

CELEBRATING SUCCESS

The Bread Board

Keith Zinn and John Volkman

Artisan Bakery

Falls City, OR - (503) 787-1817

Started December 2008

Employees - 3

*“Where Food, Culture and Community
Intersect”*



The Bread Board is an artisan bakery that sells sourdough bread baked in a wood-fired oven. Owners Keith Zinn and John Volkman started the bakery in December of 2008 and sell their bread in local farmers’ markets in Salem, Independence and Silverton.

Keith loves sharing his passion for the culinary arts with his customers. **“One of the best things about this business is the opportunity to educate customers about this style of baking.”** It is an old-world, traditional style. John and Keith grow the wild-yeast sourdough starter and mix it by hand. It takes three days for the fire to heat the oven. Although it takes a lot of work, they are still able to put their bread on the market at an affordable price. According to Keith, **“Our greatest success has been getting to know the community.”**

In the summer of 2010, the Bread Board will be moving to a permanent location on Main Street in Falls City, OR. Keith has been offering culinary classes to kids and hopes to hire on some of his former students. They also plan on featuring local art in the new space. The new

location will also feature pizza, and may expand to pastries, cakes and tarts in the future.

History

Keith has 20 years of experience in baking. He learned the style of baking used at the Bread Board when he trained in California for 5 years at Wildfire Bakery. In a town of eighty people, they sold 700 loaves of bread per day. Before opening the Bread Board, Keith took a break from baking and worked for six years building furniture.

Partnership with MERIT

Keith and John were already baking and selling their bread prior to the start of the MERIT class. Keith asserts that **“MERIT expanded our views on the potential of our business.”** The program inspired them to market more aggressively and to become more customer oriented. They learned how to make their business stand out against all the other bakeries in the area by emphasizing that they are the only bakery in the Valley making this style of bread. Says Keith, MERIT **“lit a fire under me to make me want to explain why we are different and to expand the business.”**



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