

Almost lunch anyone feeling hungry?

How about a Bill Gates Burger?



Fun Fact: Bill Gates
Largest single land
holding is a 25,000
acre parcel in
Tonopah, Arizona



**ONE PER
CUSTOMER
PLEASE**



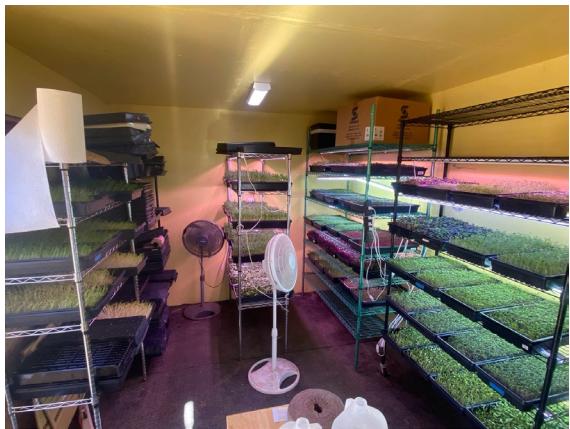
Intro: Don Kovacovich

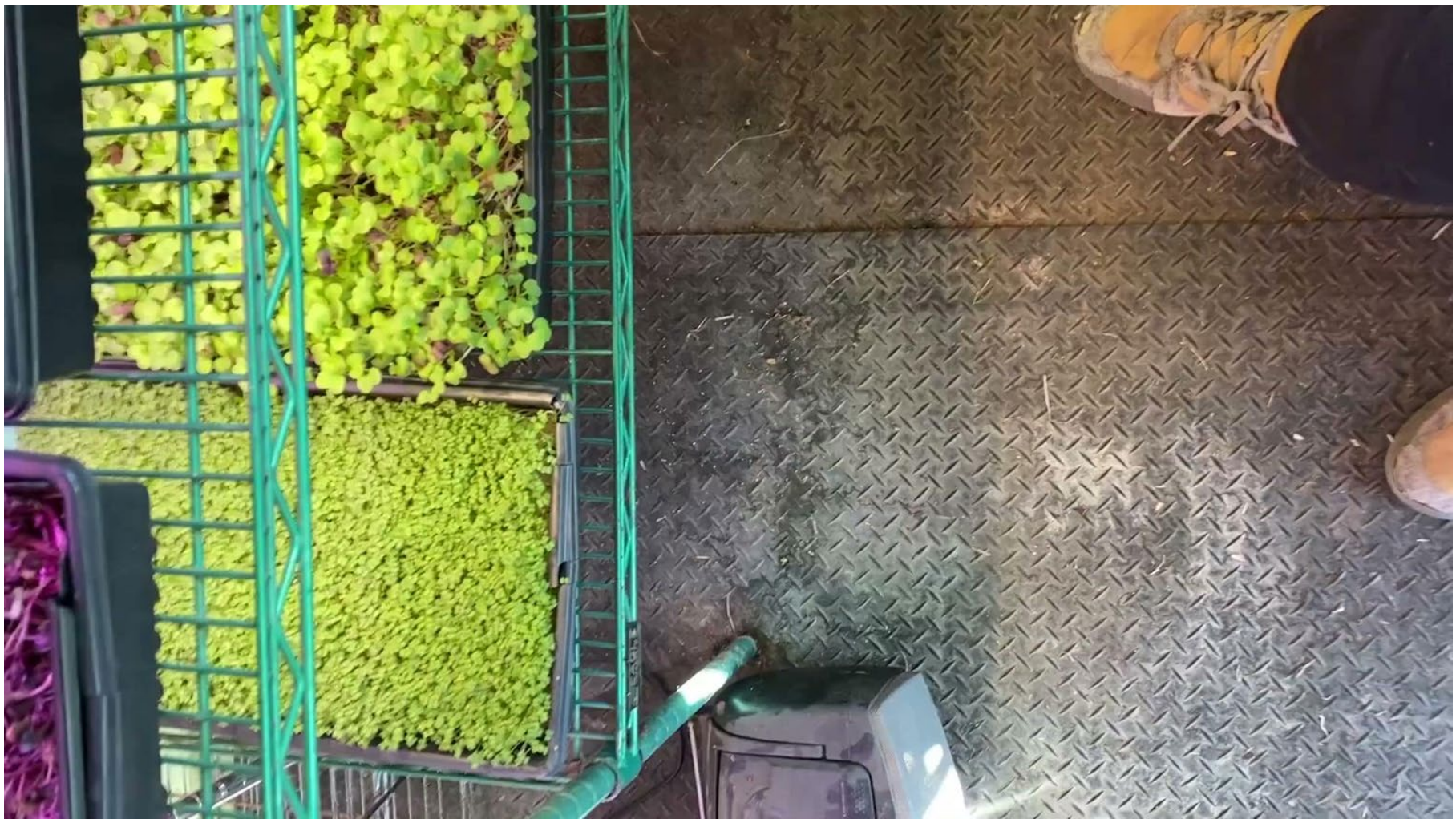
Owner/ Operator - CampTown
Greens

Former Verde Valley Farmers Market
Manager /FMNP Coordinator

Currently working to revitalize and
relaunch the Verde Grown Campaign











TO ARRIVE TOMORROW

FANCY HEAD LETTUCE
GREEN ONIONS PARSLEY
LOCAL BEETS TURNIPS
CARROTS CABBAGE
FRESH TOMATOES
CUCUMBERS BELL PEPPERS
GREEN CHILI
WATERMELONS CANTALOUPE
FRESH LOCAL PEACHES, PEARS
AND APPLES
LEMONS, GRAPE FRUIT AND
ORANGES
LOCAL RANCH EGGS, guaranteed,
55¢ per dozen

Kovacovich Mercantile Co.

