

## Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: [USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov); Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	9/30/2014 – 12/31/2016
<b>Authorized Representative Name:</b>	Kari Hunter
<b>Authorized Representative Phone:</b>	760-446-1974
<b>Authorized Representative Email:</b>	kariannhunter@gmail.com
<b>Recipient Organization Name:</b>	Desert Mountain RC&D
<b>Project Title as Stated on Grant Agreement:</b>	Owen's Valley Grower's Cooperative Center
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-CA-0016
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Independence, Ca.
<b>Total Awarded Budget:</b>	89,699.00

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).  
 Different individual: Name: Lynn Johnson; Email: [ljinyo@gmail.com](mailto:ljinyo@gmail.com); Phone: 760-258-7306

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

**State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.**

**Goal/Objective 1: Provide consistent wholesale and retail access to foods grown within 400 miles of the Center**

**a. Progress Made:**

Thanks to support from the USDA’s Local Foods Promotion Program (LFPP), the Owens Valley Growers Cooperative (OVGC) has made great strides in advancing the organization’s mission “to build a local, sustainable food system”. Through community education, support of local agriculture, and the development of local market outlets, OVGC aims to increase access to healthy food choices, while developing enterprise for our local economy.”

This support has allowed OVGC to revitalize an abandoned grocery store on Highway 395, the main thoroughfare through the town of Independence in scenic Owens Valley (see Appendix A), and to either start or expand upon the organization’s initiatives. The OVGC’s initiatives to provide access to healthy foods grown within 400 miles or less of the Cooperative Center include: 1) the OVGC Certified Farmers Market; 2) the Cooperative Center Food Hub; 3) the Cooperative Center Store; and 4) the Cooperative Center Café and Community Kitchen. The creation of these local food outlets supports local agriculture, educates the community about the benefits of eating healthy and locally produced foods, and develops enterprise for the local economy.

- The OVGC Certified Farmers Market

Prior to 2013, the southern Owens Valley had no farmers market and no access to locally grown produce. From May 2013 to the end of October 2016, the OVGC held seasonal farmers markets which included a rotation of 18 different local growers. These farmers markets provided access to farm fresh vegetables, herbs, fruit, and eggs, all produced within less than 50 miles of the Cooperative Center, to residents of the southern Owens Valley for the first time. The OVGC also provided space adjacent to the farmers markets where Cottage Food Producers and artisans could sell their homemade and handmade products directly to consumers. Consumers frequenting the farmers markets includes local residents, tourists, and local business owners.

From 2013 to 2015, the farmers markets alternated between the Cooperative Center in Independence and a location in Lone Pine. In 2016, the farmers market was held in Independence only. Plans are underway to resume the farmers market at the Cooperative Center in Independence at the beginning of the 2017 growing season. If sufficient funds can be raised, the OVGC will also reopen the Lone Pine farmers market. See Appendix for photos of the OVGC Farmers Markets.

- The OVGC Cooperative Center Food Hub

The Cooperative Center operates a Food Hub from May 2015 to present. The Food Hub, which is located in the Cooperative Center warehouse, receives bulk food orders from United Natural Foods, Inc. (UNFI), a distributor of natural and organic foods, specialty foods, and related

products. Local items (produced within a 400-mile radius of the Cooperative Center) are given priority when ordering from UNFI.

The Food Hub is run by volunteer members of the OVGC General Council. Orders placed through the Cooperative Center by Co-op members are received in the Food Hub warehouse and distributed to consumers twice a month. In addition, fresh local produce, eggs, and beef obtained from growers and ranchers operating within 50 miles or less of the Cooperative Center are provided to the Cooperative Center Store and the Cooperative Center Café. The Food Hub also distributes bulk food orders to organizers of special events such as Walking Water (2015 and 2016); this multiyear event included local participants, as well as citizens from countries around the world and drew attention to OVGC's effort. When supplies permitted, local produce was also sold to two restaurants in Independence and one market in Lone Pine.

- The OVGC Cooperative Center Store

The Cooperative Center Store, which opened in October 2015, offers a selection of healthy foods and essential sustainably produced sundries. When available, fresh local produce, eggs, and beef provided by as many as 22 local growers and ranchers operating within 50 miles or less of the Center are offered. Added value products produced by local entrepreneurs are also sold at the market (see Appendix, Economic Opportunities). Produce, meat, eggs, and dairy, not provided to the Cooperative Center by local Owens Valley growers and ranchers, is obtained on a weekly basis in the summer and every two weeks in the winter, primarily from commercial ranchers and growers operating within 400 miles of the Center (e.g., Straus Family Creamery, Diestel Turkey Ranch, produce grown in the Central Valley and southern California). See Appendix for photos of the Co-op Store.

- The Cooperative Center Café and Community Kitchen

The Cooperative Center Café opened in December 2015. Whenever possible, the Café features menu items made with produce, eggs, meat, and dairy items procured from local (400-mile radius) growers and ranchers. Producers operating within a 50-mile or less radius are given preference. The Café serves coffee produced by a local roaster (Indy Coffee Roasting Company). Café staff also caters special events and functions held by various organizations, as well as meetings held by local businesses and government entities. On days when the Café is closed, the certified kitchen is available for use by local food producers and members of the community. See Appendix for photos of the Co-op Café and Certified Community Kitchen.

During the 2016 tourist season, the Cooperative Center Store and Café were open 6 days a week for a total of 60 to 72 hours per week during peak months. The Co-op offered employment to 18 local residents at one time or another. Volunteers assist with operations. Customers include residents of the southern Owens Valley, people from the northern part of the valley who come to Independence for work or to conduct business, local school children, hikers, and other tourists.

The Cooperative Center reduced hours for the winter at the end of the tourist season (mid-September 2016). Presently, the Cooperative Center Store, Café, and Food Hub are all operated by volunteers. The Store is open every Friday night from 4:30 to 7:30 pm and the Café from 5 to 7 pm, which allows residents of southern Owens Valley to shop for food produced within a 400-mile or less radius, partake of the Friday night dinner specials (as much as possible featuring menu items made with food grown or raised within 50 miles of the Center), socialize, pick up their bulk food orders, and purchase local produce and cottage food items directly from local growers and producers. Local motel owners send their guests to the café for dinner, as the Cooperative Café is often the only restaurant in town that is open. OVGC plans to extend the hours of operation by the onset of the 2017 tourist season.

**b. Impact on Community:**

Prior to the startup of the farmers market and the opening of the Cooperative Center Store, residents of Independence did not have a place in town where they could purchase fresh local produce or other healthy, sustainably produced foods. Lone Pine, 15 miles to the south, has a market; however, it does not carry local organic eggs, beef, or dairy, nor does it carry organic or sustainably produced foods. Prior to 2015, the market in Lone Pine carried only one local product (honey). The market now purchases local produce from growers who are members of the OVGC.

Residents of southern Owens Valley now have local access to fresh organic produce and other foods grown or produced within 400 miles or less of the Cooperative Center, as well as to other organic and sustainably produced groceries. This has alleviated some of the burden of having to travel out of the area to obtain healthy food. Tourists and other visitors also have a place to obtain local food. Motel owners in Independence are pleased to have somewhere to send their guests to purchase groceries and obtain meals. The OVGC Cooperative Center also provides numerous economic opportunities to local citizens (see below) and has become a vibrant community gathering space, something that was formerly lacking in Independence.

**Goal/Objective 2: Encourage consumption of local foods through added value production.**

**c. Progress Made:**

The Cooperative Center Café adds value to local foods and encourages consumption by utilizing produce, eggs, meat, and dairy produced within a 400-mile or less radius in its menu items. People unfamiliar with local food consumption frequent the café and experience the difference in taste and quality of fresh local foods for the first time, which encourages future consumption. The Cooperative Center holds classes on the benefits of healthy eating and provides educational material in order to further the consumption of local foods (see below and Appendix, Education).

Consumption of local foods through added value production is also promoted by Cottage Food Producers, who have the opportunity through OVGC events and the OVGC Store and OVGC Farmers Market to produce and sell their goods to the public. Examples of added value products made with local produce include jams and fruit spreads, as well as baked goods made with local fruit and nuts (see Appendix, Economic Opportunities).

