



**THE BAY AREA AS A WORLD-CLASS
FOOD MANUFACTURING CENTER**
Or
Food Before Foodies

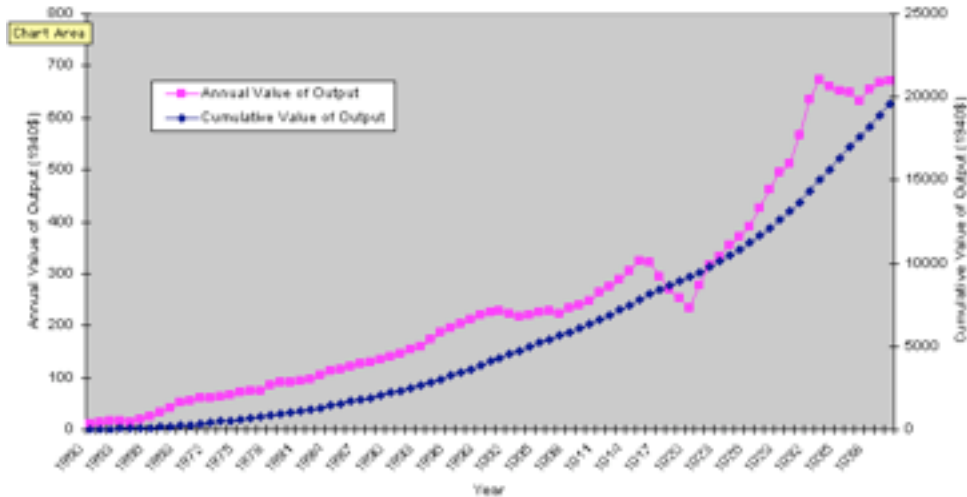
OUTLINE

- I. **Industrial Food**
- II. **Farms in Berkeley?**
- III. **Waves of Gain**
- IV. **Canned Sunshine**
- V. **Bakers' Dozen**
- VI. **Hoof to Mouth**
- VII. **Driven to Drink**
- VIII. **Boss Skaggs**
- IX. **Industrial Inputs**
- X. **Capital Flows**
- XI. **Workers of the World**



CALIFORNIA KING

California Agricultural Output Value, 1860-1940



Source: US Census of Agriculture, 1860-1940 (decennial). Annual extrapolated from estimated decennial growth rates. Converted to \$1940 using CPI estimates. Millions of dollars.

California surges to the lead in output

Top Ten Farm States 1900-1997

1900	1910	1920	1930*	1940
Iowa	Illinois	Texas	Texas	Iowa
Illinois	Iowa	Iowa	Iowa	Texas
Ohio	Texas	Illinois	California	California
Texas	Ohio	Ohio	Illinois	Illinois
Missouri	Missouri	California	Kansas	Minnesota
Kansas	Kansas	Kansas	Nebraska	Ohio
Nebraska	Nebraska	Missouri	Minnesota	Wisconsin
Minnesota	Minnesota	Nebraska	Wisconsin	New York
Wisconsin	California	Minnesota	Missouri	North Carolina
California	Wisconsin	North Carolina	Ohio	Missouri

1950*	1960	1970	1987	1997
Texas	California	California	California	California
California	Iowa	Iowa	Texas	Texas
Iowa	Texas	Texas	Iowa	Iowa
Illinois	Illinois	Illinois	Kansas	Nebraska
Minnesota	Minnesota	Nebraska	Nebraska	Kansas
Nebraska	Nebraska	Kansas	Illinois	Illinois
Kansas	Kansas	Minnesota	Minnesota	Minnesota
Wisconsin	Missouri	Missouri	Florida	N. Carolina
Ohio	Wisconsin	Wisconsin	Wisconsin	Florida
[Missouri]	Ohio	Ohio	N. Carolina	Wisconsin

* California was briefly #1 in 1927 and 1947

Source: US Census of Agriculture, various years

The rise of agribusiness



THE FOOD INDUSTRY

- Processing = 2X farming
 - \$55 vs. \$27 billion (2000)

- CA led canning by 1900, ½ total \$ in 1946
 - ¼ of food workforce, 1945
 - US = ¾ world output

California Canning and Food Processing 1899-1992

CANNING (Fruit and Vegetables only)

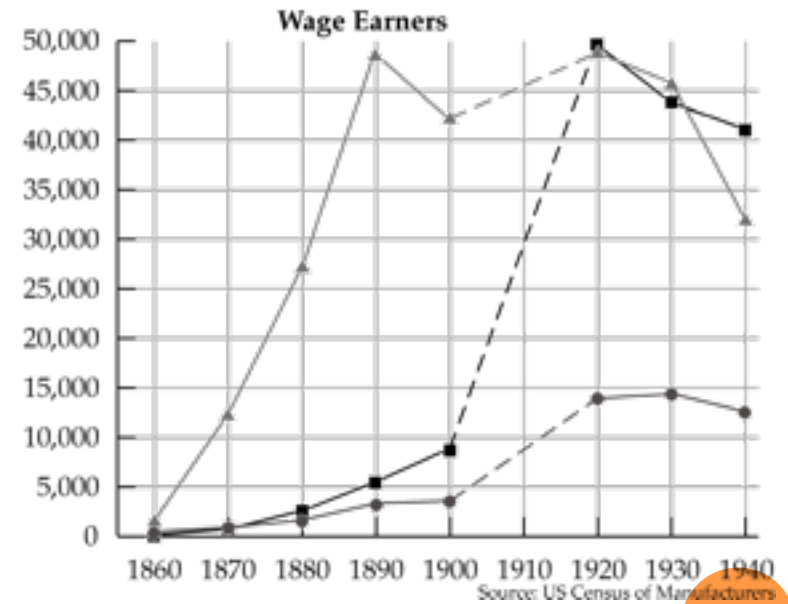
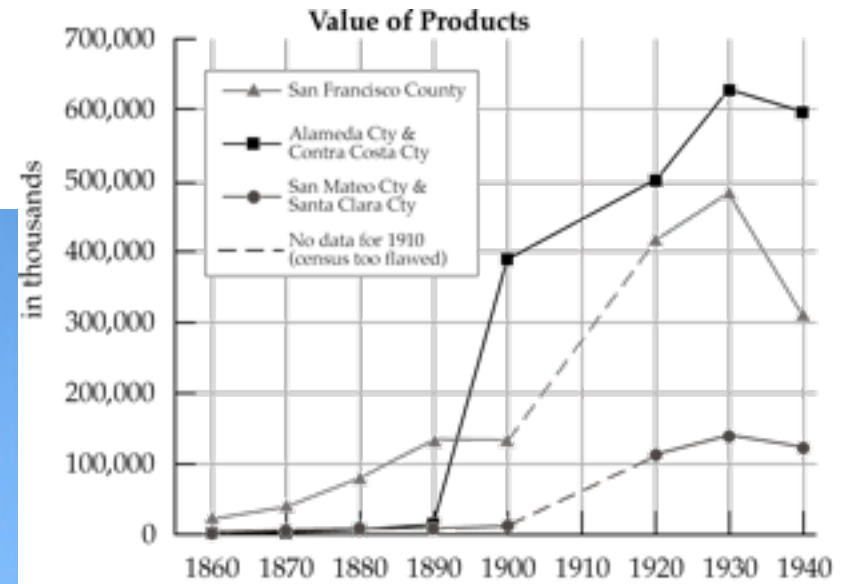
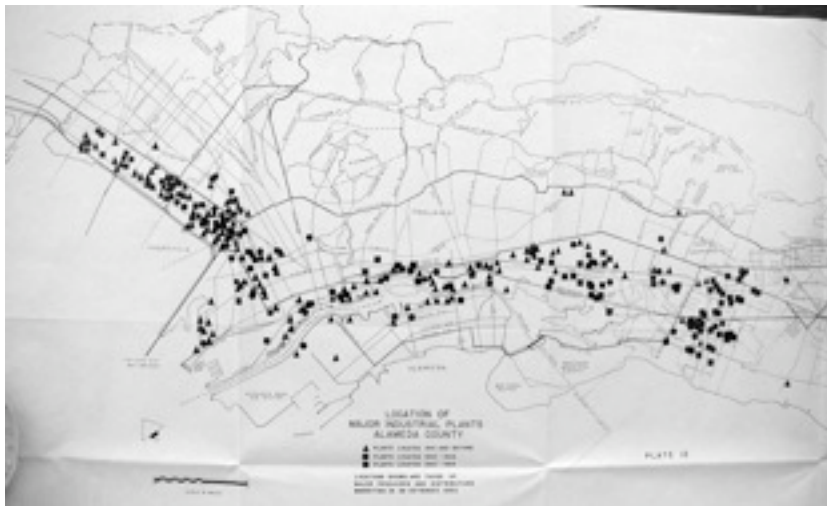
	Firms	Employees	Output Value
1899	136	7,486	\$13,082,000
1909	196	7,757	32,915,000
1919	303	19,575	189,956,000
1929	389	29,958	220,465,000
1947	218	26,379	393,445,000
1963	192	25,060	856,002,000
1972	160	24,500	1,252,900,000
1987	124	19,100	3,609,709,000
1992	120	18,700	4,238,600,000

FOOD PROCESSING*

1899	1,476	16,149	\$89,110,000
1909	2,034	21,921	189,927,000
1919	3,035	51,233	695,535,000
1929	3,572	72,924	1,812,626,000
1947	2,803	120,510	1,104,038,000
1963	3,067	155,731	7,140,000,000
1982	2,536	173,500	31,263,000,000
1987	2,521	162,200	35,450,700,000
1992	2,751	170,400	44,296,600,000

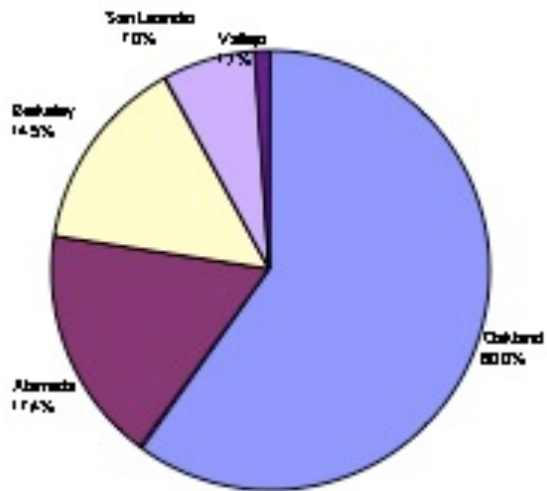
* Food Processing as defined by US Census Bureau after 1940.
For earlier years, I have added all relevant categories. Sugar refining
Had to be estimated.

