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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 7th, 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) .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) .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