

# Connecting with Your Local Farmer

Make your store stand  
out with quality local  
products.





# Presentation Outline

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- Connecting with the farmer
- Conveying expectations and communication
- Packaging and Pricing
- Regulation and Certification
- Additional Benefits

# Connecting with the Farmer

State or Local Grower Association  
Farmers Market  
Word of Mouth  
Distributors

- Tell them what you want



# Communication and Expectations

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- One big meeting to set the tone
  - Products, season, methods
  - Business Info (insurance, Certs, etc.)
  - Frequency of order/delivery
  - Communication Methods
- Put it on the farmer to maintain regular communication.
- Feedback about quality

	Jonagold	Granny Smith	SunCrisp	Winesap	Fuji	Cameo
Size	Mid	Mid	End	End	End	End
56	2	0	1	0	0	0
64	24	3	4	3	4	8
72	32	5	6	6	15	8
80	14	9	6	13	34	9
88	17	6	0	12	35	0
100	10	0	0	12	13	0
113	3	0	0	0	12	0
125	0	0	0	0	12	0
138	0	0	0	0	1	0
12/3#	9	16	19	22	36	0

# Packaging and Pricing

- What is standard packaging
- What is acceptable
- Opportunity for custom packing
- Find a fair price point
- Don't be afraid of a higher price point with local, unique, and quality produce



# Regulation and Certification

- Food Safety Modernization Act (FSMA)
  - Farm Food safety plan and SOPs
- Good Agricultural Practices (GAP/GHP, or Global GAP)
  - USDA program
- Primus and other 3<sup>rd</sup> party for profit certifications
- Processing Licenses
- Labeling requirements
- Liability Insurance



How the Food Safety Modernization Act affects your business



# Additional Benefits

- Shorter supply chain
  - Improved food safety
  - Improved quality
  - Fresh harvest
- Unique Selection
  - Varieties not normally on wholesale market
- Greater Selection
  - More size options
- Wow factor
- Supporting local economy



# Recap

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- Relate Expectations
  - Packaging, Labeling, Quality, Etc.
- Have an open mind and don't be afraid to try.
- Ensure your farmer knows and practices food safety
- Put those fresh products front and center

