

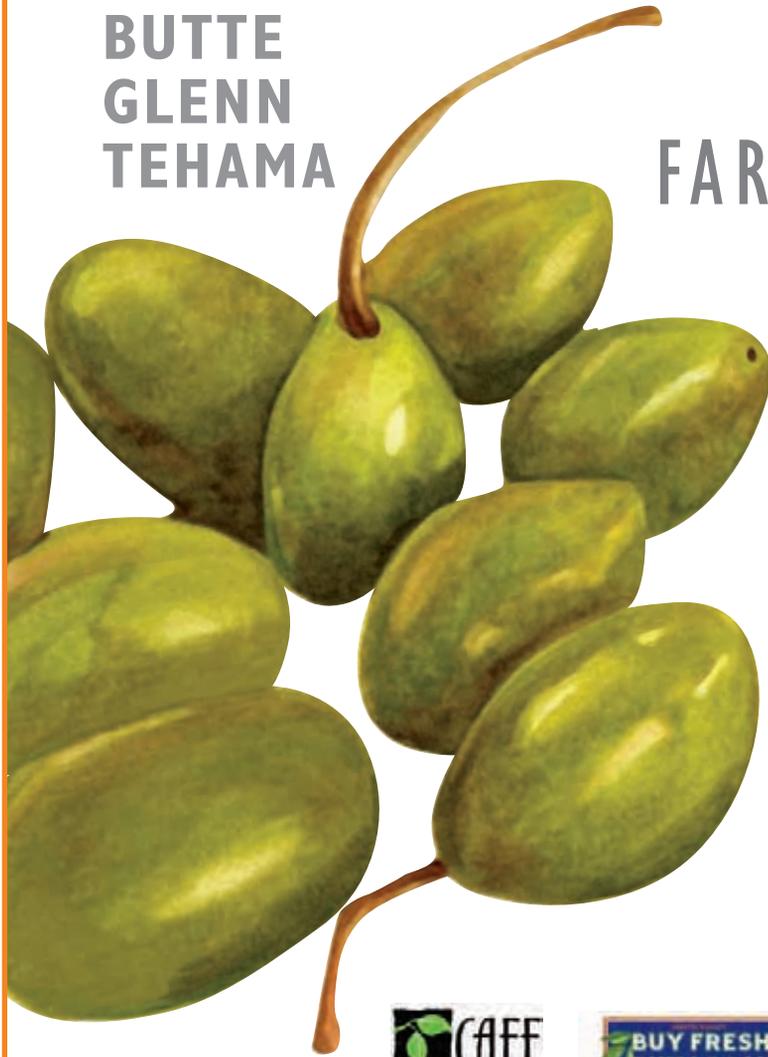
FREE!

BUY FRESH BUY LOCAL

The Eater's Guide to Local Food

NORTH VALLEY REGION, 1ST EDITION

**BUTTE
GLENN
TEHAMA**



Farms
FARMERS MARKETS

FARMSTANDS
FOOD ARTISANS

**U-PICKS
& CSA'S**
ORGANIZATIONS

**Restaurants
& Grocers**



A publication of CAFF and NCRLT

www.caff.org | www.landconservation.org

ABOUT THIS GUIDE

It's finally here: The first edition of the Buy Fresh Buy Local, North Valley Eater's Guide to Local Food! The Northern California Regional Land Trust (NCRLT), in collaboration with the Community Alliance for Family Farmers (CAFF), is happy to introduce this guide to the farmers, ranchers, food artisans, purveyors, restaurants, and eaters of the North Valley. By working with our community to put this publication together, we experienced first-hand how deeply this region loves our agricultural roots. It's our vision that this guide will help all of us find new ways to increase our access to local food and raise the visibility of our farming community by doing so. Feast your eyes on the list below to see what kind of valuable information is contained in this guide:

- A North Valley Seasonality Chart highlighting the diverse fruit, vegetable, and nut crops produced in our region
- The schedule and location information on all of the farmers markets that operate weekly or seasonally throughout the region
- A list of Community Supported Agriculture (CSA) programs
- Editorials about the North Valley food system, the rich food culture of the region, and unique efforts that are underway to improve access to healthy food
- A list of organizations and websites within the North Valley region that support healthy food and a sustainable food system
- A county-by-county list of growers who direct-market in these counties as well as the businesses where you can find their delicious products

Hungry for more? All the information in this guide, and more – including listings for other regions of California – is available at www.caff.org

FOOD ROUTES NETWORK

The California Buy Fresh Buy Local program is a project of CAFF in collaboration with the national organization Food Routes Network. For more information, please visit www.foodroutes.org



NORTHERN CALIFORNIA REGIONAL LAND TRUST

The Northern California Regional Land Trust (NCRLT) was founded in 1990 to assist Northern California landowners and public agencies in the voluntary protection of land and other natural resources. The organization is dedicated to promoting the conservation and preservation of Northern California's open spaces, agricultural lands and natural resources with cooperation between the community, private landowners, public agencies and other nonprofit groups. In promoting cooperation instead of confrontation, NCRLT recognizes that there must be a reasonable balance between the need for timber, agriculture, and development, while maintaining a high quality of life for generations to come. Through its Farmland Preservation program, NCRLT is proud to be the regional partner bringing Buy Fresh Buy Local, North Valley to our communities. Without local farmland, there is no local food.

For more information about NCRLT's programs, please visit www.landconservation.org



COMMUNITY ALLIANCE WITH FAMILY FARMERS

Growing food, growing farms, growing communities

The Community Alliance with Family Farmers (CAFF) advocates for California family farmers and sustainable agriculture.

CAFF is cultivating strong partnerships between family farmers and their communities by building on shared values around food and agriculture and working together in practical, on-the-ground programs. These relationships create local economic vitality, improved human and environmental health, and long-term sustainability.

This guide is a project of CAFF's Buy Fresh Buy Local program, which opens new opportunities for family farmers by educating consumers and food businesses about the benefits of buying locally. Other CAFF programs and projects include Farm to School, Biological Agriculture, and Policy.

For more information about CAFF's programs, please visit www.caff.org.



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Production of this Guide was made possible by the generous support of the USDA's Rural Business Enterprise Grant Program, The Foor Foundation, and The Columbia Foundation. We are additionally grateful to the businesses that advertised in the guide. Please support the businesses that support local farmers!

Local Farmland, Local Food

BY JAMISON WATTS

The Northern California Regional Land Trust was founded in 1990 and incorporated as a nonprofit organization to assist Northern California landowners and public agencies in the voluntary protection of land and other natural and agricultural resources. The organization is dedicated to promoting the conservation and preservation of Northern California's open spaces, agricultural lands, and natural resources with cooperation between the community, private landowners, public agencies, and other nonprofit groups. In promoting cooperation instead of confrontation, we recognize that there must be a reasonable balance between the need for timber, agriculture, and development, while maintaining a high quality of life for generations to come.



Currently, the Northern California Regional Land Trust is the only local, agricultural land conservancy and accredited land trust north of Sacramento in California. Development pressure in Butte, Glenn, and Tehama counties in the form of ranchette-style subdivision and leap-frog development of high quality farmland adjacent to city spheres of influence has established the need to educate agriculturalists and local governments on the tools available for, and the importance of, farmland preservation in this region of the northern Sacramento Valley. Additionally, an uncertain future for the California Land Conservation Act of 1965 (Williamson Act) creates a timely need for alternative tools for landowners to manage tax liability and farm economics. Through its Farmland Protection Program with support from the California Farmland Conservancy Program (CFCP), the land trust has developed a strategic approach to protect the region's more contiguous areas of high quality farmland, and more efficiently evaluate, prioritize, and develop projects.

A critical element of our mission as an agricultural land trust is helping people in the community make the connection between local food and local farmland. Simply put, there is no local food without local farmland. In serving as the Local Coordinator of the Buy Fresh Buy Local North Valley program (BFBL-North Valley), the land trust and its numerous partners and BFBL members are working with local governments, chambers of commerce, local business, and the press to promote BFBL-North Valley in our communities and throughout Butte, Glenn, and Tehama counties. We are also working with retailers, farmers market associations, and restaurants to use the Buy Fresh Buy Local label on their grocery shelves, menus, and in their advertising to identify the origin of the North Valley agricultural products they sell. It is our hope that through this project, significantly more North Valley residents will come to understand and support the vital connection that exists between locally grown food and local farmland, leading to greater farmland conservation and protection into the future.

Interested in becoming a member of Buy Fresh Buy Local North Valley? Applications are available on our website at www.landconservation.org. For information on upcoming events, workshops, advertisement and other useful information, look for us on Facebook under the headings "Buy Fresh Buy Local - North Valley" and "Northern California Regional Land Trust".

Jamison Watts has called Chico and the North Valley home since 1998 when he moved here to pursue (and eventually receive) an M.S. in Biological Sciences from Chico State University. When he's not working to conserve and protect the region's remaining special places, he enjoys spending time with family and friends, being in the outdoors, and working with others.

COMMUNITY SUPPORTED AGRICULTURE

Barbarosa Ranchers, Red Bluff (Tehama)
barbarosaranchers.com

Barbarosa Ranchers' meat CSA is designed to fill your freezer with enough meat goodness to feed you and your family for a month. When you start to get nervous about not having any more meat, along we come to deliver the next month's supply of meat. Every month is going to bring you a few meat surprises because we want to you "eat your way around the animal." The cuts that you might not buy regularly are sometimes the most flavorful cuts on the animal. And since you are buying them at the CSA price, this is the cheapest way to try them out.

Comanche Creek Farms, Durham (Butte)
530-894-7775 • www.comanchecreekfarms.com

For fourteen years, you've been enjoying the season's best, certified organic produce at the area's finest restaurants and natural food stores. Now you can buy farm-direct from their 14-acre family farm in south Chico. CSA boxes are available weekly, year round.

Freshies, Chico (Butte)
530-228-4074 • www.freshies530.com

Freshies picks up quality, organic, and eco-farmed food, fresh from local farms and delivers it to your door the very same day. Serving Chico and surrounding areas - we're making it easier to eat healthy!

GRUB, Chico (Butte)
530-680-4543 • grubchico.org • grubchico@yahoo.com

GRUB has open membership slots for people who want to begin receiving their boxes in spring. Membership includes a large box of seasonal, organic, and hand-grown-by-us-truly veggies, herbs, and often fruit. Each box has at least 5-10 items in it, and often more. The CSA runs from early April to late December.

