

30+
YEARS IN
BUSINESS

LOCALLY
MADE

JEFFREY & SHELBY PLUMMER OWNERS

CHARLOTTE, LYLA & ELOISE DAUGHTERS

Jeffrey and Shelby Plummer first met at a bakery in Sacramento. Shelby was a cake decorator and Jeffrey was the head baker. It was love at first bite! Moving back to Chico when they began their family, an opportunity to work at Upper Crust opened up and they knew it was meant to be.

Their dream of owning a bakery came true last year when they took over as the new owners of Upper Crust after having worked there for over 7 years. Continuing to provide delicious food and beautiful desserts to their amazing customers remains top priority.

"Our customers are incredible, and because of that, we always strive to put out the best products we can. We always want our customers to feel at home when they walk in the door. Everything we make here is made with not only the best ingredients, but is also made with love. The pride we have in everything



we do, is extremely important to us as a business," said Jeffrey.

So, if you're in the mood for an out-of-this-world quiche, a pastry fresh out of the oven, a beautiful cake for a special event or a fantastic salad or sandwich for lunch, Upper Crust is the spot.



130 MAIN STREET, CHICO CA | 530.895.3866
INFO@UPPERCRUSTCHICO.COM | WWW.UPPERCRUSTCHICO.COM

20
YEARS IN
BUSINESS

KREMER DENTAL CARE DR. KEVIN KREMER

Dr. Kevin Kremer is celebrating 20 years of dentistry in Chico and its surrounding communities after opening his first dental office in 1999. As a local dentist who is active in our community, he is happy to find ways to give back and make it great.

Dr. Kremer believes that people should not fear going to the dentist, leading to him creating a dental practice that was different; "Our focus is on customer service and quality care, as well as a great environment for team members."

As a general and cosmetic dentist, Dr. Kremer is one of only 2% of dentists nationwide to be certified by the prestigious LVI Dental Institute in advanced training in modern dentistry.

His team is committed to providing the highest standard of care to every guest, every time. He offers many dental services at each location including anxiety-free dentistry, emergency visits, extractions, veneers, denture and implant



consultations, same-day-crowns, and state-of-the-art computer guided dental implant surgery. Call today to schedule a reservation.



3 GLENBROOK COURT | CHICO | 530.892.1234
140 INDEPENDENCE CIRCLE | CHICO | 530.892.1218

Petal power

*Farming couple produce
local, sustainable and
beautiful flowers*

Emma Harris was ringed by color on a recent muggy morning at her flower farm. Cosmos, Asiatic lillies, echinacea and nigella cast a rainbow around her as she arranged dozens of bouquets in the shade of a carport. In the coming weeks, dalias—their blooms delayed by the North State's unusually long spring—will join summertime varieties, such as zinnias and sunflowers.

Harris and her husband, Craig Piluso, are owners of Pine Creek Flowers, a west Chico farm specializing in "slow flowers"—that is, plants that are grown and sold locally.

"Most flowers you find in a grocery store have traveled from Guatemala, Ecuador, New Zealand," Harris explained. "That's too much of a carbon footprint for what's sustainable. And most of those flowers can be grown right here."

Indeed, with organic practices—Harris and Piluso eschew traditional farming techniques, such as pesticides and herbicides—the couple raise dozens of hearty and beautiful varieties throughout the seasons. Both work on the farm full time, and while many of their jobs overlap, they also tend to their own tasks.

Piluso, for example—whom Harris affectionately refers to as her "field beast"—runs myriad machinery, including the tractor. He also makes the organic compost tea that fertilizes the crops. Harris orders the farm's seeds, does the seed-starting, and is the point-person for customers. Of course, both spend long days in the field—weeding and harvesting.

Piluso's pull to agriculture was natural. He was born into a farming family here in Chico, and he holds a degree in ag business. Harris' journey was more circuitous. A

Harris' pro tip:
Embrace your failures; they are opportunities for learning and growth.

Find Pine Creek Flowers at the Saturday Chico Certified Farmers' Market and the Thursday Night Market.
pinecreekflowers.com

Connecticut native, she studied philosophy and religion in college in upstate New York. There, she started going to farmers' markets and discovered the slow food movement.

"It's a really good thing for the environment, for the local economy," she said, "and once I discovered there's a



Emma Harris of Pine Creek Flowers shows off a big bouquet of zinnias.

PHOTO BY MELISSA DAUGHERTY

slow flowers movement, I thought, *Well, that's a dream.*"

Harris never imagined she'd find her dream job, let alone her future husband, in Chico. She came here "on a whim" for a nine-month internship at an organic produce farm. When it ended, she began working for California Organic Flowers. Five years later, after its owners announced they planned to retire in the spring of 2016, Harris and Piluso—who got married last year—decided to fill the niche. They started at a family-owned parcel adjacent to Pine Creek—hence the name—and began selling at the Saturday Chico Certified Farmers' Market right on cue.

"That was nothing short of a miracle, because literally they had their last market and our first sunflowers bloomed," Harris said.

Pine Creek Flowers quickly outgrew that space and moved to a larger parcel to gradually expand the operation. Nowadays, Harris and Piluso also operate a booth at the Thursday Night Market, sell to local florists and three local grocers—Chico Natural Foods, New Earth Market and S&S Organic Produce and Natural Foods—and take occasional special orders for weddings.

Though the farm is hitting its stride this year, Harris says a lot of trial and error has brought the business to this point. "There's definitely some failure in the process, but that's how you learn and make things better," she said.

—MELISSA DAUGHERTY
melissad@newsreview.com

MORE ENTREPRENEURS CONTINUED ON PAGE 22