

2024 TIERRA BELLA FOOD REPORT

I had 16 bakers make 40 nut breads and 40 dozen cookies, 5 shoppers (plus myself), 5 volunteers at the church, and 6 at the College - 4 drinks, 2 food intake. I had an awesome staff. I ordered fewer wraps because the price increased 70%. We purchased most fruit from Costco, red grapes from S&F. Riders loved the nut breads and homemade cookies. Total cost of food was ~\$3,000 less than 2023. Cost per rider decreased by \$1.28.

Total cost of food: \$13,518.86 (vs. \$16,534.04 in 2023) as follows:

- Rest Stop food/supplies (including CHP & church) \$2,827.45 (\$3.08/rider)
- Pacific Dining (wraps and potatoes) \$1,481.44 (\$1.60/rider)
- Bay Area Ice Cream (500 scoops, we committed to 800) \$1,500 (\$1.64/rider)
- Pizza/salads for rest stop/logistics meeting \$59.97

Food Trucks (pre-paid by riders, plus some purchased day of) \$7,650

The projected number of riders on April 1st was ~940. I was able to adjust some of the food orders, including wraps/potatoes; and give an accurate count for guaranteed meal vouchers per truck. By the time rain was predicted, all I could do was reduce the fruit that we bought, which saved ~\$200 more. As expected with a 69% no show, there was a lot of food leftover. Drinks, chips and some bars went to the ride/picnic for volunteers, Diane took some for Paso Robles, Patty for S2S, the rest was donated to St. Joseph's – 294 pounds, valued at \$570 (~same 2023).

THOUGHTS FOR IMPROVEMENTS for 2025

1. **CHP leftovers.** Too much volunteer food leftover. Other than providing lunch, and bagels/coffee in the morning, this was the first year we purchased food for volunteers. The plan was to have food in the morning for all volunteers working, not just at CHP, but for registration, parking, logistics, radio, safety, etc. Volunteers could get food/drinks either at CHP, any of the rest stops, and in some cases, we arranged pickup at the church on Friday and/or drop off at Hyland Bikes (4 nut breads). Melanie arrived at CHP at 5:30am and had coffee and food (nut breads, bars, cuties, etc.) ready by 6am. Parking and safety picked up coffee, but not food. Melanie also put out food for the afternoon. We ordered the first 8 pizzas to arrive at 11:30am. Since we had so many riders “no show”, we gave vouchers to all volunteers and did not need to order additional pizzas. The problem was that none of the other groups took any of the food except nut breads from the church. Not sure about the rest stops. Since the weather was so bad, very few of the volunteers stopped at CHP for food after their shifts.

Recommend: In 2025, I will only order enough food for CHP for the volunteers at CHP and a few more snacks in the afternoon for the other volunteers coming for lunch (pizza and cookies) after their shifts. I will have a separate column for “other” on my spreadsheet and order breakfast bars, cuties, nut breads, etc. for the other groups working remotely (other than a rest stop). The captain or some other designee will come to the church on Friday at 1pm (like the other rest stop captains) and take their food items from the staging area marked “other”.

2. **Cost of wraps / potatoes** – Pacific Dining raised their prices 70% and 40%, respectively.

Recommend: In 2025, consider buying platters (roll ups/wraps - variety) from Costco for Uvas (or wherever the lunch stop will be) and prepacked chicken wraps/roll ups from Costco (picked up on Friday) for Henry Coe. The platters would need to be picked up the day of the Tierra Bella. Each platter has 40 small pieces, so we would need 10-12 platters (depending on Donny's projections of when and how many riders will arrive). We will need to think of a good way to keep them cool (put them on bags of ice?) AND/OR have a rest stop volunteer pick up and drop off at 11:30, the rest at 12:30. If we still want to serve potatoes, we would need additional volunteers to make potatoes and drop them off at the church. This year, we ordered 30 pounds of potatoes. It would save us ~\$800-900 (depending on 2025 costs) overall, but would take at least 3-4 more volunteers. Pacific Dining makes the wraps and potatoes that day and drops them off at the church, which is very convenient. We should vote if it is worth it to get them from Costco.