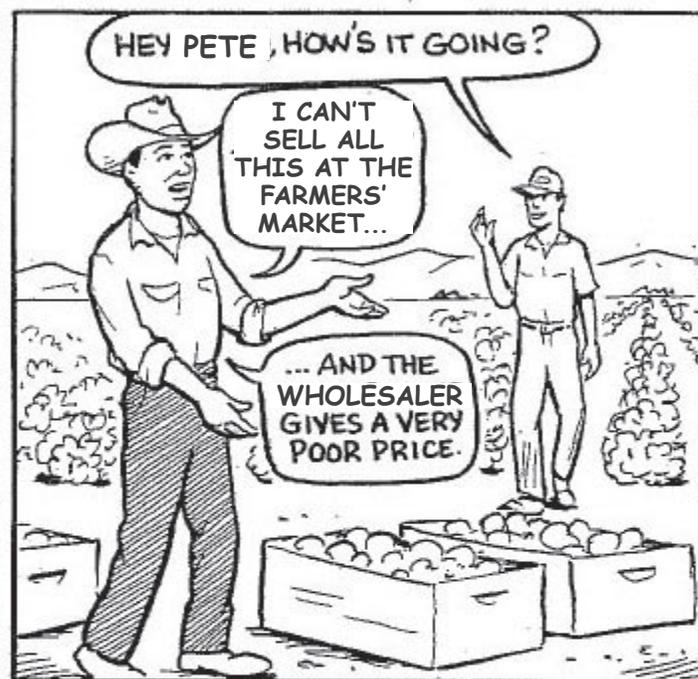
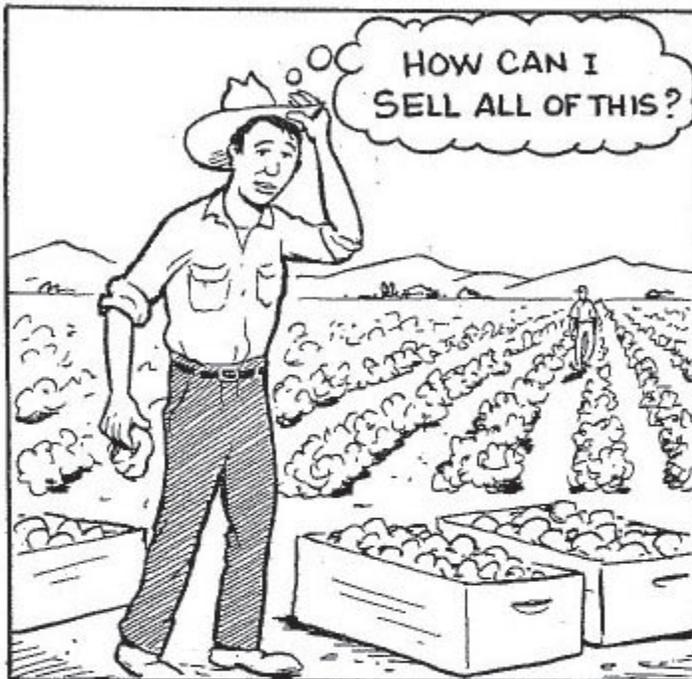
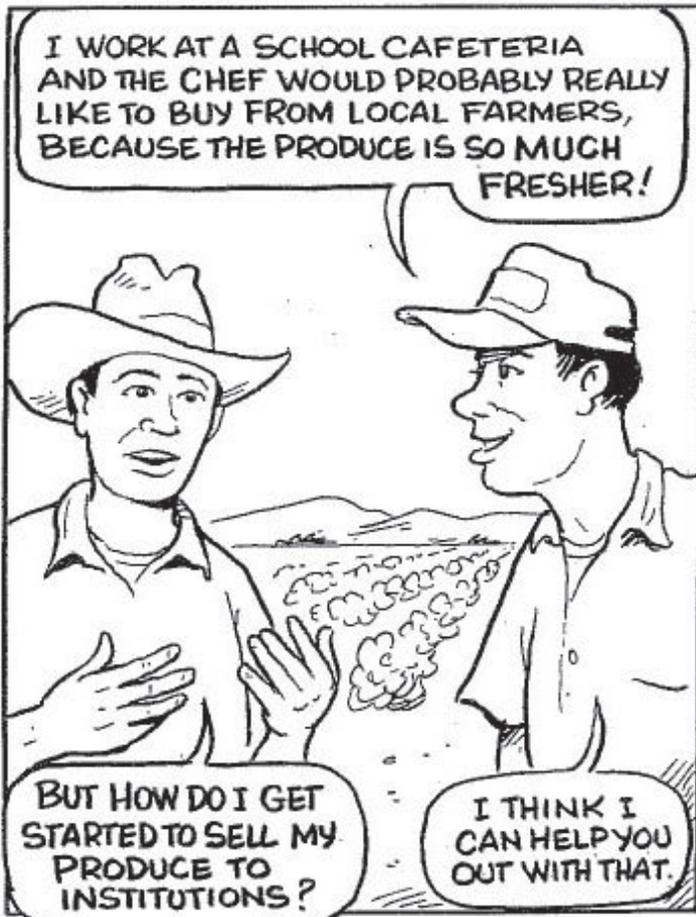


NEW MARKETS FOR YOUR CROPS





UNDERSTAND THE NEEDS OF THE BUYER AND HELP THE BUYER UNDERSTAND:

- WHAT YOU HAVE FOR SALE
- HOW MUCH IT COSTS
- WHEN IT'S AVAILABLE AND IN WHAT QUANTITIES

FREE SAMPLES OF GOOD QUALITY CAN START THE BALL ROLLING

YES, I HAVE RED AND GREEN LEAF LETTUCE, BUT DON'T HAVE GREEN BEANS. AND I CAN GET YOU A LIST OF WHAT I GROW AND PRICES. ALSO I CAN DROP OFF A SAMPLE TOMORROW AROUND NOON

THAT'S GOOD, BUT NOON IS A VERY BUSY TIME FOR ME - EARLY MORNING IS MUCH BETTER - I HAVE MORE TIME TO TALK TO YOU IF I HAVE QUESTIONS



TRY TO ESTABLISH A FRIENDLY RELATIONSHIP WITH THE INSTITUTIONAL FOOD BUYER, BUT REMEMBER: BUYERS SHOULD BE APPROACHED WHEN THEY'RE LEAST BUSY.

SURE, I CAN DO THAT

GOOD, I'LL SEE YOU TOMORROW MORNING. JUST IN CASE SOMETHING COMES UP, HOW CAN I GET A HOLD OF YOU?



I CARRY A CELL PHONE EVERYWHERE I GO - HERE'S MY NUMBER...



FOOD BUYERS ARE VERY BUSY

MAKE IT EASY FOR THEM TO BUY YOUR PRODUCE

- GIVE THEM A LIST OF YOUR PRODUCTS AND PRICES EVERY WEEK
- TELL THEM HOW TO CONTACT YOU BY CELL PHONE, FAX, OR E-MAIL

FIND OUT WHAT THEY REQUIRE FROM YOU AS A FARMER

- WASHING AND COOLING FACILITIES?
- TYPE OF PACK?
- DELIVERY TIMES?
- QUANTITY OF PRODUCE?
- LIABILITY INSURANCE?
- GOOD AGRICULTURAL PRACTICES (GAPs)?

(Some buyers require farmers to follow GAPs)

HERE'S A PRICE LIST AND A BOX OF RED AND GREEN LEAF LETTUCE; AND I ADDED A COUPLE BASKETS OF STRAWBERRIES FOR YOUR FAMILY



THANKS PETE, IF MY CUSTOMERS LIKE THE LETTUCE, I'LL LET YOU KNOW HOW MUCH I NEED

TURN THE PAGE TO FIND OUT HOW FARMERS CAN SUCCESSFULLY SELL TO INSTITUTIONS



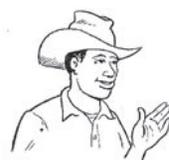

- To maintain a good relationship with food buyers, you must have on-time delivery, consistent high quality, and continuous availability of your product.
- Whole small fruits and vegetables, such as grapes, carrots, cherry tomatoes, sugar snap peas, apples, pears, berries are easy for cafeteria staff to prepare.

Farmers Can Work Together to Sell to Institutions

A cooperative marketing effort between a few farms can provide many benefits. It makes sense for farmers to work together to supply the diversity and volume of produce or meat that institutions may require. Expanded slowly over time, a cooperative marketing group allows farmers, buyers, and the buyers' customers to try something new without too much risk. Remember: it takes time to build these relationships.

Some states have product-specific commissions or boards that have developed marketing and processing capabilities to help farmers market their products. For example, the Apple Council in New Mexico works with many Latino growers, and the Council has worked with their growers to develop the school market – encouraging small sizes and trying to find additional marketing outlets for the larger apples.

It can be difficult to organize farmers to sell as a group. Fortunately there is help for farmers who are interested in institutional markets. See the organizations listed on pages 6 to 11 that help growers market their produce.



Advantages and Disadvantages of Marketing Produce Cooperatively Through a Nonprofit Organization

Better Access to Institutions: Several farms working together can grow larger quantities and more varieties of food. This can improve access to institutional markets for member farmers.

Combine Resources: Packing and grading may be done by the group, which may be able to afford a cooler and other equipment. Liability insurance may be easier to obtain through the group.

Lack of Control: Customers will pay the co-op first, rather than individual farmers. Individual farmers may have no control over the quality of the product delivered to the institution.

Marketing to Local Institutions

Hospitals, schools, senior centers, and colleges can provide farmers with a reliable local market. Selling a steady supply of farm produce to these institutions requires lots of face-to-face contact with food buyers, flexibility, and organization. In order to be successful, farmers must understand exactly what the food service manager requires in terms of quality, quantity, packaging, insurance, seasonal demands, and frequency and time of deliveries.

In some situations, it may be practical for farmers to cooperate in selling their products to institutions by developing an informal network of farmers, or by forming a cooperative. Beware: organizing farmers can be like herding cats! Another option is to locate a third party—such as a local nonprofit or community-based organization that works in food systems—for help in marketing to local institutions (see pages 6-11 for information about these organizations). Some larger for-profit food distributors are beginning to buy from local farmers to supply local markets.

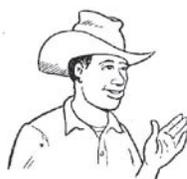
How Does It Work?

Institutions typically purchase large quantities of product at one time, usually from only a few distributors. They receive most of their fresh fruits and vegetables from a single vendor, with deliveries at least once a week.

Farmers should not expect to be paid on delivery. Institutional food services buy food at wholesale prices, and they pay by check after receipt of the product. For every delivery they make, farmers must leave an invoice or a bill of lading that is labeled with the farm name and quantity of products. The institution will pay each vendor by check at a later date, often 30 to 90 days after receipt of goods.