Happy Chick Farm, Orland (Glenn)
530-865-7203 • happychickfarm@gmail.com

Happy Chick Farm is located in Orland, California. Happy Chick Farm's pledge to you: "Our Chickens are cage free and free roaming." Their chickens are provided with large spacious yards and indoor housing in which to sleep and lay. They sell products directly to customers on the farm, as well as through home deliveries.

McLane Farms, Orland (Glenn)
530-865-4640 • jeffmclane@yahoo.com

McLane Farms CSA offers veggies, melons, and eggs (seasonally).

Pyramid Farms, Chico (Butte)
530-899-7586 • www.pyramidfarms.com
pyramidfarms2000@yahoo.com

Pyramid Farms CSA runs from June through October for 22 weeks, and consists of a box of 100% fresh, local, organic produce from the farm that week.

Sawmill Creek Farms, Paradise (Butte)
530-877-5734 • marshall-n@sbcglobal.net

Weekly boxes available from May through October, featuring broccoli, cabbage, potatoes, kale and salad mix in the spring, followed by heirloom tomatoes, specialty peppers, squash, beans, cukes and eggplant through summer.

Sierra Farms Lamb, Oroville (Butte)
530-532-4226 • sierrafarmslamb.blogspot.com

Sierra Farms Lamb delivers grass-fed lamb once a month to Glenn, Butte, and Tehama Counties. They are constantly establishing more delivery locations as requests come in. Visit their website to learn more and order.

Sugar Pine Farm, Manton (Tehama)
530-474-1298 • sugarpinefarm.com
lapointe101@hotmail.com

Sugar Pine Farm CSA delivers a weekly box of fresh produce to you, based on what is in season. You will always receive a wide variety of vegetables and sometimes even fruit!

Windmill Farm, Gridley (Butte)
530-846-3344 • windmillfarmofgridley.blogspot.com
windmillfarm@sbcglobal.net

Windmill Farm is a small family-run farm that raises exceptional vegetables and fruits. They have many varieties of fruit trees, grapes, and 3 acres of vegetables, herbs and flowers, which are sold at their roadside stand, through their CSA, and at local farmers markets.



FARMERS MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	WIC/EBT
Tue	Butte	Paradise Alliance Church CFM	7:30AM - 12PM	June-Oct	6491 Clark Rd	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Tue	Butte	Gridley CFM	5PM-8PM	May-Aug	1628 Hwy 99	Gridley	530-846-3687 gbid@att.net	WIC
Wed	Butte	North Valley Plaza CFM	7:30AM - 1PM	June-Nov	Pillsbury Rd	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Wed	Butte	Oroville Hospital's Community Farmers Mrkt	11AM - 5PM	June-Sep	2767 Olive Hwy	Oroville	530-532-8318	WIC
Wed	Glenn	Willows Market	4PM - 7PM	June-Sep	Willows Memorial Park	Willows	530-934-4601 x.126 glenncountyracd.org	WIC
Wed	Tehama	Red Bluff Farmers Mrkt	5PM - 8PM	July-Sep	Washington St, 600 block	Red Bluff	530-527-6220 redbluffchamber.com	WIC
Thu	Butte	Paradise Community Park CFM	5PM - Dusk	June-Aug	Pearson Rd at Black Olive	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Thu	Butte	DCBA Thursday Night Mrkt	6PM - 9PM	April-Sep	Broadway btwn 2nd & 5th St	Chico	530-345-6500 downtownchico.com/events/dcbevents/tnm	WIC
Thu	Butte	Oroville Fire House CFM	11AM - 3PM	Y/R	3515 Myers St	Oroville	530-624-8844 cChaos.org	WIC/EBT
Fri	Butte	Chapman Festival	2PM - 5:30PM	Y/R	East 16th & C St	Chico	530-624-8844 cChaos.org	WIC/EBT
Sat	Butte	Dwntwn Chico CFM	7:30AM - 1PM	Y/R	2nd & Wall St	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Sat	Butte	North Valley Plaza CFM	7:30AM - 12PM	June-Sep	Pillsbury Road	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Sat	Butte	Dwntwn Oroville CFM	7:30AM - 12PM	May-Oct	Montgomery, btwn Myers & Huntoon	Chico	530-893-3276 chicocertifiedmarket.com	WIC/EBT
Sat	Butte	Road Runner Community Mrkt Place	9AM - 2PM	April-Nov	Chico Mall Prkng Lot	Chico	530-342-4896 roadrunnermarketplace.com	
Sat	Glenn	Orland Market	8AM - 12PM	June-Sep	Orland's Library Park	Orland	530-934-4601 x.126 glenncountyracd.org	WIC
Sat	Tehama	Red Bluff Farmers Market	8AM - 12PM	June-Oct	100 Main St	Red Bluff	530-527-6220 redbluffchamber.com	WIC
Sun	Butte	Road Runner Community Mrkt Place	9AM - 2PM	April-Nov	Chico Mall Prkng Lot	Chico	530-342-4896 roadrunnermarketplace.com	

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children; a program of the USDA for low-income pregnant women, breast-feeding women, and infants and children under the age of five.

EBT cards are issued by the USDA's Supplemental Nutrition Assistance Program also known as CalFresh in California (formerly the Food Stamp

Program). For more CalFresh information, call 877-847-3663. EBT cards can be used at point of sale locations such as the markets listed above.

SNC are Senior Nutrition Coupons are a benefit of the USDA's Senior Farmers Market Nutrition Program and can be used at point of sale locations such as the markets listed above

NOTES: Farmers Markets times and locations sometimes vary due to seasonality, winter hours, and other changes to the availability of their spaces, please check with market manager to confirm time and location.

WIC and SNC are commonly accepted directly by the farmer, although not all farmers will accept this type of payment.

NORTH VALLEY SEASONAL SPECIALTIES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Almonds												
Apples												
Apricots												
Arugula												
Asparagus												
Basil												
Beets												
Blueberries												
Bok Choy												
Broccoli												
Cabbage												
Carrots												
Cauliflower												
Chard												
Cherries												
Collards												
Corn												
Cucumber												
Eggplant												
Figs												
Garlic												
Grapefruit												
Grapes												
Kale												
Leeks												
Lemons												
Lettuces												
Melons												
Nectarines												
Olives												
Onions												
Oranges												
Peaches												
Pears												
Peas												
Peppers, bell												
Persimmons												
Plums												
Pomegranates												
Potatoes												
Radish												
Raspberries												
Rice												
Spinach												
Strawberries												
Squash, summer												
Squash, winter												
Tomatoes												
Walnuts												



Butte County

Butte County, located in the northern Sacramento Valley, is bordered by the western slope of the Sierra Nevada foothills to the east and the Sacramento River to the west. Primary perennial streams include the Feather River, Butte Creek and Big Chico Creek, all tributary to the Sacramento River. It is the site of Feather Falls, the sixth largest waterfall in the United States and the home of California State University, Chico and Butte Community College. With a rich agricultural history dating back to the mid-1800s when John Bidwell founded the City of Chico,

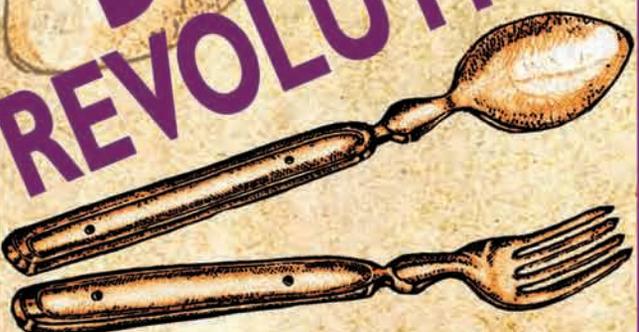
Butte County remains home to some of the most fertile soils on earth. The prime soils of Butte County grow just about everything, including an abundance of vegetables, olives, nuts, stone fruits, grapes, and all species of livestock. It's also well known around the world for the beer produced by Sierra Nevada Brewing Company. Butte County is recognized agriculturally as a premier region for growing almonds and other tree nuts, including walnuts. With vibrant, year-round farmers markets and a variety of grocers, specialty stores, and restaurants all sourcing from local farms, Butte county residents and visitors can enjoy supporting farmers in this region all year long.

CONTINUED ON PAGE 9...

- VEGETABLES
- NURSERIES
- FRUITS
- MEAT
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY
- WINE



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www.chiconatural.com

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Phyllis Bond
31 Floating Cloud Dr
Chico, CA 95928
530-343-5776
Phyllisalmond007@gmail.com

007 Diamonds Orchards specializes in CCOF-certified organic, non-pasteurized almonds. Orchard varieties include the sweet-tasting Price Cluster and Peerless. They also offer organic almond butter, creamy and crunchy. Their 10-acre orchard is located a few minutes from downtown Chico. 007 Diamonds Orchards is a proud supporter of Buy Fresh Buy Local.

Berkeley Olive Grove ●

Darro Grieco
8 Rocky Dr
Oroville, CA 95965
530-533-1814
darro@berkeleyolivegrove.com
www.berkeleyolivegrove.com

Berkeley Olive Grove 1913 olive oil is certified organic, certified extra virgin, award winning, and antioxidant rich. Following research begun in 1900, University professors established the Butte County olive grove in 1913. Today it is dry farmed, using sustainable, organic, and manual practices. Berkeley Olive Grove is a proud supporter of Buy Fresh Buy Local.

Bonds Family Garden ● ● ●

Gerald Bonds & Family
1115 Glenwood Ave
Chico, CA 95926
530-343-1226

California Olive Ranch ●

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

Chaffin Family Orchards

● ● ● ●
Kurt & Carol Albrecht
606 Coal Canyon Rd
Oroville, CA 95965
530-533-8239

Cinquini Farms ●

Rick Cinquini
3986 Morehead Ave
Chico, CA 95928
530-891-4771

Comanche Creek Farms ●

240 Speedway Ave
Durham, CA 95938

530-894-7775
www.comanchecreekfarms.com

For fourteen years, you've been enjoying the season's best, certified organic produce at the area's finest restaurants and natural food stores. Now you can buy farm-direct from their 14-acre family farm in south Chico. CSA boxes are available weekly, year round. Comanche Creek Farms is a proud supporter of Buy Fresh Buy Local.