THE EAST BAY – FOOD CITY

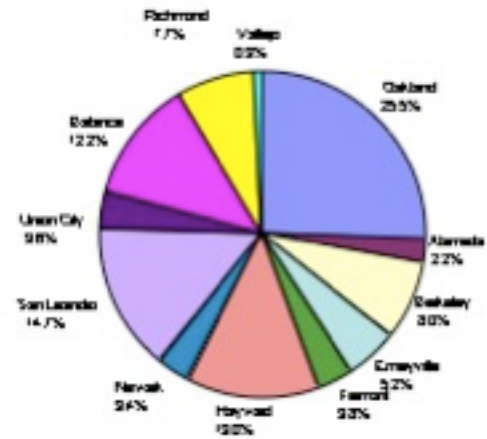


PEAK & DECLINE OF OAKLAND

Distribution of Manufacturing Production Employment in Alameda County, 1947



Distribution of Manufacturing Production Employment, Alameda County, 1977



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BAY AREA HEARTLAND

- A. **Origins**
- B. Waves of Gain
- C. Specialization
- D. Innovation



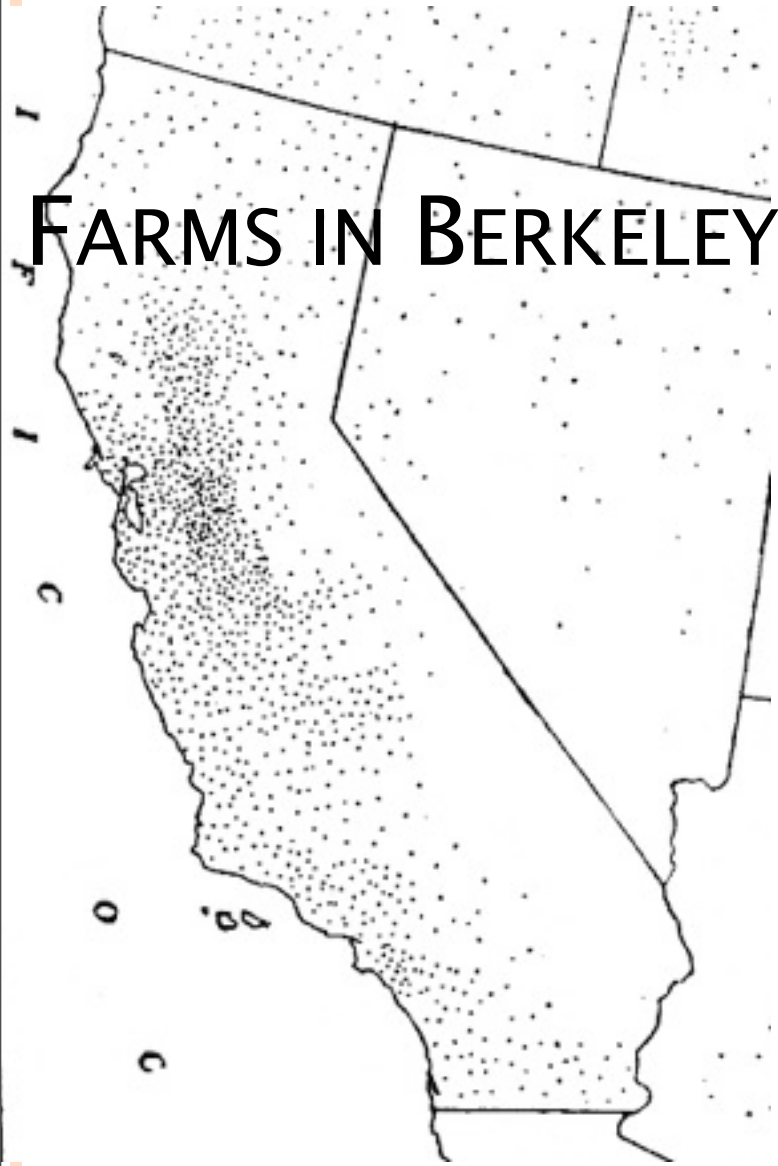
BAY & DELTA – EARLY LEAD

	1870
1	San Joaquin
2	Solano
3	Yolo
4	Santa Clara
5	Stanislaus
6	Sacramento
7	Sonoma
8	Alameda
9	Colusa
10	Monterey
11	Marin
12	Butte
13	Contra Costa

gs by value of farm products			
	1899	1919	1939
Los Angeles	LA	LA	LA
Fresno	Fresno	Tulare	Tulare
Santa Clara	San Joaquin	Fresno	Fresno
San Joaquin	Tulare	San Joaquin	San Joaquin
Sonoma	Sonoma	Kern	Kern
Sacramento	San Bernadino	Stanislaus	Stanislaus
Alameda	Orange	Sonoma	Sonoma
Solano	Santa Clara	Santa Clara	Santa Clara
Yolo	Stanislaus	San Berdo	San Berdo
Tulare	Sacramento	Monterey	Monterey
	Riverside	Ventura	Ventura
		Orange	Orange
		Imperial	Imperial



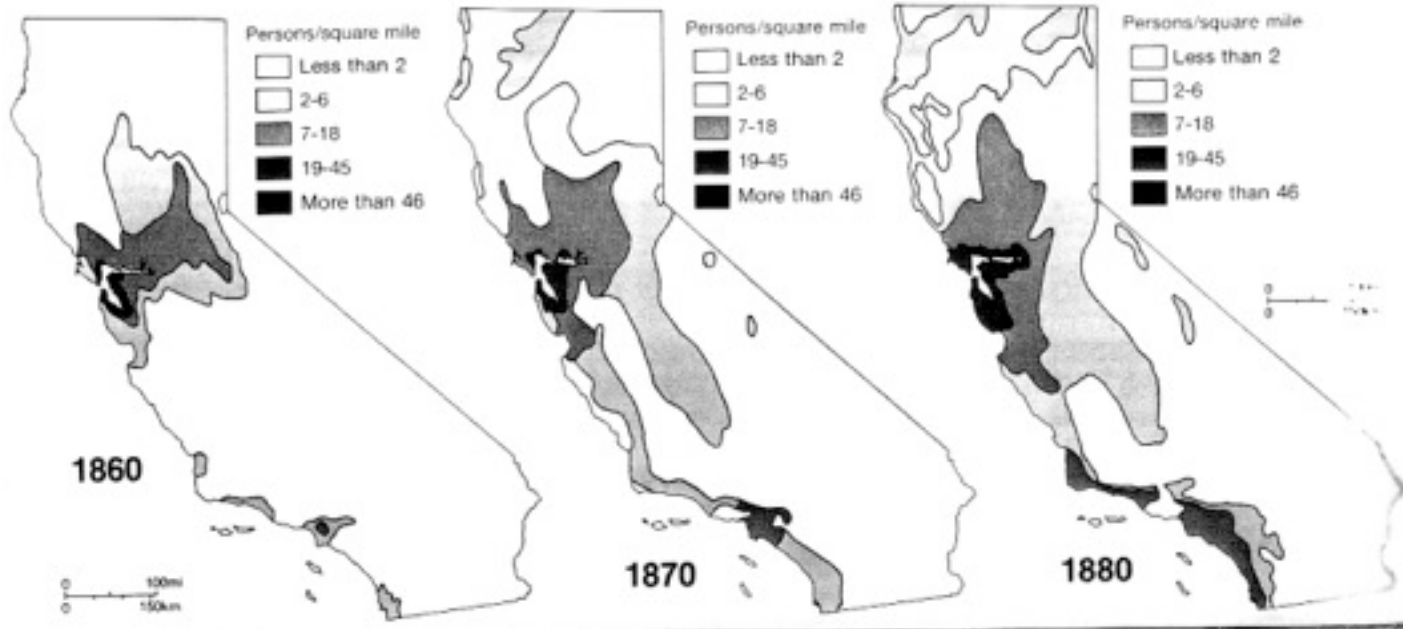
FARMS IN BERKELEY?



