



Honey Ridge Farms, Washington



Liz Lovely, Vermont



Bravo Farms, California



The Girl & the Fig, California



Freddy Guys Hazelnuts, Oregon



Hedonist Artisan Chocolates, New York

The Online Farmers' Market

An innovative Web site gives small-batch food vendors a big audience.

Now you can shop for the best farm-fresh produce and artisanal treats right from your desk. Simply head over to foodzie.com, which offers goodies from nearly 300 independent food makers and growers around the country. With a few clicks, users can load a cart with honey from beekeepers in Washington, **gluten-free snickerdoodles made by a Vermont baker**, or fig jam from a California restaurateur—to mention just a few of the merchants shown above.

"Foodzie is about helping people discover new products," says Emily Olson, who cofounded the business in 2008 with partners

Rob LaFave and Nik Bauman. "We also want to help these vendors become a bigger part of our country's food system."

The site, often described as an etsy.com for edibles, allows shoppers to search for products by location, ingredient, and popularity. There's even the chance to learn about the folks behind the food through online profiles. "It can be hard for people to find you when you're a small company," says Jonathan Van Ryn of Bravo Farms, which sells handcrafted Cheddar, pepper jack, and Gouda cheese from Traver, California. "Foodzie is a place where all us little guys can get together." —M.K.F.

PHOTOGRAPH BY (FREDDY GUYS HAZELNUTS) JOHN VALLS