

Myoga Field Day Notes

- Pop ups for increased sales
- Deep engagement with buyers through storytelling
- Stressing the value of locality in marketing
- Chef consistency culture is an issue
- If consumer isn't educated to appreciate value, it's hard for chefs to reason buying it
- Sell as a value-add direct to consumer
 - Biotic as co-packer (Caiti)
- Paid workshops for consumer and chef education
 - Slow Food can help with this
 - 18 Reasons in SF (Layla)
 - For chefs - Gary Podesto (Caiti), Minhee (makes kimchi)
 - UCCE/Clean Energy Center (Meilin)
 - Folx from Big Spoon
- Price point and scale may be the biggest issue for restaurants
- Direct to customer - you pick if larger field
- FEED as a middle man to support getting small amounts of specialty crops to already existing customers in the bay
- Don't forget the importance of cultural relevance and appreciation

Tasting notes

- Crunchy
- Refreshing
- Spicy
- Black pepper
- Floral
- tangy