Dragon's Lea Farm ● ● ●

Eileen Burke-Trent
738 Justeson Rd
Gridley, CA 95948
530-846-4444

Durham Valley Apples ● ●

Bud & Christine Keaney
2243 Durham Dayton Hwy
Durham, CA 95938
530-343-8077

Gaea's Garden ● ●

Wade & Bettie Ann Hough
1866 South Villa Ave
Palermo, CA 95968
530-345-2849

GRUB CSA Farm ●

Lee Callender
1525 Dayton Road
Chico, CA 95928
530-680-4543
grubchico@yahoo.com
www.grubchico.org

Offering only local produce grown right on their farm, GRUB CSA Farm is entering its 4th year of providing year-round quality vegetables grown in an environmentally conscious manner. Their produce can be found at local farmers markets, Chico Natural Foods, S&S Produce, or through their CSA. GRUB CSA Farm is a proud supporter of Buy Fresh Buy Local.

Isern & Sons ●

Antonio Isern
1080 E. Lassen Ave #47
Chico, CA 95973
530-518-6325

Johnson's Farm ● ●

Mark Johnson
113 Higgins Ave
Gridley, CA 95948
530-846-5871

Kaki Farms ● ● ● ●

Nicasio Soria
171 Wright Ave
Gridley, CA 95948
530-846-5706

Kelso's Black Gold Ranch ●

Richard & Paul Kelso
1161 Mt. Ida Rd
Oroville, CA 95966
530-589-1648

Lee's Produce ●

Cha Lee
Chico, CA
530-342-8525

Llano Seco Rancho ●

Sarah Reynolds
8969 Hugh Baber Ln
Chico, CA 95928
530-342-0839
sarah@llanoseco.com
www.llanoseco.com

Family-owned since 1861, the ranch raises cattle, horses, sheep, and hogs, as well as growing many crops. Since 2005, they have practiced organic farming. Llano Seco Organic Pork is the culmination of their work to provide delicious organic products for their customers, while caring for the ranch's people, animals, and land. Llano Seco Rancho is a proud supporter of Buy Fresh Buy Local.

Lodestar Farms ●

Jamie Johansson
3719 Foothill Blvd
Oroville, CA 95966
530-534-6548

Lundberg Family Farms ●

5370 Church St
Richvale, CA 95974
530-882-4551

CONTINUED ON PAGE 10...



Mt. Ida Mandarin Ranch ●

Bill Jones
845 Mt. Ida Rd
Oroville, CA 95966
530-589-5799

Noble Orchards ●

Jim & Laurie Noble
7050 Pentz Rd
Paradise, CA 95969
530-877-4784

Pyramid Farms ●

Matthew Martin
12242 Meridian Rd
Chico, CA 95973
530-899-7586
pyramidfarms@yahoo.com
www.pyramidfarms.com

Pyramid Farms was established in 1990 as a one-acre organic hobby garden and now occupies eleven fertile acres "down in the hollow" off Meridian Road. Their wide variety of quality produce is available at farmers markets, through their home delivery CSA, and natural food stores. Pyramid Farms is a proud supporter of Buy Fresh Buy Local.

Red Bear Ranch ●

Glen Hoffman
9606 Jones Ave
Durham, CA 95938
530-345-1808
koolkoyote@usa.net

Red Bear Ranch is a nine-acre family owned farm that grows delicious almonds and walnuts that are unsprayed & hand-selected. Red Bear Ranch is a proud supporter of Buy Fresh Buy Local.

Sawmill Creek Farms ●

Brian Marshall & Nancy Heinzel
1590 Sylvan Way
Paradise, CA 95969
530-877-5734
marshall-n@sbcglobal.net

Sawmill Creek Farms has recently committed to growing a full acre of produce for donation to Paradise area food pantries. Their CSA is expanding to include individuals interested in supporting this project. Look for their spices at local retailers or on-line through Jewell Gardens and Local Harvest. Sawmill Creek Farms is a proud supporter of Buy Fresh Buy Local.

Selby Apiaries ●

Carole Pavlik-Selby
615 Bidwell Dr
Chico, CA 95926
530-345-6559

Sierra Cascade Blueberry Farm ●

John & Armen Carlson
PO Box 613
Forest Ranch, CA 95942
530-894-8728
info@sierracascadeblueberries.com
www.sierracascadeblueberries.com

Sierra Cascade Blueberry Farm grows nine acres of delicious, certified organic blueberries in the foothills east of Chico, CA. Berries are available in June and July at farmers markets and local grocers. Sierra Cascade Blueberry Farm started in 1989, was certified organic in 1993, and is a proud supporter of Buy Fresh Buy Local.

CONTINUED ON PAGE 14...

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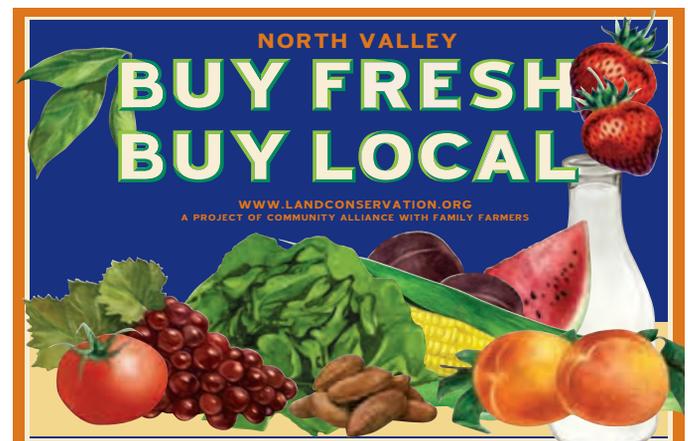
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A PROJECT OF COMMUNITY ALLIANCE WITH FAMILY FARMERS



GET TO KNOW...

Matthew Martin and Pyramid Farms:

Cultivating a Food Revolution in Butte County

BY JANA E LLOYD

Down in the hollow, off Meridian Road outside of Chico, lies Pyramid Farms. Tilled, turned, and cultivated by Matthew Martin and his partner Lisa, the farm boasts 30 varieties of CCOF certified vegetables on 11 fertile acres. Matthew's crisp, colorful carrots have become famous in the region for their sweet, mouth-watering, straight-from-the-ground flavor. "I enjoy serving my local community by providing them with high-quality, fresh vegetables and serving as a working model of what local agriculture can be and where local food systems need to go," says Matthew, whose first garden was between a sidewalk and the street.

Trained as an Automotive Technician, Matthew has turned what once was simply a gardening hobby into a full-fledged food revolution. True to his word, his farm is an example of what our local food system needs to be: serving the environment, the community, and the farmer.

In addition to using all-organic practices, Pyramid Farms utilizes drip irrigation and Conservation Tillage. Also called Strip Tillage, Conservation Tillage requires working only the soil being used for planting, minimizing the impact on the land. This system promotes organic matter in the soil rather than depleting it, reduces the loss of top-soil caused by wind erosion, and provides a beneficial habitat for insects and earthworms.

Matthew's crisp, colorful carrots have become famous in the region for their sweet, mouth-watering, straight-from-the-ground flavor.

Pyramid Farms' good efforts have spread beyond the farm. In 2010 they provided their carrots to local schools as Sierra Cascade Nutrition & Activity Consortium's Farmer of the Month and will do so again in 2011. Their cherry tomatoes were delivered to the Chico Unified School District in support of the Farm to School program.

Matthew has long been familiar with the struggles of the local food movement; he began farming part-time and selling to the farmers market in Grass Valley back in 1997 before transitioning to life as a full-time farmer in

1999 when he purchased the land at Meridian Road. Despite changing counties, 40% of his produce is still sold in Nevada County rather than 100% in Butte County. "What local farms need the most," he says, "is increasing support from current supporters by deepening their commitment, and for consumers who are not currently purchasing local products to start to do so. This is not only the way to make our present small-farm enterprises financially



sustainable, but to make room for new farm enterprises." Matthew and Lisa's hope is to continue to expand their farm. "My long-term goal is to integrate animal culture with vegetable production," he says. With Lisa raising laying hens and milk goats, they seem well on their way. You can support the growth of Pyramid Farm by joining their CSA or purchasing their products from Chico Natural Foods Cooperative, Chico's Saturday Farmer's Market, and S&S Natural Foods and Produce. As Matthew says, "Our local food revolution is in its infancy." With our supporting efforts, that revolution can turn into a new way of life.

Janae Lloyd currently serves as the Membership & Marketing Manager at Chico Natural Foods Cooperative. What started out as a way to make money for a bewildered graduate with an English Degree, has over the years become a passionate way of life. Janae works to promote natural living and healthy eating in the Chico community. Her main aspiration is to promote our local farmers, producers, and artisans.



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Eat Here!

BY CANDACE BYRNE



In February of 2007, chef and cookbook author John Ash was at Sierra Nevada's Big Room in Chico for the California Nut Festival. Selected because he cooks with local, seasonal, ethically grown ingredients, he was demonstrating nut recipes. When he saw a Roma tomato on his prep table, he groaned, and, to explain why, he invited a member of the audience up. At his direction, she hurled it against the wall. The Roma ricocheted off the wall with a klunk and bounced across the floor. That was why he didn't want to cook with it in February.

How different from the tomato tasting my husband Earl and I attended one summer in the Capay Valley, where a docent trained in wine tasting taught a group how to taste tomatoes. These were heirloom tomatoes, grown because they represent a farmer's values of flavor, color, shape, and history. At the tasting, each variety of heirloom tomato to taste sat chopped in its own wine glass, and the docent whirled the contents of one, brought it to her nose, and sniffed, exactly as with red wine. We imitated her. We had little cards on which to describe the tasting notes. Tomato growers and eaters moved down the line, twenty-some heirlooms. We chatted, jotted notes, giggled about our task, and tasted differences among ripe tomato varieties.

I took two lessons: first, an out-of-season, who-knows-where-it's-grown tomato makes a better squash ball than ingredient, and second, eating local, in season, consciously grown tomatoes connects us with taste, season, farmer, and fun.

In the crisp fall days of November, our dinner salads mirror all the colors of the autumn leaves on our streets. Greens from the farmers' market (I love the label on the two varieties I choose between, "sissy" and "sassy") cushion thin slices of orange Fuyu persimmon, ruby pomegranate seeds, and tan walnut meats. When I eat such a salad at my desk at work, even though my work surrounds me, my lunch carries me out into those crisp fall days. It is those crisp fall days.

Even as he looks forward to the next fruit in our salad, Earl mourns the loss of

tomatoes with the season's change; I less so. I like the changes in produce season by season. In winter, I like cutting the stems from kale, tossing the leaves in local olive oil, sprinkling with salt and ground pepper, then roasting them until crisp. We serve them to the grandkids while we're watching a DVD, a little insecure about how they'll receive these chips. But they like them. We like them, and we like educating ourselves in season by talking with the farmers who always have cooking and serving suggestions, like kale chips.

