

# Trust Your Source

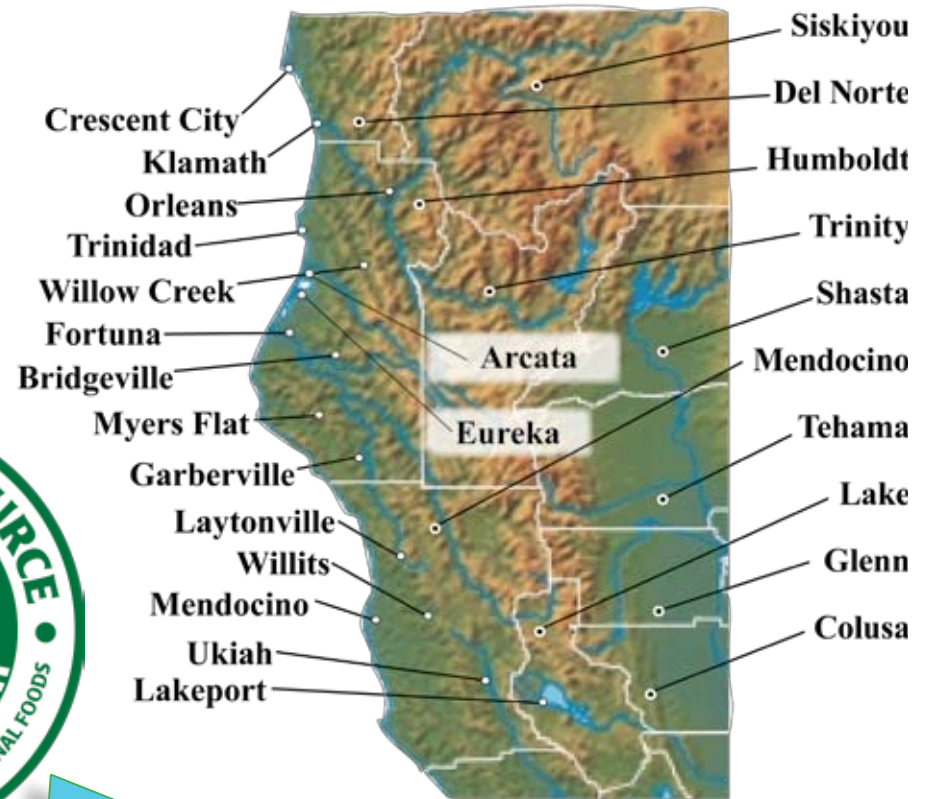
The Co-op's Guide to Regional and Sustainable Foods Makes Eating Locally Easy!

**Trust Your Source** is the Co-op's project to promote awareness of food products grown or produced within the Klamath/North Coast Bioregion of California and whose producers use Sustainable Production methods. Sustainable is not the same as Organic.

Sustainable Production methods or systems:

- Reduce or eliminate synthetic pesticides and fertilizers.
- Avoid the use of hormones, antibiotics, and genetic engineering.
- Conserve soil and water.
- Provide safe and fair working conditions for on-farm labor.
- Provide healthy and humane care for live-stock.
- Protect and enhance wildlife habitat and biodiversity on working farm landscapes.
- Reduce food-related energy consumption and greenhouse gas emissions through energy conservation, recycling, minimal packaging, and local sales.

Going beyond organic certification or "buy local" campaigns, regional sustainability integrates economic, social, and environmental considerations, and rewards local farmers, both conventional and organic, who employ sustainable practices.



Map of the Klamath/North Coast Bioregion



Look for this label while shopping local & view vendor profiles in the Trust Your Source binders at Customer Service in both stores.

Sample Vendor Profile Side 1

## Trust Your Source

### Willow Creek Farms



CCOF Certified Organic Produce:



- |                                  |                                |                                     |
|----------------------------------|--------------------------------|-------------------------------------|
| Armenian Cucumbers               | Napa Cabbage                   | Hachiya Persimmons                  |
| Japanese Cucumbers               | Savoy Cabbage                  | Fuyu Persimmons                     |
| Mediterranean Cucumbers          | White Bell Peppers             | Green Cabbage                       |
| Pickling Cucumbers               | Anchoini Peppers               | Red Cabbage                         |
| Chinese and Japanese Eggplant    | Cubanelle Peppers              | Purple, Green & Cheddar Cauliflower |
| Rosa Bianca Eggplant             | Poblano Peppers                | Cinderella Pumpkins                 |
| Gold Zucchini                    | Serrano Peppers                | Sugar Pie Pumpkins                  |
| Mixed Summer Squash              | Thai Hot Peppers               | Daikon Radish                       |
| Mixed Winter Squash              | Italian Sweet Peppers          | Watermelon Radish                   |
| Charley Purple Heirloom Tomatoes | Ligstick Peppers               | Brussels Sprouts                    |
| Georgia Steak Heirloom Tomatoes  | Pimento Peppers                | Alaska Melons                       |
| Green Zebra Heirloom Tomatoes    | Parsnips                       | Canary Melons                       |
| Pineapple Heirloom Tomatoes      | Rutabaga                       | Crane Melons                        |
| Bok Choy                         | Purple, Gold & Scarlet Turnips | Ambrosia Melons                     |
| Baby Bok Choy                    | Mixed Winter Squash            | Galia Melons                        |

View vendor profiles at  
[www.northcoastco-op.com](http://www.northcoastco-op.com)

Sample Vendor Profile Side 2

## Trust Your Source

### Willow Creek Farms



Produced:  
Willow Creek

Miles Transported:  
To Arcata: 42  
To Eureka: 49

Contact: [www.willowcreekorganicfarms.com](http://www.willowcreekorganicfarms.com)



Sustainable Practices:

Willow Creek Farm has been organic since its beginning in 1983. They've been certified by California Certified Organic Farmers since 2000.

The farm produces many fruits and vegetables using organic methods that exclude synthetic fertilizers, pesticides and genetically modified organisms.

These methods protect and enhance wildlife habitat and biodiversity while supplying a local source of nutritious produce to our community.

Owner Michael Peterson is a familiar face at many local farmers' markets; he supplies many of our local supermarkets, and usually has enough surplus to wholesale some of his produce to distributors in the Bay Area.

Owned By:

Michael Peterson and his wife Jen run one of the most productive organic farms in Humboldt County.

The relative low elevation of the farm ensures mild winters and hot summers, and provides great growing conditions for many summer and winter crops.

Almost every week of the year, you'll be able to find something on the Co-op shelves that was grown at Willow Creek Farm.

Vendor profiles include:

- Photos of the people who grow and produce your food
- List of items grown or produced in our bioregion
- Photos of the product
- Map of the bioregion with location of the farm and/or production facility
- Miles transported to market
- Sustainable production practices
- Information about the owner(s)
- Web site, if available

Participating vendors provide the stories of their strides toward sustainability and a transparent representation of food miles traveled from soil to store or production facility to store.

If you would like your business to be profiled in the Trust Your Source program, download a vendor statement at [www.northcoastco-op.com](http://www.northcoastco-op.com) or contact Alisha Stafford at (707) 826-8670 ext. 102 or email [alishastafford@northcoastco-op.com](mailto:alishastafford@northcoastco-op.com).