

JUNE 30 - JULY 1, 2021

BAYFIELD FOODS CSA

Community Supported Agriculture



Our Commitment to Local: Passion Meets Possibility

SHANE DICKEY & GAIL FRANCIS - SUPERIOR SMALL BATCH

We are happy to be celebrating our fifth year in the business of making delicious, nutritious 100% plant-based food with whole ingredients you recognize. We're also very happy to acknowledge that this June marks two years of partnership with Bayfield Foods, which has allowed us to envision possibilities for our small food business that we had not seen before.

We did not have grand designs when we founded Superior Small Batch. We took a look around the veggie burger section of our local food co-op, saw products made with all sorts of ingredients we couldn't identify and shipped from who-knows-where, some of them with exorbitant pricetags, and thought, we can do better! So we entered into this business with the goal of making real food with real ingredients and doing it in a way that our neighbors could afford. From the beginning, our focus on the health of people and the planet has shared space in our company's mission with commitments to fair labor standards and product quality. It's always been clear to us that the furtherance of these goals requires concerted investment in local foods -- we all know that garlic grown down the road is so much more delicious, nutritious, and environmentally-friendly than garlic shipped across the

ocean, after all! But our partnership with Bayfield Foods has allowed us to visualize Superior Small Batch as an integral part of a vibrant regional food system.

When we started SSB, we imagined selling bulk plant-based meat alternatives in bulk to area individuals, restaurants, delis, etc. Our main idea here was to avoid the packaging necessary in the retail salesplace, most of it necessarily plastic. But try as we might, sales stagnated, necessitating a move to retail sales. We packaged our burgers in 1-pound quantities instead of the smaller quantities most other veggie burger boxes contain. We also invested in higher-than-standard-quality LDPE zip-close bags that we hoped would be re-used by our customers and, when they ultimately failed, recycled. Then we were able to upgrade to cardboard cartons that don't contain the PFAS "forever chemicals." We found a way to package our sausage in double-wrapped freezer paper instead of plastic bags.

Going into retail gave us a boost in sales, but it also meant the adoption of the prevailing model of retail food sales, which consists of an ever-growing series of concentric circles emanating from a single point of manufacture. As more and more "sales territory" is encompassed, so rises the dependency on a growing chain of warehouses, trucking lines and distribution centers. Before we knew it, we were chasing this goal, though it was far from how we had originally conceived our business.

Then a few things happened in short order. First, we launched a local summertime "Small Box" in which we would source as much



Gail in the kitchen making pretzel rolls (prepared with whole wheat flour from Maple Hill Farm) for SSB's Summer Small Box.



The Superior Small Batch "Localburger" - made with 80% local ingredients!

regionally-grown and produced foods with which to prepare plant-based meal kits for sale directly to folks in our area. Next, we created the “Localburger”, a vegan burger built on spaghetti squash, sweet corn and black beans, which contains more than 80% of locally-sourced ingredients. And, crucially, we formed a partnership with Bayfield Foods. It is this partnership, the network of growers and producers it ties us into, the regional market it opens to us, and the do-it-yourself, cooperative philosophy it models, that shows us that success can be found in the dedication to our regional food system and enables us to strike a happy balance of retail and direct local sales.

We are grateful each day for SSB’s partnership with Bayfield Foods. Through it, our passion has met possibility.

Pizza with Pesto, Mozzarella & Microgreens

INGREDIENTS:

- 3 cups all-purpose flour
- Slightly heaped 1/2 teaspoon active dry yeast
- 1 1/2 teaspoons sea or kosher salt
- 1 1/4 cup water, plus an additional tablespoon or two if needed

TOPPINGS:

- Spirit Creek Farm Garlic Scape Pesto
- Fresh mozzarella
- Sliced fresh cherry tomatoes
- Prosciutto
- Great Oak Farm microgreens of your choice



DIRECTIONS:

1. Mix all dough ingredients with a spoon in a large bowl. The dough will be craggy and rough; this is fine, but if it feels too rough, add another spoonful or two of water. Cover bowl with plastic wrap and keep at room temperature for at least 12 hours, up to 24 hours or until the dough has more than doubled.
2. Flour your counter or work surface very well. Turn down out of the bowl onto the floured counter. In the time it has risen it should have changed from that craggy rough ball to a very loose, soft, sticky, and stretchy dough. Flour the top of the dough, and divide dough in half (or more pieces, if you’re making smaller pizzas). Form them into ball-like shapes. Grab the first round with floured hands and let the soft dough stretch and fall away from your hands a few times before placing the dough on your prepared baking sheet/paddle. Use floured fingers to press and nudge dough into a roughly round shape. Add desired toppings and bake pizza for 10 to 15 minutes on the highest oven temperature (500+ F) until the top is blistered and the crust is golden.
3. Top with microgreens just after removing the pizza from the oven and let cool for a few minutes before serving.