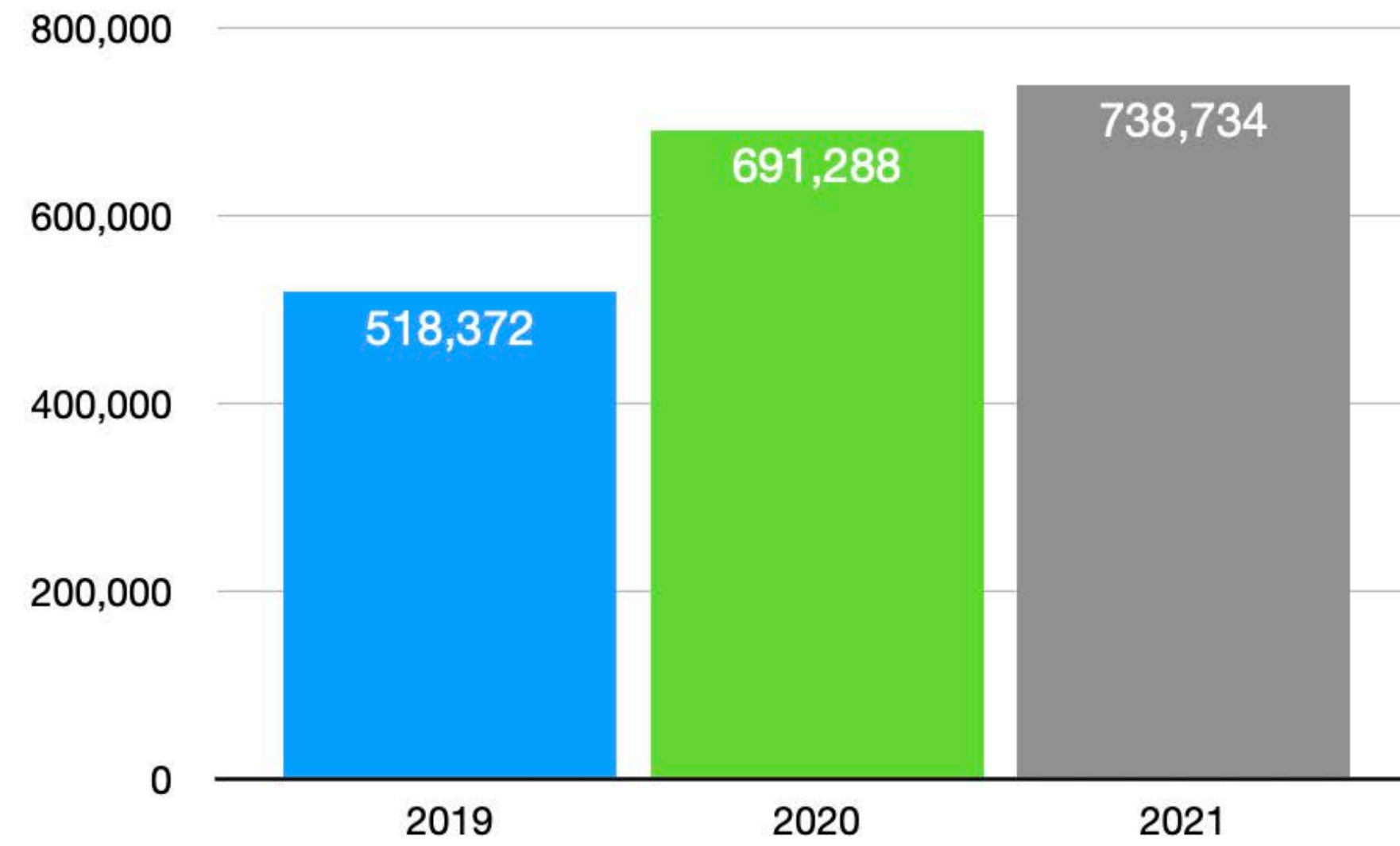


Harvest Time

2022

Web Traffic



Year	Page Views
2019	518,372
2020	691,288
2021	738,734

- From 2019 - Current, Website views has increased by 42.5%

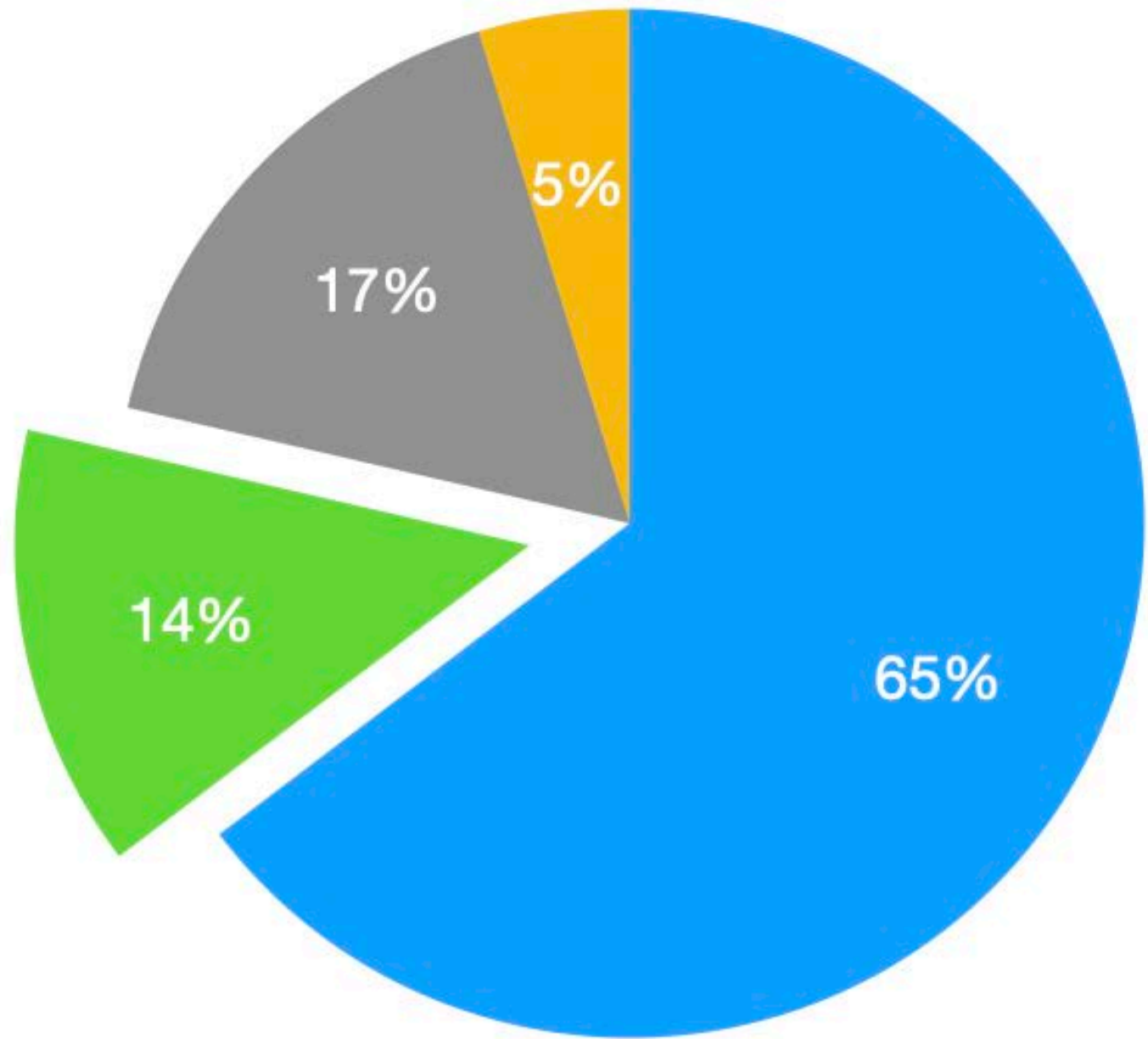
Growth of Fall Harvest

Website Traffic by Year (Fall Season)

Description	2018	2019	2020
Total Web Traffic	518,372	691,288	738,734
Outside of Fall	487,201	656,408	698,790
Fall	31,171	34,880	39,944
Growth (Fall)		12%	14%

- From 2019 - Current, Website views for Fall Harvest has increased by 28.1%

Where Are Our Website Visitors Coming From?



