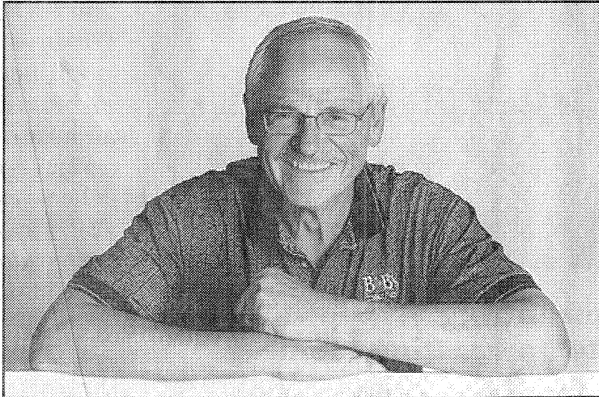


# BoB's Produce Ranch

From 1955 – 1958, BoB Schroer helped to operate a roadside fruit and vegetable stand on East River Road in Fridley. He decided that he wanted to be in the business for himself, and in the spring of 1959, BoB's Produce Ranch opened for business as a roadside fruit and vegetable market. The market originated as an oversized double garage located on the corner of Mississippi St. and East River Road in Fridley. BoB's featured locally grown fruits and vegetables, many of which were grown on a farm that lay directly behind the market. As BoB's business began to grow, more buildings were added on. In 1961, encouraged by many customers, BoB added a lawn and garden center. Bob hired his brother Jerry to run the garden center and the business continued to grow



and develop. Fruit baskets and gift boxes were added in 1964 and were an instant success. BoB's Produce Ranch was growing like crazy, and in the spring of 1969 the business moved to its present location at the corner of Osborne Road and University Avenue.

In 1970, BoB sold the garden center portion of BoB's Produce Ranch to the Green Giant Company, which later sold it to Frank's Nursery.

BoB then took the produce portion of the business and began "adding on" some more. First a cheese and sausage department was added, followed by an in-store fresh bakery, fresh meat department, and



a full-fledged hot and cold deli department.

In the spring of 1993, BoB's had the grand opening of its newly remodeled store. The building square footage was nearly doubled and the dairy, frozen foods and grocery departments were expanded. BoB's fresh in-store bakery bakes fresh every day and BoB's deli department offers a tremendous amount of choices for lunches and dinners. They have a great salad bar, soup bar, hot dinners, hand-carved sandwiches, panini sandwiches and more! They also have a large seating area in the store so you can sit inside (or outside) and enjoy your meal. BoB's large full service meat and seafood case is known for having the finest meats in the area and, of course, BoB's produce department is still known for having the finest and freshest fruits and vegetables available.

From 1959 until now, BoB and his staff have built their reputation with freshness, high quality products, friendly service, convenience, and great value. BoB is still involved in the day to day operation of the business, though he claims to be "semi-retired". He has had three co-owners since 1999, Tom Freund, Mike Schroer and Dick Schroer. Together with long time director of operations, Sheila Quick, they oversee the operation of BoB's Produce Ranch.

BoB's is looking forward to the opening of their next store in Otsego, MN in May. They are excited to be bringing their concept of freshness, convenience and great service to another location. Their new store promises to have all the great qualities of their Fridley store and also some other perks, most notably a Dunn Bros Coffee with an express drive through window.