Nuts, rice, raisins, and other foods grown or produced within 400 miles of the Cooperative Center are purchased in bulk and repackaged by volunteers with food handler's licenses. This adds value to bulk, local organic nuts, dried fruit, grains, and legumes and allows the Co-op to sell these items at a

LFPP Funds were not used for the purchase of food.

much lower cost to the consumer than commercially pre-packaged equivalents, thus encouraging consumption.

**d. Impact on Community:**

- Community members now have more opportunities to purchase local foods and the cost is kept affordable through added value production.
- Local Cottage Food Permit holders now have more venues and opportunities to bring their goods to market and to get them out to the community.
- The community has more access to both local and healthier food choices.

**Goal/Objective 3: Increase local foods market share through marketing and education.**

**e. Progress Made:**

The OVGC has an intensive marketing campaign. Ads were placed in the *Inyo Register*, the local newspaper, *The Sheet* (a local free newspaper), and the Sierra Wave (an online news service). In addition, spots were broadcast from local radio stations (KIBS, KSRW). We have been informed by tourists passing through the town of Independence that our signs and murals caused them to stop to eat and shop. Signs advertising the Cooperative store and café were placed at trailheads. OVGC maintains a website (<http://www.owensvalleygrowerscooperative.com/>), as well as a Facebook page (<https://www.facebook.com/OwensValleyGrowersCooperative/>). The Cooperative Center Store carries a selection of merchandise with the OVGC logo and images of our mural panels. See Appendix, Promotional Materials, for photos of our murals and signs, as well as other examples from our marketing campaign.

The OVGC formed a Health and Nutrition Committee that is chaired by a local doctor. The committee advises the OVGC Board of Directors on food policy and provides information and programs on the benefits of eating organic food, the benefits of eating locally grown foods produced using sustainable methods, the benefits of eating seasonally and what foods are in season, as well as other nutrition information. The OVGC also holds classes on food preservation and plans are to start holding cooking classes on how to prepare seasonal produce. Working with local elementary school teachers, educational events for students from the Owens Valley School are held in the Cooperative Center Store and Café, as well as the farmers market. See Appendix, Education for photos and examples of flyers for classes.

Information about health, nutrition, food sustainability issues is posted on the Healthy Community bulletin board in the Cooperative Center Store. Flyers for events held elsewhere are also posted. The store also has a lending library with books and periodicals on topics such as growing vegetables and fruit using organic methods, cooking, nutrition, and sustainable food systems (see Appendix, Education).

**f. Impact on Community:**

Some southern Inyo County residents were exposed to the health benefits of eating locally grown, seasonal, organic, and sustainably produced foods for the first time. Because the market only carries seasonal produce, consumers have grown accustomed to eating seasonally.

OVGC's advertising campaign has increased tourist visitation in Independence. Other local businesses are likely benefitting from the increase in tourist traffic.

**2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (our project started when the first grant funds were received in March 2015). Include further explanation if necessary.**

- i. **Number of direct jobs created:** Since March 2015, 18 people have been hired to work in the Cooperative Center Store and Café at one time or another. Three were full time jobs and the rest were part time. All employees were residents of the Owens Valley.
- ii. **Number of jobs retained:** Due to high turnover, the Cooperative Center currently has no employees and is run solely by volunteers.
- iii. **Number of indirect jobs created:** Twenty indirect jobs were created (e.g., electricians, plumbers, HVACC contractors, flooring contractors, septic tank servicemen, refrigeration specialists, appliance repairmen, sign and mural painters, door installers, internet installers, propane equipment installers, CPA) LFPP Funds  
Were not used  
to cover  
indirect jobs.
- iv. **Number of markets expanded:** Two, the OVGC Certified Farmers Market and the OVGC Bulk Food Buying Club.
- v. **Number of new markets established:** Five: the Cooperative Center Store; the Cooperative Café; one local restaurant in Independence; one local market in Lone Pine; and Walking Water, a large multiyear event.
- vi. **Number of farmers/producers that have benefited from the project:** Twenty two growers and ranchers, all operating within 50 miles of the Cooperative Center, sold their products to the Cooperative Center Store and/or at the farmers market. The Cooperative Center Café also purchased local products from these ranchers and growers.

