM

VENDOR SPACE AVAILABLE!  
CONTACT: RED BLUFF 527-6220  
CORNING 824-5550



RED BLUFF - TEHAMA COUNTY  
CHAMBER OF COMMERCE



Slow Food  
SHASTA CASCADE



**THURSDAY NIGHT MARKET**  
SINCE 1997  
DOWNTOWNCHICO.COM

*Thursdays, April - September 6-9 pm*

The Center for  
**REGENERATIVE AGRICULTURE  
AND RESILIENT SYSTEMS**

**CALIFORNIA STATE UNIVERSITY, CHICO**

Chico Center for Regenerative Agriculture and Resilient Systems (CRARS) seeks to promote regenerative farming to reduce greenhouse gasses, restore soil resiliency, and increase sustainability of farms and ranches.

**THIS WAY TO  
SUSTAINABILITY**  
SPRING 2020 *Conference* MARCH 26-27<sup>TH</sup>

The This Way to Sustainability Conference, hosted by the CRA, focuses on challenges, ideas, solutions, and resiliency in planning our sustainable future. The goal of the conference is to educate students, staff and faculty, and community members; providing attendees an opportunity to network, discuss, and become more aware of pertinent environmental and social issues we all face..

**HOSTED ON CSUC CAMPUS,  
FOR MORE INFORMATION VISIT US!**

@CSUChicoRegenAg  
[www.csuchico.edu/regenerativeagriculture](http://www.csuchico.edu/regenerativeagriculture)

**WILLOWS CHAMBER OF COMMERCE**  
*Presents*  
**WILLOWS  
Community  
MARKET**

**SATURDAY MORNINGS  
TRACTOR SUPPLY PARKING LOT  
JUNE 2<sup>ND</sup> AUGUST 26<sup>TH</sup>  
8AM-11AM**

**All locally Sourced**

- Delectable Fruits and Vegetables•
- Homemade Jams and Jellies•
- Lovingly Baked Breads and Cookies•
- Community Organizations Bake Sale•
- Youth Clubs Car Washes•

For more information contact PH: 530-934-8150  
( products and events vary by date )

**City of Willows**  
CALIFORNIA