Because of our work with Edible Shasta-Butte magazine, Earl and I know about our farmers and our food. The greens, persimmons, pomegranates, and walnuts in our late autumn salads link us directly to farmers. We don't buy our produce from a chain grocery or from Costco. We used to. But now that we are learning and telling the stories of local farmers, we feel connected to them, and we buy what they grow. We support their good work. Our money stays in our community. When there's an E. coli or salmonella outbreak, we don't need to check our spinach bags or egg cartons for industrial processors' brand names, UPC codes, processing plant numbers, or Julian dates. Rather, the persimmon in our salad grounds us in autumn and brings to mind the Albrechts, Chaffin Family Orchards, and the table atop Table Mountain.

That last, the grounding in our locale, is what engages my imagination. When my body fills with local, seasonal, ethically produced food, I feel seamlessly connected to the ground where we walk, the people who tend it with an eye towards the future. These days, when lunches eaten hurriedly at my desk are too often the norm—and when the damage caused by much of industrial agriculture concerns me more and more—I welcome the unity with place and conscience such pleasures provide.

Candace Byrne and her husband Earl Bloor eat local, seasonal produce and publish Edible Shasta-Butte magazine, whose mission is to celebrate the farmers and other food producers in the northstate from Butte County to the Oregon border.

Sierra Farms Lamb ●

Mel & Mary Thompson
2360 Cox Ln
Oroville, CA 95966
530-532-4226
mmt@digitalpath.net
www.sierrafarmslamb.blogspot.com

Sierra Farms Lamb raises and direct markets fresh lamb products to many Bay Area and Northern California locations. They sell lamb in half or whole units only rather than individual cuts and meet groups of customers at chosen locations according to a monthly schedule. Ordering and questions are by email. Sierra Farms Lamb is a proud supporter of Buy Fresh Buy Local.

Skylake Ranch Inc. ●

Gail & Chris Brown
10588 Chayote Dr
Durham, CA 95938
530-894-6557
skylakeranch@aol.com
www.skylakeranch.com

Skylake Ranch Inc. is a local pomegranate grower in Chico. They cultivate 20 acres of pomegranates in their family-owned orchard and make pomegranate products from their fresh squeezed juice. Find their products at the Saturday farmers market in Chico along with their fresh pomegranates. Skylake also sells to local stores listed on their website and is a proud supporter of Buy Fresh Buy Local.

TJ Farms Estates ●●●

Dave Moss
3600 Chico Ave
Chico, CA 95928
530-343-2294

Towani Organic Farm ●●●

Guy Baldwin & Sharon Casey
Bangor, CA 95914
530-679-2729

Windmill Farm ●●

Frank & Paula Carli
535 Obermeyer Ave
Gridley, CA 95948
530-846-3344
windmillfarm@sbcglobal.net
windmillfarmofgridley.blogspot.com

Windmill Farm is a family-run small farm that raises exceptional vegetables and fruits. They have many varieties of mature fruit trees, domestic grapes, and plant 3 acres of vegetables, herbs, and flowers, which they sell at their roadside stand, to their CSA members, and at local farmers markets. Windmill Farm is a proud supporter of Buy Fresh Buy Local.

Wookey Ranch ●

Christine Hantelman & Richard Coon
4181 Wookey Rd
Chico, CA 95973
530-343-2479
wookeyranch@gmail.com
www.wookeyranch.com

Wookey Ranch raises grass-fed lamb and chickens seasonally on rolling grasslands 15 miles north of Chico. Frequent moves onto fresh grass sustain the vitality of their animals and result in delicious, gourmet-quality meat that reflects the unique landscape. Buy direct from the ranch and at Chico and Paradise Certified farmers markets. Wookey Ranch is a proud supporter of Buy Fresh Buy Local.

Wyles Family Farm and Rabbitry ●●●

Jeff & Diana Wyles
123 Spring Creek Rd
Oroville, CA 95966
530-589-4063
wylesfarm@sbcglobal.net

Wyles Family Farm and Rabbitry grows beautiful pomegranates, fuyu persimmons, several varieties of apples, herbs, winter squashes and gourds. They also raise rabbits for meat and breeding stock. Only organic and sustainable principles are utilized on the farm, and they are proud supporters of Buy Fresh Buy Local.

WINERIES & VINEYARDS

Bertagna Son Kissed Vineyards ●

Berton & Carol Bertagna
3363 Hegan Ln
Chico, CA 95928
530-343-1623
bertagnaskv@hotmail.com
www.bertagnawine.com

Bertagna Son Kissed Vineyards is a local Chico vineyard winery. They grow their own CCOF certified organic grapes from which the wines are made. They specialize in Italian and some French varieties of handcrafted wine, made in small batches. Bertagna Son Kissed Vineyards pride themselves in always farming responsibly for your health and are proud supporters of Buy Fresh Buy Local.

LaRocca Vineyards ●

Phillip LaRocca & Phaedra LaRocca Morrill
PO Box 541
Forest Ranch, CA 95942
800-808-WINE

Odyssey Winery & Vineyards ●

Norm Rosene
6237 Cohasset Rd
Chico, CA 95973
530-891-9463
odysseywinery@aol.com

Odyssey Winery & Vineyards makes award-winning wines made from local and estate-grown grapes. The winery hosts tastings, tours and special events and sells gourmet foods, picnic supplies, and wine accessories. Odyssey Winery & Vineyards is a proud supporter of Buy Fresh Buy Local.

Quilici Vineyards & Winery ●

Gary & Judy Quilici
72 Quail Hill Place
Oroville, CA 95966
530-589-5088

GROCERY STORES & PRODUCE STANDS

Chico Natural Foods Cooperative

818 Main St
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 providing our community with a wide range of organic and natural products, from the freshest produce, meat, and grains to the most sustainable household items and everything in between. Anyone can shop, anyone can join! CNFC is a proud supporter of Buy Fresh Buy Local.

Holiday Natural Foods Store

6848 L. Skyway
Paradise, CA 95969
530-877-1212

CONTINUED ON PAGE 16...



Growing Healthy Children and Healthy Communities

BY GINA SIMS AND CINDY WOLFF

With childhood obesity on the rise, it is more important than ever for all of us to take small steps to grow healthier children and communities. One strategy is to teach children where their food comes from and provide them with opportunities to experience fresh, local fruits and vegetables. With the help of local farmers, schools, and teachers, the Chico Center for Nutrition and Activity Promotion (CNAP) at CSU Chico has introduced two Farm to School programs to do just that in our region: Harvest of the Month (HOTM) and Farmer of the Month (FOTM).

Students who participated in the program were observed selecting approximately 20% more fruits and vegetables from school garden bars by the end of the year.

As part of the FOTM Program, local farmers are profiled by CNAP to educate students about a different farmer each month, the crops they grow, and where they sell their produce. In Butte County, Bryan Howard, a third generation farmer from Chico, CA, has joined forces with CNAP to help students feel more connected to the people in our community that grow our food. Through a new educational video format, farmers like Bryan are now able to reach thousands of school children throughout the state of California without having to leave their farms. To follow an apple from farm to table and learn more about Bryan's story through the video, visit: www.csuchico.edu/cnap.

The HOTM Program adds another element to healthy living. HOTM brings local, in-season produce to students each month and empowers these children to increase the number of fruits and vegetables they eat in order to develop healthier eating habits. CNAP has used student surveys and observations of cafeteria lunch selections to assess changes in fruit and vegetable patterns

and found some powerful evidence that the program is effective.

For instance, the HOTM program increased students' selections of fruit and vegetables from school garden salad bars. Students who participated in the program were observed selecting approximately 20% more fruits and vegetables from school garden bars by the end of the year.

By working together, our local families, school districts, farmers, elected officials, and community members can celebrate the bounty of agriculture that surrounds us and take pride in feeding our children well. Through existing Farm to School programs, the steps toward building healthier children and communities are already being taken. Join the movement. The key is to speak up for change, stay positive, volunteer to help, and continue to buy local. To join in local Farm to School efforts, please contact:

Center for Nutrition Activity Promotion,
CSU Chico

PHONE: 530-898-5358

EMAIL: gmsims@csuchico.edu or
sstcin@csuchico.edu

WEB: www.cafarmtoschool.org
www.cachampionsforchange.net
www.harvestofthemonth.com
www.csuchico.edu/cnap

CNAP is a proud supporter of Buy Fresh Buy Local.

Gina Sims is a school garden coordinator and health educator living in Chico. She is passionate about connecting children to local food and farms. She enjoys shopping at farmers markets with her family and teaching kids how to grow their own food.

Dr. Cindy Wolff is a native of northern California with generational roots in area farming. She has been a professor in the Nutrition and Food Sciences Program at CSU, Chico since 1987. Cindy is the Director of the CSUC Center for Nutrition and Activity Promotion and the recipient of numerous awards. She frequently presents at state and national conferences on community nutrition and the role of nutrition education as a marketing tool for the promotion of locally grown foods.



14001 Lakeridge Circle
Magalia, CA 95954
530-873-4654

North State Grocery operates the Holiday Stores in Northern California and loves to support local farmers. North State Grocery is a proud supporter of Buy Fresh Buy Local.

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530-343-4930
ssproduce@sunset.net
www.ssproduce.net

S&S Produce has been family-owned and operated since 1968. They offer local organic produce, natural meats, vitamins, and supplements. S&S Produce is a proud supporter of Buy Fresh Buy Local.

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Chico, CA 95928
530-343-8820

The Harvest Shop

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Chico, CA 95928
530-345-3352

Zucchini & Vine

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Chico, CA 95928
530-345-3551
info@zucchiniandvine.com
www.zucchiniandvine.com

Since 1977, Zucchini & Vine has provided the finest in casual linens, dinnerware, home accessories, and specialty foods as well as unique and distinctive products from local artists and artisans. They also offer handcrafted cheeses and

chocolates, and local food products, including olive oil, jams, and wines. Zucchini & Vine is a proud supporter of Buy Fresh Buy Local.

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530-402-7121

Farm Star Pizza

2359 The Esplanade
Chico, CA 95926
530-343-2056

Grilla Bites

196 Cohasset Rd, Suite 150
Chico, CA 95926
530-343-6848
gardenvilla@grillabites.com
www.grillabites.com

Grilla Bites Cohasset is a local restaurant that strives to support the environment and community while maintaining a healthy responsibility to their customers through the food they serve. Grilla Bites uses local and organic ingredients whenever possible and is a proud supporter of Buy Fresh Buy Local.

Leon Bistro

817 Main St
Chico, CA 95928
530-899-1105
contactus@leonbistro.com
www.leonbistro.com

Leon Bistro serves distinctive soups, salads, meats, sauces, and fine desserts using locally-grown products that express the best of contemporary California cuisine. Leon Bistro is a proud supporter of Buy Fresh Buy Local.