**3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?**

Low Income Populations

At the beginning of the 2015 season, the OVGC's Farmers Market was certified to accept Cal Fresh EBT, increasing access to farm fresh eggs and fresh healthy produce to lower income residents participating in the USDA's Supplemental Nutrition Assistance Program (SNAP). The OVGC also assisted local growers in obtaining their certifications to accept WIC vouchers, which made fresh local produce more accessible to women, infants, children, and seniors. The fact that Farmers Market vendors accepted EBT and WIC was advertised in the local newspaper. This information was also included on all Farmers Market flyers (see Appendix A). Bulk foods offered in the Cooperative Store at discounted prices also attracted low income shoppers. The store also had sales that are advertised to members as well as to other shoppers via the Civic Club mailing list.

New Ethnic Groups

Owens Valley has a relatively large Spanish-speaking population. The OVGC reached members of this ethnic group by printing flyers and announcements in Spanish (see Appendix, **Outreach**). An OVGC member who is fluent in Spanish interpreted at several educational events and also helped two Spanish speaking residents obtain their Cottage Food Operators licenses so they could sell their products (bread and tortillas) at the OVGC Certified Farmers Market.

OVGC board members met with tribal leaders from the reservations near Lone Pine, Independence, and Big Pine to encourage participation in the OVGC. A number of tribal members from Lone Pine and Fort Independence shop at the Farmers Market and the Cooperative Center Store.

#### Low Access

The southern Owens Valley is a low access area. Prior to the opening of the Cooperative Center, Independence did not have a grocery store. Other southern Valley towns such as Aberdeen, Keeler, Cartago, Olancho, and Darwin do not have grocery stores. The only market is in Lone Pine. And the selection of local healthy food at this store is very limited. Residents from all of the towns in the southern Owens Valley travel to the Cooperative Center to obtain healthy food. People heard about the Center through word of mouth, the OVGC Facebook page and website, newspaper and radio ads, and the Civic Club mailing list.

#### New Businesses

OVGC board members approached Independence restaurant owners and the owner of the market in Lone Pine about purchasing locally grown produce from the Cooperative Center. All three businesses purchased local produce when available. The organizers of Walking Water approached the OVGC Board of Directors about placing bulk food orders through the Co-op and obtaining local produce, eggs, and beef, as well as bread and other value added items made by local Cottage Food Operators.

#### **4. Discuss your community partnerships.**

OVGC's community partners include the Independence Civic Club, Independence Lions Club, Lone Pine Chamber of Commerce, Owens Valley School District, Ray's Den Motel, Mt. Williamson Motel, Inyo-Mono Associates, and the Metabolic Studio.

The Lions Club utilizes the Café to cater their monthly meetings, the Owens Valley School District holds staff meetings at the café instead of ordering food from another town, the local motels send their guests here to shop and eat, the Inyo-Mono Associates supported us by utilizing our services for two different catering events, and the Metabolic Studio utilizes our Café to cater their Radio Play rehearsals.

Several of our community partners will be contributing to the success of this project well beyond the performance period of this LFPP grant. The Mt. Williamson Motel and Base Camp and other local motels will continue to send Pacific Crest and John Muir trail hikers, backpackers and other recreationists and travelers staying in Independence to the Cooperative Center for food and other groceries. The Metabolic Studio is providing ongoing financial support to the OVGC to help defray operating expenses. The Independence Civic Club continues to send notices, weekly ads, and other OVGC promotional material to residents via its large mailing list. Six people who are members of the above organizations are now volunteering at the Cooperative Center on a regular basis.

#### **5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?**

OVGC hired licensed contractors to complete building renovations and for ongoing repairs that could not be completed by volunteers, Contractors included carpenters, plumbers, electricians, HVAC, and flooring specialists, among others. Without these professionals, it would have been impossible to open the Store and Café. LFPP Funds were not used to paid these contractors.

**6. Have you publicized any results yet? If yes, how did you publicize the results?**

Press releases were submitted to local newspapers and radio stations and several newspaper reporters visited the Cooperative Center and wrote articles about the Co-op. Regular updates are posted to the OVCG website and Facebook. The Co-op has been reviewed favorably on Yelp.

**To whom did you publicize the results?**

The results have reached virtually all of the residents of Inyo County, as well as many in adjacent Mono and Kern counties. Many tourists report they stopped at the Co-op because of OVGC's website and Facebook page. Word of mouth, particularly on the Pacific Crest and John Muir trails, has been a very mode of communication.