farms - 1910

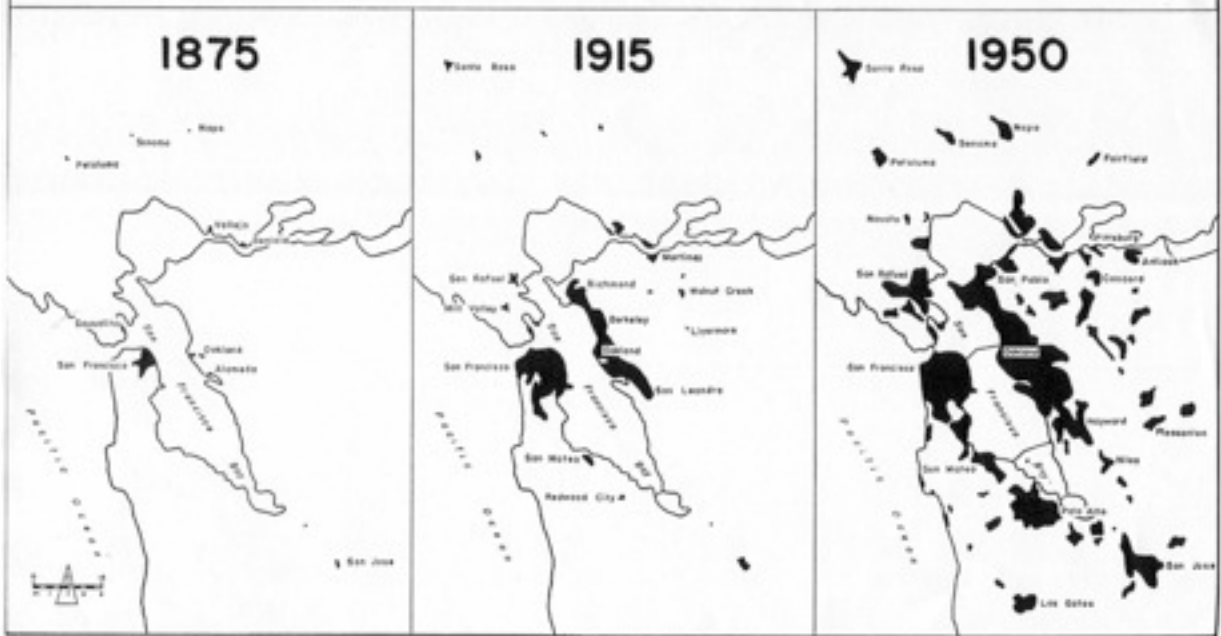


Population Density, 1860-1880

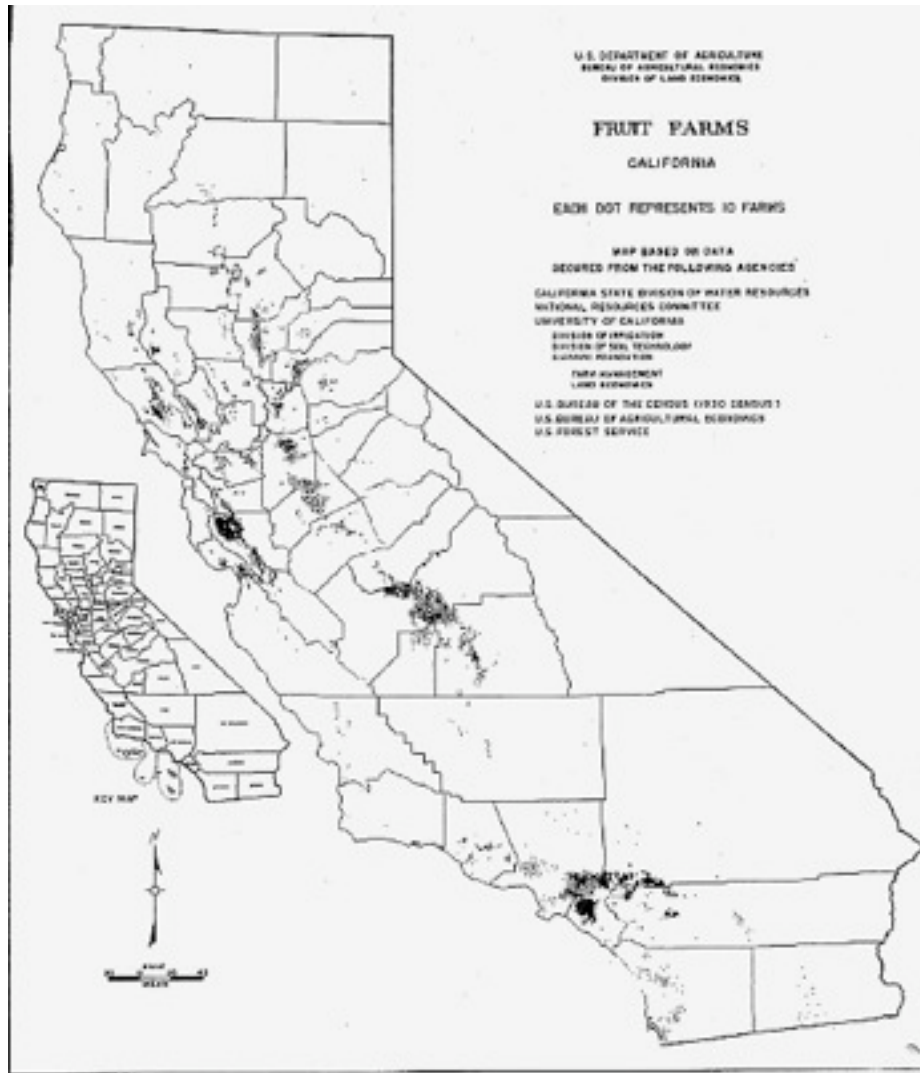


JUST ENOUGH URBANISM

URBAN GROWTH IN THE SAN FRANCISCO BAY AREA



REGIONAL SPECIALIZATION



1930



AGRICULTURE ALTERS THE LAND – CLEARING & LEVELING



IMPROVING SOILS

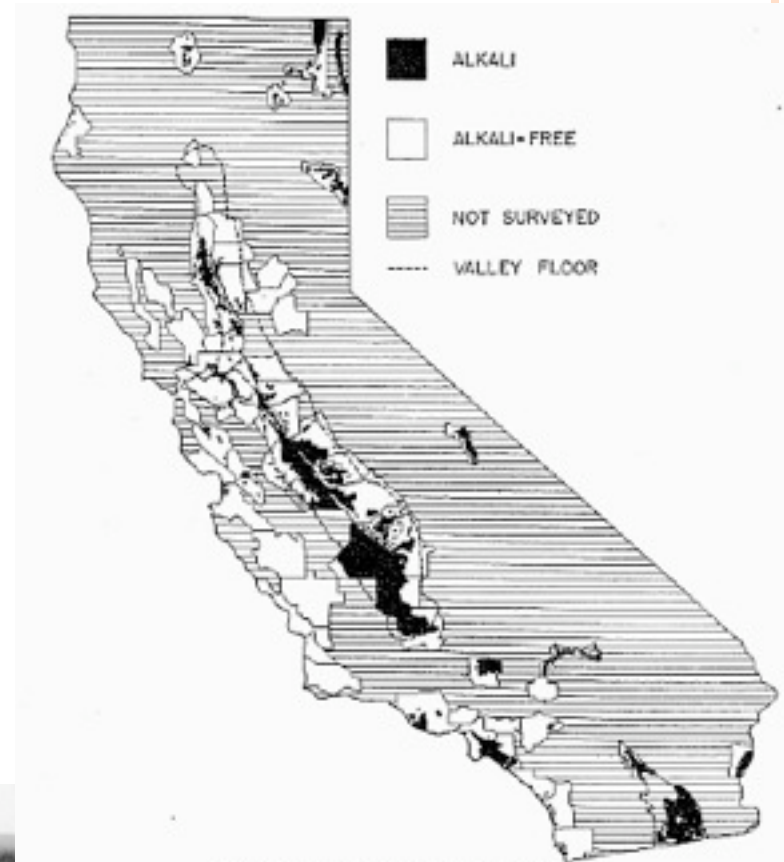


Fig. 15. Distribution of soils containing alkali.



RECLAIMING WETLANDS



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PLANT & ANIMAL INTRODUCTIONS

- Importing stock
- Early breeding

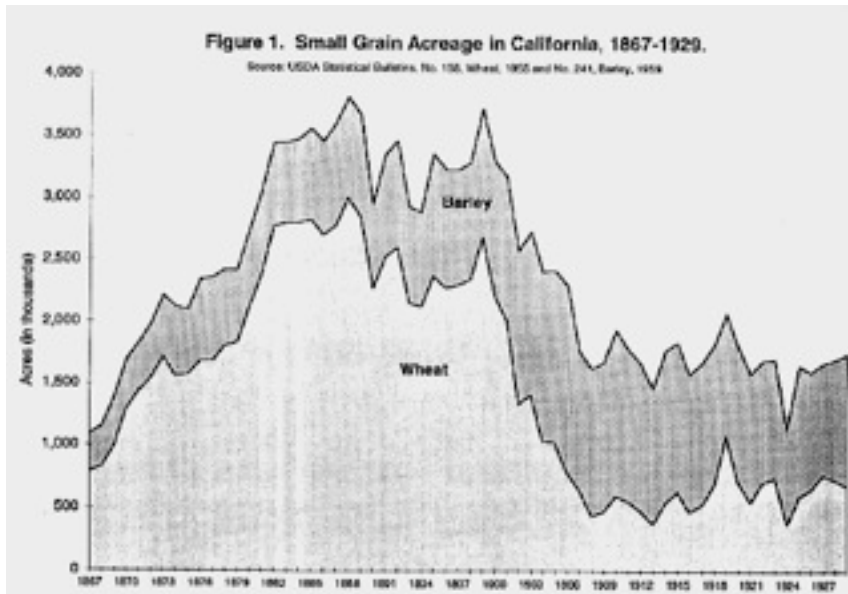




LIVESTOCK LEADERS



THE GREAT WHEAT BOOM, 1860–1900



Chiefly in Bay Area and Sacramento Valley



FIELD CROPS

beans
potatoes
carrots
sugar beets

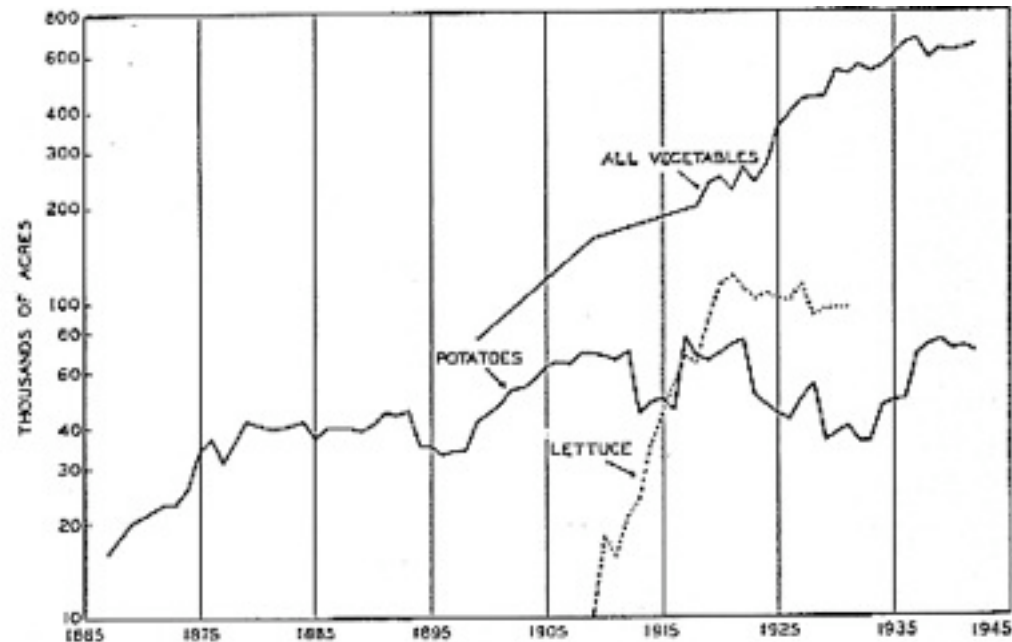


Fig. 4. Harvested production of vegetables in California, 1866-1942.



Grapes

Deciduous fruits

apples
peaches
plums
apricots

Nuts

walnuts
almonds
pistachios

FRUITS & NUTS

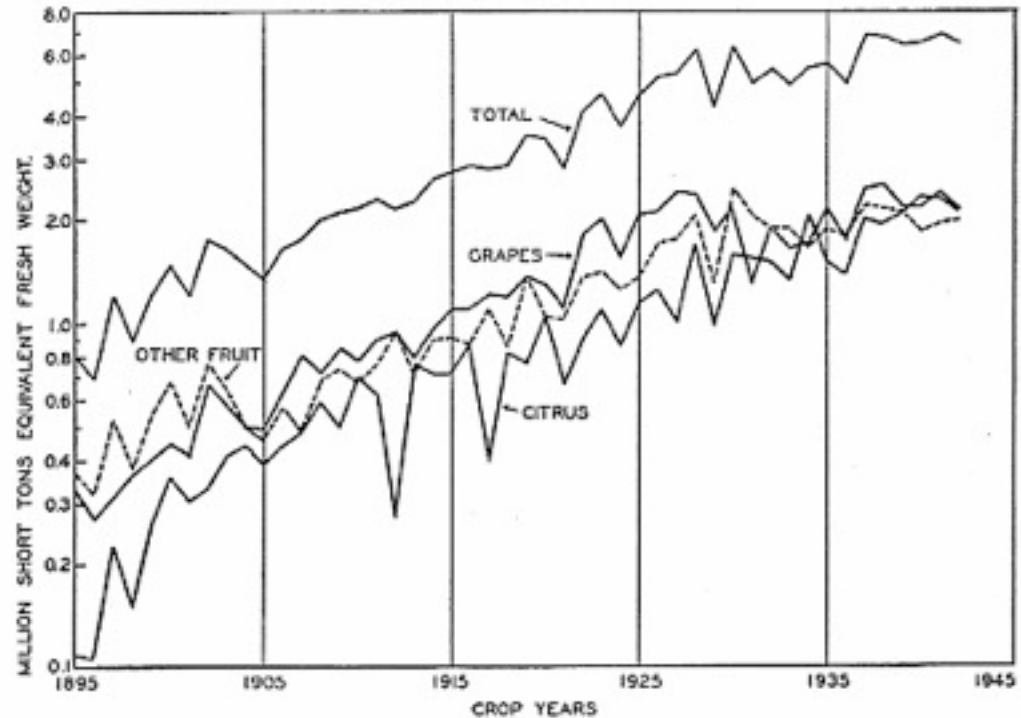


Fig. 6. Production of fruits and nuts in California, 1895-1942.



