

LOCAL FLAVOR, CREATIVITY & SMALL BUSINESS ENTREPRENEURSHIP

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WHAT MAKES A FARMERS MARKET FEEL LIKE MORE THAN A PLACE TO SIMPLY BUY GROCERIES? IT IS THE SMELL OF FRESHLY PREPARED FOOD, THE CHANCE TO TRY SOMETHING NEW, AND THE PEOPLE BEHIND EACH SMALL BUSINESS WHO BRING THEIR CREATIVITY TO THE MARKET EVERY WEEK. WHILE FARMERS PROVIDE THE INGREDIENTS THAT MAKE OUR LOCAL FOOD SYSTEM POSSIBLE, PREPARED-FOOD VENDORS TRANSFORM THOSE INGREDIENTS INTO SOMETHING CUSTOMERS CAN ENJOY IMMEDIATELY. FROM FRESHLY ROASTED COFFEE AND TRADITIONALLY PREPARED NUTS TO LOCALLY SOURCED BAKED GOODS, THESE VENDORS BRING THEIR CREATIVITY, CRAFTSMANSHIP, AND ENTREPRENEURSHIP STRAIGHT TO OUR FARMERS MARKET.

PREPARED-FOOD VENDORS ARE AN IMPORTANT PART OF A STRONG LOCAL FOOD SYSTEM BECAUSE THEY CREATE CONNECTIONS BETWEEN LOCAL INGREDIENTS AND THE PEOPLE WHO EAT THEM. MANY SMALL FOOD BUSINESSES PRIORITIZE SOURCING HIGH-QUALITY INGREDIENTS LOCALLY WHENEVER POSSIBLE, HELPING KEEP MONEY WITHIN THE COMMUNITY WHILE SUPPORTING OTHER LOCAL PRODUCERS. AT THE SAME TIME, THESE BUSINESSES PROVIDE OPPORTUNITIES FOR ENTREPRENEURS TO MAKE THEIR SKILLS AND PASSIONS INTO LIVELIHOOD.

FOR BOUVARDIA HOLDINGS LLC, PREPARATION IS ABOUT MUCH MORE THAN MAKING COFFEE. THEIR APPROACH SHOWS THE CARE AND CRAFTSMANSHIP THAT GOES INTO EVERY CUP. AS THEY EXPLAIN, "THIS BRAND IS A TRIBUTE TO HERITAGE AND A CELEBRATION OF CRAFTSMANSHIP. WE HAND-SELECT EXCEPTIONAL BEANS, ROAST IN SMALL BATCHES, AND TAKE GREAT CARE TO BRING OUT THE BEST IN EACH ORIGIN." THEIR SMALL-BATCH PROCESS ALLOWS THEM TO FOCUS ON THE UNIQUE QUALITIES OF EACH BEAN WHILE ENCOURAGING CUSTOMERS TO APPRECIATE WHERE THEIR COFFEE COMES FROM. THEIR COFFEE ALSO CREATES A SIMPLE BUT MEANINGFUL OPPORTUNITY FOR CONNECTION AS THEY SAY, "EVERY CUP WE SHARE IS AN INVITATION TO CONNECT—TO SLOW DOWN, TO SAVOR, AND TO APPRECIATE THE JOURNEY BEHIND EVERY BEAN."



FAMILY OF NUTS SHOWS ANOTHER WAY PREPARED—FOOD VENDORS CAN COMBINE ENTREPRENEURSHIP WITH CULTURAL TRADITIONS. THEIR NUTS ARE ROASTED IN SMALL BATCHES EACH WEEK TO MAINTAIN CONSISTENT FLAVOR AND TEXTURE, BUT THEIR PROCESS IS ALSO ROOTED IN CULINARY KNOWLEDGE FROM AROUND THE WORLD. THEIR HEAD ROASTER TRAVELED TO JORDAN AND TURKEY TO STUDY TRADITIONAL MIDDLE EASTERN DRY—ROASTING TECHNIQUES, BRINGING THAT KNOWLEDGE BACK TO THEIR BUSINESS. THIS COMMITMENT TO TRADITIONAL METHODS PROVIDES CUSTOMERS WITH MORE THAN A SNACK, IT GIVES THEM AN OPPORTUNITY TO EXPERIENCE A PIECE OF CULINARY HERITAGE WHILE SIMULTANEOUSLY SUPPORTING A LOCAL BUSINESS.

MEANWHILE, BIG BOY BISCUITS SHOWS HOW PREPARED—FOOD VENDORS CAN BUILD THEIR BUSINESSES AROUND QUALITY AND LOCAL CONNECTIONS. THEIR PHILOSOPHY IS SIMPLE, “AT BIG BOY BISCUITS, WE BELIEVE FOOD SHOULD BE HONEST.” THEY USE “HIGH—QUALITY, WHOLESOME INGREDIENTS SOURCED LOCALLY WHENEVER POSSIBLE,” CREATING A CONNECTION BETWEEN THE FARMERS AND PRODUCERS WHO GROW INGREDIENTS AND THE SMALL BUSINESSES THAT TURN THEM INTO FINISHED FOODS. BY CHOOSING LOCAL INGREDIENTS, BUSINESSES LIKE BIG BOY BISCUITS HELP STRENGTHEN THE BROADER NETWORK OF PRODUCERS AND ENTREPRENEURS THAT MAKES A LOCAL FOOD SYSTEM POSSIBLE.

TOGETHER, THESE VENDORS SHOW WHY PREPARED FOODS MATTER AT OUR FARMERS MARKETS. THEY BRING CULINARY CREATIVITY AND CRAFTSMANSHIP TO THE MARKET WHILE CREATING OPPORTUNITIES FOR SMALL BUSINESSES TO GROW. THEY ALSO HELP PRESERVE FOOD TRADITIONS, INTRODUCE CUSTOMERS TO NEW FLAVORS, AND CREATE ANOTHER WAY FOR LOCAL PRODUCERS AND ENTREPRENEURS TO SUPPORT ONE ANOTHER.

FOR CUSTOMERS, SUPPORTING PREPARED—FOOD VENDORS IS ABOUT MORE THAN PICKING UP A COFFEE, SNACK, OR BAKED GOODS. EVERY PURCHASE HELPS SUPPORT A PERSON WHO HAS INVESTED TIME, CREATIVITY, AND PASSION INTO BUILDING A SMALL BUSINESS. THE NEXT TIME YOU VISIT THE FARMERS MARKET, TAKE A MOMENT TO EXPLORE WHAT THESE VENDORS HAVE CREATED.

