



Jim Bailey

# Bailey's Bulletin

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## Local Growers...Fresh to Your Door!

Bill Emeneaux is a man with a dream. Actually it seems this is a recurring one whose time has come...again.

Bill Emeneaux, president of the local growers association in Vista, is in the final stages of starting a local fresh vegetable and egg delivery service. This will be a door-to-door delivery of locally grown produce and eggs just like in the "olden days".

If you happen to believe that history repeats itself, you would definitely be right. Way back in the 1930's, Bill's grandfather, Jack Jenness, had the same service. In 1927 Mr. Jenness had a store in Escondido providing fresh produce from the local growers. It eventually became, in 1931, one of the early members in the chain of IGA stores in the west.

Today, Emeneaux wants to provide local residents with locally

produced vegetables and eggs direct to their door. Now, in today's economy this would be nice but Bill has gone a step further. He states that the prices for the delivered products will be guaranteed to be at least 10 to 15% BELOW what you would normally be paying in the local chain stores! And with what I have seen of prices rising at the local Vons and Big Bear over the past years, that alone would be a relief!

How does it work? Bill has several distributors who will be receiving local produce and eggs every day. These distributors will take your order and deliver it to your doorstep in a reusable box each week. As new produce comes into season and other items go out of season, the order sheet will change. You simply mark what you want and the items will be delivered. You pay for the delivery of the previous week by leaving payment with the returning box.

One item that is not clear at the moment is whether or not ALL produce will be organically grown or if that will be an option for the buyer. Either way he guarantees that the price of the order will be 10-15% below local chain store prices (Vons, Big Bear, Alpha Beta, etc).

One other item of interest is that occasionally some items will be available out of season or for an exceptionally good price. Bill promises to provide these items at special prices to his clientele.

But here's the best news! During my discussions with him, Bill stated

he needed a central core Carlsbad area in which to test and experiment with delivery and options. He already has several distributors signed up in other parts of the area but he needs customers he can easily communicate with as he tries new features, products and services. Well, you read my bulletin and you like good deals....right? OK, so I volunteered our area! If you don't live between Tamarack and Chestnut from Tamarack Point to I-5, check with Bill anyway and find out when he'll be in your area. It should be soon!

What he will do is begin the process of signing up clients for the delivery service. You will be able to receive your first week's delivery and not have to pay for it until the following week when you reorder. He will also be requesting comments from anyone on the service as to quality, pricing, service and all other aspects of the business. For you providing this help to him, he will provide you with first choice of any new product, initial pricing (which will normally be lower than other areas) and a hotline you can call with comments or complaints. Not bad for getting the best local growers have to offer for less than in the store!

How do you sign up? All you have to do is call him up at 598-1300 and tell him you want the service discussed in the Bailey's Bulletin. At least give him a try. This gives you the ability to help local growers, get a great service and save money in the process. I've already signed up---I'm ready for those tomatoes in January! (They go great with granola/molasses bread from my bread making machine)

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