



**An Enterprise Zone Success Story:
Eureka Natural Food Stores
*Eureka, California***

Eureka Natural Food Stores started over 20 years ago with four people. Today, the successful, independent, family-owned business has 75 employees and offers full benefits which include vacation, healthcare, vision, dental, and a retirement package.

“When we first started we had a tiny store,” said owner Rick Littlefield. “Since then we have moved four times, expanded our operations and hired more employees. We have been able to do all of this because of the Enterprise Zone Program.”

“You have to prime the pump,” continued Littlefield. “You have to put in the effort before it begins to pay off. This is what the Enterprise Zone Program does; it helps small businesses get going. It has helped us grow our company, hire more employees and pay them a living wage (\$10 or more per hour plus benefits).”

“The region which was once dependent on the timber industry is now becoming more diversified,” says Mr. Littlefield. “Natural foods are an important part of Humboldt County’s future and the Enterprise Zone Program is helping companies like mine create good-paying jobs. Eureka Natural Food Stores, which supports organic farming and sustainable agriculture, is continuing to grow in popularity, bringing benefits to employees, customers, suppliers and the greater community.”

California’s Enterprise Zone Program was established in 1984 in order to stimulate business investment in depressed areas of the state and create job opportunities for local residents. The Enterprise Zone Program is one of the state’s most successful economic development tools – combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion.