

WE DID IT!!!

Together, we raised over \$10,000 for the bakery on Indiegogo.

The three of us bakers keep on reflecting in different ways on how important that money is to us this fall. Having an expansion fund means we can do experiments like we did this Saturday -- we went to the Green Flea Market to try selling bread on a sliding-scale -- without worrying about whether our bank account will balance if we don't take in enough money.

Durham Green Flea Market

The Durham Green Flea Market is located on E Pettigrew Street, just E of where Alston Ave would cross Pettigrew if it could. It's open Saturdays and Sundays, and has big indoor area with permanent market stalls selling clothes, electronics, and other goods, and another outdoor area with temporary stalls where vendors set up shop selling everything from used toys to pupusas to fried peanuts.



It also means, that for the first time in the history of the bakery, we're actually paying ourselves the legal minimum wage for the hours we're officially scheduled to work. Which is, as y'all know, not much money and doesn't account for overtime. But still feels like a major shift.

This coming Saturday **we'll be a food vendor at NC Pride Fest on Duke's East Campus**. Come visit us! We'll be offering 3 flavors of cupcakes (probably vanilla, spiced hot chocolate & gluten-free chocolate), NC rainbow cookies, granola and some delicious savory foccacia. If you'd like to hang out at the booth for an hour or two, we'd love the help -- let us know!

We had wanted to try being out at the market as a way both to distribute more bread and to have conversations with people who might be interested in being CSB members. This past Saturday, the three of us finally tried it out for the first time. The baking schedule was a little complicated -- Noah stayed up late Friday night making doughs, baking sandwich bread and prepping pans of cinnamon rolls. Tim got up early (4:45) to bake cinnamon rolls, foccacia and pan de mesa, and Noah and Javiera rolled up at 6:30 to take the first round of cinnamon rolls and granola to the market and set up our booth. We decided to have sliding-scale prices for all of the "take-home" items, but fixed prices for the smaller "eat-here" items. This led to some really interesting conversations about what sliding scale means, as people often assumed that different loaves of bread had different prices, and if they chose to pay on the lower end



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of the scale we would give them a smaller or uglier loaf. One really special moment was when a mother came by with her two kids and decided to buy granola -- after we explained that the price was \$3-\$7, she asked them (in Spanish) "What do y'all think we should pay?", and had a little conversation about it. Here are a few notes from our debrief:

Things that we liked:

- *our table looked awesome!
- *folks who were excited about the bread being fresh-baked and made by hand
- *getting to talk to folks about sliding-scale
- *Javiera's kids getting to hang out with us
- *the fact that we made a plan for how to divide up the work, had clearly defined roles, and everything went really smoothly
- *it was a beautiful day! and lots of fun to be there

Things that we didn't like:

Whole Wheat sandwich bread

Harina Integral Orgánica (57%), Agua (35%), Aceite Vegetal (4%), Miel de Carolina del Norte (2%), Melaza, Sal, Levadura

Half-wheat sandwich

Water (39%), Organic WW Bread Flour (29%), Organic Unbleached Bread Flour (29%), Canola Oil (3%), NC Honey (1%), Salt

Pan de Mesa

Water (41%), OG14% flour (31%), OG unbleached AP flour (27%), Salt, Yeast, Love

Gluten-free sandwich bread

Water (41%), OG brown rice flour (15%), OG millet flour (11%), OG potato starch (10%), Cornstarch (9%), OG tapioca flour (7%), NC honey (4%), Salt, canola oil, yeast, guar gum

Corn-jalapeño muffins

Pecan milk (36%: NC pecans, water), OG cornmeal (25%), OG ww pastry flour (23%), Canola oil (6%), NC honey (6%), Chopped jalapeños (3%), Baking powder, baking soda, vinegar, cumin, salt

- *getting swarmed by bees trying to eat the cinnamon roll icing
- *trying to fend off Javiera's son Miguel, trying to lick the cinnamon roll icing
- *we didn't make much money
- *our booth was in a location that wasn't so good (originally we'd had a better location, but we got moved)
- *the day ran a little bit long
- *we weren't totally clear on how we could have better promoted ourselves (calling out "Pan Fresco"? walking around with baskets of cinnamon rolls? bringing something that we cooked on site so that folks could hear & smell it?)
- *we didn't have a clear plan about what questions we were gonna ask people about bread needs

We're gonna be back at the Green Flea on Saturday, October 13... if you have any thoughts about things we should do differently, let us know!