

Pathways to Farming Markets session

Classroom group work – Discuss the Pros & Cons of different selling models

‘Producer led’ selling models:

Community Supported Agriculture/veg boxes

<p>Grower Pros:</p> <ul style="list-style-type: none"> Up-front financial support Stability Set pattern, know what doing each week Distribution sorted People to help (CSA) Fewer road miles if set up drop off point Can work out how much to grow Direct feedback from customers Reduced packaging Sell what you grow Less waste 	<p>Grower Cons:</p> <ul style="list-style-type: none"> More pressure to grow what committed People to ‘help’ isn’t always help! Have to maintain customers & find new ones if people drop out Harder to have a break as weekly commitment Issue of customers bringing back bags Not as much freedom/control as committed orders
<p>Customer Pros:</p> <ul style="list-style-type: none"> Involvement & connection to grower/produce Seasonal fresh food Low food miles Ability to help If good season, share gluts Can give direct feedback 	<p>Customer cons:</p> <ul style="list-style-type: none"> Lack of choice Bad season, less veg or supplemented with non-local Expectation to help Upfront payment

Direct Sales (Market stall/Farm gate)

<p>Grower pros:</p> <p>Gate sales</p> <ul style="list-style-type: none"> - less time commitment - less waste: sell what you have - no staffing - higher profit margin - sole trader <p>Market stall</p> <ul style="list-style-type: none"> - less time constraints - direct feedback from customers - flexibility in staffing with communal market stall (e.g. fresh & local) - low set-up costs 	<p>Grower cons:</p> <p>Gate</p> <ul style="list-style-type: none"> - theft/dishonesty - not controlled environment e.g. produce might spoil - set up costs – planning, marketing - unpredictable sales - needs to be accessible <p>Market</p> <ul style="list-style-type: none"> - direct competition especially gluts - packaging standards add costs - group dynamics of communal stall - drop off & collection times - unpredictable sales - time spent selling not growing - weather dependent
<p>Customer pros:</p> <p>Gate</p> <ul style="list-style-type: none"> - open all hours - stop & collect = convenience 	<p>Customer cons:</p> <p>Gate</p> <ul style="list-style-type: none"> - irregular supply/unpredictable - freshness could be a problem

<ul style="list-style-type: none"> - access to smaller/more unusual crops Market <ul style="list-style-type: none"> - meet the producer - more choice - freshness 	<ul style="list-style-type: none"> - need to trust producer more - location of gate sales Market <ul style="list-style-type: none"> - fixed opening hours and set days - weather dependent
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Crowdfarming

Grower pros: Scalable Get to share the story Sell experience as well as produce Get money up front Cross pollinate with other models	Grower cons: Subscription to scheme Insurance if crop failure – need to refund customers Forecasting budget Can it work with annual veg crops? Stress of meeting orders
Customer pros: Connection to farmer Enriching experience Feed good factor Unique buying model	Customer cons: Upfront cost Specialised products only? Have to put trust in farmer to produce quantity/quality crop

‘Customer led’ selling models

Added value – examples: heritage varieties, preserving, cordials, jams/pickles, packaging, recipe cards, drying, product pairing, tinctures, events/pop-up, meals

Grower pros: Storage & preserving – extend shelf-life Maximising crop, less wastage New markets Marketing opportunity – develop a brand/range of products More income Could use unsold produce from other outlets Different markets	Grower cons: Takes more time Need more packaging Food hygiene issues Labelling Access to food grade prep/kitchen Need to buy in extra ingredients
Customer pros: Choice Interesting products Longer storage	Customer cons: Packaging More expensive

Wholesale – to restaurants, shops, café

Grower pros: Plan crop to take advantage of peak prices (eg out of season crops) Less selling time Focus on growing	Grower cons: No guaranteed sales More wastage Less money for produce
Customer pros: Cheaper price Flexibility in mark-up price	Customer cons: Take all risk selling stock Commitment to marketing

Fresher produce

Local produce is USP for business

More choice of veg varieties

More choice of unusual veg

Flexibility in mark-up price

Irregularity of local supply

Fluctuating customer numbers – seasonal

Stock control