

People & Places

There's an app for that

Vince Peak and Eric Kobe use smart phones to connect farms, customers

By MATTHEW WEAVER
Capital Press

SPOKANE, Wash. — Vince Peak and Eric Kobe are the innovators behind Share.Farm, a new smart phone application that helps local farmers find potential customers, and vice versa.

“We want people to know where their food’s from, what goes into producing that product and getting it to them — having a more close relationship with that local farm and seller,” Peak said.

In addition to allowing farmers to offer their crops for sale through the app, it also shows which restaurants purchase local items and serve them on their menu, Peak said.

The app also shows potential customers which local products are available nearby, or if they pass a participating farm or market, they will receive a notification of the products available.

The app launched in August. Peak said they have 1,000 customers in the Spokane area, the company’s primary territory.

The app provides farmers with another revenue source, Kobe said. Small-scale farmers who have produce to sell can use the app to reach customers.

With the app, farmers can sell product seven days a week instead of just two or three like they’re doing at farmers’ markets, Kobe said.

Kobe said the app allows vendors to share their stories directly with customers, and buyers to know where their food comes from. It’s one-stop marketing, he said.

Farmers use the app



Matthew Weaver/Capital Press

From left, Share.Farm co-founders Eric Kobe and Vince Peak with chef Adam Hegsted at one of Hegsted’s restaurants, the Wandering Table, in the Kendall Yards area of Spokane. The Share.Farm app helps connect buyers with farmers.

Western Innovator

Vince Peak

Title: “Visionary”

Age: 31

Hometown: Spokane

Education: Bachelor’s degree in biology, Whitworth University

Eric Kobe

Title: “Assistant to the visionary”

Age: 29

Hometown: Boise

Current location: Spokane

Education: Bachelor’s degree in business management, Whitworth University; master’s degree in business administration in progress, also at Whitworth

Website: <http://share.farm/>



by downloading it free of charge from the Apple or Google stores, logging on, listing all items for sale and linking to a payment processor to conduct transactions through the phone. When

they get an order they can then determine the means of distribution — delivery, on-farm pickup or a mutual meet-up point.

“All you need is to setup a vendor profile, list the items

you want to sell and they must be grown by you or your business,” according to the website.

Farm.Share does not charge a vendor fee but has a service charge of 7-13 percent, depending on the size of the order, according to the share.farm website. The app uses the Stripe Connect Express for immediate payouts to sellers.

Some 130 farmers, primarily in Eastern Washington, are signed up.

Peak said the company is talking to farmers in Wenatchee and Yakima about selling directly there. He also plans to start targeting Seattle and Portland.

Adam Hegsted, chef for the Eat Good Group, uses the app to buy local products for all of his restaurants.

“We try to get as much local product as possible,” he said. “Getting product in the winter is not always easy. If there’s more peo-

ple buying things on a regular basis, more things will be available.”

Peak and Kobe say they got involved because they care about what they eat and want to direct purchasing dollars to local farmers and businesses.

Smaller users, such as gardeners, could also make money selling their crops using the app, Peak said.

Using the app, livestock can also be pre-sold before it even goes to slaughter, Kobe said.

The creators are working with sellers to improve the app.

Kobe hopes to reach 5,000 customers in 2019.

“We’re surrounded by amazing farms all over the place,” he said. “This is one of the biggest growing places in the country, and no one’s buying as much local food as they could. Users will be able to see sellers who are in their own backyard.”

CALENDAR

TUESDAY, JAN. 8

Eastern Washington Ag Expo: TRAC Center, 6600 Burden Blvd., Pasco, Wash. The Expo features nearly 100 exhibitors and seminars, plus sessions with pesticide recertification credits available. <http://www.EasternWAagExpo.com>.

Cropping Systems Conference: Three Rivers Convention Center, 7016 W Grandridge Blvd., Kennewick, Wash. The convention will feature six keynote sessions plus six education tracks and an exhibitors’ showcase. www.directseed.org/events/annual-conference.

WEDNESDAY, JAN. 9

Eastern Washington Ag Expo: TRAC Center, 6600 Burden Blvd., Pasco, Wash. www.EasternWAagExpo.com.

Cropping Systems Conference: Three Rivers Convention Center, 7016 W Grandridge Blvd., Kennewick. www.directseed.org/events/annual-conference.

THURSDAY, JAN. 10

69th Annual Oregon Mint Growers Meeting: Salishan Resort, 7760 US-101, Gleneden Beach. Attendees will hear the latest on the mint industry. Pesticide recertification credits have been applied for. <http://oregonmint.org>.