**7. How many stakeholders (i.e. people, entities) did you reach?**

OVGC has 170 dues-paying members, 25 General Council members, 22 local growers and ranchers, nine Cottage Food (value added) Producers, three commercial vendors, and many hundreds of non-dues paying customers.

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item). (See Appendix)

**8. Have you collected any feedback from your community and additional stakeholders about your work? If so, how did you collect the information? What feedback was relayed (specific comments)?**

Feedback has been collected from customers and other stakeholders by various means. Comment card are placed at the Cooperative Center Store checkout stand and a comment form was also submitted electronically via our email list. People also post comments to the OVGC Facebook page and on Yelp. OVGC has held two stakeholder meetings. Growers, Cottage Food Operators, and volunteers give feedback to the Board of Directors at monthly General Council meetings. Feedback has generally been positive. Customers have seen that the business is often struggling and have left very encouraging comments.

Comments from Yelp:

"Friendly people, comfortable setting, and amazing pizza. I didn't shop for organic food, but they did have a nice little selection. The staff behind the counter were [sic] happy, friendly, and cared, sometimes a rare combo in today's business world." Jim E, Bishop, California

"Local market closed a few years ago Empty building on our 395 trips Now signs of life fresh colorful wildflowers out front Met at door with smiles Great place for organic pizza breakfast sandwiches home baked croissants Stopped to say hello learn about more places to visit in Owens Valley" Harry E Palmdale, California

“So happy to finally have a healthy food alternative in Indy.” Deena, Oakland, California

“Shop co-op for organic camping food.” Don S, Penngrove, California

**9. Budget Summary:**

a. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: x

**b. Did the project generate any income? If yes, how much was generated and how was it used to further the objectives of the award?**

In 2016, the Cooperative Center Store and Café generated \$189,016.49 in sales. One hundred percent of this income was used to pay salaries and overhead, purchase inventory, and to cover equipment maintenance and repairs.

**10. Lessons Learned:**

a. **Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).**

Positive outcomes of this project include revitalization of abandoned building on Independence’s main thoroughfare, providing 18 well-paying jobs to locals, creating economic opportunities for contractors, growers, and value added producers, providing local healthy food to the community, as well as to tourists, creating a vibrant community gathering space, pulling together a great group of enthusiastic volunteers, and making strides in furthering OVG’s mission.

Difficulties included constant equipment failures that sometimes resulted in loss of inventory or temporary closure of the café, high employee turnover and a small labor pool, difficulty imparting OVG’s mission to employees, and missing the 2015 tourist season due to more extensive construction work than originally anticipated.

**b. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

In hindsight we should have implemented our initiatives at a slower pace.

**c. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:**

The project is overseen by a volunteer Board of Directors, many of whom are very busy and were unable to provide direct supervision, instead tending to rely on the General Manager. This hands-off approach led to some unfortunate decisions.

**Future Work:**

a. **How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project’s work to benefit future**

**community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.**

During the off season, we are operating the Cooperative Center with reduced hours and are relying on volunteer labor. In March, the Board of Directors will be holding a retreat during which we will prepare a one-year operating plan with the guidance of a professional facilitator. The OVGC Board of Directors now includes community business leaders. This alleviates some of the pressure on growers who put aside their plans to increase production because of board duties.

**b. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?**

In addition to preparing an operating plan for 2017-2018 that takes seasonal fluctuations in the tourist economy into account, the OVGC Board of Directors will search outside the area for a manager with the needed skills and qualifications and who has a passion for OVGC's mission. The board will also seek additional grant funding.

## DEMOLITION AND CONSTRUCTION



Mairs Market Building before construction



Mairs Market Building transformed into the Owens Valley Growers Cooperative Café and Store.



