

Starting a business as a primary producer

Markets

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What to grow?

- Do your market research
- What will grow on your site
- Favourites
- Expensive
- Unavailable
- Annuals
- Perennials



Who are you growing for? Know your market



- For you / family
- Shops
- Markets
- Veg boxes
- Pubs/ restaurants
- Know your local demographic

Margins

Direct to the public

- High margin
- Low volume



Local traders

-cafes, pubs, retailers

- Medium margin
- Medium volume



Wholesale via a distributor

- Low margin
- High volume

How much?

- How much do you need?
 - Constant supply of a wide range
 - veg bags/ markets
 - A few bulk cash crops
 - wholesale
- Gluts and rejects
 - what will happen to this?
- Storing / processing
 - Where?
 - Clean, vermin and frost free



Added value

- Add your own 'value'
- Turn raw produce into longer life products
- Preserving, drying, cooking, juicing, fermenting



Added value

Pros

- Less waste
- Extra income
- Can be a fun task
 - If you enjoy being in the kitchen
- Increases product range
 - Can increase individual customer spend

Cons

- Need a certified kitchen
- Need free time at short notice
- Need to diversify sales & marketing
 - Sales outlet
- Need catering skills
 - Food hygiene
 - Recipes

What system? What Scale?

- Crop rotation or not
- Companion planting
- Polycropping/ forest gardening
- Alley cropping/ Agroforestry
- Minimum dig/ min till
- Organic, biodynamic, permaculture
- Organic matter/ Vegan growing
- Hydroponics/ aquaponics

Making the most of your space

- Succession
- Intercropping
- Vertical planting



What do you know?

Take 5 mins to make notes on these questions

- How much do you want to earn from the business?
- How much can you invest? Time and money
- What do you want to grow?
- Who are you growing for?
- How much? Area of land
- What system? Organic, agroforestry, vegan
- What do you know about your growing site?
- What do you need help with?

Share with your neighbour

Local sales outlets – competition or allies

Machynlleth

- Mach veg bags
 - veg bags
- Fresh & Local
 - local producers co-op
 - Wednesday market
- Dyfi wholefoods
 - Organic & local veg shop

Aberystwyth

- Farmers market
- Aberystwyth
 - Bwyd Dyfi Food Hub

Llanidloes

- Great Oak Foods
 - Organic & Local Veg shop
- Ash & Elm
 - Veg bags

Newtown

- Cultivate
 - local food co-op

Existing markets

What other outlets do you know of ?

Do some research this week

Introduce yourself

Can you work with others?

Activity: 4 perspectives on one selling model...

- Grower pros & cons
- Customer pros & cons

Present to the group in 10mins

3 groups:

- **Direct Sales**
 - Veg bags/boxes
 - Online sales
 - Markets
- **Wholesale**
 - Restaurants/ cafes
 - Retail shops
 - distributor
- **CSA's/crowd funding**



Activity: Think about:

- How much time do you have?
- Grower availability
 - what days can you feasibly pick, pack, deliver?
- How much contact with customers do you want?

What sales module?

- Direct
- Wholesale
- Community involvement

Where will you sell?

- Be specific



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<http://www.ashandelm.co.uk>