FRIDAY, JAN. 11

69th Annual Oregon Mint Growers Meeting: Salishan Resort, 7760 US-101, Gleneden Beach. oregonmint.org.

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. The Farm Bureau’s annual national meeting. www.fb.org/events/afbf-annual-convention.

SATURDAY, JAN. 12

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. www.fb.org/events/afbf-annual-convention.

SUNDAY, JAN. 13

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. www.fb.org/events/afbf-annual-convention.

MONDAY, JAN. 14

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. www.fb.org/

events/afbf-annual-convention.

Precision Ag VISION Tech Conference: 8 a.m.-5 p.m., Hyatt Regency Waterfront Hotel at Seattle’s Southport, 1053 Lake Washington Blvd., Renton, Wash. The conference offers attendees the opportunity to take away an actionable long-term view of their business and gain a more strategic competitive advantage. www.thevisionconference.com.

TUESDAY, JAN. 15

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. www.fb.org/events/afbf-annual-convention.

Precision Ag VISION Tech Conference: 8 a.m.-5 p.m., Hyatt Regency Waterfront Hotel at Seattle’s Southport, 1053 Lake Washington Blvd., Renton, Wash. www.thevisionconference.com.

WEDNESDAY, JAN. 16

Northwest Hay Expo: Three Rivers Convention Center, 7016 W Grandridge Blvd., Kennewick, Wash. Two full days of presentations and workshops plus a trade show. Presented by the Washington State Hay Growers Association. www.wa-hay.org.

Northwest Ag Show: 9 a.m.-5 p.m., Oregon State Fair & Exposition Center, 2330 17th St. NE, Salem. The 49th edition will focus on the emerging trends in the ag industry such as small farming, technology and education. It will provide useful information to attendees regarding equipment, best practices, job training and state-sanctioned certifications as well as legal and financial issues facing all farmers. Free admission. <http://northwestagshow.com>.

2019 American Farm Bureau Federation Convention and IDEA Trade Show: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. www.fb.org/events/afbf-annual-convention/.

Precision Ag VISION Tech Conference: 8 a.m.-5 p.m., Hyatt Regency Waterfront Hotel at Seattle’s Southport, 1053 Lake Washington Blvd., Renton, Wash. www.thevisionconference.com/.

North Willamette Horticulture Society Conference and Trade Show: 8 a.m.-5 p.m., Clackamas County Event Center, 694 NE 4th Ave., Canby. Morning sessions on regulations and regulators: what farmers need to know. Afternoon concurrent sessions for berry, organic and vegetable crops. Stick around for the wine, beer and cheese social. If you cannot register online or are interested in being an exhibitor for the first time, contact Jan. Egli at 971-373-5912.

<http://nwshortsoc.com>.

THURSDAY, JAN. 17

Northwest Hay Expo: Three Rivers Convention Center, 7016 W Grandridge Blvd., Kennewick, Wash. <http://www.wa-hay.org>.

Northwest Ag Show: 9 a.m.-7 p.m., Oregon State Fair & Exposition Center, 2330 17th St. NE, Salem. The 49th edition will focus on the emerging trends in the ag industry such as small farming, technology and education. \$3, \$1 for seniors, children under 12 are free. <http://northwestagshow.com>.

Oregon Seed Association Mid-Winter Meeting: 7 a.m.-6:30 p.m., Best Western Premier Boulder Falls Inn, 505/605 Mullins Drive, Lebanon, Ore. The one-day event consists of committee and general member meetings, workshops and includes lunch. Scholarship awards are presented to eligible applicants. The day concludes with an evening reception to honor past association presidents. <http://www.oregonseed.org/event>.

FRIDAY, JAN. 18

Northwest Ag Show: 9 a.m.-2 p.m., Oregon State Fair & Exposition Center, 2330 17th St. NE, Salem. The 49th edition will focus on the emerging trends in the ag industry such as small farming, technology and education. It will provide useful information to attendees regarding equipment, best practices, job training and state-sanctioned certifications as well as legal and financial issues facing all farmers. Free admission. <http://northwestagshow.com>.

Management Matters for Soil Health Workshop: 7:45 a.m.-3:45 p.m., Banyans on the Ridge, 1260 Palouse Ridge Drive, Pullman. The workshop will address soil health issues related to soil acidity. <https://bit.ly/2TgJdtd>.