OVGC volunteers on a work day



OVGC volunteers dismantling and removing old market fixtures



Demolition debris



Sanding new walls and cleaning stock shelves



New kitchen under construction



Installation of the new OVGC sign

## ECONOMIC OPPORTUNITIES



Murals painted by local artist Judyth Greenberg and installed by OVGC volunteers Ken Ebert and Dave Wagner



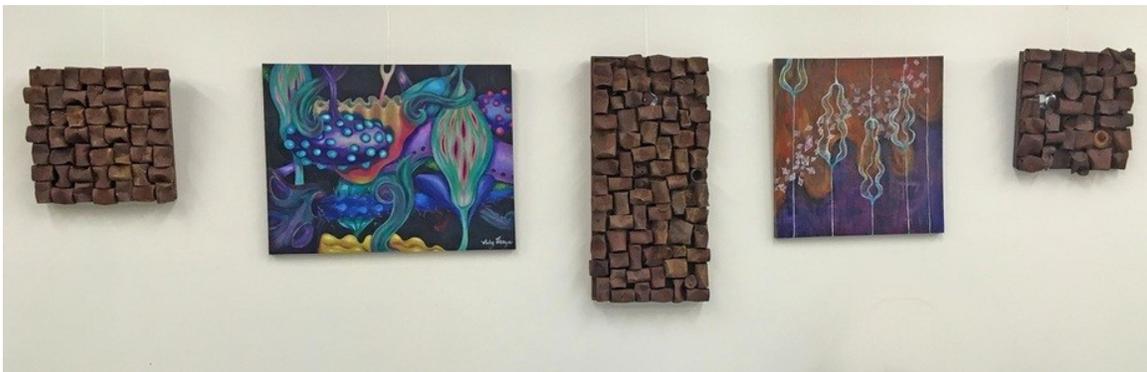
Panel from mural painted by local artist Ruby Garza.



Pottery by local artisan Drew Wickman for sale in the store.



Indy Coffee roasted in Independence by Gunner Conway Davenport.



Local art for sale in the Café

# Education



**Sunday  
June 5, 2016  
2:00-5:00 pm**

**\$20 per person  
fee for beer  
tasting**

**Presenters:  
Dr. Serra Tranmer  
Monica Delson, RN**

**RSVP to  
ovgfoodcoop@gmail.com**

**\*Spanish  
Language  
Available**

**OWENS VALLEY  
GROWERS  
COOPERATIVE**  
149 S. Edwards St.  
Independence CA 93326  
760-935-0094  
ovgfoodcoop@gmail.com

**DIETARY  
CARBOHYDRATES: WHAT  
TYPE AND HOW MUCH?  
PRESENTATION & BEER  
TASTING**

What types of carbs are good to eat? How much carbs should you have in your diet? Can I really eat carbs??

If you have ever wanted to know the answers to these questions or would like to have more knowledge about carbohydrates in your diet then the Owens Valley Growers Cooperative invites you to attend our presentation and beer tasting event.

**Presentation is free to attend, beer tasting is \$20**



**Sunday  
April 10, 2016  
2:00 PM**

**\$20 PER PERSON  
FEE FOR WINE  
TASTING**

**Presenters:  
Dr. Serra Tranmer  
Monica Delson RN**

**RSVP to  
ovgfoodcoop@gmail.com**

**\*Spanish language  
available**

**OVGC**  
149 S. Edwards St.  
Independence CA 93326  
760-915-0091  
ovgfoodcoop@gmail.com

**FATS: THE GOOD THE BAD & THE  
INFLAMMATORY**

**PRESENTATION & WINE TASTING**

Which fats are good? Which fats are bad? Wait...there are good fats?!?! Could the kind of fats I have been eating be causing inflammation?

If you have ever wanted to know the answers to these questions or just have more knowledge about fats and your diet and inflammation then the Owens Valley Growers Cooperative invites you to attend our presentation and wine tasting event.

**Presentation is free to attend, wine tasting is \$20**

**GRASS-FED BEEF** vs. **GRAIN-FED/  
GRASS-FINISHED BEEF**

## What's the Difference?



Cattle roam free on a pasture & eat only grass

**GRASS-FED**



Cattle confined in feed lots & eat mostly grain

**GRAIN-FED/  
GRASS-FINISHED**

**NUTRITION**

- > Leaner and juicier, thanks to higher moisture content
- > Rich in omega-3 fatty acids, vitamin B6 & beta-carotene
- > As little as 140 calories per serving
- > Lower cholesterol

- > Greasy, not juicy
- > "Fattened up" on a variety of grain or corn by-products
- > Regular consumption not recommended as part of a healthy diet
- > Higher cholesterol

Source: American Grassfed Association



**PEAR DEHYDRATION WORKSHOP**  
Saturday ~ October 1<sup>st</sup> 10 a.m. -11 a.m.  
At the Owens Valley Growers Co-operative  
149 S. Edwards, Independence, California  
**Make a sweet treat! No sugar added**

Use in salads, desserts, as a snack or try the *Dried Pear Loaf* Recipe  
Free dried pear samples!

