Tips for Developing Relationships with Local Producers

- All arrangements between stores and local producers/farmers should be in writing so that expectations are clear and understood by all partners.
- Written agreements should include any of the following topics that are appropriate:
  - Amount being agreed upon — weight of produce, number and type of items, dollar amount, etc.
  - Time frame/frequency — for example, year round or between specific months; once a week, twice a month, monthly.
  - Pick up or delivery — will the store owner pick up the produce at a specified location or will the producer deliver to the store?
  - Payment terms — how the producer will be paid.
  - Contingency information — agreed-upon procedure if the produce cannot be provided due to unforeseen conditions (for example, extreme weather).
  - Other details as needed, depending on the approach selected. For instance, if a CSA model is selected, will the producer provide bags or boxes for the CSA participants?

Independence Health Department
PO. Box 1019, Independence, MO 64051
816-325-7185
www.independencemo.org/health

Jackson County Health Department
313 South Liberty, Independence, MO 64050
816-404-6415
www.jacohd.org

Kansas City, Missouri, Health Department
2400 Troost Avenue, Suite 4400, Kansas City, MO 64108
816-513-6066
www.kcmo.gov/CKCMO/Depts/Health

University of Missouri Extension
105 E. 5th Street, Suite 200, Kansas City, MO 64106
816-482-5850
http://extension.missouri.edu/jackson

Mid-America Regional Council
600 Broadway, Suite 200, Kansas City, MO 64105
816-474-4240
www.marc.org

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Fresh and Local Produce
“Menu” of Ideas

Want to sell fresh, healthy and locally produced items at your store? For small retailers, stocking such items can be challenging if you don’t know what options exist. This “menu” provides you with tips, resource links and a variety of approaches for including fresh, healthy and local produce at your store.

One day a week

On-Site Farmer Stands — Invite farmers to set up a vegetable and/or fruit stand on the store property.

Community Supported Agriculture (CSA) Hub — Serve as a hub for a local CSA and offer this service to your customers and neighbors. The produce would be available only to customers who participate in the CSA, and would come in from the farmer(s) and be picked up by the participants on the same day each week.

Two or three days a week

CSA Hub Plus — Serve as a CSA Hub for interested customers. The store could make an arrangement to buy an additional amount of produce to sell to customers who are not participating in the CSA.

Farmers Market (Option A) — Purchase produce from farmers at farmers markets and sell the produce in your store over the next few days.

Farmers Market (Option B) — Enter into an agreement with individual farmers at a farmers market to purchase a set dollar amount of produce every week (presumably getting more for this set amount than with Option A, since the farmer would be getting guaranteed income every week).

Farmers Market (Option C) — With other store owners, create a cooperative purchasing agreement with farmers at a farmers market, agreeing to pay a certain amount every week for produce. The produce would be available for pickup or delivery on the day(s) when the farmers market operates. The store owners would be able to offer the produce to customers for several days following the purchase.

Every day

Farmers Market (Option D) — Enter into an agreement with farmers at multiple farmers markets (scheduled for different days) to purchase a set dollar amount of produce every week. Buy from enough markets (perhaps two or three) throughout the week to be able to offer fresh produce every day.

Farmers Market (Option E) — With other store owners (for example, participants of the Healthy Corner Store initiative), create a cooperative purchasing agreement with farmers at multiple farmers markets scheduled throughout the week, agreeing to pay a certain amount every week for produce.

Direct purchase from farmers — With other store owners or on your own, enter into an agreement to purchase a set amount from an individual farmer or a group of farmers, perhaps a group already set up as a CSA. Sell the items throughout the week, perhaps getting more than one delivery during the week.

Other Options for Healthy Food

In addition to fruits and vegetables, local sources for other types of healthy foods are available and becoming popular with customers. Some of the other locally produced foods include:

- Eggs
- Meat
- Nuts
- Milk
- Cheese
- Honey
- Bread
- Value Added Items (flour, sauces, mixes, etc.)

See Resources for local producers.

Resources

Get updated information about fresh, healthy and locally produced items online:

Kansas City Food Circle provides information about local, organic and free-range food producers in the Kansas City area. The Producers Directory includes information on CSAs, farmers markets, producers and more.

www.kcfoodcircle.org

Local Harvest provides information on farmers markets, some of which don’t require their producers to use organic or free-range methods.

www.LocalHarvest.org/farmers-markets

Good Natured Family Farms is an alliance of 150 local farms and small businesses that provide food to local grocery chains, CSA programs and local schools.

www.goodnaturedfamilyfarms.org

From the Land of Kansas website is hosted by the Kansas Department of Agriculture and contains information about local food producers of all kinds.

www.fromthelandofkansas.com