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530-343-3408

Sierra Nevada Brewing Co.

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Chico, CA 95928
530-893-3520

The Rawbar

346 Broadway St
Chico, CA 95928
530-897-0626

The Red Tavern

1250 The Esplanade
Chico, CA 95926
530-894-3463

Tin Roof Bakery

627 Broadway St
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530-345-1362

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530-895-3866

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David Guzzetti Consulting

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Chico, CA 95927
530-532-0963

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Freshies

Chico, CA 95973
530-228-5300
www.freshies530.com

Freshies is a local food distribution company that specializes in getting local food from farm to family, farm to restaurant, and farm to school. They are a proud supporter of Buy Fresh Buy Local.



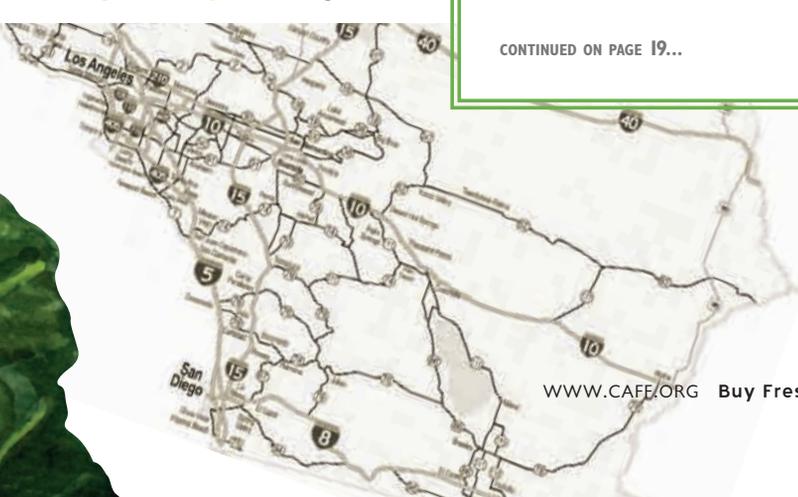


Glenn County

Glenn County, in the heart of California's fertile Sacramento Valley, is just west of Butte County and bordered by the Sacramento River to the east and the Mendocino National Forest to the west. Named after Dr. Hugh Glenn, who was the largest wheat farmer in the state during his lifetime, agriculture remains the backbone of this county's economy. In rural Glenn County, you will find ranchers, orchardists, specialty produce growers, rice tenders, dairy producers, and conservationists stewarding their lands. Along with world-class soils and warm valley sunshine, growers value the natural resources, watersheds, and waterways necessary to produce their crops. The 2010 launch of the Glenn County Certified Farmers Market was a boon to this region's farmers.

CONTINUED ON PAGE 19...

- VEGETABLES
- NURSERIES
- FRUITS
- MEAT
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY
- WINE



Farmers Markets and Small Towns Stimulating Local Economies

BY CLAUDIA STREET

As a reader, you are either a fortunate resident of California's beautiful North Valley area or you are driving the Five and have pulled off the interstate to momentarily rest as you continue along to your planned destination. If a traveler, you are probably already aware of the common thread of small town charm enriched by a deep agricultural heritage that weaves this lovely region together. And since we can only imagine that you also are intrigued by the contents of this premier Buy Fresh Buy Local Eater's Guide to Local Food, we have a sweet story that will interest you.

For some time now, rural America has been struggling, as downtown businesses quietly close their doors, shopkeepers watching consumers drive out of the county for the promise of bigger and better retail deals. This is not news to anyone, but part of the pleasure of traveling is listening to a story told from the viewpoint of those intimate with the locale. Stimulus packages were designed to save us all, but all of us didn't seem to be standing in the right line. For Glenn County, with unemployment rates skyrocketing, a stimulus package in the guise of a Farmers Market seemed to be just the ticket to invigorate our local economies and support us with fresh, local foods and products. Growing Glenn – A County Farmers Market was born as the result of a USDA Farmers Market Promotion Program grant.

Grant funds provided the impetus and the Buy Fresh Buy Local campaign came to town. All the pieces of the local food movement seemed to come together as if the seeds were sown by a wise and benevolent farmer, nurtured by our rich soils and ideal climate, and harvested at the peak of flavor. Farmers, ranchers, bakers, restaurateurs, artisans, and musical talents all combined in our local parks for a veritable tour of Glenn County's bounty during the market season. Families and friends gather for a visit, folks arrive with shopping lists, kids come to play games and learn how to

choose their favorite vegetable from their new-found farmer friend. Some come to rest on a park bench, listen to music, and savor a freshly baked, decadent cinnamon bun. It is summertime and life is good.

Farmers markets create the perfect venue to provide access to local food and raise the visibility of amazing local farmers. These markets have become the springboard for revitalizing local foodsheds. Acknowledging your neighbor as your sustenance-provider is cause for celebration. Celebrate your local farmers markets. Stimulate your local economies. But if you are traveling through, truly experience our region. Explore a North Valley farmers market and replenish yourself while you are here with us.

The Glenn County Certified Farmers Market is a proud supporter of Buy Fresh Buy Local.

Claudia Street grew up in the Central San Joaquin Valley town of Firebaugh where she worked with growers as a Pest Control Advisor. Later she raised her two sons while working on a variety of California ranches. Her older son and his young family work on a ranch in Idaho and her younger son is now in the US Air Force. Today, Claudia works as Projects Manager for the Glenn County Resource Conservation District.

But part of the pleasure of traveling is listening to a story told from the viewpoint of those intimate with the locale.



GROWERS & FARMSTANDS

Ainsworth Orchards ●●●

Jim Ainsworth
4298 County Rd K 1/2
Orland, CA 95963
530-865-3200

Alston Farms ●

Linda Alston
1010 Hwy 99W
Orland, CA 95963
530-865-2666
lalston@dm-tech.net
www.alstonfarms.com

Alston Farms raises grass-fed, grass-finished Jersey beef, rated #1 for tenderness, and the cuts are lean with excellent flavor. Their animals are raised with care and good animal health practices. Alston Farms animals graze pastures year around and are not given hormones or antibiotics. These animals are harvested, dry aged, vacuum-sealed and frozen at the local USDA facility in Orland. Alston Farms is a proud supporter of Buy Fresh Buy Local.

Ariza Farm ●●

Mike & Debbie Ariza
7641 Cutting Ave
Orland, CA 95963
530-865-1080

Buttermore Rancho Costa Lota



Staci Buttermore
7068 County Rd 24
Orland, CA 95963
530-865-3504

Cowgirl Eggs ●

Carol Avellino
6584 County Rd 22
Orland, CA 95963
530-864-5514
avellino@clearwire.net

Cowgirl Eggs is a small farm providing fresh eggs from pasture-raised chickens. Carol and her husband Bruce started Cowgirl Eggs to share the wonderful experience of fresh eggs with their community. Cowgirl Eggs are available from the farm and farmers markets throughout Glenn and Butte counties. Cowgirl Eggs is a proud supporter of Buy Fresh Buy Local.

Douglass Ranch ●

Kelly & Shannon Douglass
6252 County Rd 9
Orland, CA 95963
530-865-5905
shannondouglass@hotmail.com

www.douglassranch.com

Douglass Ranch sells their naturally-raised, grain-finished beef and pork direct to the public. They raise Black Angus cattle and select their best calves for the direct market program. The cattle are raised naturally with no added hormones and never treated with antibiotics. They are raised on grass and finished on grain. The beef is aged and then cut and wrapped for custom orders. Pork sold seasonally and upon request. Douglass Ranch is a proud supporter of Buy Fresh Buy Local.

Embrey Family Farms ●

Gene & Janice Embrey
4716 County Rd N
Orland, CA 95963
530-865-2092

Happy Chick Farm ●

Tina Burkhardt
6221 County Road 15
Orland, CA 95963
530-865-7203
happychickfarm@gmail.com

Happy Chick Farm is located in Orland, California. Happy Chick Farm's pledge to you: "Our Chickens are cage free and free roaming." Their chickens are provided with large spacious yards and indoor housing in which to sleep and lay. They sell products directly to customers on the farm, as well as through home deliveries. Happy Chick is a proud supporter of Buy Fresh Buy Local.

Heath Ranch Organics ●●

Ron & Melanie Heath
4814 County Rd 99W
Orland, CA 95963
530-865-3472

J & G Farms ●

Gary & Janice Shields
4038 County Rd FF
Orland, CA 95963
530-865-0891

Jasper's Nursery & Orchards ●

Chuck & Christina Jasper
7122 Hwy 32
Orland, CA 95963
530-865-2888

Linzy Mandarins ●

Clark & Peggy Linzy
7444 Cutler Ave
Orland, CA 95963
linzy33@earthlink.net

Linzy Mandarins grows 3 varieties of flavorful Satsuma Mandarins: Okitsu Wase,

Owari, and Dobashi Bene, and are open to the public from mid-October through December. Linzy Mandarins is a proud supporter of Buy Fresh Buy Local.

Martin's Navel Oranges ●

Ira, Sharon & Rick Martin
6364 County Rd 18
Orland, CA 95963
530-865-3637

Massa Organics ●

Greg Massa
3614 Hwy 45
Hamilton City, CA 95943
530-519-8628

McLane Farms ●●●

Erica McLane
10 Second Ave
Orland, CA 95963
530-865-4640

Patti Sexton Livestock ●

Patti Sexton
PO Box 4
Artois, CA 95913
530-865-2319
sextonlivestock@gmail.com

Patti Sexton is a 5th generation, Glenn County livestock producer, raising grass-fed lamb and beef. She sells whole or half lambs and whole, half, or quarter beeves as well as lamb and beef by the cut. Patti Sexton Livestock is a proud supporter of Buy Fresh Buy Local.

Pedrozo Dairy & Cheese Co ●●

Tim Pedrozo
7713 Rd 24
Orland, CA 95963
530-514-3837
tim@realfarmsteadcheese.com
www.realfarmsteadcheese.com

Pedrozo Dairy & Cheese Co is an ecologically managed, family-run grass-fed dairy and cheese operation. They produce delicious farmstead cheese, offer public education and tours, and manage their farm with a deep respect for both the cows and the land. Pedrozo Dairy & Cheese Co is a proud supporter of Buy Fresh Buy Local.

Shuey Family Farms ●

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

CONTINUED ON PAGE 23...

