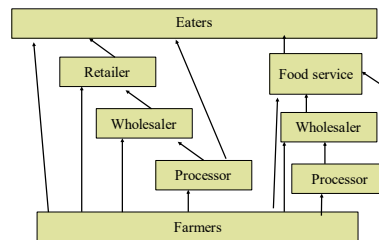




FARMER TO EATERS = SUPPLY CHAIN



WHAT'S A VALUE STATEMENT?

- Crops
  - Heirloom, exotic, down-home,
- Methods
  - Organic/ecoganic/pesticide-free/Biodynamic
  - Free range, Cage free, non-GMO feed
- Ethics
  - Cruelty free
  - Worker respect
  - Environmentally Friendly
  - Family Friendly
- Timing/Season
  - Year round
  - Off season

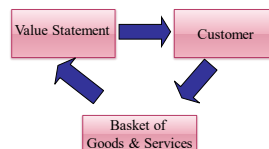
WHAT'S IN A VALUE STATEMENT?

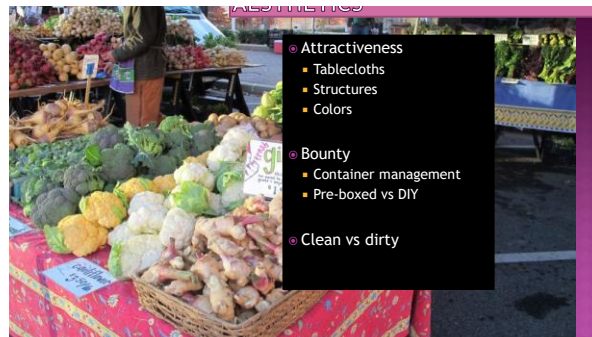
- Taste
- Freshness
- Reliability/consistency
- Packaging, post harvest practices (dirty, clean, clamshell, recyclable container)
- Intangibles:
  - Reputation
  - Stewardship
  - Trustworthiness

VALUE STATEMENTS

- Some are basic
- What works changes with the times
- Some travel well thru "middlemen" & some may not
- For a producer to rely on only one or two values is risky and not advisable
- They drive marketing, production & cost

A PERPETUAL LOOP OF "FITTING" TO MATCH VALUE STATEMENTS OF FARM & CUSTOMER





METHODS - MECHANICS

- Electric scale
- People Flow
  - Impulse buy?
  - Line or no line?
- Cash box vs apron



METHODS - MECHANICS

- Product Placement
  - Stack 'em High
  - Reachable height and depth
  - Finger space
- Change it up
- Departments or repeat?

METHODS - MECHANICS

- Move your vehicle
- Change your tent
- Get new furniture

METHODS - PRICING

- Weight vs volume
- Oz vs pound
- Loss leaders
- Specials or sales - always multiples
- Each market has it's own prices
- Don't be afraid to change them over the course of the season



METHODS - TASTE

- Sampling
- Recipes
- Ready-to-go mixes (salsa kit, soup mix)



STAFF

- How many are needed?
- What should they look like?
- What should they sound like?
- What are they doing?



CUSTOMER RETENTION

- Vigilance on Quality  
You may see 500 boxes a week, but your customer only sees their ONE!
- Reliability - Come rain or shine!
- Authenticity

WHAT ARE YOU SELLING WITH CSA?

- Access
- Connection/relationship
- Quality
- Eating with the seasons
- Value -  
FRESHNESS!!  
Uniqueness  
Localness