Institutional food services prefer to receive goods in labeled boxes that include the farm's name and type of product. Talk to the food service director about additional requirements in terms of food safety guidelines and packing specifications.

Institutions are generally a steady, reliable market. As community members learn about a farm's products through local institutions, demand for the products may increase in local grocery stores, farmers' markets, and Community Supported Agriculture (CSA) shares.



Advantages and Disadvantages of Selling to Institutions

Financial Considerations: Institutional accounts could bring more income than the farmers' market. Payments from most institutions are reliable, though they typically pay 30 to 40% less than retail (i.e., farmers' market prices) and 30 to 60 days after receipt of produce. Liability insurance of \$1 million is often required.

Extra Care: Institutional food buyers require good communication, close attention to food quality, and timely deliveries.

Special Packing and Grading may be necessary, which could require additional equipment.

Institutions that May Buy Food from Local Farmers

Schools—Kindergarten through 12th Grade (K-12)

These schools serve lunch and sometimes breakfast each week-day from September to June. Some schools also prepare lunches during the summer and may be interested in buying local products in that season. Schools represent a medium- to large-size market. According to established farm-to-school projects, farm-fresh local foods are among students' favorite meal options. Whole fruits and vegetables, such as grapes, carrots, apples, pears, berries, etc., are easy for school staff to prepare. Smaller grades of a fruit or vegetable may be particularly appropriate for primary schools. Many schools have a salad bar, which provides sales opportunities for a wide range of vegetables. It is very important to keep school staff food-preparation time to a minimum! Marketing to schools provides educational opportunities for the kids to visit your farm and to discuss in class where food comes from.

Community Colleges and Universities

Of all institutions, colleges and universities across the country tend to be most receptive to buying local and sustainably grown foods. They offer a larger sales volume and a more profitable return than most K-12 schools. Colleges often operate

year-round, though with reduced food purchases during the summer. Food services may be operated by the college or they may be privately managed by an outside food service company. Both types of food services are able to purchase locally produced foods.

Day Care Centers and Head Start Centers

Most communities have day care centers and most parents are interested in their kids eating good food. These centers represent a small-size market, with 5 to 25 kids each. Easy preparation of your produce is important to this market. Particularly appropriate are whole fruits or vegetables, such as grapes, carrots, apples, pears, berries, or smaller grades of a fruit or vegetable.

Hospitals, Nursing Homes, Retirement Villages, and Senior Meal Programs

A growing number of hospitals and nursing homes are interested in improving their mission to promote health and prevent disease by offering healthier options to patients. Some are improving the nutrition of their cafeterias by purchasing fresh, whole products from local farms. Other hospitals, such as Kaiser Permanente facilities in California, Oregon, and Hawaii, encourage

on-site farmers' markets because it increases staff and patient access to healthy foods. These institutional food services serve a steady population year-round, and can take large quantities of fresh foods during the peak of the growing season. Unlike colleges, universities and schools, the customer base is not reduced in the summer months.

County Jails and Prisons

Jails and prisons serve three meals a day to prisoners. They represent a nearly untouched market with respect to local foods, and value-added processing is not an issue as the prisons utilize the ever-present prison population to prepare foods. Local foods may be able to address ethnic food preferences.

These Organizations Help Growers Market Their Products to Institutions

Note: Recently, many private food distribution companies have started carrying local produce from their home-base regions. While this is a monumental change in conventional food sourcing models and deserves recognition, there are simply more of these distributors than we can name here. However, we are confident that the organizations we've listed in each state will be able to direct farmers to these cutting-edge distribution companies.

National

Association of Family Farmers (AFF) links independent regional producers to consumer markets through "value-chain" distribution networks. AFF certifies food for 1) environmental stewardship on the farm; 2) social standards, such as fair treatment of farm workers; and 3) fair business practices including fair compensation for family farmers. Contact David Ward, 202-997-1112. Website: www.familyfood.net

Community Food Security Coalition is dedicated to building strong sustainable, local and regional food systems that ensure access to affordable, nutritious, culturally appropriate food to all people at all times. CFSC hosts the **Farm-to-College Initiative** that links farmers and food producers with university dining halls. The website has a map where you can locate universities in your area participating in the program. Contact Kristen Markley, 570-658-2265, kristen@foodsecurity.org. Website: www.foodsecurity.org/farm_to_college.html

Farm-To-Cafeteria Listserv: To log on to the Farm to School/ Farm to College Yahoo! Groups e-mail list, go to <http://groups.yahoo.com/cfsc-schoolfood>. You can read the archives or join by clicking on "Join this Group" in the top right corner, and following the directions.

Farm-to-School Programs connect schools in 39 states with local farms to serve healthy meals in school cafeterias, support local small farmers, and provide health and nutrition education opportunities that will last a lifetime. Check the national map on their website to find a program near you: www.farmtoschool.org

Farmers' Market Promotion Program, a program of USDA Agricultural Marketing Service, offers grants up to \$75,000 to grower cooperatives or associations to explore any type of direct-marketing option for farmers that would increase local circulation of dollars. Contact Carmen Humphrey, 202-720-8317, carmen.humphrey@usda.gov. In addition, marketing resource publications are available on topics like trends in the retail market and alternative distribution systems. Website: www.ams.usda.gov/marketingpublications