DECIDUOUS NORTH, PERENNIAL SOUTH



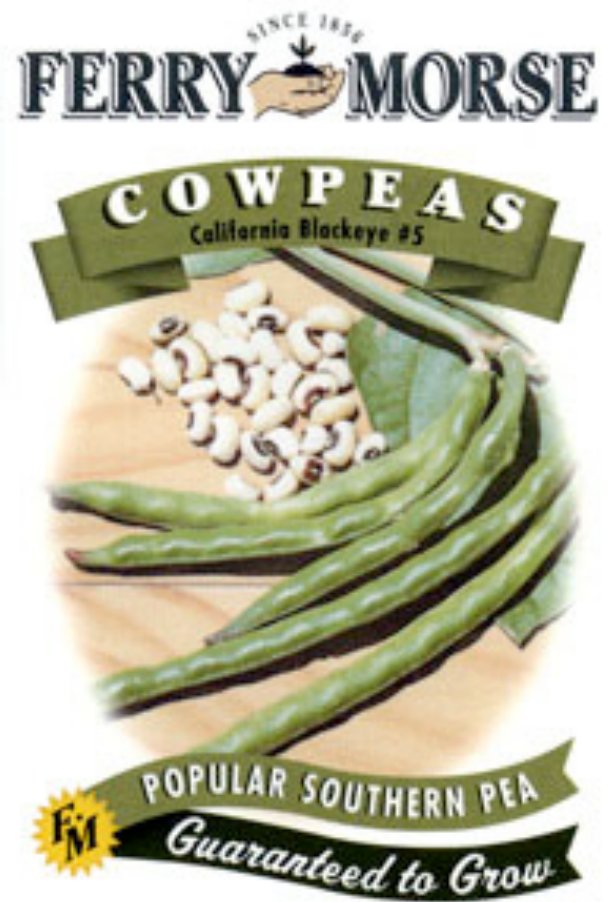
VEGETABLES & BERRIES

tomatoes
lettuce, spinach,
broccoli, celery
artichokes

strawberries
raspberries
blackberries



FLOWERS AND SEEDS



VARIETY (> 200 CROPS)

California Leads the Nation

In 75+ Crops, 1997

Alfalfa
Almonds
Apricots
Artichokes
Asparagus
Avocados
Beans, Blackeye
Beans, Dry Lima
Beans, Dry Kidney
Beans, Garbanzo
Beans, Green Lima
Bedding Plants
Bell Peppers
Broccoli
Brussels Sprouts
Bulbs
Cantaloupes
Carrots
Cauliflower
Celery
Chicory
Chinchillas
Chinese Cabbage
Chinese Snow Peas
Currants
Dates

Eggs
Figs
Flowers, Cut
Garlic
Goat's Milk
Grapes, Table
Grapes, Wine
Herbs
Honey
House Plants
Kiwi
Lemons
Lettuce, Iceberg
Lettuce, Leaf
Lettuce, Romaine
Melon, Casaba
Melon, Crenshaw
Melon, Honeydew
Melon, Persian
Nectarines
Olives
Onions, Dry
Onions, Green
Parsley
Peaches
Pears, Bartlett

Persimmons
Pigeons & Squabs
Pistachios
Plums
Pomegranates
Prunes
Rabbits
Raisins
Rice, Sweet
Rice, Wild
Safflower
Seed, Alfalfa
Seed, Bermuda Grass
Seed, Ladino Clover
Seed, Veg. & Flower
Sod
Spinach
Strawberries
Sudan Grass
Sweet Rice
Tomatoes, Processing
Vegetables, Asian
Vegetables, Greenhouse
Walnuts

source: California Department of Food & Agriculture, *California Agricultural Statistics 1998*.



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FRUIT COMES IN MANY FORMS

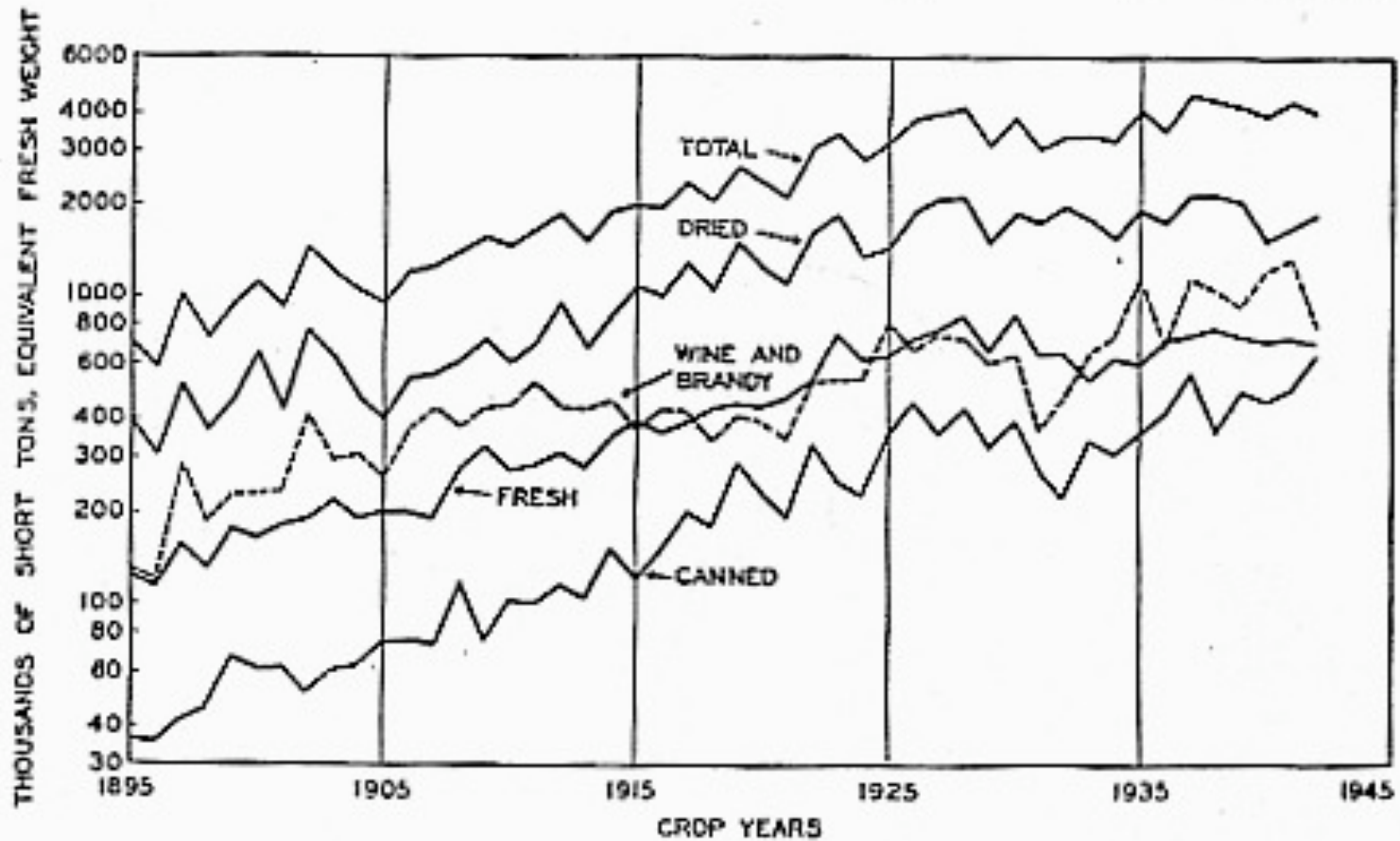
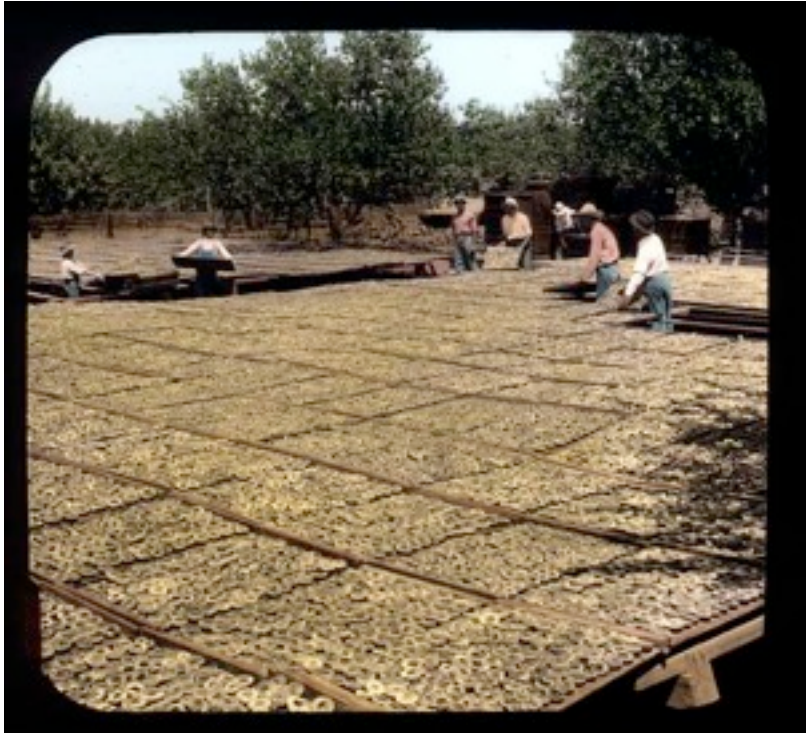


Fig. 7. Harvested production of deciduous fruits and dates in California, by uses, 1895-1942.



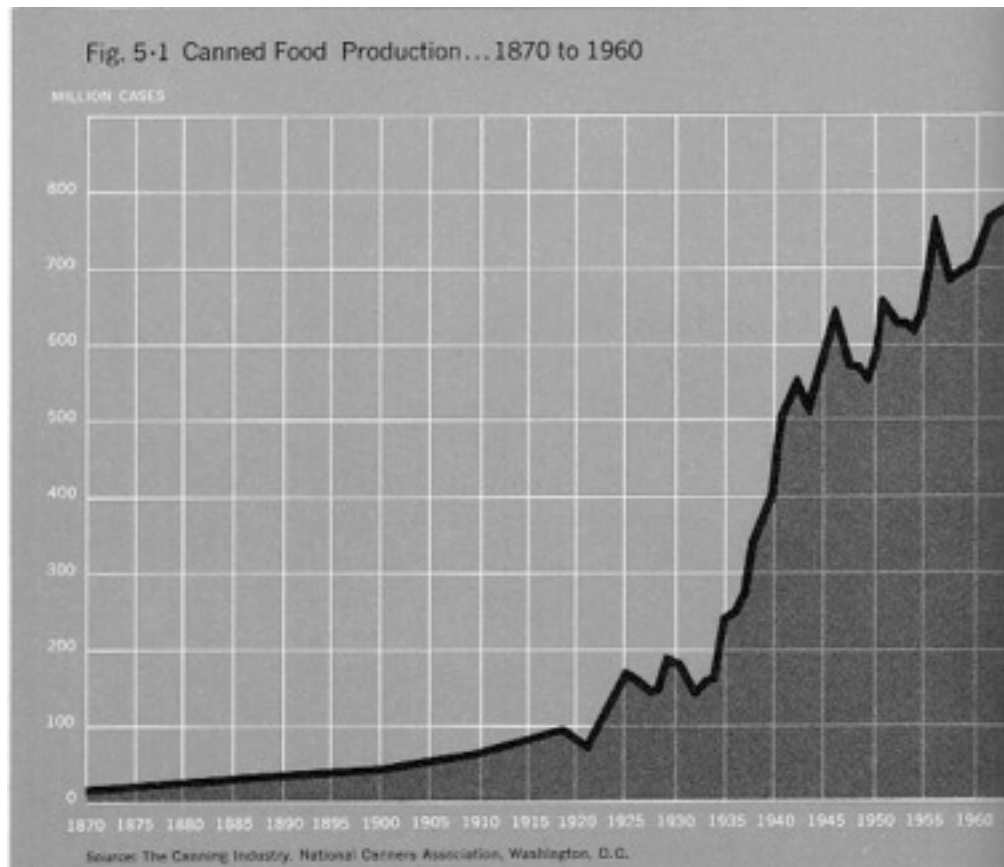
FRESH & DRIED



CANNING – SAN FRANCISCO



AGE OF CANNING (WITH CALIFORNIA LEADING THE WAY)



OAKLAND & ALAMEDA CANNING



BERKELEY & EMERYVILLE



SOUTH BAY



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BASIC PROCESSING

- Drying & Canning
- Milling – Flour & Sugar
- Butter & Cheese
- Ham & Sausage
- Alcoholic Beverages