- Metropolitan Areas (Cities West of 680)
- East Contra Costa
- Surrounding Cities (From Martinez - Livermore - Lodi)
- Sacramento - Visalia

- Only 14% of our website visitors are visiting us locally
- 65% of our website visitors are from the Metropolitan areas

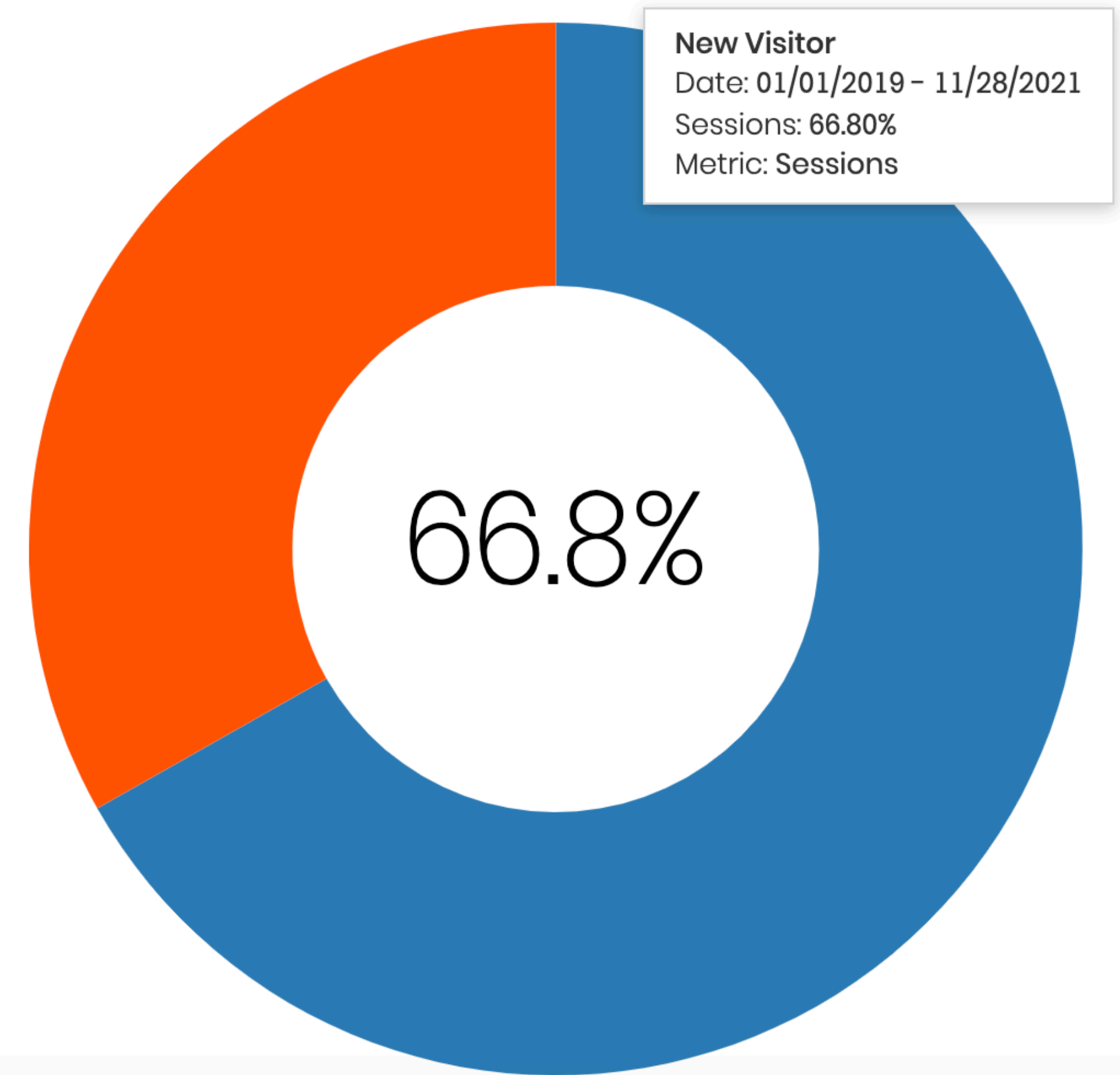
New Website Visitors Vs. Returning Visitors