Food Alliance is a national sustainable agriculture organization that certifies farms and ranches for safe and fair working conditions, healthy and humane treatment of animals, and environmental stewardship. They also certify food processors

and distributors. Growers use this certification as part of their marketing strategy because it allows them to make credible claims for social and environmental responsibility. Food Alliance also cultivates relationships with commercial food buyers by organizing events that let buyers and sellers meet each other. Offices are in Oregon, California, Minnesota, and Pennsylvania. Call 503-493-1066. Website: www.foodalliance.org

Local Harvest, founded in 1998, is a primary place on the Internet where people can find sources of local produce in their area around the nation. They maintain a definitive and reliable "living" public nationwide directory of small farms, farmers' markets, grocery stores, & restaurants that purchase local foods. Click on your state to find listings of restaurants and food co-ops in your area that may buy your produce. Website: www.localharvest.com

National Center for Appropriate Technology (NCAT) houses the **ATTRA** project, which has a toll-free telephone helpline to answer questions from farmers around the country about sustainable and organic production and marketing. NCAT can direct farmers to groups that can help them market their products. Call 1-800-346-9140. Website: www.attra.ncat.org

National MarketMaker is a national partnership of land grant institutions and state departments of agriculture dedicated to the development of a comprehensive interactive database of food industry marketing and business data. The website was created by a team from University of Illinois Extension to connect food-producing farmers with economically viable new markets. MarketMaker has active sites in Nebraska, Iowa, Illinois, Indiana, Ohio, Michigan, New York, Kentucky, Mississippi, and Georgia. Colorado and South Carolina sites are in progress. Website: <http://national.marketmaker.uiuc.edu>

Northeast

Red Tomato is a unique nonprofit organization based in Massachusetts that markets fresh fruit and vegetables from family farms in the Northeast and Southeast U.S. to supermarkets and other customers throughout New England. Red Tomato is committed to developing new market strategies, to constant learning, and to education through community outreach and consulting work. They are building a Domestic Fair Trade movement, applying principles of fair trade to support

farmers in the U.S. Contact Michael Rozyne, 781-575-8911, mrozyne@redtomato.org. Website: www.redtomato.org

Arizona

Canyon Country Fresh Food Alliance (CCFFA) is a project of the Center for Sustainable Environments at Northern Arizona University. They work with local farmers, ranchers, markets, and restaurants to promote local food production in the Colorado Plateau region. CCFFA produces a food directory that lists businesses that purchase locally as well as local growers. They are also developing links between farmers and institutional markets in the area, such as restaurants, schools, and soon the dining halls of NAU. Contact DeJa Walker, 928-523-0602, deja_dragonfly@hotmail.com.

Alabama

Alabama Sustainable Agriculture Network promotes and expands sustainable agriculture practices in Alabama. Through their **Food Systems Initiative**, they connect sustainable growers to new markets and provide mentors for beginning farmers. Among their goals is to develop the next generation of sustainable farmers, increase food security in urban and rural areas, and build a culturally diverse network of sustainable farmers and consumers. Call 256-751-3925, info@asanonline.org. Website: www.asanonline.org

California

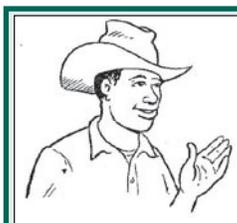
Agriculture and Land-Based Training Association (ALBA) provides education, training, and access to farmland and equipment for aspiring and limited-resource farmers and farm workers in the Monterey Bay Area. **ALBA Organics** is a licensed produce distributor that supports the sales and sales training needs of ALBA farmers. Contact Deborah Yashar, 831-786-8768, deborah@albafarmers.org. Website: www.albafarmers.org

Community Alliance with Family Farmers (CAFF) founded the **Growers Collaborative** to supply produce from local family farms to institutional customers such as schools, colleges, hospitals, and corporate cafeterias. They serve Ventura, Greater Los Angeles, Fresno, the Sacramento Valley, and the Central Coast. Contact Penny Leff, 530-756-8518 ext.14, penny@growerscollaborative.org. Website: www.growerscollaborative.org

Culinary Social Enterprise Kitchen, a project of Bay Area Community Services, is creating a sustainable nutrition program for aging or mentally ill adults based on local organic food, a breadth of culinary techniques and styles, reduced waste, and recycling. They are committed to purchasing locally grown, healthy, hormone- and pesticide-free food for their **Food-to-Table Program** to provide a steady

stream of income for small farms and related businesses. Contact Jenny Huston, 510-271-8835, bacs@bayareacs.org. Website: www.bayareacs.org/culinary_enterprise.html

Marin Organic is an association of local organic food producers in Marin County, California. As a primary goal to keep their members thriving, Marin Organic focuses on the economic viability of its artisan producers, actively connecting them to new market opportunities throughout Marin County and the San Francisco Bay Area. Through its many programs and initiatives, Marin Organic works directly with restaurants, schools, government agencies, and other local businesses to build support for local organic food producers in Marin County. Contact Paige Phinney, 415-663-9667, paige@marinorganic.org. Website: www.MarinOrganic.org



Pete the Farmer says

You have an interesting story to tell, so use it to help sell your produce!

Where are you from? What's unique about your story?

What's distinctive about your food? Is it local, fresher, tastier, organically grown? Does it provide higher nutrition? Does supporting your farm help the local economy, or help small farmers preserve open space? The story of your farm, family and produce is a compelling marketing tool!

