“The home of Nature’s best Antioxidants”
Origins

• Location, location, location
  – Property and home had a exposure and a following

• Desire to improve farm income
  – For self and children

• Share with the community:
  – Agrarian life-style
  – Improved Nutrition
  – Wholesome family recreation
Carnegie Heritage League presents
ALFRESCO IN THE
AFTERNOON HOME TOUR 2008
APRIL 12 · 11AM - 4PM

This year we are featuring the homes and **outdoor kitchens** of...

John & Valerie Keller
Brent & Brenda Madill
John & Tonya Olivas
Brad & Lisa Young

Each home will host live cooking demonstrations and lifestyle vendors.

Cost $30 includes lunch at the home of John & Victoria Tos.

Call Julee 585.8180 for tickets.
Sight Development

• Research and more research
  • Product selection
• Zoning
• Cash flowed the capital improvements
• Did most of the work myself
Welcome to Rancho Notso Grande

Buy FRESH
Buy LOCAL

All Berries

<table>
<thead>
<tr>
<th>We Pick</th>
<th>You Pick</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.50 lb</td>
<td>6.50 lb</td>
</tr>
</tbody>
</table>

We accept cash & checks only.

Ask how to get a Discount on Blueberries!

Ready to Buy or Pick:
- Raspberries
- Blackberries
- Blueberries
- Boysenberries
- Toyberries

Also:
- Peaches: $0.60
- Shelled Walnuts: $4
- Preserves: $7
- Jelly: $8
- Wine: $5.20
- Ready-to-Bake Cookies: $2.10
- Ice Cream: $2.50

All products made with our berries are NOT treated with chemicals. 
Route to Revenue

• You Pick = Family Fun
  – Farm Stand
  – Certified Farmer’s Markets
  – Value added merchandise

• We Pick = Convenience
  – Restaurants and Bakery’s
  – Independent Grocery Stores
  – Other farm stands

• Buy Local – Buy Fresh
  – Restaurants and Bakery’s
  – Independent Grocery Stores
  – Other farm stands

• Private label wholesale markets
Marketing

• Word of Mouth
  • Superior product/experience
• Farmer’s Markets
  • Superior product
  • Target market segmentation
• Facebook
• Web
• Newspaper
FARM FRESH BERRIES
Blackberry • Blueberry • Boysenberry
Ollalieberry • Tayberry • Red Raspberry

Tuesday - Saturday 7am-7pm
or By Appointment

FAMILY FUN when “YOU PICK”
CONVENIENCE when “WE PICK”

RANCHO NOTSO GRANDE
“The Home Of Nature’s Best Antioxidants”
Corner of 12th and Excelsior Ave, Hanford • 559-269-1151

Daily updates
PickYourOwn.org
Find a pick-your-own farm near you! Then learn to can and freeze!

New Bold Noodle Dishes to Ignite the Night

Find a pick your own farm near you! This website provides local listings of pick your own (also called U-pick or PYO) farms in the United States, Canada, Britain, Australia, New Zealand, South Africa and other countries. There are crop calendars for each local area to tell you what is available to pick throughout the year, local weather forecasts and really easy illustrated directions to show you how to make jam, jelly, salsa, pickles, spaghetti sauce, applesauce, apple butter and 150 other recipes with step-by-step directions to can, freeze, dry or preserve the harvest.

Our listings come from a variety of sources: consumers writing in to recommend a farm, the farmer's themselves and state agriculture departments. We update and add listings every day. Of course, we're always looking for more to add, so we welcome your recommendations! Customers can recommend a farm here and farmers can add (or update/correct) their own farm's listing by clicking here! And journalists looking for information for a story about pick-your-own farms or home canning should see this media resources page for more information.

How to find a Pick-Your-Own farm

Whether you call it pick-your-own, PYO or U-pick, it's easy to find one near you! There is a purple "Start here" button (at the top of the left of every page) on the Customer's Menu or on the top right of the header). You then select your local area (country, state/province) and then region/county or local metropolitan area. Just scroll down the page that appears to see tree farms, lots or events listed by county.

The search engine (see the Search link at the top right of each page) can be helpful, too.

You can also find a related fruit or vegetable festival (like a tomato festival, corn fest, blueberry festival, strawberry festival, an applefest or more) or even an Easter Egg hunt!
Rancho Notso Grande (U Pick Berries=Family Fun)

If you haven't seen this it is great. 53% of Americans pay taxes for the 47% who don't. The 99% don't represent us and here is why. Repost if you agree!

We Are The 53%
the53.tumblr.com

Those of us who pay for those of you who whine about all of that... or that... or whatever.
Biz Beat:
A WEEKLY SPOTLIGHT ON LOCAL BUSINESSES

Big Fun at Rancho Notso Grande for Local Farmer

By Seth Noloff

Nino County is the hub of big agriculture—800 acres, 2,200 tons, and more. But the smaller-scale operators are also thrilled with the growth of local, organic, and sustainable agriculture. They’re seeing a growing demand for fresh, local products.

One of these farmers is John Olivas, owner of Rancho Notso Grande. His farm is located in the heart of the Moro Mesa region, which is known for its rich soil and ideal climate for growing blueberries.

In 2011, John started harvesting blueberries on his farm, which is now growing blueberries, blackberries, and raspberries. He says the demand for his products is growing every year, and he’s looking forward to expanding his operation to include other fruits and vegetables.

John is also experimenting with new varieties, such as the ‘Cromwell’ blueberry, which he says is particularly well-suited to the region’s climate. He’s also looking into the possibility of growing other berries, such as boysenberries, lingonberries, and currants.

John’s success is a testament to the growing trend of local, sustainable agriculture that is gaining momentum across the country.
Liability

- Insurance
  - Ladders
  - Level of expectation
- Site maintenance
- Shade, water, sunscreen and gloves
- No pesticides
- Security
- Luck!
“The home of Nature’s best Antioxidants”