● New Visitor

66.80%

● Returning Visitor

33.20%



- **Our web presence continues to grow and we continue to reach a new audience**

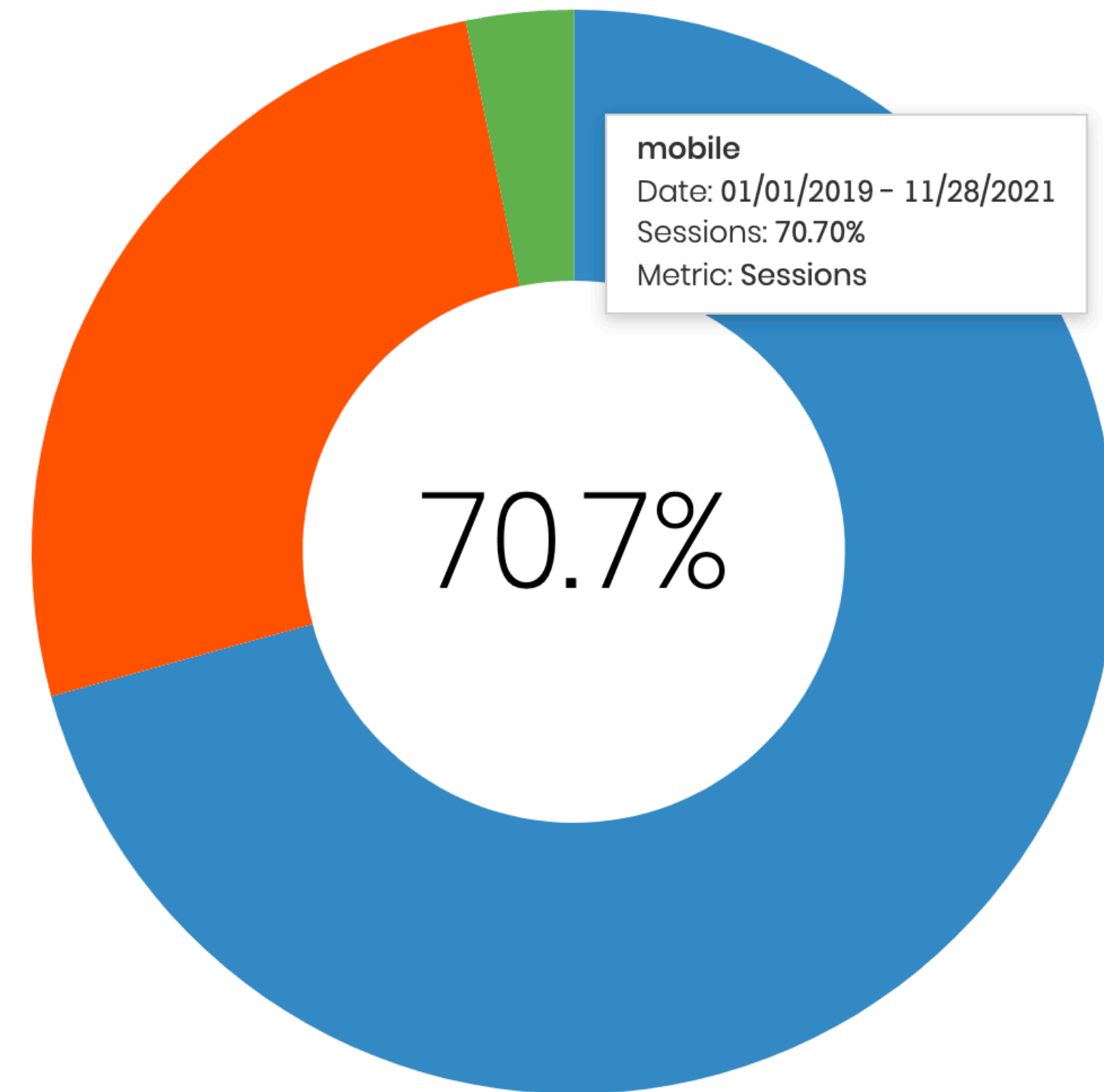
How Are Our Website Visitors Viewing Our Website?