University of California's Small Farm Program

provides production and marketing information to farmers not reached by traditional extension programs. The program focuses on small-scale, family-owned or family-managed farms and markets, often those with limited resources. Small Farm Advisors include: Manuel Jimenez, Tulare County, 559-685-3309, ext. 216, mjjimenez@ucdavis.edu; Richard Molinar, Fresno County, 559-456-7555, rhmolinar@ucdavis.edu; Ramiro Lobo, San Diego County,

858-694-3666, relobo@ucdavis.edu; and Mark Gaskell, Santa Barbara County, 805-934-6240, mlgaskell@ucdavis.edu. For more information about the program, contact sfcenter@ucdavis.edu. Website: www.sfc.ucdavis.edu/Research/coopextcontacts.html

Colorado

Colorado Local Sustainability unites farmers, ranchers, and consumers to stimulate the sustainable local food economy. The Rocky Mountain Growers Directory lists Colorado farmers and ranchers who use sustainable or organic methods of production. Their Farm to Chef Program will allow food buyers to purchase local food items daily from one online source. Contact Jim or Tracy at 303-258-7460. Website: www.localsustainability.net

Colorado Organic Producers Association provides education, information, and networking services to promote and facilitate the production, distribution, and consumption of Colorado organic food products. COPA members represent all segments of agriculture—production, processing, wholesale, retail, and consumer. Website: www.organiccolorado.org

Connecticut

Connecticut Farm-to-Chef Program connects Connecticut chefs and food service professionals with growers, producers, and distributors of Connecticut Grown products. The orga-

nization also helps the public locate restaurants, institutions, and other dining facilities that serve foods prepared with Connecticut Grown ingredients. Contact Linda Piotrowicz, linda.piotrowicz@ct.gov, 860-713-2503. Website: www.ct.gov/doag/cwp/view.asp?a=2778&q=330830

Georgia

Georgia Organics is a member-supported nonprofit organization working to integrate healthy sustainable and locally grown food into the lives of all Georgians. Through innovative networks of sustainable family farms, gardens and businesses, they envision all Georgians having access to nutritious, locally grown foods via schools, institutions, workplaces, grocery stores, markets, and neighborhoods. Currently they are seeking growers to work with Emory University to build an institutional marketing model that will bring local produce to their dining halls. Contact 678-702-0400, info@georgiaorganics.org. Website: www.georgiaorganics.org

Idaho

Rural Roots supports sustainable and organic agriculture and community-based food systems in the Inland Northwest. The Cultivating Success™ courses provide beginning and existing farmers with the planning tools and production skills to develop a sustainable small farm. To inquire about the **Accessing New Markets Program**, contact info@ruralroots.org or call 208-883-3462. Website: www.ruralroots.org

Iowa

The Marketing and Food Systems Initiative—a program of the **Leopold Center for Sustainable Agriculture** in Ames, Iowa—focuses on market-based approaches that reward Iowa farmers for protecting Iowa's water resources while producing specialized products of superior quality. Contact Rich Pirog, 515-294-1854, rspirog@iastate.edu. Website: www.leopold.iastate.edu

Iowa Farm to School Program provides another opportunity for farmers to grow and sell fresh products in the schools within their own community. Contact Maury Wills at 515-281-5783 or email maury.wills@idals.state.ia.us

University of Northern Iowa Local Food & Farm Partnership connects institutional food buyers to nearby farms & processors. Contact Dr. Kamyar Enshayan, 319-273-7575, kamyar.enshayan@uni.edu, Center for Energy & Environmental Education, www.ceee.uni.edu, Cedar Falls, IA 50614.

Kentucky

Community Farm Alliance organizes cooperation among farmers, rural, and urban citizens to ensure an essential, prosperous place for family-scale agriculture in our economies and communities. For the **Farm to Community** project, contact Wendi Sands, cfarma@bellsouth.net, 502-223-3655. Website: www.communityfarmalliance.org

The Food Systems Initiative (FSI) is a program of the College of Agriculture at the University of Kentucky. FSI promotes the development of new food enterprises, markets and products by connecting university expertise with Kentucky

entrepreneurs, farmers and chefs. The project currently networks with a number of local food producers to link them to a variety of markets throughout the state, including institutions. Contact Bob Perry, 859-797-1163, bob.perry@uky.edu. Website: www.ca.uky.edu/fsi

Grasshoppers Distribution, LLC is the first all-local, producer-owned food distributor in the Kentucky region. The group is the result of years of grassroots organizing by farmers to fill the marketing and distribution gap in Kentucky's local food economy. They offer new marketing opportunities, efficient distribution, and fair prices to local producers. They provide their customers a direct connection to local farmers and farm life, along with the freshest, highest quality food. The business wholesales to local independent restaurants and grocery stores, making deliveries within Louisville twice a week. They also operate a multi-farm Community Supported Agriculture program offering protein and dairy shares as well as vegetables. Contact grasshoppers@bellsouth.net or call 502-582-1731.