Growing Farms: Successful Whole Farm Management, Hybrid Course: 6-8:30 p.m., Marion-Polk Food Share’s Youth Farm, South Campus Loop, Salem. Provides farmers with the tools and knowledge needed to develop and manage a successful farm business. This course is intended for people who are considering starting a farm business, those within their first five years of farming and others who may be considering major changes to their farm business. The core Growing Farms course is a series of six online modules that lead you through the basics of managing a successful farm business. The combined online/on-site course option includes the six online modules, plus several face-to-face

classes and one full-day field trip. Classroom times are 6 to 8:30 p.m. Schedule: Jan. 22, Feb. 5; Feb. 19 (all-day field trip), Feb. 23 (Small Farms Conference, discounted registration), March 5. Heidi Noordijk, heidi.noordijk@oregonstate.edu, 971-801-0392. \$200. <https://bit.ly/2rHHAsE>

WEDNESDAY, JAN. 23

39th Annual EcoFarm Conference: Asilomar Conference Grounds, 800 Asilomar Ave., Pacific Grove. The Ecological Farming Association (EcoFarm) presents the 39th annual EcoFarm Conference, featuring over 70 workshops, intensives, keynote speakers, an exhibitor marketplace, seed swap, live entertainment, mixers and organic culinary fare. Workshops cover practical information on crop production, livestock, soil health, marketing and distribution, social justice and cutting-edge information to help farmers succeed. As the oldest and largest organic farming event in the West, EcoFarm Conference is a prime networking and educational hub for farmers, ranchers, distributors, retailers, activists, researchers, and educators. www.eco-farm.org/conference.

THURSDAY, JAN. 24

39th Annual EcoFarm Conference: Asilomar Conference Grounds, 800 Asilomar Ave., Pacific Grove. www.eco-farm.org/conference.

FRIDAY, JAN. 25

39th Annual EcoFarm Conference: Asilomar Conference Grounds, 800 Asilomar Ave., Pacific Grove. www.eco-farm.org/conference.

SATURDAY, JAN. 26

39th Annual EcoFarm Conference: Asilomar Conference Grounds, 800 Asilomar Ave., Pacific Grove. www.eco-farm.org/conference.

WEDNESDAY, JAN. 30

Cattlecon19: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. This is the annual convention of the cattle industry and NCBA Trade Show. <https://bit.ly/2ycMLDW>.

THURSDAY, JAN. 31

Cattlecon19: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. <https://bit.ly/2ycMLDW>.

FRIDAY, FEB. 1

Cattlecon19: Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans. <https://bit.ly/2ycMLDW>.

SATURDAY, FEB. 2

Pesticide Collection Event: 8 a.m.-3 p.m., Valley Agronomics, 986 N Holladay St., Cornelius. Do you need to dispose of old or unwanted pesticides? Take advantage of this free opportunity to safely and anonymously dispose of old pesticides (including DDT, chlordane, chlorpyrifos, azinphos-methyl, etc.), unwanted current pesticides, and empty, triple-rinsed or pressure-washed plastic pesticide containers. You must pre-register with the disposal service so they are prepared to receive your chemicals. Complete and send an application by mail, fax or e-mail to Clean Harbors Environmental by Jan. 18. Forms are available on the Tualatin SWCD website. Submission details are included in the form. For questions about registration, contact Mike Mason of Clean Harbor Environmental Services at (503) 742-7105 or mason.michael@cleanharbors.com. Charlotte Trowbridge, charlotte.trowbridge@tualatinswcd.org, 503-277-3709. <https://bit.ly/2Cn5jNE>

SUNDAY, FEB. 3

North American Strawberry Growers Association Conference: Wyndam Orlando Resort, 8001 International Drive, Orlando. The conference will be held in conjunction with the North American Strawberry Symposium. Workshop topics include automation and precision agriculture, physiology and production management, sustainable organic cropping systems, strawberry breeding tools and tips, alternatives to fumigation, weed management, insect and mite management and disease management. <http://www.nasga.org>.

MONDAY, FEB. 4

North American Strawberry Growers Association Conference: Wyndam Orlando Resort, 8001 International Drive, Orlando. The conference will be held in conjunction with the North American Strawberry Symposium. Workshop topics include automation and precision agriculture, physiology and production management, sustainable organic cropping systems, strawberry breeding tools and tips, alternatives to fumigation, weed management, insect and mite management and disease management. <http://www.nasga.org>.

Oregon Blueberry Conference: 7:55 a.m.-6 p.m., Salem Convention Center, 200 Commercial St., Salem. A season recap and market projections, export markets, trade show and industry reception are among the many topics and events scheduled for this year’s conference. <http://oregonblueberry.com>.



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