Certified Public Accountants



Matson and Isom

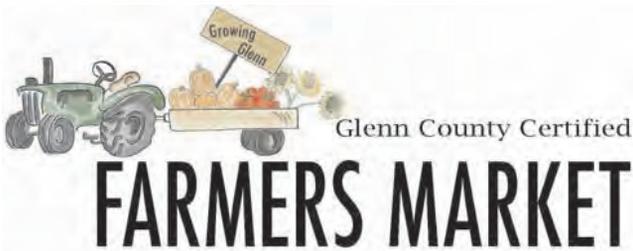
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& Murdock Avenue

For more information
Glenn County RCD
(530) 934-4601 x4
www.glenncountyrcd.org

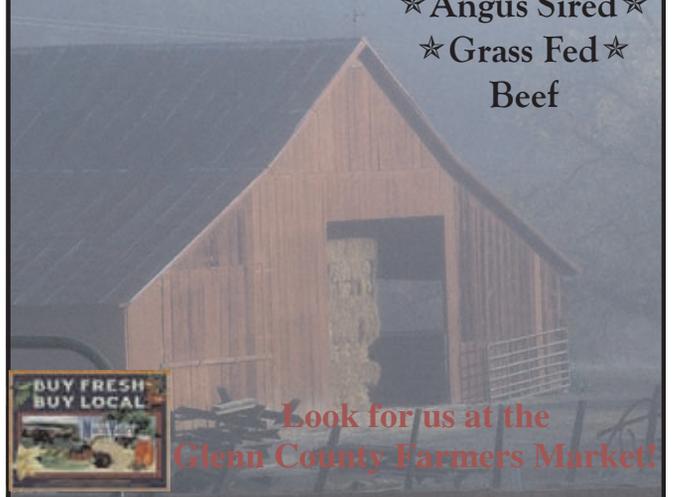


THE DIVIDE RANCH

Mike and Kathy Landini
Elk Creek, CA (530)968-5634
www.TheDivideRanch.com

Check our website for
Ranch Tours & Events

- ★ Ranch Raised ★
- ★ All Natural ★
- ★ Angus Sired ★
- ★ Grass Fed ★
- Beef



Look for us at the
Glenn County Farmers Market!

GET TO KNOW...

Mike and Kathy Landini of The Divide Ranch

Back to the Landini!

BY NOELLE FERDON

When you first meet Mike and Kathy Landini it won't take you long to realize they are serious about ranching. In 1999, with a life long dream of owning and operating a cattle ranch, the Landinis loaded the wagon with their two children, Nicole and Tony, and headed for greener pastures in Glenn County.



For the Landinis, ranching and conservation go hand in hand so their first stop off the wagon was to NRCS, the Natural Resources Conservation Service. Working with NRCS enabled the Landinis to build partnerships and gain the expertise necessary to implement the extensive rangeland management goals that, twelve years later, make the Divide Ranch so unique. With the support of NRCS and The State of California Resources Agency, Mike and Kathy have installed six miles of fencing, doubling the number of pastures

on the ranch, and have provided water via pipelines and troughs to every pasture, vastly improving grazing management capabilities.

The implementation of a rotational grazing system has increased the presence of native grasses on the ranch, an important attribute to rangeland management and the ideal dinner for cattle. And, speaking of dinner, in the summer of 2010 the Landinis began selling their grass-fed beef at the newly launched Glenn County Farmers' Market with overwhelmingly positive reviews.

Rangeland management and healthy food aren't all Mike and Kathy care about on the Divide Ranch, which is why for 9 years they have hosted Jill Egly's 4th grade class from Willows School District for the historic annual Pioneer Day on the ranch. They also welcome visitors to the ranch for scenic vistas of the Sacramento Valley and magnificent displays of wildflowers, and they are partners in the Elk Creek Buckaretttes annual ranch ride. The Landini's blending of educational, agritourism, and conservation practices have resulted not only in delicious food for the North Valley community, but also extraordinary habitat and scenic preservation. Check out the Divide Ranch listing on page 24 for more information on how to reach the Landinis.

Noelle Ferdon works in the North Valley revitalizing the region's connection to its food roots through projects like The Eater's Guide to Local Food. She is a co-founder of Buy Fresh Buy Local, North Valley and Slow Food Shasta Cascade. With a background in law and policy, Noelle aims to raise the visibility of farmers and ranchers in the region, while simultaneously protecting farmland, stimulating rural economic development and making local food more available.

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Orland, CA 95963
530-865-5206

Stokes Family Blueberries ●

Kevin & 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
530-865-4780
tenpointfarm@digitalpath.net

Ten Point Farm is chemical free and sustainable. Their small farm produces navel oranges, Blenheim apricots, fresh vegetables, and herbs available in season, as well as pecans and walnuts. All products are carefully hand processed and inspected. Ten Point Farms is a proud supporter of Buy Fresh Buy Local.

The Divide Ranch ●

Mike & Kathy Landini
PO Box 99
Elk Creek, CA 95939
530-968-5634
divideranch@gmail.com
www.thedivideranch.com

The Divide Ranch is a family-run cow and calf operation in Elk Creek, CA. They raise cattle on their ranch for commercial sales but also raise some steers as grass-fed, all natural (no hormones or antibiotics) beef for direct sales and local farmers markets. The Divide Ranch is a proud supporter of Buy Fresh Buy Local.

West Coast Products ●

Mark DeCamilla
717 Tehama St
Orland, CA 95963
530-865-3379

Yancy's Produce ●

Greg Yancy
6235 County Rd 23
Orland, CA 95963
530-865-3210

GROCERY STORES & PRODUCE STANDS

Sav-Mor

32 East Walker St
Orland, CA 95963
530-865-2112

North State Grocery operates the Sav-Mor Store in Orland and loves to support local farmers. North State Grocery is a proud supporter of Buy Fresh Buy Local.

SPECIALTY STORES & FOOD ARTISANS

Sierra Nevada Cheese Company ●

Racheloriana Schraeder
6505 County Rd 39
Willows, CA 95988
530-934-8660
ros@sierranevadacheese.com
www.sierranevadacheese.com

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The Rusty Wagon

420 Walker St
Orland, CA 95963

RESTAURANTS & CAFÉS

Alta Marie's Bakery & Soup Shop

807 4th St
Orland, CA 95963
530-865-1577

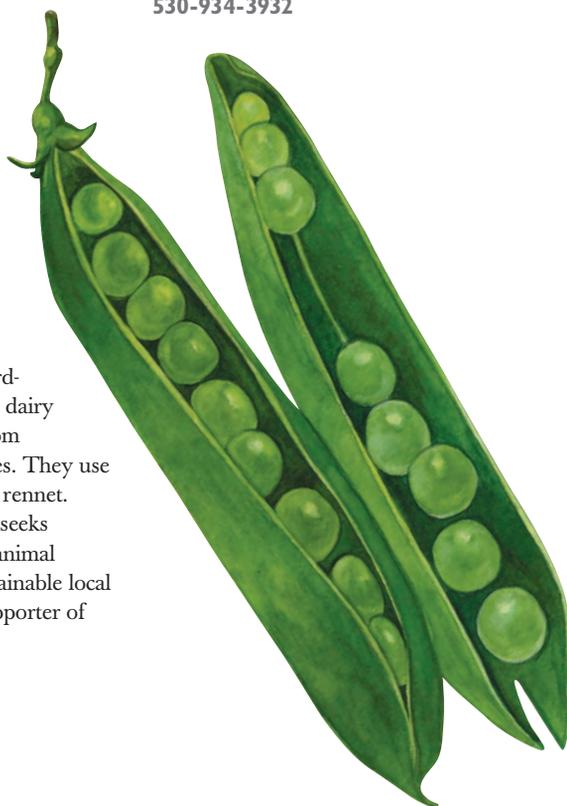
Farwood Bar & Grill

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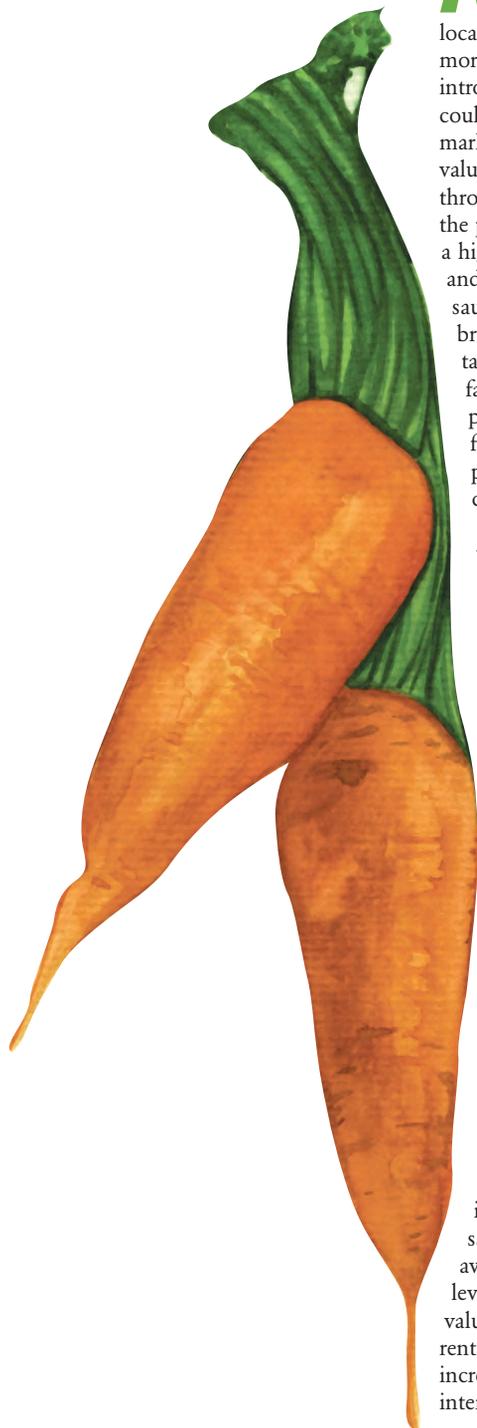
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Field To Fork and The Challenges In Between

BY MARY JAYNE EIDMAN



Across the country, consumers are rediscovering their interest in purchasing fresher, healthier, locally produced foods. As a result, more small and mid-sized farms are introducing “value added” products that could increase income and generate new market opportunities for their farms. A value added food product is any that through a production process improves the product for the customer and brings a higher price for the seller. Think jams and jellies versus raw fruit, or pasta sauce rather than raw tomatoes. But bringing the food to the consumer’s table creates some new challenges for farmers. California law requires that processed, value added foods made from your farm’s raw agricultural products be produced in a commercial kitchen.