Sessions by Device Category

From 01/01/2019 until 11/28/2021 (Custom range) ▾

- mobile
- desktop
- tablet

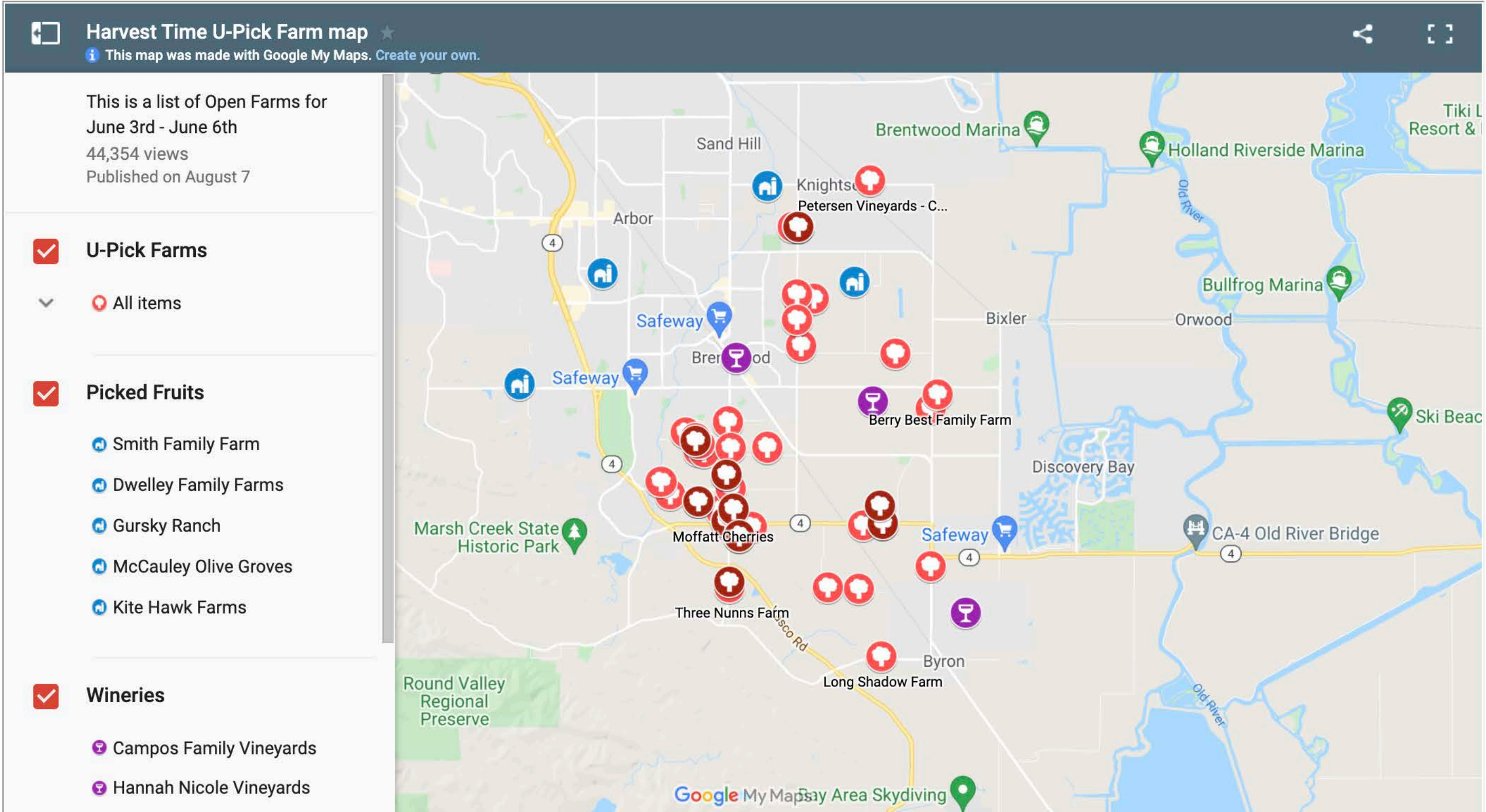
70.70%
26.10%
3.20%



- **70.7% of website visitors visit our website using a mobile device.**

New Interactive Digital Map

Harvest Time Map



This year, during the last 2 weeks of our cherry U-Pick season we introduced an interactive digital map receiving 44,354 interactions in 2 weeks. The map allowed users to view and navigate to nearby farms using their mobile device



Harvest Time E-commerce Store









FARM FRESH
Come learn how farm-fresh is just naturally more delicious, nutritious and more economical too! Whether you prefer picked produce, or enjoy picking your own, we have educational programs, fresh, delicious fruits, vegetables, and nuts waiting for you.

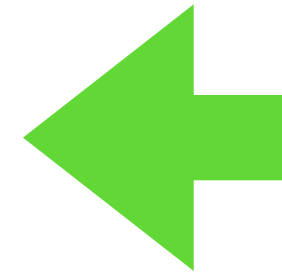
GROWING MEMBERS
Currently 45+ members offer numerous items such as fruit, vegetables, nuts, wine, nursery stock, alfalfa, gourmet products and gift baskets from over 900 acres. The U-Pick or Pre-Picked stands are seasonal, however some members offer products year round.

RICH EXPERIENCE
Harvest Time offers an abundance of information and opportunity to visitors and those local businesses who welcome them to our agricultural core and growing economy.

Harvest Time Merch

Support Harvest Time Farms!

