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Wildberries Marketplace Announces Partnership With Humboldt Made

Store will help finance memberships for 20 small businesses

Arcata, CA

Arcata-based natural foods store Wildberries has pledged its support as a Founding Allied Member of Humboldt Made. In an effort to support local makers and producers, Wildberries will pay half of the Humboldt Made membership fee (\$250) for 20 up-and-coming small food and beverage manufacturers.

"Since we opened nearly 20 years ago, Wildberries has recognized the importance of supporting community commerce, especially in the locally produced food sector," says Wildberries owner Phil Ricord, "Working together, the membership of Humboldt Made will make a worthwhile impact in building local economic well being, and I believe that's good for us all."

Wildberries was one of the first local retailers to feature Go Local stickers on locally made products, a campaign that originated with Humboldt Made and the County of Humboldt. The two organizations have worked together to bring items as diverse as organic Tulip Perfume to vegan Vixen Kitchen gelato to Wildberries shelves. A recent Buyers Tour organized by Humboldt Made also connected members with retailers in the wider region, including Northern California Whole Foods.

Humboldt Made is a non-profit corporation that partners with retailers and restaurateurs, community organizations, media makers, institutions, special events and business service providers to build the economy of Humboldt County. Makers and producers who are interested in becoming members can contact Kathleen Moxon at 388-3010.

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