Maine

Farm2Chef provides farm-direct sustainable produce from New Hampshire & Maine growers to local chefs and restaurants. Contact chef@farm2chef.com or call 207-351-5405. Website: www.farm2chef.com

Maryland

Future Harvest-Chesapeake Alliance for Sustainable Agriculture (CASA) is a network of farmers, agricultural professionals, landowners, and consumers. They are exploring new crops and markets for local farmers, organizing conferences and field days, promoting conservation and stewardship, and disseminating information to farmers. Contact fhcasa@verizon.net or call 410-549-7878. Website: www.futureharvestcasa.org

Massachusetts

Communities Involved in Sustaining Agriculture (CISA) links farmers and communities to strengthen agriculture and enhance the economy, rural character, environmental quality, and social well-being of Western Massachusetts. Their Farm to Institution program and the **Farm2City** project both link local growers with new customers. Contact Kelly Coleman, kelly@buylocalfood.com, or call toll free 866-965-7100. Website: www.buylocalfood.com

New Entry Sustainable Farming Project (NESFP) assists immigrants and non-immigrants who want to become commercial farmers, providing business development and training. NESFP supports **World PEAS Cooperative**, a producer-owned ethnic marketing co-op. Contact Jennifer Hashley, 617-636-3793, jennifer.hashley@tufts.edu. Website: <http://nesfp.nutrition.tufts.edu>

Southeastern Massachusetts Agricultural Partnership (SEMAP) is a nonprofit organization that helps agricultural enterprises in southeastern Massachusetts achieve economic success. Their market development programs include the Business to Business (B2B) network, which links growers to institutional markets, a Buy Local campaign and an online (and print) Buy Local guide. SEMAP's business/technical assistance

programs provide targeted business education and assistance to local agricultural enterprises. Contact 508-295-2212 x 50, info@semaponline.org. Website: www.semaponline.org

Michigan

Michigan Food and Farming Systems (MIFFS) helps farmers market their produce to various institutions through technical assistance in business planning, production, record keeping, marketing, website development and one-on-one assistance. Contact 517-432-0712, miffs@msu.edu. Website: www.miffs.org

Minnesota

Minnesota Food Association helps train new farmers and helps them find markets for their crop. Contact Rekha Banerjee, Marketing Manager, 651-433-3676 extension 17, or e-mail rbanerjee@mnfoodassociation.org. Website: www.mnfoodassociation.org

Pride of the Prairie, an initiative led by the **Land Stewardship Project**, is working to increase the variety and amount of locally produced foods in restaurants, grocery stores and institutions in western Minnesota. Pride of the Prairie sponsors local food meals, researches the availability of local foods and publishes fact sheets. This initiative is also working to develop networks involving farmers, consumers, processors, retailers, and institutional food service providers. One of the group's main tools is the annual publication of *There's No Taste Like Home: Local Foods Guide for the Upper Minnesota River Valley*. This guide lists farms that produce food for direct marketing, as well as a seasonal food guide, a list of farmers' markets, and retailers that handle local food. Contact LSP's Western Minnesota office, 320-269-2105. Website: www.prideoftheprairie.org.

Montana

Mission Mountain Market is a nonprofit economic development center dedicated to assisting farmers, gardeners, fishermen, restaurateurs, and manufacturers who have a passion for producing great food. The Mission Mountain Food Enterprise Center consists of a commercial kitchen and food processing center, market association, and a business and cooperative development center. Contact market@ronan.net or call 1-888-353-5900. Website: www.mtmountainmarket.org

Montana Food Corps is a project of **Grow Montana**, a broad-based coalition that promotes sustainable Montana-owned food production, processing & distribution. NCAT is a founding member of the coalition. The Food Corps employs AmeriCorps VISTA volunteers to coordinate Farm to Cafeteria programs. Contact Crissie McMullan, 406-531-5162, crissienc@yahoo.com. Website: www.growmontana.ncat.org/foodcorps_faq08.php

New Mexico

Farm to Table is a nonprofit organization that promotes locally based agriculture through education, community outreach and networking. Farm to Table enhances marketing opportunities for farmers, influences public policy, and encourages family farming, farmers' markets and the preservation of agricultural traditions. Contact 505-473-1004. Website: www.farmtotablenm.org

New York

Adirondack Harvest envisions a picturesque and productive working landscape that connects local farmers to their communities and regional markets. Their goals are 1) to increase opportunities for the profitable, sustainable production and sale of high quality food and agricultural products, and 2) to expand consumer choices for locally produced healthy food from Northeast New York. They work with 200+ member farmers to connect them with dozens of markets such as restaurants and stores and to promote their farm stands. They also help to promote area farmers' markets. Contact Laurie Davis, 518-962-4810 x 404, lsd22@cornell.edu. Website: www.adirondackharvest.com

Just Food links farmers from New York City, upstate New York, Long Island, Connecticut, and New Jersey to community-run farmers' markets (**City Farms Program**), and Community Supported Agriculture (**CSA in NYC**). Contact Emily Gunther, Farmer Outreach Associate, 212-645-9880 x231, emily@justfood.org or info@justfood.org. Website: www.justfood.org.

New York Sustainable Agriculture Working Group serves people who produce and consume food in New York state by learning about their interests, building their capacity to develop self-reliant community-based food systems, and building local markets. Website: <http://nysawg.org/index.php>

North Carolina and Upland South Carolina

Appalachian Sustainable Agriculture Project is a nonprofit organization that supports farmers and rural communities in the mountains of Western North Carolina and the Southern Appalachians by providing education, mentoring, promotion, web resources, and community and policy development. Marketing projects include two free online food directories. *The Mixing Bowl* links farmers to chefs. Contact Peter Marks, peter@asapconnections.org, 828-236-1282. *The Local Food Guide* lists local farms as well as farmers' markets, grocery stores, and restaurants that purchase local foods. Growers can list themselves in the local food guide by following the instructions online. Website: www.buyappalachian.org

Carolina Farm Stewardship Association is a membership-based nonprofit organization of more than 1,000 farmers, gardeners, consumers, and businesses in North and South Carolina. They promote local and organic agriculture in the Carolinas by inspiring, educating, and organizing farmers and consumers. Projects include an online local food locator that lists farms, farmers' markets, businesses, and consumers looking to buy or sell local food. Listings cover all of North Carolina and upstate South Carolina. Website: www.carolinafarmstewards.org/projects.shtml