NEW FOODS – OAKLAND

- Early industrial foods
 - Biscuits
 - Cereals
 - Bread & Cakes
 - Pasta



BERKELEY & EMERYVILLE

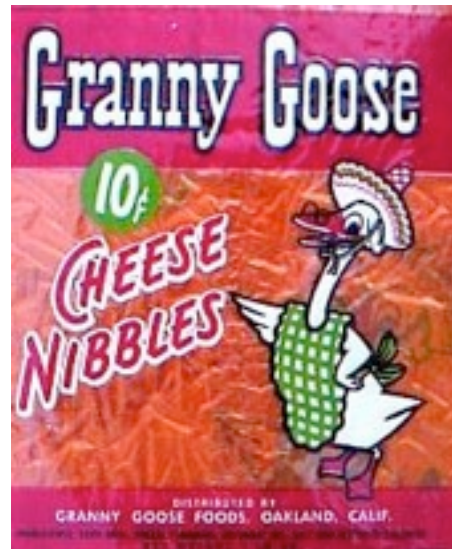


NOVELTY IN A CAN



POSTWAR PROCESSED FOODS

- Baby food
- TV dinners
- Soda pop
- Snack foods
- Artificial flavors & colors



OUTLINE

- I. **Intro**
- II. **Heartland**
- III. **Drying & Canning**
- IV. **Processed Food**
- V. **●Meat & Poultry**
- VI. **Drive to Drink**
- VII. **Moving & Selling**
- VIII. **Industrial Inputs**
- IX. **Capital & Labor**



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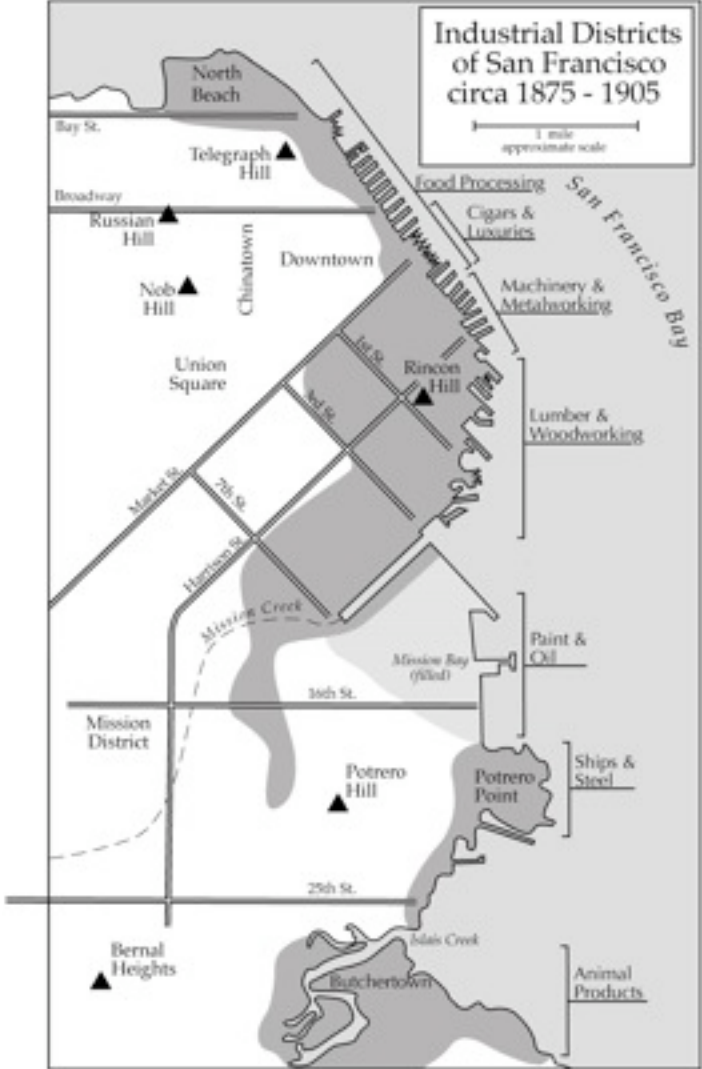


ANIMAL PRODUCTS

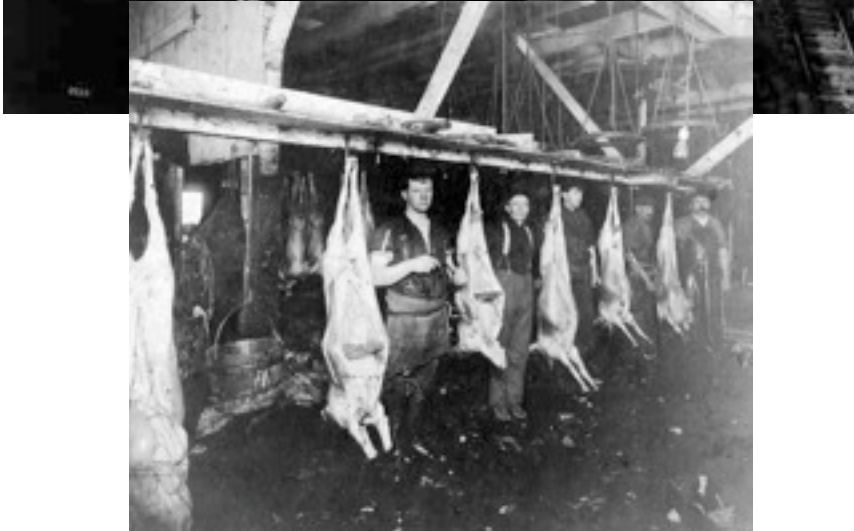
- Meat
 - Pork (ham, bacon, sausage)
 - Beef
- Dairy
 - Milk
 - Butter & cheese
- Poultry
 - Eggs
 - Fowl
- Fish
 - Fresh
 - Canned



SF BUTCHERTOWN



EAST BAY MEATPACKING



Smear Link when Smear is made of pork sausage into a machine that extrudes into links of Anson's & Sons in San Leandro. At right, Steve Anson's joins sausage into a coil of ground pork that will be turned into links.

Links to the past

San Leandro has long history as California's sausage-making center

By Victoria Collins

IT'S THE history of the meat. The East Bay city of San Leandro has captured the wild distinction of being California's sausage capital. And no one — not even the local townfolk — knows why. "Nobody knows. It's strange, but we'll take it," said Keith Madsen, owner of King's Provisions Inc., which is considered the largest of San Leandro's sausage companies. "It used to be the biggest town — there's even a cherry on the city seal. ... Maybe the sausage ought to replace the cherry, though I don't think that would look so nice." San Leandroer gentleman Larry Alphin explained that some locals did notice the unusual number of sausage factories and decided to organize a festival around it. "The discovery is fairly recent — it occurred while researching the festival, now in its third year," said Alphin, co-chair of next Sunday's Sausage & Smoke Festival. "Just by accident, we found out that San Leandro has more sausage manufacturers than any other California city."



The find was an amazing California Long Islander in 1997 proclaimed San Leandro the state's official sausage capital. But fewer people probably know about that than know October is National Sausage Month.

(The SALTBRICK, B-7)



DAIRYLAND



DAIRY PRODUCTS



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PETALUMA POULTRY



FEEDING & CONFINEMENT



THE GREAT WHITE MEAT HOPE



CATTLE & FEEDLOTS



Trends in California Feedlots

Year	Number of Feedlots	Capacity	Marketed
1960	559	1,271,000	No data
1965	563	1,845,000	2,282,000
1970	410	2,037,000	1,966,000
1975	156	1,657,000	1,649,000
1980	101	1,102,000	1,253,000

SOURCE: California Crop and Livestock Reporting Service, 1980.

TABLE 9.2
Number of Feedlots and Capacity by District, 1980

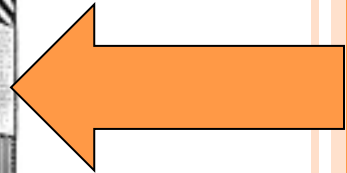
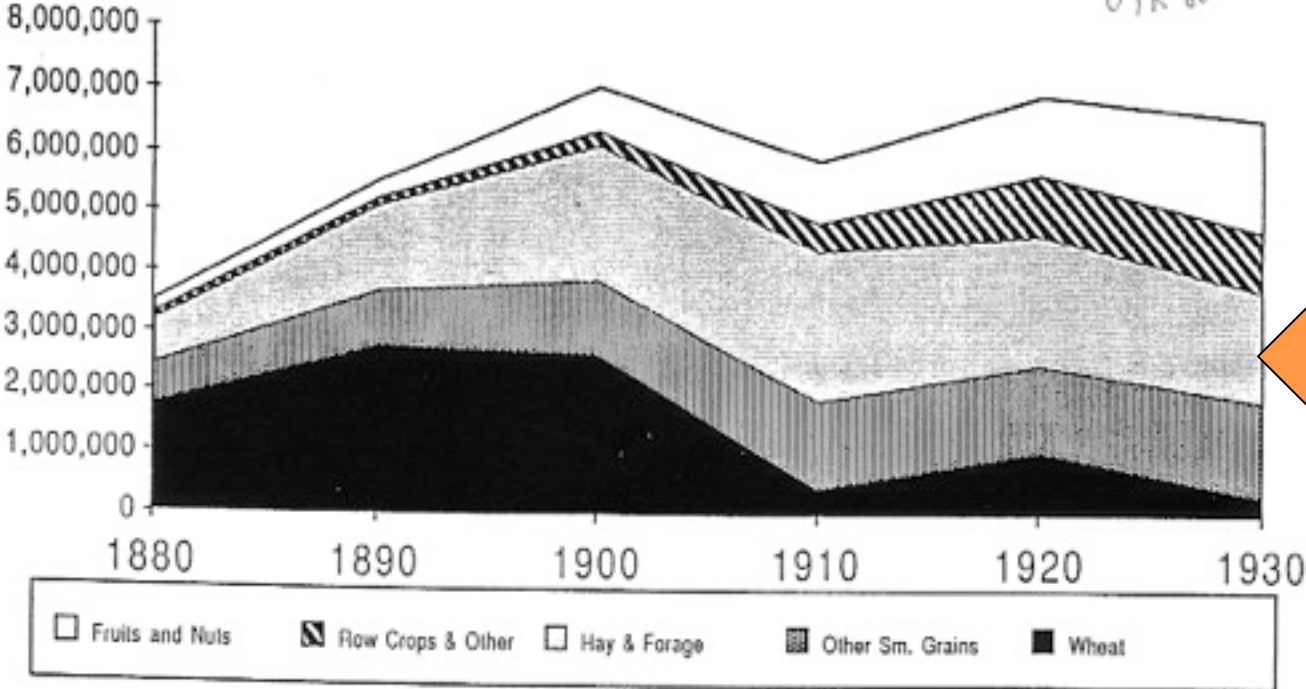
District	Feedlots	Capacity
Sacramento Valley and other northern counties	13	33,300
Central Coast	7	117,000
San Joaquin Valley and Kern County	27	267,000
Kern, San Luis Obispo and southern counties	20	171,900
Imperial Valley	34	512,800
STATE TOTAL	101	1,102,000

SOURCE: California Crop and Livestock Reporting Service, 1980.



