

MICAH ELCONIN
Food and Beverage Sector Strategist



Micah Elconin is the founder of Season to Taste Consulting. He leverages over a decade of experience as a sales manager, food entrepreneur, non-profit manager, analyst, teacher, professional chef and amateur gardener to provide value for regional food businesses. He is also a Mentor in Residence at RAIN Eugene. Micah holds an MBA from the University of Oregon, BA from the University of California, Santa Barbara and dual certificates from Bauman College. He is an avid rock climber, runner, and cyclist.

Elconin's past projects include:

- Leading and growing sales by 50% between 2015 and 2016 at Harvest Santa Barbara, a wholesale local and organic produce distributor servicing the Central Coast of California.
- Development and launch of Sprout!, a 12,000 square foot regional food hub that includes incubator kitchen, business support services, year round farmers market, office and event space.
- Creation of "Lane Country Food Makes Dollars and Sense", a local foods marketing campaign implemented by Willamette Farm and Food Coalition.
- Consulting for Nutiva, one of the fastest growing natural foods businesses in the country.
- Consulting for BRING recycling, an organization that helps people understand how the stuff we use shapes the planet we share.
- Founding and managing The Educated Vegetable, a personal chef service focused on seasonal plant based cuisine and therapeutic applications. Past clients include Will Smith, David Crosby, and Noah Wyle.