

Marketing Workshop

Buyer Panel FAQs

Wednesday November 6th
La Plata County Fairgrounds
2500 Main Ave, Durango

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.

Kevin Gutierrez – Sodexo

Quick Bio

Kevin is currently the general manager of Sodexo's operations at Fort Lewis College. In this role he is working with faculty and students, mostly from the Environmental Center, for the "Real Food Challenge." This challenge is for Fort Lewis to switch to a minimum of 20% "real" food. The definition of real for this challenge is "local, ethical, humane and environmentally sound food".

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.

Alison Dance– Cyprus Cafe

Quick Bio

Alison has been a restaurant owner in Durango for 18 year; buying locally from the beginning starting with James Ranch. She has even tried growing her own local food by starting her own greenhouse and garden. Her newfound appreciation for farmers has led her to look for a market garden farmer to take over the project in 2014.