

Taste the Possibilities: Adding Value to Your Ag Business

November 3, 2014
Showcase Café, Sonoma County Fairgrounds
Santa Rosa, California

Presented by:



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Success Story Panel

Kelley Rajala

- Made Local Marketplace
- Kelley & Eric's Urban Gardens

**Taste the Possibilities:
Adding Value to Your Ag Business**





- Localization
- Business Alliance for Local Living Economies 
- Community Self-Reliance & Resilience

made local marketplace



- 4 Years
- 450 Artisans
- 8 Inspired



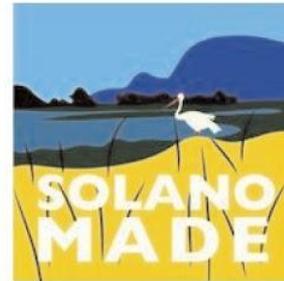
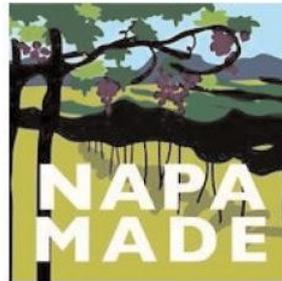
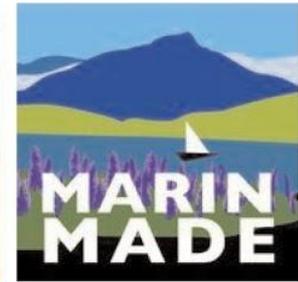
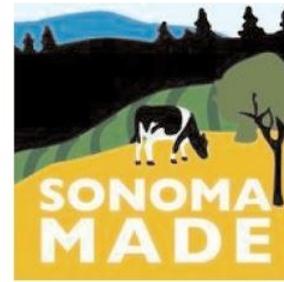
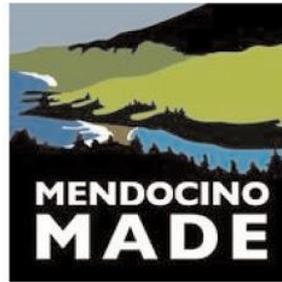
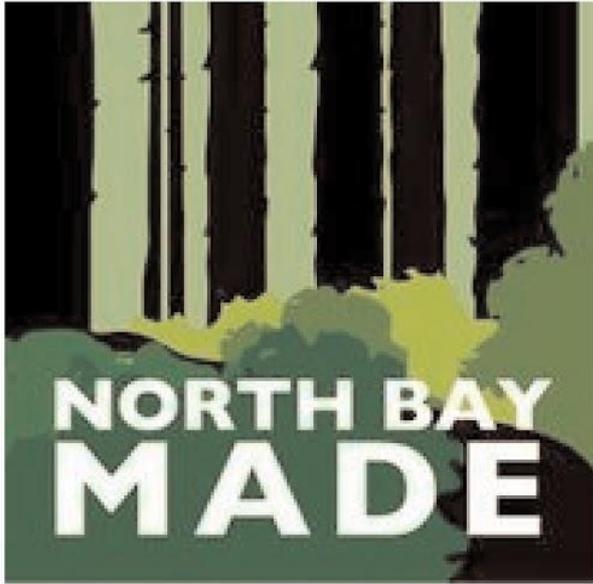
531 5th Street, Santa Rosa
madelocalmarketplace.com

Santa Rosa
SHARESPACE
Cowork & Local Economy Center



local
works
flexible purpose corporation

local-works.org



northbaymade.org



Kelley & Eric's Urban Gardens

Fresh, small batch, sustainably and organically farmed in Santa Rosa and Forestville

Kelley & Eric's Urban Gardens

Fresh, small batch, heirloom, organically-farmed veggies, herbs and flowers in Santa Rosa and Forestville



REGULAR ITEMS

Beans - young green & purple beans
Beets - red & yellow
Carrots - tri-color
Cucumbers - boston pickling & sikkim
Eggplant
Green onions
Kale - dino, trochunda, curly
Melon
Onions - medium-sized white, yellow & red
Peppers - anaheim, pablano,
Potatoes- new, medium & large
Radish - French breakfast & easter egg
Rhubarb
Rutabaga - purple top
Salad greens
Squash blossoms
Squash - summer
Squash - butternut, delicata, acorn
Tomatoes - mixed cherry, large heirloom
Watermelon



EGGS

Chicken eggs
Quail eggs

HERBS

Basil
Chives
Dill
Garlic
Garlic Chives
Horseradish
Italian parsley
Lavender
Lemon verbena

Marjoram
Mint - Chocolate
Mint - Mojito
Oregano
Shiso
Sage
Tarragon
Thyme



FLOWERS

Edibles - mixed & single varieties
Chives, pansies, nasturtiums
Squash Blossoms
Zinnia Table Flowers
Colors: oranges, reds, yellows, pinks, purples



August 2014
Approved Source Permit #77

To order:
707-331-6850
kelley@
shareexchange.coop

Delivery time:
1-2 days

We are happy to
grow special items
just for you.
We are open to
feedback on
varietals, quality
and pricing.

Your neighborhood
farmers,

-Kelley & Eric
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kelleyanderic.com
kelley@shareexchange.coop



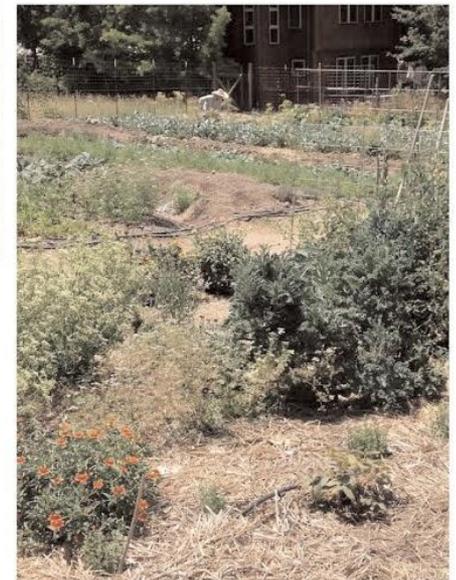
www.northbaymade.org



SPIN Farming
(small plot intensive)



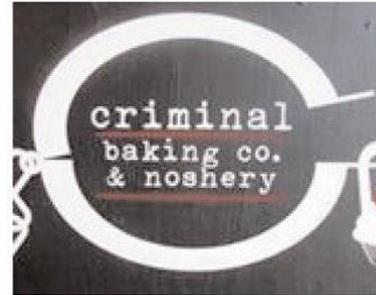
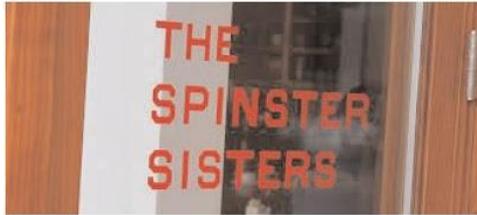
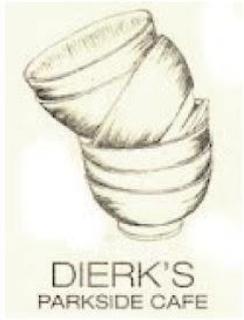
Permaculture



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Restaurants



Home Chef

Distributor

Grocer

Marketplace

