

Facilitating market access as part of a farmer training program

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- c. **Summary** – ag industry sales experience versus organic/ sustainable experience

Inquiries –

- Marketing versus revenue channels and how to teach to
 - Students
 - Beginning farmers

Concerns –

- Balancing of nonprofit selling stuff for profit
- Marketing solutions for small farmers
 - Successful selling techniques
- Complete with independent growers in the region if training programs provide subsidized marketing access
- Aggregators not wanting to work with non-profit farms
- Need staff member to facilitate the marketing relationship btw. Incubator farms and in-house food hub
- Financial skin in game for program farmers?

Info/Resources –

- Talk on pricing
- Business plan in process including comms strategy and marketing plan
- Cooperative extension teaching business plan
- Marketing relationships and contracts
- Don't market product as top quality, sell the story if selling former program/ incubator product to large buyers and institutions
- Chef relationships hand-hold ... but can lead to too much hand holding
- Farmers market stand with farmers selling into single booth, shared labor at stand

Options/Next steps –

- Create individual CSAs
- Workshop on retail sales buying with chef, market manager, large scale farmer, small scale farmer, and wholesale buyer
- Dedicated staff mentor
- Hours in cooler inside of training program period supply chain training plus labor