Center for Environmentally Friendly Farming Systems (CEFS), provides economic opportunities in rural and urban communities. They also engage citizens in the food system, educate the next generation of farmers, consumers, and scientists, and develop technologies that improve the environment. 919-513-0954, cefs_info@ncsu.edu. Website: www.cefs.ncsu.edu

Ohio

Appalachian Center for Economic Networks (ACEnet) delivers entrepreneurial services to the following sectors of the regional economy: art, food, agriculture, e-commerce, forestry, and woodworking. Services include marketing, training, business counseling, product design, research, and financial assistance. Contact 740-592-3854. Website: www.acenetworks.org

Oklahoma

Ag Products Diversification Program was implemented to assist alternative crop producers in developing markets for their products. Alternative crops include, but are not limited to fruits, vegetables, kenaf, rattles, deer and other “non-traditional” crops or livestock. In addition to promoting the growing, producing, and marketing of alternative crops, this section organizes marketing outlets, identifies local markets and develops promotional material to assist the producers and marketers. Contact Justin Whitmore, Market Coordinator at (405)-522-6194 or e-mail justin.whitmore@oda.state.ok.us

Oklahoma Department of Agriculture, Food & Forestry has two programs that directly link growers to institutional markets. The Farm to School Program links growers and schools to provide fresh local produce to Oklahoma children. They help farmers resolve logistical issues such as crops to grow, quantities, packing, shipping, etc. They also hold workshops for growers, food service personnel, and teachers to improve and learn from each other. Contact Chris Kirby at 405-522-2106, chris.kirby@oda.state.ok.us. Website: www.oda.state.ok.us/mktdev-farmtoschool.htm

Oklahoma Food Co-op is a virtual farmers’ market where producers from all over the state can sell their products to co-op customers via the Internet. Producers and customers are members of the co-op, and local food is distributed by a network of volunteers. Sales average about \$63,000 each month, and more producers are needed as customer demand for local food is increasing. Website: www.oklahomafood.coop/welcome.php

Oregon

Ecotrust’s Farm & Food Program works to improve public understanding of local agriculture and increase the market share of locally grown food in Oregon and Washington. The **Farm to School** project connects school food-service personnel to farmers that have products well suited to the lunch line through Ecotrust’s *Guide to Local and Seasonal Products*, available in print or online. The Guide connects agricultural producers (including farmers, ranchers and fishers) directly to food buyers (chefs, grocery retailers, processors and institutional purchasers). Contact Deborah Kane, 503-227-6225, dkane@ecotrust.org. Website: www.ecotrust.org

Lane County Food Coalition is committed to raising awareness and taking action on food, farming, and sustainable agriculture issues. Current projects include a Buy Local, Buy Lane campaign, a Food Directory to link consumers and restaurants with local farmers and processors, and a food system assessment. Contact Harry Battson, hbattson@yahoo.com, 541-341-1216. Website: www.lanefood.org

Siskiyou Sustainable Cooperative was formed by organic farmers in SW Oregon and N. California. They market sustainably produced organic products. Co-op members supply a large CSA project and cooperate at local markets. Tom Powell, 541-899-9668. Website: www.siskiyoucoop.com

Pennsylvania

Farm to City connects farmers in southeast Pennsylvania and New Jersey to markets in the Philadelphia area through farmers’ markets, services to CSA farms, and its Winter Harvest Program (Philadelphia, Pennsylvania). Contact Bob Pierson at info@farmtocity.org, or call 215-733-9599. Website: www.farmtocity.org

Pennsylvania Association for Sustainable Agriculture (PASA) works to increase the number and the economic viability of farms by organizing an annual conference, networking to build markets for local and sustainably produced food, and offering information and education on farmer-developed value-added products. Contact Brian Snyder at info@pasafarming.org or call 814-349-9856. Website: www.pasafarming.org

White Dog Community Enterprises runs numerous programs through their **Fair Food Project** that connects local farmers with marketplace/partnership opportunities in the region. These projects include their **Fair Food Farmstand**, which buys from over 90 family farms and sells directly to the public; **Farmer Outreach**, which offers networking, marketing, and consulting; and **Farm to Institution**, which assists farmers with marketing to about a dozen institutions interested in sourcing local food. Along with their *Local Food Guide*, they are also developing a regional *Wholesale Guide to Local Farm Products* for institutional buyers.

Contact Jessica, jessicacc@whitedog.com, (215) 386-5211. Website: www.whitedogcommunityenterprises.org

Rhode Island

Farm Fresh Rhode Island is a nonprofit working to grow a local food system that values the environment, health and quality of life of Rhode Island farmers and eaters. They bring farmers into their **Business 2 Business** network, connecting them with consumers, chefs, school, and grocery food service buyers that buy locally. They also host an annual Local Food Forum that lets buyers and growers meet face to face. To join their network, contact Noah Fulmer, noah@farmfreshri.org. Website: www.farmfreshri.org

Texas

Sprouting Healthy Kids is a farm-to-school project of the **Sustainable Food Center** in Austin, Texas. The project works with school food service staff to increase access to locally grown foods in school cafeterias. Farmers share farm stories in classrooms and host farm tours. Contact SFC at 512-236-0074 or email info@sustainablefoodcenter.org. Website: www.sustainablefoodcenter.org

