

Farmers, YOU NEED A:

Market Plan



WHERE will you sell you food?

- Restaurants
- Grocery Stores
- Farmers Market
- CSA
- Farm Stand
- Friends and Family
- U-Pick
- Etc...



Join us in celebrating the hard work and dedication of our local farmers and vendors. We'll see you these Sundays 10am-2pm in our meadow right across from Healthy Living Market!

JUNE	19
JULY	3, 17, 31
AUG	14, 28
SEPT	11, 25
OCT	9, 23

SOUTH BURLINGTON FARMERS MARKET

Where continued..

- Do you know the benefits of selling to grocery stores, and/or to restaurants and the negatives?
- What about for farmers markets, CSAs, etc.
- Do you know what is required to sell in each of these ways?

Figure out where is the best fit for you and why



WHAT will you sell? how much, how often.

Restaurant One wants 60 heads of baby lettuce every week.....



The CSA needs 300 pounds of Broccoli
twice in September.....



**Delivery
Date: 9/1/11**



**Delivery
Date: 9/15/11**

Restaurant Two wants 15 pounds of acorn squash each week from September- October...



Deliver one box a week for 8 weeks

After you have your market plan...

then you need a

FARM PLAN

How will you make sure you have the right quantity of food, with good quality, at the right times for your customers?



Create a **Farm Plan**

- How many bed feet of each crop you need to prepare
- Quantity of seeds/plants to buy
- When to start plants in greenhouse
- When to plant seeds and transplant plants from the greenhouse.
- What supplies you'll need, how much and when/how to use them.

Do your MARKET PLAN before your FARM PLAN

It will be hard to sell your produce and much may go to waste, if you do not have an arrangement set of where you will sell it before the season starts.