Commercial kitchens don’t need to be fancy or large but must meet state guidelines. These kitchens provide a crucial location for artisans, chefs, and farmers to safely and legally process food. But because of the many legal barriers to certifying a kitchen as commercial, they are often few and far between.

Jolene Queen, owner of Dairyville Nursery and The Queen’s Pantry, has been going through this process. I asked Queen to comment on her experiences.

“This leaves any small home producer with the distinct dilemma of trying to overcome the enormous fiscal impact of renting or building their own facility to produce good, fresh, local food. This is not an insurmountable hurdle, but is a definite hindrance to what I believe is the future of reasonably priced, safe, and healthy food being made available to the consumer at a local level. The need for more small-scale value added facilities, whether for use as rentals or through a co-op model, has increased dramatically alongside our interest in sustainable agriculture and

knowing the origins of our food. There is a peace of mind that comes with knowing the origin of the ingredients that are incorporated into every jar of jam, jelly, salsa, or sauce, and a wonderful satisfaction in sharing my passion for these beautiful creations with my neighbors.”

With these words of experience, I encourage you to seek out and share information on the availability of commercial kitchens in your area. Renting a kitchen is a good way to start creating your products without the cost of building your own facility. You can begin by checking with churches, community clubs, Grange Halls, and fairgrounds.

Your business and food processing must also be licensed with the appropriate state or county agency so if you plan to sell your value-added products directly to the consumer on farm or at a retail outlet be sure to check with the Public Health Department before you start production.

When creating value added food products, having adequate liability insurance coverage reduces your risk. Shop around and compare several policies to find the coverage that best suits your farm business needs.

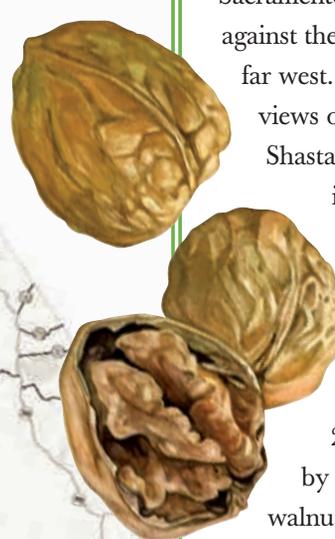
With a little planning and consideration, you can add value to your farm fresh products while bringing in additional income throughout the year. North Valley eaters and consumers will also benefit from having more options for eating farm fresh local products all year round!

With over 30 years in the food industry developing new products and marketing them, Mary Jayne now owns Discover Earth Eco-Boutique in Red Bluff and has a small family farm with her husband and daughter, producing pasture raised lamb, beef, and chicken.



Tehama County

One of the state's larger counties with a total area of 2,962 square miles, Tehama County is a largely rural region in Northern California that is bisected by the Sacramento River and bumps up against the Coastal Range to the far west. Home to snow-capped views of Mt. Lassen and Mt. Shasta, the agricultural land in Tehama County hosts a variety of ranches and farms sprinkled throughout this scenic county. In 2008, its top five crops by volume included walnuts, dried plums, almonds, olives, and timber. Like its neighboring counties of Butte and Glenn, Tehama has acres of old-growth olive groves. A bustling movement supporting local food is drawing more and more people to the Tehama County region and attractions like Field to Fork, local farmers markets, and the not-to-be-missed Tehama Trail farm tour map.



CONTINUED ON PAGE 26...



GROWERS & FARMSTANDS

Bianchi Orchards ●●

Annie & Becky Bianchi
10245 61st Ave
Los Molinos, CA 96055
530-527-9157

Big Bluff Ranch ●

Tyler Dawley
Red Bluff, CA
530-529-2291

Burlison Fruit Stand ●●

Aldon & Helen Burlison
24651 Kansas Ave
Dairyville, CA 96055
530-209-2180

Chris' Egg Farm ●

Chris Copley
1314 & 1316 Solano St
Corning, CA 96021
530-824-5211

Corning Olive Company ●

721 Fig Ln
Corning, CA 96021
530-824-5447

Dairyville Nursery & Marketplace ●

Randy Bettis & Jolene Queen
12645 Hwy 99E
Red Bluff, CA 96080
530-529-2546

Eidman Family Farm ●

Mark & Mary Jayne Eidman
15640 W. Wallen Rd
Red Bluff, CA 96080
info@discoverearth.us
530-528-0568

Eidman Family Farm raises beef cattle, lamb, and chickens on the incredible irrigated pastures of the Bend District in Red Bluff. They are proud to use environmentally friendly practices, making their farm an amazing place for

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530-824-2331

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Marshall Loskot
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Platina, CA 96076
530-352-4224

Homegrown Enterprises, LLC ●

Sue Lawing
15530 Paskenta Rd
Flournoy, CA 96029
530-833-0119

Julia's Fruit Stand ●●●

Kathy & James Brandt
11475 Hwy 99E
Los Molinos, CA 96055
530-528-8754

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530-824-4216

McKenzie Ranch ●

Cody McKenzie
17950 Jellys Ferry Rd
Red Bluff, CA 96080
530-527-3294

Mi Vida Loca Enterprises ●●

Natalie Peterson
19779 Callahan Rd
Red Bluff, CA 96080
530-351-4698

Nickler Acres ●●●

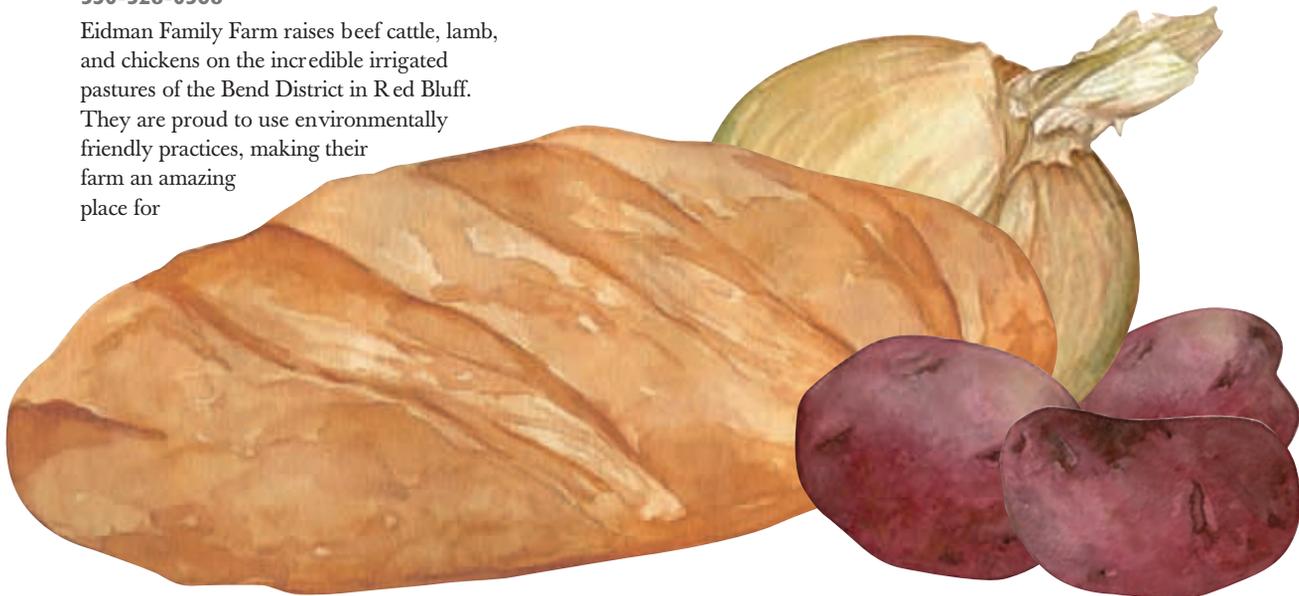
Mindy Nickler
22521 Rodeo Ave
Gerber, CA 96035
530-526-9943

North Valley Farms Chevre, Inc. ●

Mark & Deneane Ashcraft
PO Box 698
Cottonwood, CA 96022
530-347-7151
nvfchevre@hotmail.com
www.northvalleyfarms.com

North Valley Farms Chevre produces beautiful farmstead goat cheese. All of their certified organic milk and curd is single-source, with no milk or curd purchased from off the farm. Their goats are pastured, and the cheese produced is guaranteed to be a product of Tehama County. North Valley Farms Chevre is a proud supporter of Buy Fresh Buy Local.

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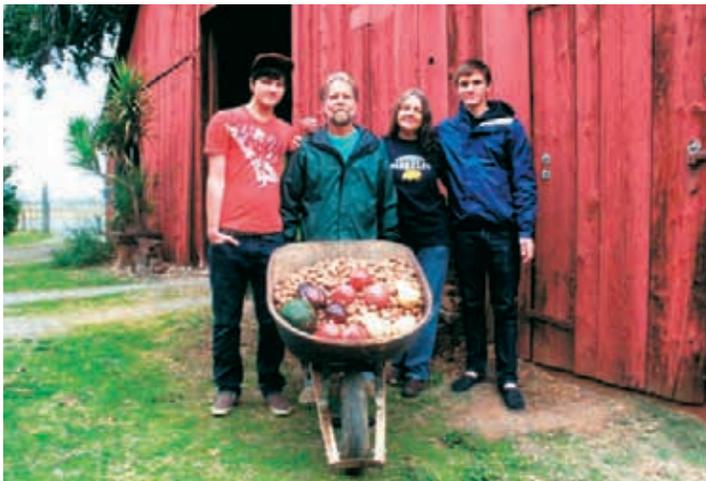


GET TO KNOW...

John, Lana, Nik, & Luke of Kitchel Family Organics

BY LANA KITCHEL AND ARIANE MICHAS

Three miles north of downtown Los Molinos, the Kitchel Family Organics farm sprawls over 10 acres with views of Mt. Shasta and Mt. Lassen. A grapevine-adorned pergola welcomes you to their home, facing a red barn beside a towering cork tree. The orchard beckons with over 130 fruit trees spanning dozens of varieties. There is a large summer garden and a smaller winter/spring garden, vineyards, and a strawberry patch. Stray walnut, almond, pecan, fig, nectarine, peach, apple and plum trees mingle with pomegranate bushes, a profusion of flowers and



ornamental trees. Outbuildings house a tractor and root cellar and all of this is surrounded on 3 sides by rambling blackberries.

