From Water to Table, Finding Your Local Food Market

Jane Hansen
Coordinator
Wisconsin Local Food Network
Overview

- Learn about market options:
  - Direct Marketing
  - Intermediate Marketing
- Understand state requirements and regulations
- Find markets
Local Food Marketing Guide – Chapter 2: Direct Marketing – Producer to Consumer

**Farmers’ Markets**

**Advantages**
- Good entry point for farmers who want to try direct marketing
- Set your own prices
- Help customers connect you and your farm to the food they buy
- Learn customer preferences and build reputation
- Good avenue to introduce new products and gauge customer reaction

**Challenges**
- Product might not sell out completely
- Need to be present at market regardless of weather
- Customers’ loyalty may be to market, not to you as an individual vendor
- Need to maintain good relationships with management and other vendors

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**Community Supported Agriculture**

**Advantages**
- Creates added value to products
- Funds available for purchase of seeds and planting
- Can produce a wide variety of vegetables and/or fruits
- Assists families in healthful eating

**Challenges**
- Labor- and time-intensive
- Sound planning needed for entire growing season
- Expertise in using equipment and/or managing workers
Local Food Marketing Guide – Chapter 2: Direct Marketing – Producer to Consumer

Agritourism
Advantages
• Earn extra income for your farm
• Provide educational experience/valuable community service
• Revive pleasant memories for visitors

Challenges
• Requires safe, fun activities enjoyed by all ages
• Farm location may determine traffic rates
• Requires good relationship skills and high level of customer contact

On-Farm Store
Advantages
• Convenient location on production site, no travel needed
• Customers get visual stimulation of farm

Challenges
• Need to be present during open hours
• Need to display product, could require shelving and coolers
Local Food Marketing Guide – Chapter 3: Intermediate Marketing – Producer to Buyer to Consumer

Selling to Restaurants

Benefits
- Ability to experiment with unique varieties and new products
- Increased brand exposure by listing the farm name in menu and/or in restaurant promotions
- Consumers receive direct satisfaction from product use by creative chefs

Challenges
- Restaurants generally do not have much storage space; they require smaller quantities and multiple deliveries
- Requires good communication skills with managers/chefs

Selling to Grocery Stores

Benefits
- Can sell large quantity of product
- Increased brand exposure
- Consumers have access to your product seven days a week

Challenges
- May need to develop competitive pricing
- May require extra labeling including Price Look Up (PLU) labels or Universal Purchasing Code (UPC)
- May require nutritional labeling
Local Food Marketing Guide – Chapter 3: Intermediate Marketing – Producer to Buyer to Consumer

Selling to Institutional Food Service

Benefits
- May contract for entire season
- Provides local food and farm connections for large, diverse audiences
- Able to sell large quantities of product to one site

Challenges
- May need to develop standard operating procedures for food safety
- Dealing with the complex layers of buyers may be frustrating
- Food budgets may vary greatly between different types of institutions

Selling to Distributors

Benefits
- Sell large quantities of product to one location
- Can concentrate on production skills rather than marketing
- Fewer contacts needed to sell products
- The distributor can smooth out the problem of seasonal availability by buying from local farmers in season and sourcing products elsewhere when the local products are unavailable

Challenges
- Less farmer-to-consumer connection
- Less brand identification
- Price for product will be competitive

Collaborative Marketing

Benefits
- Can accomplish goals together not achievable alone
- Allows producers to focus on growing
- Can pool products and gain access to large-volume markets

Challenges
- Group decisions may override individual ones
- Group meetings may be needed to determine direction
- Efforts may be disrupted by staff or budgeting changes
Overview of Food Marketing Regulations
DATCP’s Division of Food Safety has regulatory authority over food sold in Wisconsin. Generally, the more food products are processed, the more they are regulated.

<table>
<thead>
<tr>
<th>Less Regulation</th>
<th>More Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw, unprocessed foods</td>
<td>Processed foods</td>
</tr>
<tr>
<td>Single-ingredient foods</td>
<td>Multiple ingredients</td>
</tr>
<tr>
<td>Shelf-stable foods</td>
<td>Sold at a location off the farm</td>
</tr>
<tr>
<td>Sold to the end consumer</td>
<td>Sold to a retailer for sale to consumer</td>
</tr>
<tr>
<td>Small sales volume</td>
<td>Large sales volume</td>
</tr>
</tbody>
</table>

Contact DATCP’s Division of Food Safety at 608/224-4700 or e-mail food@datcp.state.wi.us for more information.
## Local Food Marketing Guide - Chapter 4: Market Development, Licensing, Labeling, Regulations

<table>
<thead>
<tr>
<th>Type of Sale</th>
<th>Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producer Selling from Farm</td>
<td>Retail food establishment or food processing plant license required</td>
</tr>
<tr>
<td></td>
<td>Fish must be fully labeled</td>
</tr>
<tr>
<td>Fee Fishing</td>
<td>Fish eviscerated and filleted as a service to paying fee fishing customers is not licensed by Division of Food Safety</td>
</tr>
<tr>
<td>Producer Selling Door-to-Door or at Farmers’ Market</td>
<td>Mobile retail food establishment license required</td>
</tr>
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<td>Frozen fish must be maintained frozen</td>
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<td>Unfrozen fish products must be maintained and delivered at an internal temperature of 41°F or below using any effective method (freezer, dry ice, cooler, etc.)</td>
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<tr>
<td>Producer Distributing from Farm to Grocery Store, Restaurant, or Institution</td>
<td>License required depends on license type at farm</td>
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Sources of information / low cost marketing options

- Local Harvest - http://www.localharvest.org/
- Eat Well Guide - www.EatWellGuide.org
- Farm Fresh Atlas - www.farmfreshatlas.org
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