GROWING FEED

Figure 1. Acres Harvested in California by Type of Crop



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COFFEE COAST





BEER



HARD LIQUOR & SALOONS



WINE – THE PRIDE OF PLONK



TODAY'S RICHEST FOOD SECTOR



Monday, October 4, 2010

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WHOLESALING & RETAILING

- Merchant Shippers & Packers
- Growers' Co-operatives
- Wholesale Markets
- Direct Delivery
- Grocery Stores & Supermarkets



GETTING CROPS TO MARKET



PACKING & SHIPPING



THE CALIFORNIA CO-OP REVOLUTION



SELLING CALIFORNIA



Embarcadero Brand Fancy Santa Clara Pears
Grown and Packed by Gallagher Fruit Co., San José, CA



QUALITY CONTROL & STANDARDIZATION



DIRECT DELIVERY



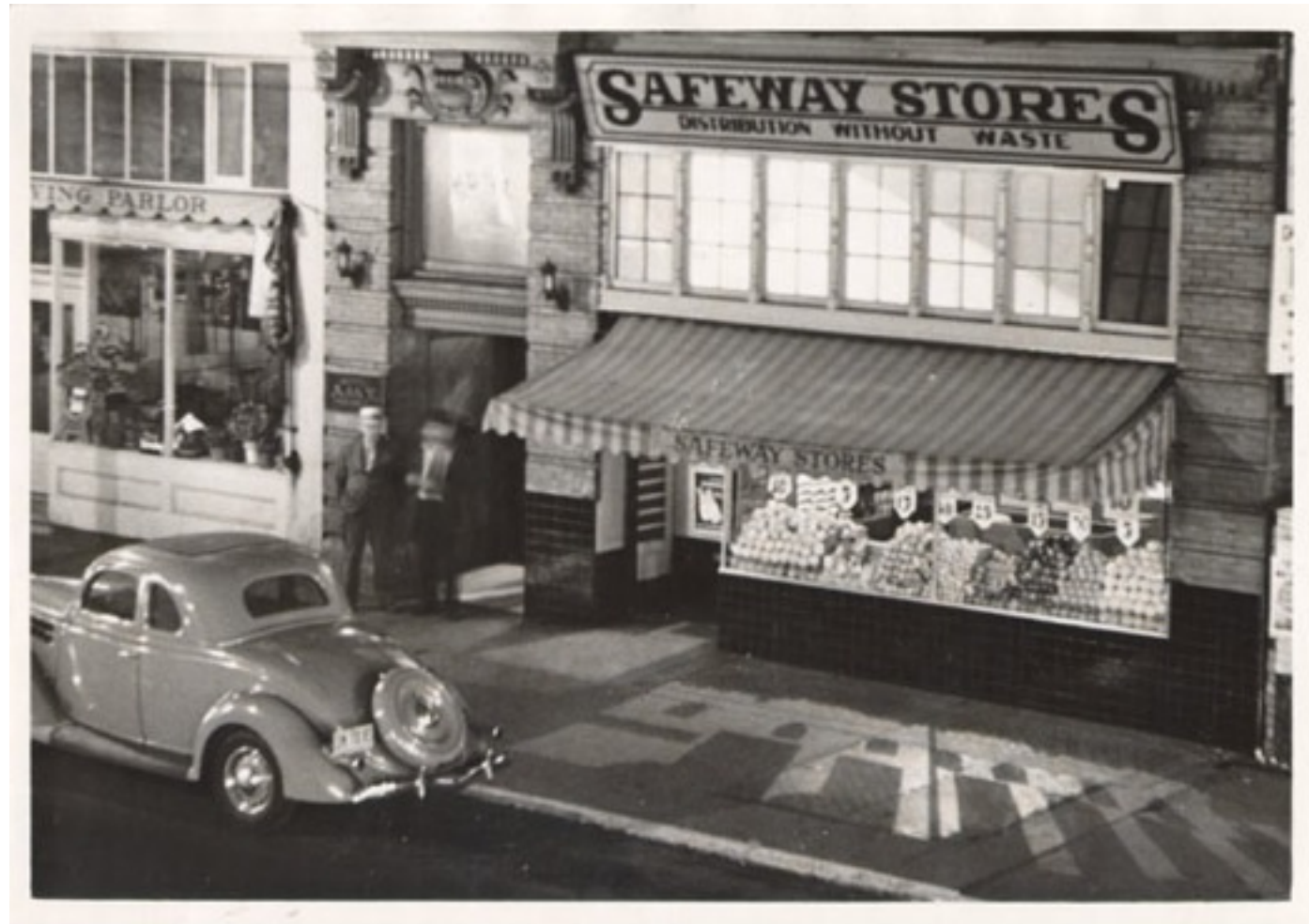
| beer, milk, meat, eggs, etc.



CITY WHOLESALE MARKETS



THE RISE OF THE GROCERY CHAINS



Hand in hand with processed/industrial food



THE COMING OF THE SUPERMARKET



NEW WAYS OF SELLING



REFRIGERATION & FRESHNESS



OUTLINE

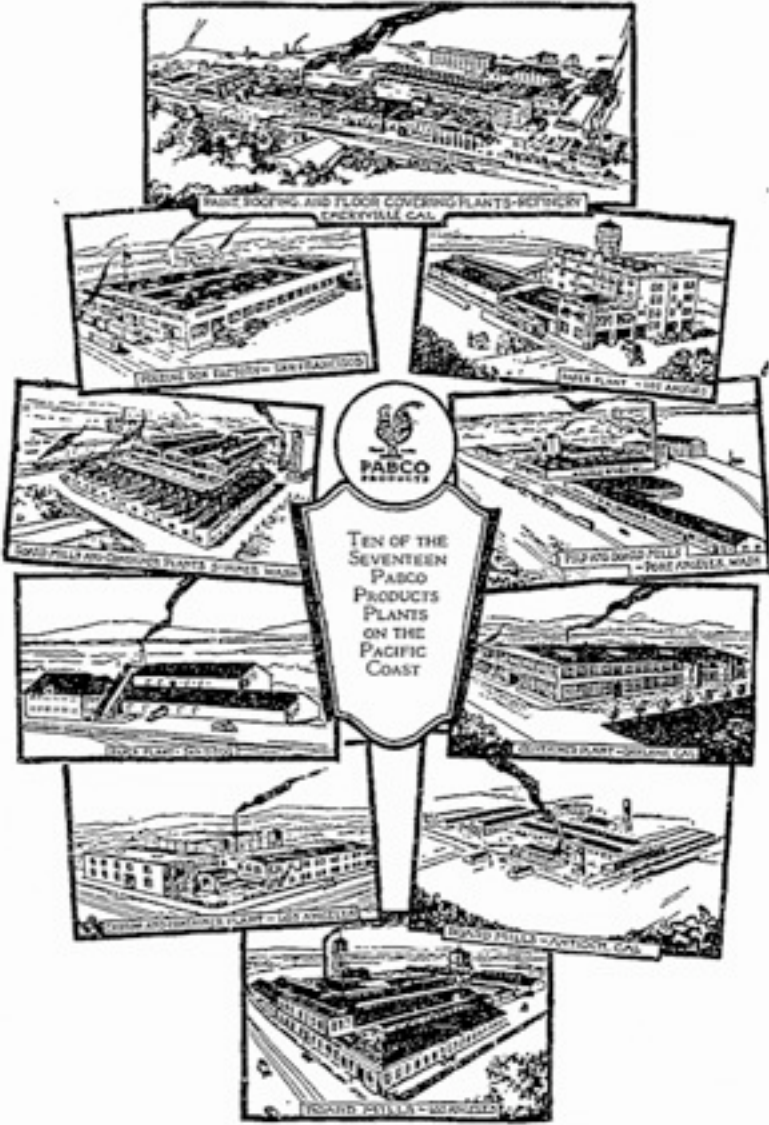
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FOOD MACHINERY



CANS & BOXES



LABELS & WRAPPING

- Classic industrial district/cluster
- So Is Wine District today



AG INPUTS – PESTICIDES



FERTILIZER – FROM PETROLEUM & GAS

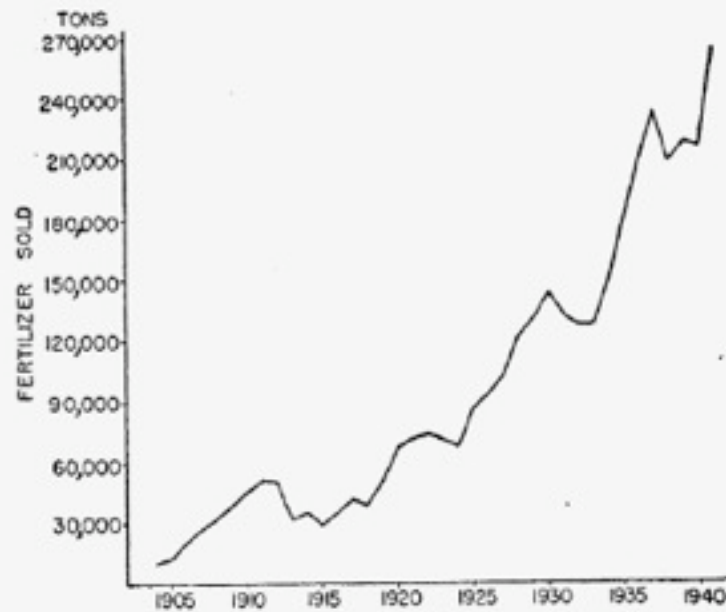


Fig. 22. Amounts of commercial fertilizers sold in California, 1904-1941. (From Calif. Dept. Agr. Spec. Publ. 188, 1941.)