Vermont

The Intervale Center of Burlington, Vermont develops farm- and land-based enterprises that generate economic and social opportunity while protecting natural resources. **The Intervale Farms Program** leases land and facilities to small organic enterprises and provides technical support and networking. **Success on Farms** works one-on-one with farmers to strengthen their marketing. Contact Travis Marcotte, 802-660-0440 ext. 107, travis@intervale.org. Website: www.intervale.org

Vermont Food Education Every Day (VT FEED) brings school food service and farmers together as partners in a farm-to-school statewide project. The project works with school kitchen managers to integrate fresh local foods into lunch programs, and to increase students' acceptance of fresh vegetables via a series of classroom taste tests and nutrition education lessons. Contact Abbie Nelson, 802-434-4122, abbielson@comcast.net. Website: www.vtfeed.org

The Vermont Fresh Network builds innovative partnerships among farmers, chefs and consumers to strengthen Vermont's agriculture and provide the freshest local food at restaurants. Contact Kim Cleary, kim@vermontfresh.net, 802-434-2000. Website: www.vermontfresh.net

Washington

Cascade Harvest Coalition is a nonprofit dedicated to "re-localizing" the food system in Washington state by directly connecting consumers and producers. Through the **Farm-to-Table Program**, they connect growers and institutional buyers in workshops that facilitate face-to-face communication, and lead to new marketing opportunities. Contact Mark McIntyre, 206-632-0606, mark@cascadeharvest.org. Website: www.cascadeharvest.org

People for Environmental Action and Children's Health (PEACH) Safe Food is a nonprofit grocery store in Spokane. They carry safe and organic produce, nontoxic health products, locally made goods. Contact Sonya Chamberlain, info@peachsafefood.org, 509-835-3663. Website: www.peachsafefood.org

Washington State Dept. of Agriculture's Small Farm and Direct Marketing Program works to build community vitality, promote small-scale farming, and improve environmental quality. Contact Malaquias Flores, WSU Small Farms Program, 509-952-3346 (cell), 509-574-1600, mflores@wsu.edu. Website: <http://agr.wa.gov/Marketing/SmallFarm>

Sustainable Connections' Food & Farming Program informs, empowers and provides resources to producers and buyers. The group makes connections between farmers, institutions, retailers and restaurants. They raise awareness of local farms and help consumers Buy FRESH! The program hosts trade shows that showcase dozens of local producers and their products, creating a rich networking opportunity for producers and buyers. They also host farm tours for chefs, facilitating connections and communications between growers and restaurants. The program's *Local Wholesale Directory* is a comprehensive listing to help food buyers and producers connect with one another. Contact Amber Dawn Hallet, amberdawn@sconnect.org. Website: <http://sconnect.org>

Wisconsin

Growing Power works in the Milwaukee and Chicago areas. Their **Rainbow Farmer's Cooperative** supports and trains small farmers through market opportunities, assistance in finding grants, and business counseling. Call 414-527-1546. Website: www.growingpower.org



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WE'D LIKE TO HEAR WHAT YOU THINK ABOUT **NEW MARKETS FOR YOUR CROPS**.

IF THERE ARE CHANGES WE SHOULD MAKE OR ADDITIONAL INFORMATION WE SHOULD INCLUDE, PLEASE CONTACT:

NCAT TECHNICAL SPECIALIST REX DUFOUR, REXD@NCAT.ORG, 406-533-6650

THANK YOU.

To find organizations across the U.S. that promote local food and link producers and consumers, see ATTRA's online **Local Food Directories**: http://attra.ncat.org/attra-pub/localfood_dir.php.

This resource is only available on the Internet and can be searched by state.

Related ATTRA Publications

In addition to the publications listed below, ATTRA offers hundreds more that provide general information and specific details about all aspects of sustainable and organic agriculture. They are available to download for free from ATTRA's website: www.attra.ncat.org. Or call 1-800-346-9140 to order a free paper copy.

Bringing Local Food to Local Institutions
Community Supported Agriculture (CSA)
Direct Marketing
Entertainment Farming and Agri-Tourism
Farmers' Markets
Green Markets for Farm Products
Selling to Restaurants
Beef Marketing Alternatives
Pork Marketing Alternatives
Organic Marketing Resources
How to Start a Cooperative (USDA-RBS publication)
Understanding Cooperatives: Agricultural Marketing Cooperatives (USDA-RBS publication)
Keys to Success in Value-Added Agriculture
Adding Value to Farm Products: An Overview
Oilseed Processing for Small Scale Producers
Grain Processing: Adding Value to Farm Products
Soyfoods: Adding Value to Farm Products
Food Dehydration Options
Sorghum Syrup
Value-Added Dairy Options

New Markets for Your Crops © 2008 NCAT

Author: Rex Dufour, NCAT

Illustrations: Robert Armstrong

Editors: Marisa Alcorta and Karen Van Epen, NCAT;
Kristen Markley, CFSC

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Online version of this publication:

www.attra.ncat.org/attra-pub/new_markets.html

Downloadable version of this publication:

www.attra.ncat.org/attra-pub/PDF/new_markets.pdf

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To learn more, contact the following organizations.

National Center for Appropriate Technology

www.attra.ncat.org, www.ncat.org.

Community Food Security Coalition

www.foodsecurity.org, www.farmtocollege.org

Center for Food & Justice, Occidental College

www.farmtoschool.org

Thanks also to Washington State University for informational content in Farm to Cafeteria Connections:

<http://agr.wa.gov/Marketing/SmallFarm/102-FarmToCafeteriaConnections-Web.pdf>