

Starting a business as a primary producer

Markets

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Direct Sales – Market Stall, Farm Gate

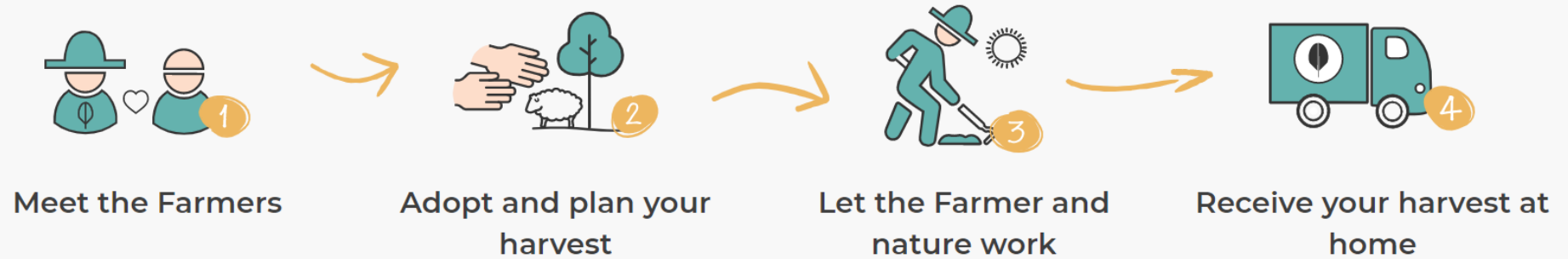
- Grower to customer direct
- Retail price for grower
- Market stalls – alone or cooperative
- Farm gate sales
 - easy if there's passing trade





We farm the world!

How does it work?



CrowdFarming.com

- Website linking farmers and buyers
- Customers 'adopt' a crop in advance of the season, eg, an olive tree
- Cultivate on demand
- Postal delivery – often one off



ORGANIC EXTRA VIRGIN OLIVE OIL

La Alquería

You're right on time! Adopt an olive tree while the offer lasts.

Adopt



Veg Boxes:

- Domestic sales
 - one box usually feeds one household
- Usually weekly
- Seasonal – usually no choice in what you get
- Full retail price for grower
- Collection / Delivery
- Local example: Mach veg bags, Ash & Elm CSA

CSA's:

- Additional community support
- Can be grower or community lead
- Buy a 'share' of the produce of the farm
- Share in the risks and rewards
- More community involvement
 - Customers often help with farm work
- Examples: Cae Tan CSA, Chagfood in Devon

Subscription sales

Standard scheme

- Sign up to the season
- Locally grown
- Limited choice
- Pay in advance
 - Season/ monthly /weekly
- Pay by regular DD payment
 - Limited chance of add ons
- Online shop front
 - Ooooby, Growing Good
 - Easy to up sales per person with add ons

Extended scheme

- Buy in wholesale
 - Extends season
 - Gives greater choice
- Multiple growers working together
- Online shop
 - Increased sales per customer

Online sales

Greater customer choice
Larger individual spend

Open Food Network

- <https://about.openfoodnetwork.org.uk/open-my-shop/>
- Own shop front
- Can link to other hubs
- Picking & packing lists
- Free to use
 - Up to £500/month
 - + strip 1.69%

Growing Good

- <https://growing-good.co.uk/>
- Launched in 2022
- Designed for veg boxes
- Flexibility/ swaps allowed
- Picking & packing lists
- Delivery routes
- 2.5% (+ stripe 1.25%)

Ooooby

- <https://www.ooooby.com/>
- Becoming very popular
 - Taking over from other selling platforms
- Picking, packing & delivery routes

Wholesale

- Sell produce through other outlets
- Provide pre-ordered produce
- Sales outlets:
 - Shops
 - Cafes, restaurants
 - Wholesaler/ distributor
 - Processor



Partnership Growing

- Grow to order
- Work with 'buyer'
- Pre-agree commitments to quantity, regularity, price
- Welsh veg for schools
 - Need to be organic certified or converting

