



Overview

Grow Local is owned by Tim and Kathy Edwards. The Edwards family has owned and operated farm land in Oregon since 1986, and supplies organic produce to area restaurants.

In order to grow their business, Tim and Kathy are trying to persuade people within a fifty-mile radius to become direct purchasers, rather than relying solely on the failing restaurant industry in Portland.

To do this, they have devised a co-op program, where families can buy shares in the expected crops. The money from the shares will allow them to plant different heirloom varieties, which they hope will be appealing to customers. As the crops grow and mature, that week's produce will be available for share holders. They intend to donate a limited amount of food to local shelters.

All the food is organic, and is grown from heirloom seeds to get the most flavor. Their family has had some health issues and they want to offer only the best and healthiest seasonal food possible. The restaurant business—which has been their focus all these years—now wants very specific produce every week, and will not help the Edwards family by becoming partner-farmers with them. The very nature of heirloom and small-scale farming is that you get what's available, but it is the absolute best. The produce is more costly than the supermarket, but they feel it is worth the money. Not only does it support their family, but it supports the community, and this project will educate consumers about the value of local providers.

They would like a small web site. Page 1 would be a general introduction about the farm and the Edwards family. There would also be a small picture of the farm, the produce or the family on that page.

Page 2 would be a featured product and gallery page; one month it might be a particular variety of heirloom tomatoes, with a large photo and several other small ones. Each image would be described with a small caption, but the larger image would have a paragraph explaining what makes it unique. They do not want it to feel like a scrapbook, but a clean and organized farming operating run by a caring family.

Page 3 would be a text heavy page with some technical details about specific produce choices available, a calendar of this month's expected crops, and some links to local dairies, cheesemakers and ranchers with similar goals.

All pages would have contact information. There are three other pages which you will not present to the client, but they must be in the navigation. Those pages are titled: Recipes, Directions, and a page telling about their charitable works.

Logos and some basic information will be provided, but you are responsible for image research; more specifics are coming soon. In general, there will be photos of small vegetables (either single, groups or on tables, or bushel baskets) and one large photo. These pictures should all look like they were roughly done by the same photographer and should all look good together. You will be provided with the client's full request list.

Objectives

Their primary objective for the site is grow their business and get share holders to help them this coming season. By showing their passion for locally-grown food, they can educate, inform and entertain potential share holders about the value of local farming to the community. They want to focus on their family, their variety and their commitment to producing the best food possible.