**DRIED PEAR LOAF**

**INGREDIENTS**  
Serves 8-10  
Yield: 1 loaf

- 6 ounces dried pear halves
- 2 cups hot water
- 2 cups flour
- 2 teaspoons baking powder
- 1/4 teaspoon baking soda
- 1 teaspoon salt
- 1 cup sugar
- 2 tablespoons melted butter
- 1 large egg
- 1/4 cup water
- 1/2 cup orange juice
- 1/2 cup chopped pecans

**DIRECTIONS**

1. Cover dried pears with 2 c. hot water and let soak 30 minutes
2. Drain pears and snip into small pieces.
3. Sift dry ingredients together (except sugar).
4. Combine in another bowl sugar, butter, egg, 1/4 c. water and orange juice
5. Mix well; add dry ingredients.
6. Stir in pears and pecans.
7. Pour mixture into a 9x5x3-inch loaf pan, which has been lightly greased and floured.
8. Bake at 350 F for 55-60 minutes.
9. Cool 10 minutes on a wire rack; remove from pan and cool completely on rack.
10. Makes 1 loaf.
11. May be frozen.



Lecture on the history of agriculture in the Owens Valley.



Lending library in the Coop store.

# OUTREACH

**FARMER'S MARKET FRIDAYS**  
**EVERY WEEK IN INDEPENDENCE**  
**OUTSIDE THE CO-OP**  
**HWY 395 @ KEARSARGE**  
**STARTS MAY 20<sup>TH</sup> 5pm - 7pm**



**SUPPORT YOUR LOCAL FARMERS & BAKERS**



owensvalleygrowerscooperative@gmail.com  
**FOLLOW US ON FACEBOOK & visit us online**  
[www.OwensValleyGrowersCooperative.com](http://www.OwensValleyGrowersCooperative.com)  
 For More information call 760-915-0091



Farmers Market flyer showing that WIC and SNAP are accepted.

**¡Mercado agrícola cada viernes!**

El Owens Valley Growers Cooperative (OVGC) se ha afiliado con Eastern Sierra Certified Farmers Market para auspiciar el Mercado Agrícola en el sur de Inyo.

El Mercado estará abierto los viernes de 4 a 7 de la tarde. Cada semana se cambiará de ubicación entre **Independence** y **Lone Pine**.

**en Independence:** en el edificio OVGC de Mairs Market, en la calle Edwards (Ruta 395) con la calle Kearsarge

**en Lone Pine:** en el Metabolic Studio IOU Garden, en la calle Main (Ruta 395) con la calle Willow

**Fechas para este verano:**  
*(Esperamos mantener el Mercado todo el año)*

<b>Independence:</b>	<b>Lone Pine:</b>
junio 14, 28	junio 7, 21
julio 12, 26	julio 5, 19
agosto 9, 23	agosto 2, 16, 30

El Mercado Agrícola es auspiciado por Metabolic Studio, Branson Foundation, Lone Pine Economic Development Corporation, Pioneer Memorial Methodist Church, Independence Community Garden, Independence Civic Club, y Lone Pine Lions Club.

Si a Ud. le interesa obtener un permiso para vender sus frutas o verduras, por favor llame a 510-468-7113.

Spanish version of the Farmers Market flyer.



Dancing performances by local students attracted large audiences to the Farmers Market

## Promotional Materials-Continued



OVGC float in the Independence Fourth of July parade



Business card. This image is also used for ads in media outlets



OVGC Farmers Market accepts EBT making local produce available to low income families



### Comment Card

OUR MISSION: The Owens Valley Growers Cooperative's mission is to build a local, sustainable food system. Through community education, support of local agriculture, and the development of local market outlets, we aim to increase access to healthy food choices, while developing enterprise for our local economy.

**We welcome your feedback. Please check the applicable boxes.**

<input type="checkbox"/> I am a founding member of the OVGC (\$500)	<input type="checkbox"/> I am a resident of the Owens Valley
<input type="checkbox"/> I am member of the OVGC (\$100)	<input type="checkbox"/> I am just traveling through!

