



Great Lakes Fruit, Vegetable & Farm Market EXPO

Michigan Greenhouse Growers EXPO

December 9 - 11, 2014

DeVos Place Convention Center, Grand Rapids, MI



Farmers Markets: Collaborating with Other Farmers and Businesses to Extend Your Marketing Reach

Thursday morning 9:00 am

Where: Grand Gallery (main level) Room A & B

This session featuring a panel of Michigan farmers and small food businesses will explore the following questions: How can farmers and local businesses cross-promote and share in each other's already existing customer base? How is transparency and integrity maintained when others sell, market, or otherwise represent your product? How can farmers and value-added producers work together? How can you structure partnerships (formally or informally) for mutual benefit?

Moderator: Christine Miller, Board Chair, Michigan Farmers Market Association, Market Manager, Meridian Township Farmers Market

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| 9:00 am | Collaborating with Other Farmers and Businesses to Extend Your Marketing Reach <ul style="list-style-type: none">• Kristin Krokowski, Commercial Horticulture Educator, Univ. of Wisconsin, Waukesha County, WI |
| 10:00 am | Farmer Panel Focused on Collaboration and Extending Your Market Reach <ul style="list-style-type: none">• Erin Caudell, Flint Ingredient Company and The Local Grocer, Flint, MI• Andy Stutzman, Kuntry Gardens, Homer, MI |
| 11:00 am | Session Ends |

1 **Collaborating with Other Farmers and Businesses:**

Kristin Krokowski
 Commercial Horticulture Educator
 University of Wisconsin Extension
 Kristin.krokowski@uwex.edu

2 **“The relationship between producer and consumer is not formal or contractual, but rather the fruit of familiarity, habit and sentiment, seasoned by the perception of value on both sides” (Hinrich 2000)**

3 **What are your customers buying?**

- ▶ High quality food
- ▶ Safety from food borne illness
- ▶ The ability to support local farms
- ▶ Good value (not a cheap price)

4 **Who currently buys local food in Michigan?**

- ▶ 53% female
- ▶ 46 years old
- ▶ 2.39 adults per household
- ▶ Less than 1 child per household (0.91)
- ▶ Some college
- ▶ \$56k in household income
- ▶ 61% married, 22% single
- ▶ 38% work full time, 19% work part time, 17% retired
- ▶ 81% white, 13% African American, 5% Latino

5 **Expanding your reach:**

Choose your target wisely.

- ▶ One stop shopper
- ▶ Families with children
- ▶ Young adults (18-30 year olds)
- ▶ Lower income
- ▶ Less educated
- ▶ Racially/Ethnically diverse

6 **How do you get there?**

- ▶ Make it easy
- ▶ Tailor your product
- ▶ Team up with other producers
- ▶ Create a (positive) relationship

7 **Collaborations that are working:**

- ▶ Cooperative CSA's
- ▶ Restaurant Supported Agriculture (RSA)
- ▶ Selling at businesses
- ▶ Gas stations and mini-marts

8 **Collaborative CSA's**

- ▶ Marr's Valley View Farm Meat CSA since 2005
- ▶ Originally 2 farms team up to offer beef, pork, chicken and lamb shares. (equal value from each farm)
- ▶ Bi-monthly delivery to Madison/Milwaukee locations
- ▶ Split deliveries/registrations and payments.
- ▶ Up front and payment plan
- ▶ Summer and winter shares

9 **Marr's Valley View CSA grows**

- ▶ Managed by a single farm
- ▶ Adds optional add on shares (honey, vegetables and eggs)
- ▶ Changes to three meats (pork, beef and chicken)
- ▶ Centralized registration and delivery
- ▶ Buys local at wholesale prices and packs shares
- ▶ Delivers to 12 pick-up drop off locations including businesses
- ▶ 400 shares

10 **Important considerations:**

- ▶ Create a relationship
- ▶ Familiarize your customers with your production practices and why you use them
- ▶ Help customers understand your products (cuts, uses, portions, preparations)
- ▶ Include recipes – especially for unfamiliar products
- ▶ Communication is key! Your system needs to work for you and your customer.
- ▶ Keep track of inventory and sales so you can know if you are making a profit
- ▶ Welcome customer feedback.

11 **Restaurant Supported Agriculture: Braise**

- ▶ Braise Restaurant Supported Agriculture was created to make local, peak of season produce easily accessible to area restaurants. By working with area farms and restaurants in a cooperative effort, the RSA addresses the obstacles that have prohibited restaurants from using local products, namely the time and cost associated with sourcing locally. The RSA also allows farmers to be fairly compensated for their hard work, while keeping their farms' identity intact.

12 **Restaurant Supported Agriculture (RSA)**

- ▶ Aggregating products can lead to efficiencies (ordering, delivery and billing)
- ▶ High quality, fresh product is essential
- ▶ Higher prices than wholesale but less than retail
- ▶ Farm identity maintained
- ▶ Home delivery also available

13 **Restaurant Supported Agriculture**

- ▶ Excellent communication is required
- ▶ Timely delivery of product
- ▶ Be willing to try new things
- ▶ Minimize the potential risks through contracts

14 **Gas Stations, Mini Marts and Corner Stores**

- ▶ One stop shopper
- ▶ Families with children

- ▶ Young adults (18-30 year olds)
- ▶ Lower income
- ▶ Less educated
- ▶ Racially/Ethnically diverse

15 **Gas Stations, Mini Marts and Corner Stores**

- ▶ Easy access – not an extra trip
- ▶ Climate controlled
- ▶ Existing staff
- ▶ Local branding
- ▶ Convenient hours

16 **Gas stations, Mini Marts and Corner Stores**

- ▶ Lower prices
- ▶ Contracts a must
- ▶ Food safety expectations
- ▶ Extra place to stock
- ▶ Appropriate customers
- ▶ Takes time to build a customer base

17 **A Few Things to Consider.....**

- ▶ Communication
- ▶ Food Safety
- ▶ Insurance
- ▶ Contracts
- ▶ Licenses

18 **Communication**

- ▶ People want an instant response
- ▶ Accuracy and follow through are important
- ▶ Set up a system
- ▶ Use phone, email and text (or find someone who can)
- ▶ Don't assume someone knows what you are talking about
- ▶ Be nice
- ▶ Invoice in a timely manner

19 **Food Safety**

- ▶ Food Safety Plan
- ▶ Good Agricultural Practices (GAP)
- ▶ Good Handling Practices (GHP)
- ▶ Hazard Analysis and Critical Control Points (HACCP) Plan

20 **Insurance**

- ▶ Liability insurance
- ▶ Social Security/Disability insurance
- ▶ Commercial farm policy
- ▶ Umbrella policy
- ▶ Business structure

21 **Contracts**

- ▶ Hand shake deals
- ▶ Get things in writing
- ▶ Use contracts
- ▶ Growing on contract

22 **Licenses**

- ▶ Check state and local regulations for new ventures
- ▶ Get required licenses/inspections

23 **In conclusion**

- ▶ Assess you capacity/skills
- ▶ Find a niche
- ▶ Work with others to fill it
- ▶ Follow the rules
- ▶