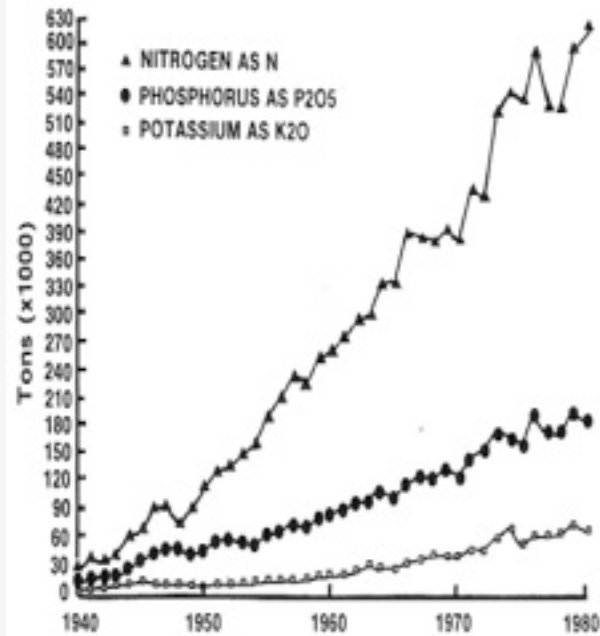


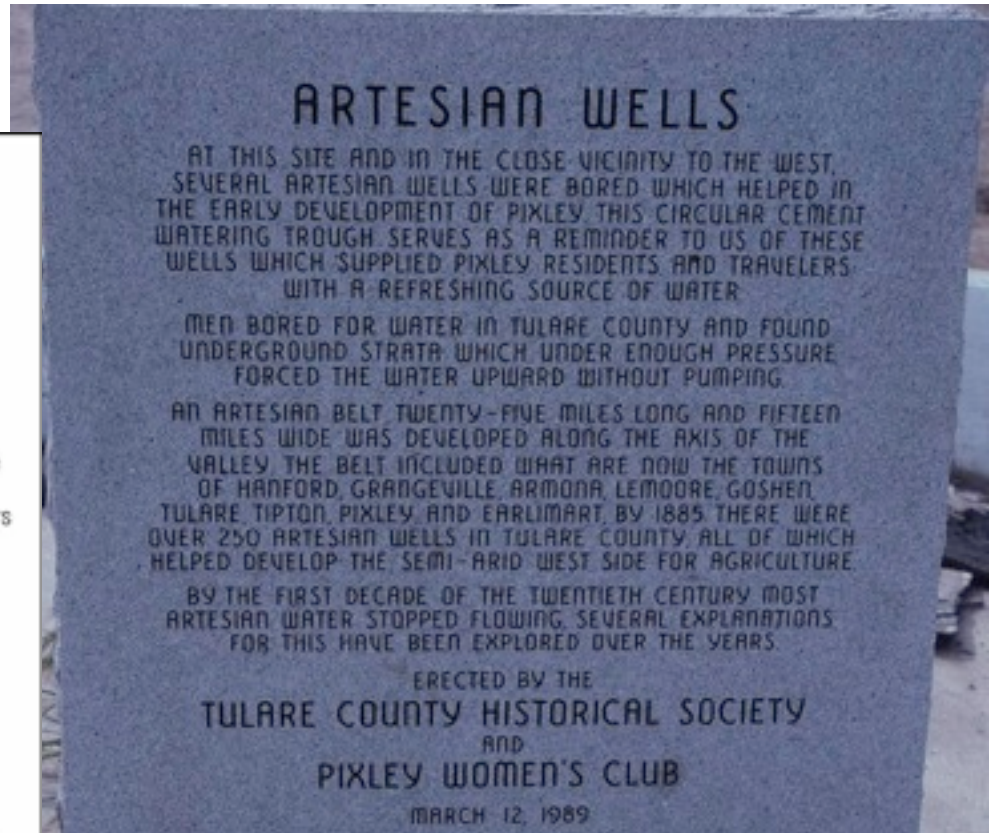
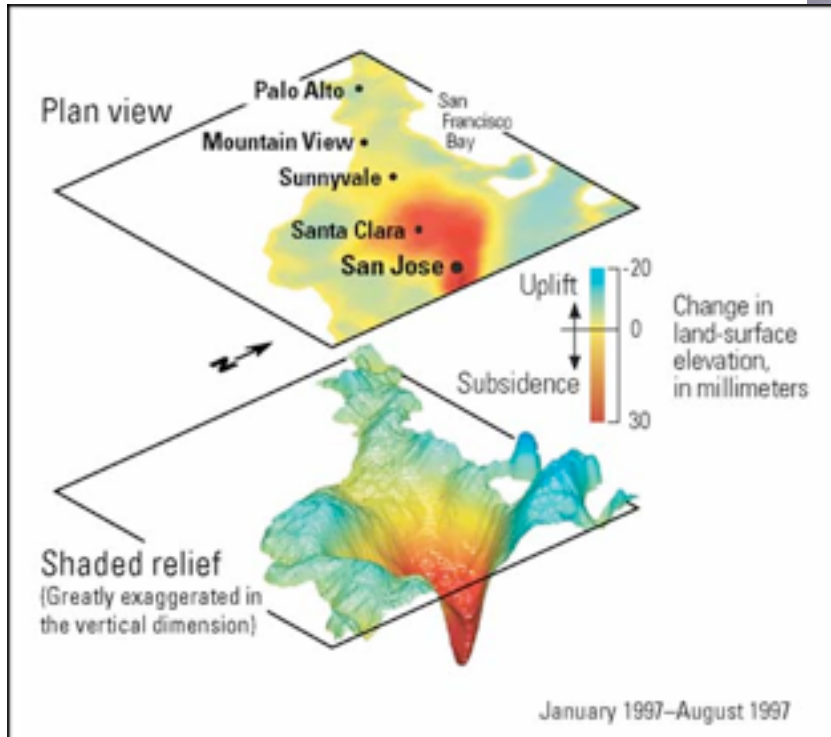
FIGURE 14.1 Fertilizer usage in California, 1940-1980. Data from California Department of Food and Agriculture Fertilizer Tonnage Reports.



PUMPS OF PLENTY



OVERDRAFT & SUBSIDENCE



SAN JOSE'S SUPER SEWER



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BUSINESSMEN FARMERS



IMMIGRANT FARMERS



COLLEGIATE FARMERS



MOST CAPITAL INTENSIVE AGRICULTURE & MOST MECHANIZED CANNERIES

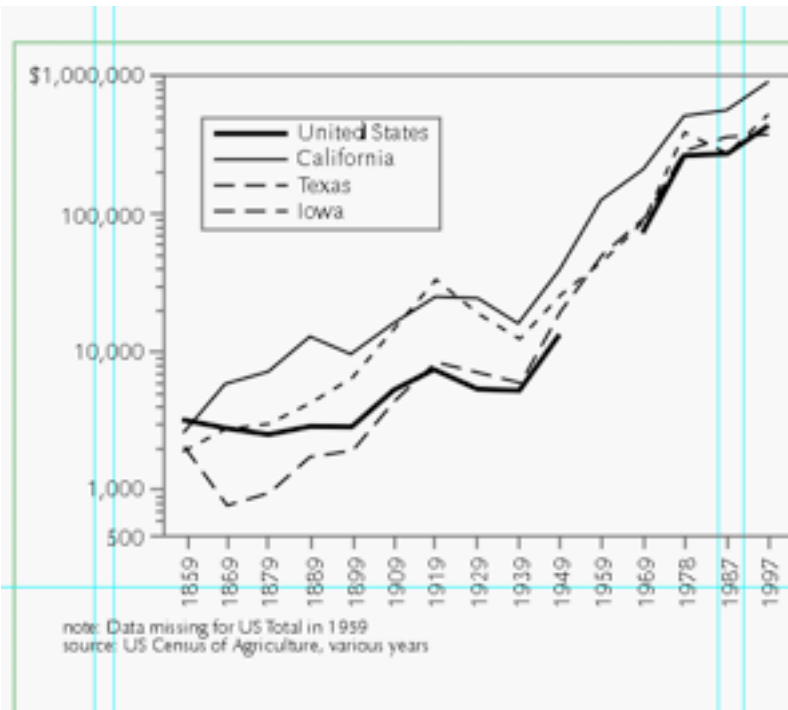
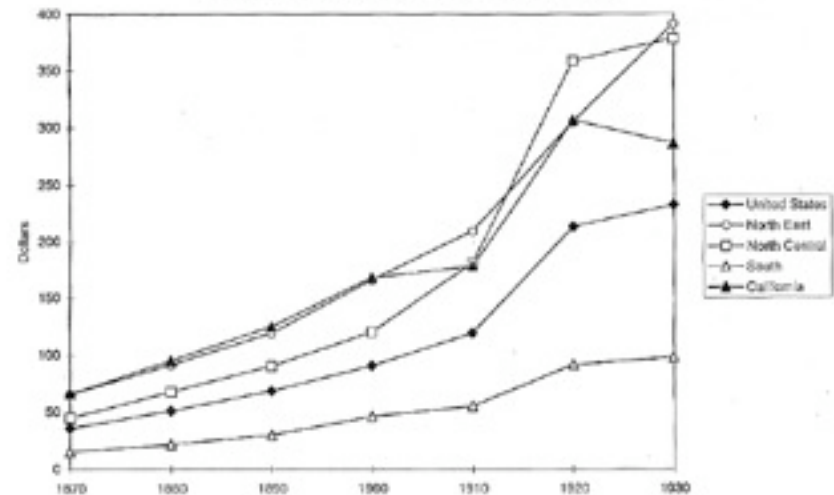


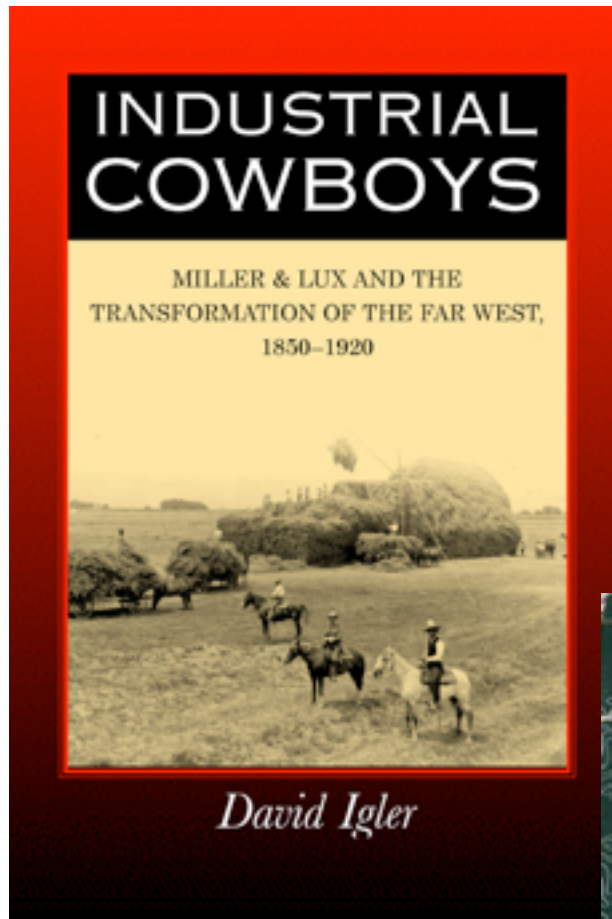
Figure 4. Real Value of Implements per Male Worker
Source: U.S. Bureau of the Census, Census of the United States, 1870-1997.



Capital per farm



AGRIBUSINESS CORPORATIONS



TOWN-COUNTRY CONNECTIONS

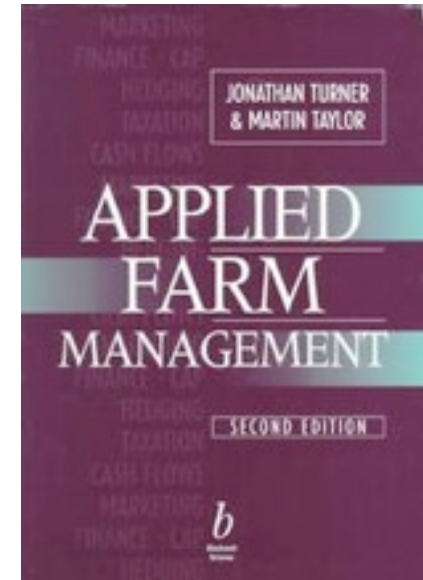


- Map: HQs of agribusiness corporations
- Role of Bank of America (Bank of Italy) & A.P. Giannini
- Other ties: banks, Del Monte, Safeway, etc.



UC RESEARCH & ADVICE

- Researchers: Hilgard, Wickson, Amerine, etc.
- Black olives, fruit cocktail, etc.
- Ag Economics
 - R.L.Adams Farm Management



CAPITALISM = SAFEWAY IN 1959



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FARM LABOR – WAVES OF IMMIGRANTS



CANNERY WORK BY WOMEN



RETAIL & CANNERY WORKERS GET UNIONIZED, 1940s



FIELD WORKERS STRUGGLES VIGILANTES & VIOLENCE



*Have You Information
of Whereabouts of an*
L.W.W.
Any person or persons having in-
formation, no matter how little
important, concerning the where-
abouts of a member of the L.W.W.
or any information whatever con-
cerning the settings committed
Annie Day will render a favor
at the city officials if they will call
at once to the city hall and give
whatever data they may have to
the Chief of Police. All information
will be treated strictly confidential.
Office open at 8:00 a.m. Close at
noon.



No DOCUMENTS

Growers Hire Illegal Immigrants With Impunity

From Page 1

In civil case. A criminal investigation was recently closed for the same reason — even though state law requires that irrigation pipes be stored out of reach of power lines.

"The problem we have in industries like apparel and agriculture is that because so many workers are illegal immigrants, they're afraid to come forward and we're left in a lurch," one Cal-OSHA official said. "This case is a perfect example."

Nowhere are the failings of the Immigration Reform and Control Act of 1986 as salient as in agriculture, which employs more undocumented workers than any other industry in the country.

Under the law, employers who knowingly hire illegal immigrants are subject to civil and criminal penalties. But growers continue to employ such workers with little fear of fines or prosecution. By some estimates, half the estimated 700,000 farmworkers in California are undocumented.

A Chronicle computer analysis of Immigration and Naturalization Service records, obtained through the Freedom of Information Act, found that only 46 farm operators, pickers or shippers in California were fined for immigration violations from 1989 to 1994.