Please use both sides of this card. Your name and contact information is optional.  
Thanks so much for taking the time to give us feedback.

Comment card for customers to provide comments and suggestions to OVGC

## OVGC PROMOTIONAL MATERIALS -CONTINUED



**DINNER AT THE CO-OP**  
DECEMBER 30<sup>TH</sup>  
5:00 PM UNTIL 7:00 PM

**CLAM CHOWDER**

Your choice of

- Old Fashioned New England Clam Chowder or
- Creamy Celery & Garlic Soup

Served with cheesy French bread and a green salad  
\$10

Enjoy a slice of apple cake with caramel sauce for dessert  
\$3

**SHOP AT THE STORE**  
4:30 PM UNTIL 7:30 PM

The treasure of good food and good company is at the Owens Valley Grower's Co-op!

Available for purchase:

- B & G Farm Fresh Eggs
- Walnuts
- Almonds
- Mission Dates
- Yukon Gold Potatoes
- Naval Oranges
- Carrots
- And a variety of store items!

Flyers announcing Friday night dinners are sent out to the OVGC mailing list as well as being posted on the OVGC website and Facebook



Mural on the building advertising the Farmers Market, the Café, and the Store



Mural by local artist Ruby Garza and lettering by volunteers

## STORE

**NEW ITEMS AT THE OVGC MARKET**

Every Friday new items arrive at the market, watch for our new weekly announcements

**HOURS**  
Monday-Friday 11:30 am to 6pm  
Saturday 9 am to 2 pm

**Owens Valley Growers Cooperative**  
149 S. Edwards St. Independence CA 93526  
(760) 915-0091  
www.owensvalleygrowerscooperative.com

	Applegate Turkey Breast \$5.49
	Applegate Roast Beef \$5.99
	Applegate Org Cheddar \$4.49
	Applegate Org Jack Cheese \$4.49
	Bragg Org Apple Cider Vinegar \$3.99
	Indy Coffee-Kearsarge Pass Blend \$13.99
	KIND Org Raspberry Breakfast Bar \$3.59
	Lakewood Org Cherry Juice \$4.99
	Nalquol Org Spinach Bunches \$2.89
	Simply Organic Thyme Spice \$4.98
	Organic Sweet Onions, per lb \$0.99
	Organic White Onions, per lb \$1.59

**New Bulk Items In**

OVGC is now carrying bulk items. In this week:

- Org Cannellini Beans \$3.49/lb
- Org Pinto Beans \$3.49/lb
- Org Brown Lentils \$2.49/lb
- Org Farro \$3.49/lb
- Org Thompson Raisins \$4.37/lb
- Org Lundberg Brown Rice \$2.49/lb

Coming soon: Org Oats



**Owens Valley Growers Cooperative**  
149 S. Edwards Street, Independence CA 93526  
760-915-0091 [ovgcfcofoodcoop@gmail.com](mailto:ovgcfcofoodcoop@gmail.com) [www.owensvalleygrowerscooperative.com](http://www.owensvalleygrowerscooperative.com)

Flyers announcing items available in the store.



Fresh local organic produce



**Tips for selling produce to the OVGC Market**

**BE A CERTIFIED PRODUCER**  
Apply online through the state and then be inspected and certified by the Inyo/Mono Ag Department. WE MUST HAVE A COPY OF YOUR CURRENT CERTIFICATION ON FILE. It is FREE to obtain your certification.

**CHECK IN WITH THE MARKET**  
When you have goods to sell call, email or come in to the market and check that we are in need of your crops. Our manager Jennifer ~~Olson~~ can be reached at 760-915-0091 or by email at [ovgcfcofoodcoop@gmail.com](mailto:ovgcfcofoodcoop@gmail.com).

**BRING IN GOODS AND HAVE THEM LABELED**  
Bring in your agreed upon goods to the market and have them logged in to our produce log. You must have some type of label on your produce telling the name of your business, the item type and the price.

**RECEIVE A CHECK ONCE A MONTH**  
Once a month you will receive a check totaling 80% of your sales, 20% stays with OVGC.





Customers shopping for items from local vendors and in the store.



Baked goods from Cottage food producers available in the store.

Information for local growers