

A white rectangular sign is mounted on two weathered wooden posts. The sign is positioned in a snowy field with a wire fence in the foreground. In the background, there are snow-covered hills and mountains under a blue sky with scattered clouds. A large, bare tree stands behind the sign.

**SIERRA VALLEY
FARMS**

1329 COUNTY ROAD A23

530 832-0114



as Guy
Moria
&
JOEY Lou
EPT. WEL. KNOWN

ROMANO'S

FARMER'S MARKET

MARKET.
RE
LUKE



DIVERSIFICATION



FARMERS MARKETS







FARMERS MARKET ATTENDANCE

20 VENDORS

400 VISITORS PER WEEK

(15 WEEKS)

6000 VISITORS

AVG VISITOR SPENDS \$25

\$150,000

FARM STAND





FARM TOURS/DEMO'S



Welcome
Nata
4th
Today's Recipes
• Pickled Bah
• Salad Nic
Complementary Samples -



BARN DINNERS





DINNER in the BARN



SIERRA VALLEY FARMS & MIKE TROMBETTA OF FARM TO BELLY CATERING

invite you to the barn!

THIS SPECTACULAR **DINNER SERIES** CELEBRATES
FOOD, FARM, AND COMMUNITY

Four nights only!
EACH NIGHT WILL FEATURE A SPECIAL GUEST CHEF PREPARING A SIGNATURE DISH

June 20
Carl Simonneau
GATE SPIGE - TRUCKEE

July 18
Tommy Linnett
CAMPO - RENO

August 8
Billy McCullough
FORMERLY DRAGONFLY - TRUCKEE

September 12
Michael Plapp
FORMERLY OF MORGAN'S LOBSTER SHACK
CURRENTLY BAXTER'S RISTORO - TRUCKEE

\$125 PER PLATE

All-inclusive 4-course meal of farm-fresh food,
wine & beverage, and live music. Starting at 4:30 p.m.



Visit www.slopp.com



**Sierra Valley Farms – Dinner in the Barn
Saturday, August 8th, 2015**

**Heirloom tomato poke, basil, sesame, won ton chip (Billy)
Seared kale cakes, gruyere, roasted red pepper jam,
balsamic drizzle (Billy)**

**Coconut shrimp spoons, peach salsa, micro cilantro (Billy)
Red curry beef brisket, radish, sesame plums (Mike)**

**Cucumber-mint gazpacho, goat cheese, marinated carrots
(Mike)**

**Smoked Mt Lassen trout, pickled beets, arugula, radish, avocado,
wasabi, citrus vinaigrette
(Billy)**

**California king salmon, corn relish (Mike)
Gary's veggies, thai basil (Mike)**



**Thompson Valley Ranch garlic-ginger ribeye (Mike)
Quinoa, sorrel, nectarines, sunflower seeds (Mike)**

**Lemon crepes, honey fried peaches, fresh strawberry jam
(Mike)**



MOODY'S
CATERING

530.587.8688

North Lake Tal

Tru



BARN DINNERS

4 X 65 PEOPLE = 260

\$125 X 260 = \$32,500

Caterer 72%/Farm 28%

VALUE-ADDED PRODUCTS





Rooster's Crow
Organic Bloody Mary Mix
Net wt. 9.4 fl. oz. (275 mL)
Romano Organics

Rooster's Crow
Organic Bloody Mary Mix
Net wt. 12.3 fl. oz. (360 mL)
Romano Organics

Rooster's Crow
Organic Bloody Mary Mix
Net wt. 25 fl. oz. (750 mL)
Romano Organics

Naked Scarecrow
Organic Carrot Cocktail Mix
Net wt. 25 fl. oz. (750 mL)
Romano Organics

Naked Scarecrow
Organic Carrot Cocktail Mix
Net wt. 12.3 fl. oz. (360 mL)
Romano Organics

Naked Scarecrow
Organic Carrot Cocktail Mix
Net wt. 9.4 fl. oz. (275 mL)
Romano Organics

CONCERTS & EVENTS



CELEBRATES ITS
50TH YEAR
ANNIVERSARY
PRESENTING
DU OUR



BLUES & VIEWS

Summer Concert Series

June 27
5-7:30 p.m.
**JOHNNY "V"
VERNAZZA BAND**
w/ **LEN RAINEY**
- and -
Steve Leal Band
\$50

July 25
6-8:30 p.m.
ANNIE SAMPSON
w/ **JOHNNY "V"
VERNAZZA**
- and -
Blues Monsters
\$50

August 29
6-8:30 p.m.
ROY ROGERS
and the **DELTA
RHYTHM KINGS**
- and -
Neighbors Duo
\$50

September 20
4-6:30 p.m.
**ELVIN
BISHOP**
- and -
Johnny "V"
Vernazza Band
\$60





FOOD & BEVERAGE



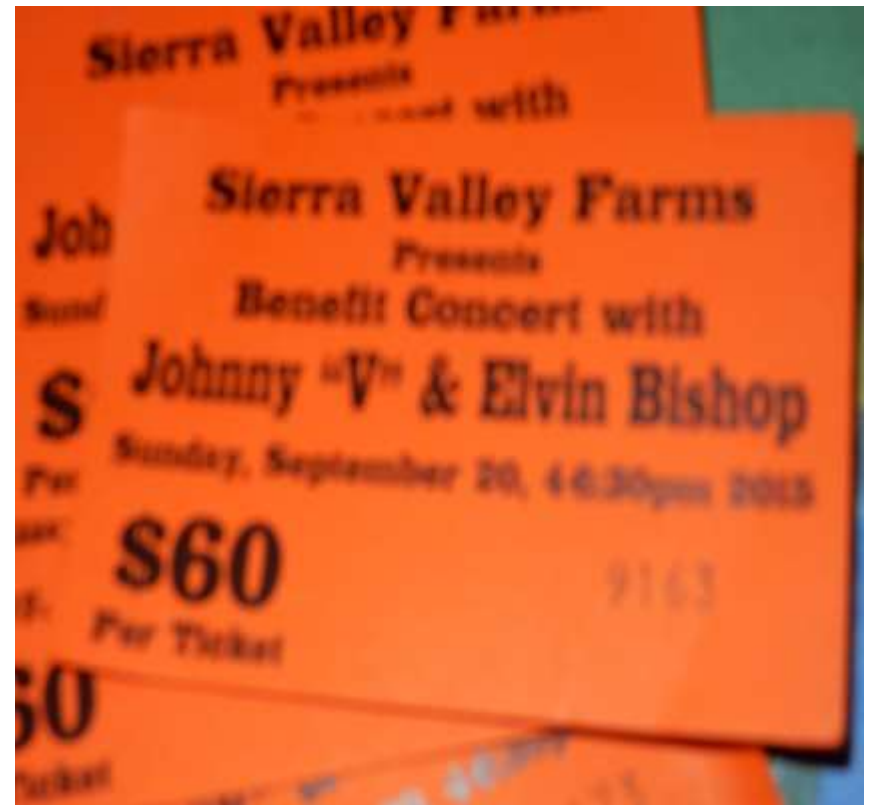


PROMOTIONS

ADVERTISING



TICKET SALES



PARKING & SECURITY





AVOLTE



AYOLTE



CONCERTS

4 X 250 PEOPLE = 1,000

\$60 X 1,000 = \$60,000

Expenses 85%/Profit 15%

BREWS WITH VIEWS









“NOT AFRAID OF THE BLACK HELICOPTERS”



PROMOTE THE LIFESTYLE



PASS ON YOUR LEGACY



SIERRA VALLEY FARMS

WWW.SIERRAVALLEYFARMS.COM

GARY ROMANO