In fact, the INS has been conspicuous in its failure to enforce workplace violations. From 1990 to 1991, agents visited only 22 of the 82,000 farms in the state, according to a study by the California Institute for Rural Studies.

In interviews in California's San Joaquin Valley and the booming fields of Arizona's Yuma Valley, farmworkers said that not only has the law not stopped employers from hiring illegal immigrants, it has made it easier for employers to exploit them.

"It's worse than in the braver days," said Pedro Villa, a Yuma Valley farmworker who arrived in the United States 39 years ago under the guest worker program that hired hundreds of thousands of workers from Mexico, many of



Two boys and a group of farmworkers looked at photos of the two brothers who died after they lifted a pipe into an overhead power line in a field near Stockton.

whom ended up living in squalid conditions.

"They seeded us then. They don't anymore," he said. "They've got more workers than they need. The laws don't stop people without immigration papers from working out here; they just protect employers. People without papers can't complain. They're invisible."

One of the main ways in which farm operators avoid INS workplace violations is to outsource themselves from the hiring of farmworkers — by using labor contractors. Today, one in three California farmworkers is believed to work for a labor contractor, compared with 1 in 10 two decades ago.

not tolerate, the cost of fruit and vegetables would rise dramatically.

Wages in agriculture have not increased in a decade, even though food prices have. Critics of the nation's immigration policies offer this as proof that certain industries are more or less exempt from immigration law.

The 1986 immigration law was designed to encourage



PHOTO BY NANCY ANDERSON, THE CHRONICLE



NO HOUSING



2004 near Graton – David Bacon

4 Thursday, September 23, 1991



Migrant 'cave dwellers' move into homes; more discovered

Special makes up a fieldworkers' camp near Salinas.

The Associated Press

Just beyond the sweet smell of ripening strawberries, the stench of rotting food and human waste taken over at one Salinas Valley field.

Abandoned clothes, blankets, food and piles of garbage, thick with a black carpet of housing flies, were all that was left around dozens of dilapidated rooms and lean-tos where some 300 Mexican farmworkers had lived.

The workers, mostly single, unaccompanied men, were ordered by health authorities to leave the filthy encampment in the latest discovery of a special migrant camp in the Salinas and Santa Clara valleys this harvest season.

Tomorrow, another camp found on the edge of San Jose is scheduled to be torn down. Officials found 130 farmworkers and their children, some ill, living in the roadside camp.

Most residents of the San Jose camp, named "El Peral" for the paper tree at its center, worked for nearby Honech Paster fruit processing plant. The company, now under investigation, charged workers \$1 a day for an electrical line into the camp.

El Peral was hidden within the sparse community of Alamo Valley. It existed for more than half a dozen years, according to the residents who have been placed in emergency or low-income housing.

Nearby, health authorities this week found a small illegal camp of dilapidated trailers near Morgan Hill where 30 people lived.

The problem here as in most of the state is that the squatters and hard-dig crew dwellers — found just 10 miles from gelatin Pebble Beach golf course in Monterey County — simply can't afford housing in pricey California, officials said.

In the recent cases in Salinas and Santa Clara valleys, property owners and farm operators claimed they didn't know about the secondary camps and caves that have led to health and business code violations.

Monterey County's Environmental Health Department late last month found the El Merced farmworkers living in the caves and lean-tos across U.S. Highway 101 from where a similar encampment was discovered in 1984.

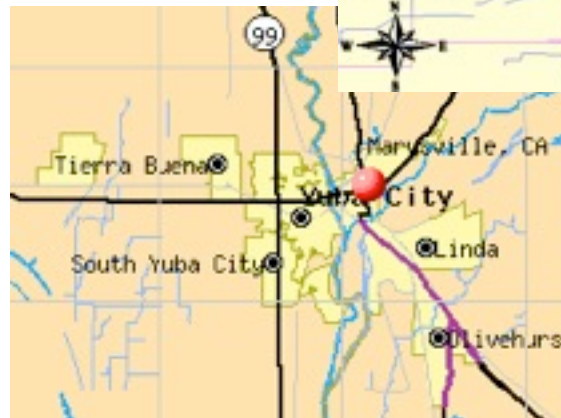
The district attorney's office has filed two civil charges against real-estate James Greenwell, who owns the property. He denied knowing about the cave dwellers, who officials said had lived there about six months.



THE END



DIVIDED CITIES



NEW BUYERS, NEW HABITS

Finding Asia in the suburbs

7/20/10



Retailers offer ethnic specialties away from big-city Chinatowns

By Vinisa Culver
OF THE BAY AREA

RICHMOND — If Centro resident Cindy Tringoni, who manages one of her mother's two Chinese restaurants in Marin County, used to have to drive into San Francisco or seek employment in the City to pick up certain ingredients she could find only in Chinatowns, "Now, I don't have to go to San Francisco's Chinatown. I found the retailer they just got the store," said Tringoni, a Chinese American who is married to a Japanese man, outside the 99 Ranch Market in Richmond's new Pacific East Shopping Mall. Instead of a Large Drugstore, Safeway supermarket and a Wal-



Shoppers stroll through the newly opened Pacific East Shopping Mall in Richmond. At top, the 99 Ranch Market in the Co. is among many in the mall that cater to Asian tastes.

San Francisco Chronicle
FOOD & WINE
2010 Annual

Foragers seek the sweet-spicy mushroom prized by Bay Area chefs

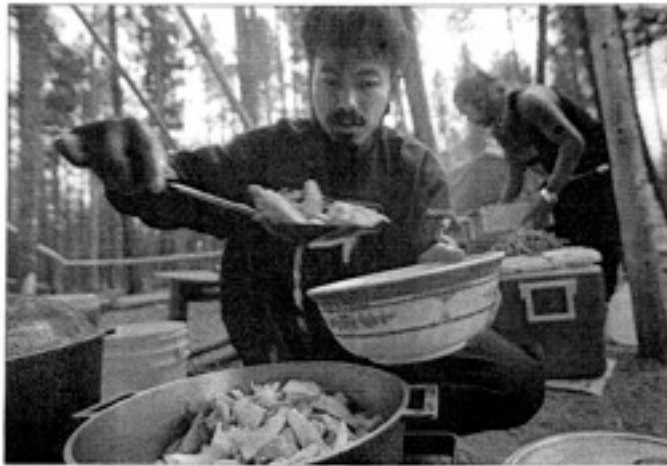


PHOTO BY ERIN "Shiitake" Shiitake mushrooms are a staple of many Asian cuisines. In this photo, a chef is preparing them at the Lolo-Old State Mushroom Camp in the woods of western Oregon.

WHITE GOLD RUSH

The Bay Area's love affair with mushrooms is growing. In the past, mushrooms were often seen as a garnish or a side dish. But now, they are being used in a variety of ways, from soups and stews to salads and sandwiches. This is due to a number of factors, including the growing popularity of vegetarianism and the increasing availability of high-quality mushrooms. In the Bay Area, chefs are particularly fond of shiitake mushrooms, which have a rich, earthy flavor and a meaty texture. They are often used in soups, stews, and stir-fries. In fact, shiitake mushrooms are so popular that they are now being grown in the Bay Area. This is a significant development, as it allows chefs to source their mushrooms locally, which is both fresher and more sustainable. The growing of mushrooms in the Bay Area is also being driven by the increasing demand for organic and locally sourced products. As more consumers become aware of the benefits of organic and locally sourced products, they are more likely to choose these options. This has led to a growing market for organic and locally sourced mushrooms in the Bay Area. As a result, more growers are being encouraged to start mushroom farms, which is helping to increase the local supply of high-quality mushrooms. This is a positive trend that is likely to continue in the future, as the demand for organic and locally sourced products continues to grow.



Where to find them? Look to our cover story.

FRIDAY, APRIL 10, 1999

THE BAY AREA PALATE

We Eat Chic And Healthy

Food fashion like any in S., research shows

By Michael Bauer and Miriam Margolis
COMMERCIAL FOOD EDITORS

San Francisco hasn't had much time to be fashionable in San Mateo County, but it's not the only a month, but the 36-year-old medical receptionist from Virginia Beach, Va., already means she's already been on the scene. She's already been on the scene. She's already been on the scene. She's already been on the scene.

TONIGHT

San Francisco's Bay Area's largest market research firm, tracked consumer buying habits for 112 products in large supermarkets (those with annual sales of \$2 million or more) nationwide and showed how the Bay Area compares among the nation's 11 largest markets. The Chronicle and KRON also looked at studies by Safeway, Pillsbury and other sources that shed light on the Bay Area palate.

Here is what they showed:

- Perhaps not surprisingly, the Bay Area is the No. 1 market for wine. With 330 at the average, the region scored 324, a whopping 18 points ahead of Portland, the nearest competitor.
- The region is No. 2 in fresh salads and salad dressings and No. 1 in chocolate and fresh eggs.
- Bay Area residents have strong diets with fortified water, refrigerated juices, yogurt and cheese.
- Food: Page A33 Col. 1

WHERE SODA'S HOT — AND NOT

Annual sales of sugary beverages in which the Bay Area ranks first and last in the national average

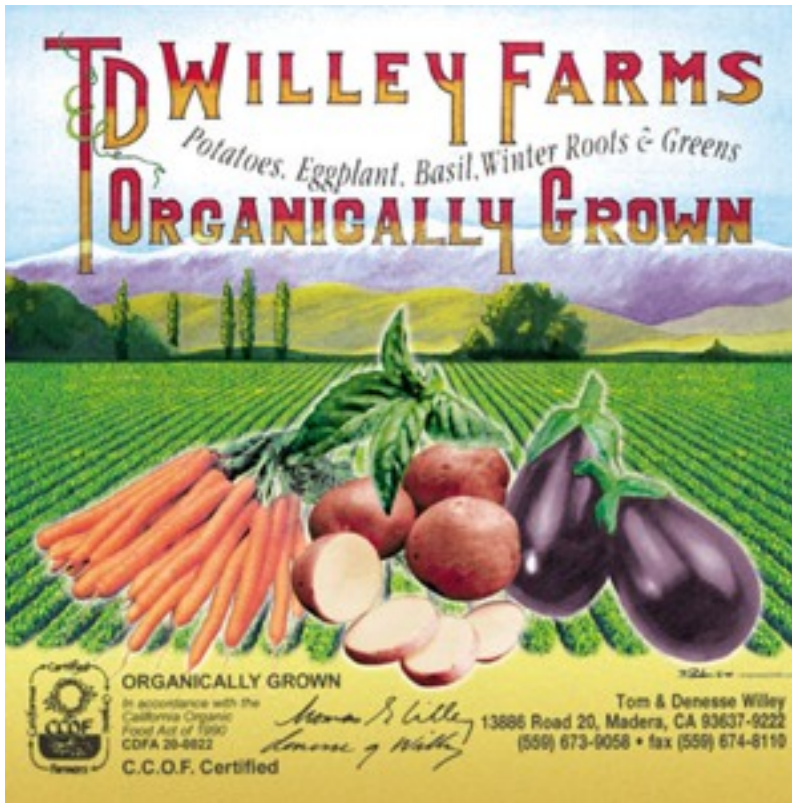
Top 5 Where soda sales totals	Lowest
Los Angeles	174
Chicago	174
Los Angeles	174
Los Angeles	174
Los Angeles	174

Bottom 5 Where soda sales totals	Highest
New York Metropolitan Area	80
New York City	78
Atlanta	74
San Francisco	71
San Francisco	71

INSIDE

- The Bay Area's diet and lifestyle trends in dining.
- A compilation of what we ate in 1998. (A12)

ORGANICS



MONOCULTURE AMID VARIETY

