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## Interview with Trevor Baird, Baird Family Orchard, 2007 (audio)

Trevor Baird

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**PORTLAND STATE UNIVERSITY ORAL HISTORY  
PROJECT  
INTERVIEW INDEX**

INTERVIEWEE: Trevor Baird

Interviewer: Adam Hopfe

Date: August 7<sup>th</sup>, 2007

Location of Interview: Portland State University, Cramer Hall, Room 194

Research Assistant: Michael Schott

Interview Series: SUSTAINING NORTHWEST LANDSCAPES & COMMUNITIES

Recording Equipment: DIGITAL RECORDER (WINDOWS MEDIA AUDIO FILE)  
WITH AN EXTERNAL, OMNIDIRECTIONAL MICROPHONE

| Time            | Notes  |
|-----------------|--|
| (File 1)<br>.32 | Family Background  |
| 0.50            | Parents had a fruit stand  |
| 2.20            | Education  |
| 3.18            | How family got involved in faming  |
| 5.30            | Peaches  |
| 5.58            | 40 acres in Dayton   |
| 6.49            | Outlets  |
| 9.00            | Food Shipping  |
| 10.03           | Grocers  |
| 10.55           | First market involved in: Beaverton Market, 1989   |
| 12.10           | Market locations and involvement   |
| 13.55           | Oregon Department of Agriculture – food handling “farmers market’s should not be treated the same as grocers...” |
| 15.18           | Sustainability:  |
| 16.30           | Personal definition of sustainability and concepts   |
| 18.20           | Leasing land to organic dairy man and receiving organic cow manure   |
| 20.25           | Large farms  |

|                 |  |
|-----------------|--|
| (File 2)<br>.22 | Success of Farmer's markets  |
| 1.50            | "...staying ahead of the curve to have better food than bigger stores..."          |
| 3.50            | Tariffs  |
| 5.33            | Personal care to ensure consistency in quality                                     |
| 8.43            | Baird Family Farm focus  |
| 9.45            | Social interaction...as a "huge advantage" at farmers markets                      |
| 11.45           | Regarding the size of the Saturday Market  |
| 12.10           | Dealing with customer questions and types of questions                             |
| 15.10           | Market pricing strategies  |
| 17.00           | White fruit and their presence   |
| 17.50           | Peaches as certified organic – they "grow small, not as pretty, prices are higher" |
| 20.20           | Organic soil, laying bare for three years  |
| 22.28           | More on leasing land to organic dairy farmer                                       |
| 25.40           | Baird Farms in 5 to ten years from now   |
| 26.50           | "diversity (crop) is more important" than the growth of the farm                   |
| 30.30           | Offering samples at the markets  |