

LIVIN' LOCAL AT THE BIG FRESNO FAIR

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The Big Fresno Fair featured the Livin' Local Marketplace from Oct. 4 to Oct. 15.

The market highlighted just a few of the diverse businesses across the Central Valley.

Fresno native Luis Silva, expressed the importance of supporting local businesses and giving back to the community.

"I feel like a better person when I shop locally. I know my money is going to good hands. You don't get that feeling when you're shopping at Target," Silva said.

The businesses ranged from jewelry and clothing, home decor, baked goods and more. Each of them came with their own story and level of experience.

Reverent Coffee Company started when the owners purchased the Cool Bean Cafe in 2009. Through many hours of hard work, they were able to develop their own line of coffee in 2019 made from beans grown in Central and South America.

Located in Oakhurst where Highway 41 starts to go towards Yosemite, customers can stop in their shop and enjoy a cup of coffee. People not in the area can buy coffee beans, subscription boxes and merchandise on the businesses website.

Kacy Moreno, the creator of Peace-Rose Pottery, found her love for pottery in high school and carried that through college and into her career. With the support of her daughters, who inspired the name of her company, Moreno has successfully turned her passion into a business.

All of the ceramic pieces are



Customers walking in to the Livin' Local Marketplace at the Big Fresno Fair on Oct. 12, 2023.

Photo/Madi Fowler

handmade by Moreno in Madera, California. Although there are no products listed for sale on her website, the homepage shows the date of future events that PeaceRose Pottery will be attending.

With a small business, customers can learn about its backstory in a way one is not able to with a big corporation. Heavenly Butterfly Bakery, located in Visalia, CA, is an example of this.

Heavenly Butterfly Bakery has been around since 2014 and started as a small at-home shop. It was formerly known as Rouse's Flours for any Occasion until 2021 when the family lost their daughter Amanda to cancer. They reopened in 2022 with the current name and have been working to honor and incorporate Amanda in their business.

Local resident Alvina Beltran said she felt connected to the story behind the business.

"Reading their story touched me. I'm a single mom, so I understand the struggles that come with that. My heart goes out to this family for the loss they have experienced. It

takes strength to go through this and turn it into something beautiful," Beltran said.

Cathy's House of Bread is a woman-owned Honduran bakery based out of Clovis, California. The bakery takes traditional South and Central American pastries and modifies them for different dietary needs, such as low sugar or sugar free. They want to give bigger audiences the ability to enjoy these cultural dishes.

Rebeca Olán grew up in an immigrant family and was happy to see a culture-based business.

"As a Mexican woman, food has been a big part of our traditions growing up. I love to see people with similar roots and values grow their businesses in a way that emphasizes a significant part of themselves," Olán said.

For people that own a business, keep an eye out on Fresno Fair's website for application openings to be a part of next year's Livin' Local Marketplace.