The Kitchels bought their farm in 2002. Immediately, John set to work installing fencing, sprinklers and drip irrigation, planting trees and gardens throughout. Lana laughingly described his enthusiasm: “He was like an artist with a blank canvas, striking up bold and pastel hues all over the property.” John, the ever-creative “green thumb” of the family, received his bachelor’s degree in horticulture from California State University, Chico in 1979 and has owned Lassen Landscapes, a landscape design and installation company, for nearly 30 years. In 2008, the farm was registered organic. The Kitchels have

always been committed to organic practices: composting, utilizing natural insect control, and avoiding use of any chemical pesticides.

Lana picks and markets all produce and helps with maintenance of the gardens and orchard. Kitchel Family Organics primarily sells at the Red Bluff Farmers’ Markets, to Country Organics (a CSA in Redding), and to visitors to their farm. They also sell their walnuts, pecans, and sun-dried fruit online.

Truly a whole-family affair, John and Lana’s children also help out with farm duties. Nik, 19, now a freshman at UC-

Berkeley, makes deliveries to Country Organics and staffs their market booth when he’s home. Luke, 16, a junior at Red Bluff High School, assists with mowing, weed-eating, and other chores. Both help pick produce during abundant harvests. All farm work is done by the Kitchels alone with very rare exception.

The Kitchels grow several varieties of organic walnuts: Heirloom varieties such

as Eureka, Franquette, and Mayettes as well as Chandlers. One of their most popular offerings is sun dried peaches, nectarines, and apricots. These fruits are set out on double screen tables spread out by the strawberry patch. Lana explains, “We sun-dry them without sulfur or any additives then freeze them 48 hours to pasteurize. We don’t over-dry; so they retain a high proportion of nutrients, scrumptious flavor, and a soft consistency.”

But amid the bounty produced by Kitchel Organics is a lot of hard work and challenge. Growing organically presents real hurdles. Without the use of pesticides and herbicides, the fruit is less cosmetically appealing, and much of it doesn’t make it to market. Lana remarks that “Maybe it doesn’t look as

picture perfect as the grocery store, but it tastes ten times better. So do I pick and cut them to dry, or try to rush them to market? If I had more help, I could cut enough dried fruit to sell it into the winter season. Getting help and being able to pay the help are hard. You need capital to make money. There is a lot of potential here, especially as the trees mature. But getting it to market is a challenge.”

With such a wide variety of organic produce, including many heirlooms, their work is seemingly endless. John explains, “For me, it’s primarily the planting, pruning and repairing. For Lana, it’s marketing and the creative use of produce for sale and for our family: cutting melons, stewing tomatoes, drying herbs, making Pesto with our basil and walnuts. We pretty much grow everything from onions to figs.”

“He was like an artist with a blank canvas, striking up bold and pastel hues all over the property.”

-Lana Kitchel

Despite these challenges, the Kitchells pour heart and soul into their farm. In the years ahead, as trees mature and the produce increases, they intend to do more on farm sales. “We hope to open a stand next year. We’re just seconds away from Hwy 99-E; it makes perfect sense to sell regularly right from the farm.” In the meantime, look for their fruit, nuts, and produce at the farmers market and through the CSA, and relish the best flavors that local can produce.

Lana Kitchel is a family farmer and food artisan in Tehama County. Together with her husband and sons, she owns and runs Kitchel Family Organics.

Ariane Michas is the Manager for the Local Food Systems Program for the Community Alliance with Family Farmers and manages statewide implementation of the Buy Fresh Buy Local campaign.

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Redwood Organic Farm ●

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Manton, CA 96059
530-524-5537

Striking A Livestock ●

Amber Leininger
PO Box 332
Vina, CA 96092
amber@strikingalivestock.com

Striking A Livestock produces high quality, reasonably priced grass-fed beef. Customers can buy direct in whole, half, or split half sizes. Their beef is certified by the American Grassfed Association and Striking A Livestock is a proud supporter of Buy Fresh Buy Local.

Sugar Pine Farm ●

Abby LaPointe & Gary Lawless
32288 Rock Creek Rd
Manton, CA 96059
530-474-1298

Tehama Angus Ranch ●

Bryce & Linda Borrer
23820 Tehama Ave
Gerber, CA 96035
530-385-1570

Triple Z Ranch ●●

Linda Ezzat
23311 Hamilton Ave
Gerber, CA 96035
530-508-NUTS

Whittenberg Farms ●

Zach & Hannah Whitten
18870 Reeds Creek Rd
Red Bluff, CA 96080
530-529-0866

Wolf Ranch ●

Dan & Teri Wolf
5925 Hwy 99W
Corning, CA 96021
530-824-5291

WINERIES & VINEYARDS

Alger Vineyard & Winery ●

31636 Forward Rd
Manton, CA 96059
530-474-WINE

Burnsini Vineyards ●

Tom Burnham
19535 Hammers Ln
Cottonwood, CA 96022
530-347-4765

Cedar Crest Vineyards ●

Cory Livingston
32505 Forward Rd
Manton, CA 96059
530-474-1387

Indian Peak Vineyards ●

31559 Forward Rd
Manton, CA 96059
530-474-5506

Mount Tehama Winery ●

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

New Clairvaux Vineyard ●

26240 7th St
Vina, CA 96092
530-839-2200

Ringtail Vineyards ●

32055 Forward Rd
Manton, CA 96059
530-474-5350

Shasta Daisy Vineyard ●

Carroll & Lorna Knedler
35100 Forward Rd
Manton, CA 96059
530-474-5262

GROCERS & PRODUCE STANDS

North State Grocery, Inc.

PO Box 439
Cottonwood, CA 96022
530-347-4621x109
rrutte@shophqf.com

North State Grocery operates the Holiday Natural Foods markets and Sav Mor stores in Northern California from Redding down to Placerville. In Butte, Tehama, and Glenn Counties they have stores in Paradise, Magalia, and Orland. North State Grocery loves to support local farmers and is a proud supporter of Buy Fresh Buy Local.

SPECIALTY FOOD STORES & ARTISANS

California Kitchen & Company

645 Main St
Red Bluff, CA 96080
530-529-2482

Country Haven

10098 Hwy 99E
Los Molinos, CA 96055
530-384-0345

The Olive Hut

3487 Hwy 99W
Corning, CA 96021
530-824-5920

RESTAURANTS & CAFÉS

The Olive Pit

2156 Solano St
Corning, CA 96021
530-824-4667

Rosser's Bakery

446 Antelope Blvd, #38
Red Bluff, CA 96080
530-529-1687

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Steve Westaby
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Anderson, CA 96022
530-941-7072
www.happyvalleyfresh.com

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WHY BUY LOCAL?

BUYING SEASONALLY TASTES BETTER. Eating locally and in season provides you with fresher and often better tasting products. California's North Valley farmers offer a variety of products that are available throughout the year, including produce, meat, poultry, eggs, nuts, and more.



BUYING LOCAL SUPPORTS FAMILY FARMS. Since 1935, the U.S. has lost 4.7 million farms. Fewer than one million Americans now claim farming as a primary occupation. With each local food purchase you make, you help protect the future of family farming.

BUYING LOCAL STRENGTHENS THE LOCAL ECONOMY. Every dollar you spend with a local family farmer circulates through the community 7 to 11 times, multiplying the benefit of that economic activity. Buying local food keeps your dollars moving in your community and stimulates rural economies.

BUYING LOCAL PROTECTS THE ENVIRONMENT. Between 2002 and 2007, the U.S. lost 16.2 million acres of agricultural land. Supporting local farmers protects local farmland, decreasing development pressure and urban sprawl, preserving open green space, and supporting biodiversity.

BUYING LOCAL PROMOTES GOOD HEALTH. Buying farm-fresh local products lets you and your family enjoy food that both tastes great and is great for you. Fresh fruits and vegetables are nutritionally rich, and eating more of them can help reduce the risk of obesity and related health conditions. So buy fresh foods from your local farmers — for your health and the health of our farming community!



ORGANIZATIONS & RESOURCES

NAME	COUNTY	WEBSITE/PHONE
Butte County Farm Bureau	Butte	buttefarmbureau.com
Butte County Farm Service Agency	Butte	fsa.usda.gov
Butte County Resource Conservation District	Butte	buttecountyrcd.org
California Women for Agriculture Northern District	Butte/Glenn/Tehama	californiawomenforagriculture.com
Center for Nutrition and Activity Promotion	Butte/Glenn/Tehama	csuchico.edu/cnap
Chico Eat Learn Grow	Butte	chicoeatlearngrow.org
Chico Grange & Community Hall	Butte	chicogrango.org
Chico State University Farm	Butte	csuchico.edu/ag/farm/index.shtml
Edible Shasta Butte Magazine	Butte	ediblecommunities.com/shastabutte
Farm City Celebration	Butte	farmcity.com
Farms & Gardens for the Disabled Inc	Tehama	530-352-4224
Glenn County Farm Bureau	Glenn	cfbf.com/cunties
Glenn County Farm Service Agency	Glenn	fsa.usda.gov
Glenn County Resource Conservation District	Glenn	glenncountyrcd.org
Natural Resources Conservation Service (NRCS)	Butte/Glenn/Tehama	nrcs.usda.gov
Sierra Oro Farm Trail	Butte	sierraoro.org
Slow Food Shasta Cascade	Butte/Tehama	slowfoodshastacascade.org
Snow Goose Festival of the Pacific Flyway	Butte	snowgoosefestival.org
Tehama County Farm Bureau	Tehama	tehamacountyfarmbureau.org
Tehama County Farm Service Agency	Tehama	fsa.usda.gov
Tehama County Resource Conservation District	Tehama	tehamacountyrcd.org
Tehama Trail	Tehama	tehamatrail.com
Think Local Chico	Butte	thinklocalchico.org
University of California Cooperative Extension, Butte County	Butte	cebutte.ucdavis.edu
University of California Cooperative Extension, Glenn County	Glenn	ceglenn.ucdavis.edu
University of California Cooperative Extension, Tehama County	Tehama	cetehama.ucdavis.edu
Valley Oak Magazine	Butte/Glenn/Tehama	valleyoakmagazine.com
Weston A. Price Chico/Butte Valley Chapter	Butte	530-533-1676

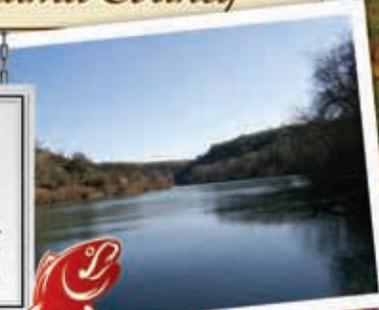
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2. Olive City to Historic Red Bluff
3. Olive City to Manton Vineyards to Historic Red Bluff



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