

Marketing Workshop

Buyer Panel FAQs

Tuesday November 5th
Southwest Hospital Annex
20 South Market, Cortez

Ole Bye – San Juan Farm Fresh

Quick Bio

Ole grew up in Vermont, but chose to move to the four corners region to begin his business, San Juan Farm Fresh (SJFF). He saw that the need for a service that connected buyers to growers, both through communication and physical transportation services. He is most passionate about making local producers stronger by opening new marketing opportunities. Helping to make new connections on behalf of farms and seeing these farm businesses grow as a result is the most satisfying part of his work.

FAQs

How much local produce is purchased for your business/institution?

SJFF has brokered about \$65,000 in sales for area farms over the last two seasons.

What local product do you purchase most?

Salad mix, arugula, tomatoes, carrots, etc.

What local product would you like to purchase more of?

Spinach, winter squash, pumpkins, zucchini, peppers, herbs, green cabbage, head romaine, delicata or kabocha squashes, cherry tomatoes, arugula, green and wax beans, cilantro, heirloom tomatoes, squash blossoms.

Denise Stovall – Local Brands Farm & Ranch Markets Cooperative

Quick Bio

Denise was raised in western Pennsylvania. Her family had a dairy farm and sold milk directly to the local milk plant. After moving to Colorado she and two friends began to trade product and from there started to sell to other friends who insisted they share their “goods.” After about 7 years they decided to formalize a business; the co-op format seemed to fit the existing structure best. It encompassed the individuals who had a few animals to sell as well as afforded opportunities to the main partners, with a way to continue a board for any decisions that had to be made.

The goal to make local food accessible to everyone has always driven the co-op. Affordable products for all local folks. Secondly it was a goal to provide a means for small local producers to have an entry to the marketplace, and provide incentive to maintain and keep their land.

About The Co-op

8 members and about 16 contractors are represented. The contractors often have a few items or their product is limited in number so they are not consistent in sales. Members are first in order for sales and are part of the co-op liability package. Contractors do have to meet standards and we do visit the site for product safety. An application for producers is included in this binder.

Sandi Vanhoutean – Montezuma-Cortez School Dist. Nutrition Services

Quick Bio

Sandi grew up in Montana, after meeting her husband she moved to Montezuma Creek, UT and helped his parents with a café there. Her first position with the Montezuma-Cortez School District was as the secretary to the Food Service Director, a position she held for 14 years. For the past four years Sandi has served as the director of nutrition services. Feeding the students healthier meals drives Sandi professionally and hearing comments from the students how delicious the school meal tasted are a great reward.

FAQs

How much local produce is purchased for your business/institution?

\$4058.00 Aug 2013-Oct 2013...approx. 10% of the budget

What local product do you purchase most?

Ground beef, because it is free of hormones and antibiotics

What local product would you like to purchase more of?

Cucumbers, green peppers, cherry tomatoes, we have a salad bar and would like to be able to purchase these items year round, it gives the students a variety of veggies.

Dan Viti – Southwest Memorial Hospital

Quick Bio

Dan was born and raised in New York, studied at the Culinary Institute of America, and has been in the food service industry for more than 35 years. He is currently the director of hospitality services at Southwest Memorial Hospital in Cortez. So far he has transformed the food services program from a majority of prepackaged, processed foods to a menu of fresh food.

About the Cafe

The changes that have been made to the food services at Southwest Memorial under the supervision of Mr. Viti have transformed this from a typical cafeteria where patients' families and hospital staff eat to a café type setting that is sought out for breakfast and lunches.

Currently 100% of the pork used at the hospital, both for retail sales and patient meals, come from local producers as well as great increase in other locally sourced products.

You too can sample the new fair from 7am to 3pm at Southwest Memorial Hospital, 1311 North Mildred Road, Cortez.