 Shirt Demo Support Female Farmers \$22.00	 Shirt Demo Its A Farmer Thing \$22.00	 Shirt Demo Keep Calm The Farmer Is Here \$22.00	 Shirt Demo Support Your Local Farmers \$22.00
 Shirt Demo Farmer Im More Than You Think \$22.00	 Shirt Demo Proud American Farmer \$22.00	 Apron Demo \$20.00	 Mug Demo \$20.00

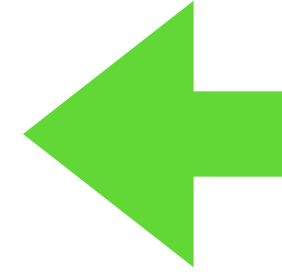


Featured Merchandise

Gursky Ranch

Our baskets are carefully designed, hand-packed and individually wrapped with cello. We are known for our coordinating bows and seasonally appropriate decorations.

 Large Gift Basket \$78.00	 Medium Gift Basket \$58.00
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Featured Farms

Featured ▾



Apron Demo
\$20.00



Balsamic Vinegar
\$20.00



Basil - Extra Virgin Olive Oil
\$13.50



Garlic - Extra Virgin Olive Oil
\$13.50



Local Brands

- Harvest Time
- McCauley Olive Groves
- Gursky Ranch



Harvest Time Tote Bag Demo
\$20.00



Large Gift Basket
\$78.00



McCauley Jar Of Honey
\$8.00



Medium Assorted Nuts
\$28.00



Medium Gift Basket
\$58.00



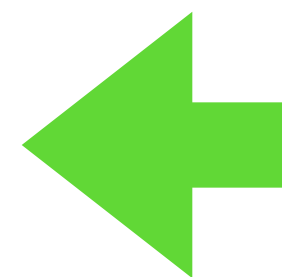
Mug Demo
\$20.00



Raspberry Balsamic Vinegar
\$20.00



Regular Extra Virgin Olive Oil
\$11.00



Product Page



Gursky Ranch

Home > Gursky Ranch



The Gursky family has been involved in agriculture for four generations. Roy's grandfather, Nathan, and his dad, Ephraim, formed the original "Gursky and Son" with a dairy on Empire Mine Road in Antioch and farmed land on Orwood Island in the Delta. The dairy grew into a feedlot and the business became "Gursky and Sons" when Roy and his brother Barry graduated from agricultural management programs at Cal Poly and Davis and brought their wives to the ranch to begin our families in 1968. Unfortunately, the cattle market declined and in 1975 we lost the ranch and moved into Brentwood finding other employment and starting over.

[Harvest Time Profile](#)

Local Brands

Harvest Time

McCauley Olive Groves

Gursky Ranch



Featured ▾



Medium Assorted Nuts

\$28.00



Large Gift Basket

\$78.00



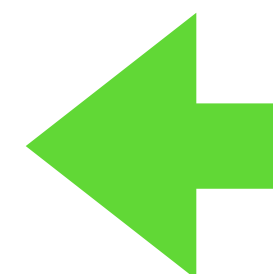
Medium Gift Basket

\$58.00



Small Gift Basket

\$38.00



Farm Profile Page



Medium Assorted Nuts

\$28.00

Roasted/Salted Almonds Roasted/Salted Pistachios Roasted/Salted Cashews
Smokehouse or Honey Roasted Almonds

OUT OF STOCK

SHARE



Medium Assorted Nuts

OUT OF STOCK

Description

- Roasted/Salted Almonds
- Roasted/Salted Pistachios
- Roasted/Salted Cashews
- Smokehouse or Honey Roasted Almonds

Relate Products



Large Gift Basket

\$78.00



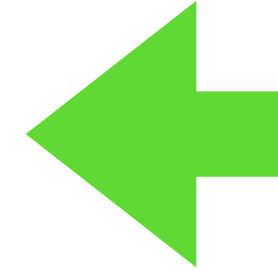
Medium Gift Basket

\$58.00



Small Gift Basket

\$38.00



Product Details

U-Pick Capital Documentary Project 2022

Key Focus Points

- The Farming Aspect of Cherry U-Pick
- The Experience of a U-Pick Daycation
- The Agricultural Tourism impact to the Brentwood and surrounding areas
- What it is like to live in a U-Pick City.

2022/23

- **Marketing Cost: \$20,000**
- **Facebook Ad Buy: \$4000**
- **Publication Ad Buy for Red Tricycle and 510 Families: \$2000**

Documentary Cost

- **\$40,000 for a 50 minute documentary**

U-Pick Capital

