

The Ugly Apple

Local overstock produce

Quick, tasty breakfast

What I do currently:



- ▶ Breakfast Food Cart
- ▶ Produce
 - ▶ Local farmers
 - ▶ End of day/overstock
 - ▶ Seconds
- ▶ Seasonal menu items
 - ▶ Jams and Jellies
 - ▶ Pickles

Just like the Ugly Duckling...



The Goal

- ▶ Helping farmers
 - ▶ Minimizing waste
 - ▶ Promotion
- ▶ Using local produce
 - ▶ Picked ripe
 - ▶ Less transport
 - ▶ Know more about the produce
 - ▶ Different items available every week
- ▶ Using extras from other vendors



Culinary Creativity

- ▶ New Recipes
 - ▶ Mustard Green Pesto
 - ▶ Tomato-Fennel Jam
 - ▶ Carrot-Beet Muffins
- ▶ Historic Recipes
 - ▶ Carrot Marmalade
 - ▶ Pickled Radishes
- ▶ Expanding my knowledge

Customers appreciate new items and variations



Real life mystery baskets



As I grow

- ▶ Brick and mortar café
 - ▶ Breakfast and Lunch
 - ▶ Canned items for sale
- ▶ Large production of local produce as they come into season
- ▶ Working with larger vendors
 - ▶ Produce distribution
 - ▶ Local Grocery stores



Replicable??

- ▶ Yes but totally different
 - ▶ Types of cuisine
 - ▶ Produce available
 - ▶ Climate
- ▶ High culinary skill
 - ▶ Labor cost
 - ▶ Trial and error
- ▶ Adventurous customer base
 - ▶ Veggie loving community
 - ▶ Environmentally aware



Making an impact

- ▶ Small but growing
 - ▶ Year two
 - ▶ Looking ahead
- ▶ Raising awareness
 - ▶ Showing customers what is possible
 - ▶ Opening minds
 - ▶ Trying new items in home cooking



Thank you!

Questions?