JEROME PHONE 55

COTTONWOOD PHONE 152M2

THANKSGIVING MENU

VEGETABLES

Celery, Lettuce, Artichokes, String Beans, Bell Peppers, Green Chili, Cabbage, Brussels Sprouts, Cauliflower, Carrots, Beets, Turnips, Fresh Tomatoes, Cucumbers, Leeks, Green Onions, Parsley, Fresh Peas, Spinach, Green Corn, Chinese Greens, Mustard Greens, Radishes, Okra, Endives.

FRUIT

Bananas, Apples, Oranges, Lemons, Grape Fruit, Pineapple, Pomegranates, Grapes, Cranberries, Raisins, Figs, Currants, Dates.

NUTS

Walnuts, Almonds, Brazil-nuts, Peanuts, Pecans, Chestnuts—and Doughnuts.

We have put in one of the largest orders for Fresh Fruits and Vegetables that we ever did since we have been in business, and the way our trade is coming we are sure to enjoy one of the nicest businesses since we have been in business.

KOVACOVICH MERCANTILE CO.

WHOLESALE AND RETAIL.

JEROME U. S. Food Adm. Lic. No. G-42622 COTTONWOOD
Phone 55 Phone 152 M 2

So lets get started



VERDE GROWN

Proudly Grown in the Verde Valley

What do we have available

- A Brand
- Network of farmers and producers (currently 45 registered).
- Farm stores with retail spaces. (Rimrock Coffee, Brewha, Interdependence, Udderly Divine, etc)
- Cold storage locations
- Vibrant seasonal food scene
- Established Wine Terroir (AVA)
- 5 local farmers markets (
- Local grant money/opportunities that needs coordination and assistance
- Food banks receiving more and more local produce
- Gov't assistance programs available but not active in Verde Valley (snap, double up bucks, grants)
- Hosting on Visit Camp Verde
- Specific Verde valley listing on good food finder

<https://visitcampverde.com/verde-grown/>

Whats missing

Coordination

Deliverables to participants (farmers, chefs, or any participants)

Momentum

Physical presence in community

Marketing

Future plan or vision

Availability to consumers (consumers that want to support this can't) No education

Condensed Strategic Plan

Step #1. Internal Development- Refine Brand integrity, set parameters , build/refine internal infrastructure, find funding sources and partnerships. Focus groups and surveys to chefs, wine producers, consumers, value added producers. Finding working hub models

Step #2 Build and Unify- Continue building networks of farmers/producers, build and coordinate local food hubs based around existing business with cold storage to function as drop zones for farmers to encourage 1 stop shop for chef , CSA management, retail, Making restaurants , food hubs, and farmers markets as the physical focus points for campaigns .

Step #3 Coordinated Marketing campaign- Tying all this together. Focus and aimed Supporting local healthy foods and business supporting local producers and farmers. External campaign aimed at branding us as premier farm to table food destination in AZ

**Farmers/
Producers**

[https://devour
goodfood.com
/verdevalley](https://devourgoodfood.com/verdevalley)



**Cold storage
w/retail/ Farm
stores**



**Consolidated
inventories**



**Retail
Chefs
CSA
Value added
Snap
FMNP
Grant
allocations**



Coordinated Marketing

Business/Farmers

<https://devourgoodfood.com/m/verdevalley>

Farmers markets

<https://devourgoodfood.com/verdevalley>



Farm stores/ hubs

Rimrock Coffee-Coming soon

Brewha

Interdependence

Udderly Divine

Calls to Action

- Sign up for Verde Grown or local food finder
- Start thinking about and talking about Verde Grown and what benefits or things you would like to see
- be patient with us. We are currently two working people volunteering our time to this project

County and city employees Help us find funding sources for marketing campaign.

We hope to meet with some of you again soon as we move forward with this project

My Top 5 tools for outdoor operation



skidger xtreme weeder

silage tarp

Jang Seeder



Planting Jig



But What's farming
really all about?

WEEDS!!!



Help X

<https://www.helpx.net/>

Harvest Host

<https://www.harvesthosts.com/how-it-works>

Work away

<https://www.workaway.info/>

WWOOF Organizations

<https://wwof.net/>

Farm Apprentice Grants

Farm labor grants

Volunteers

Product Niches

Keys to success

-Winter Veg production

-Value added products and AZ cottage laws

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<https://www.azdhs.gov/preparedness/epidemiology-disease-control/food-safety-environmental-services/cottage-food-program/index.php#approved-foods>

-Early Season/Late season production

-Protiens

-Cheese

-Tofu/Tempeh

-CSA

-Online Farm store

-Positioning

-Presence

-Networks

-Open to opportunity

-working together

--Watch Shia Labeouf
Motivation Speech monthly



Farmers Market Resources and CSA's

In the Verde Valley

-Verde Valley Farmers Market

-Sedona Community Market

-Cottonwood Farmers Market at Old town
Square

-Cornville Farmers Market at Windmill Park

Coming Soon

Cottonwood Farmers Market at Immaculate
Conception Church

CSA

Verde Valley CSA

Flagstaff CSA

Whipstone Farm: Paulden

Edible Magazine