



Member Resources for Alternative Product Distribution Outlets and Online Sales

During these unprecedented times there is a gap developing within our local food system. Customers, especially those who are at high risk for contracting Covid-19 or who interact regularly with people who are in a high risk group, are seeking ways to purchase locally grown products without having to shop at a grocery store or farmers' market. Because of this, some of our members have been developing alternative sales outlets or leaning more on outlets that they have used casually in the past.

Additionally, our members have expressed concern about whether the farmers' markets have the capacity to support the amount of customers that generally maintain their sales throughout the market season. While many vendors are currently selling out of product at market, as the season progresses and crops ripen our farmers are anticipating a need to push more product than they are able to safely sell at market while following social distancing guidelines.

In order to meet that need, our organization can offer some ideas and options for facilitating additional sales outlets. Please take a look at the available resources below, and let us know if you have any questions or something you'd like to add.

Delish on 5th

Contact Christine Silver, who is buying produce in bulk for a meal prep delivery service through her restaurant Delish on 5th (530)356-3919.

Second Producer: If you only have a small amount of product and would rather not come to market in person, consider sending your product to market with another vendor as a Second Producer. Certified producers can sell for up to 2 other certified producers. Both producers must be listed on each others' producers' certificates, and the producer selling at market must sell more of their own product by weight or dollar value. There are other requirements for 2nd producers which can be found the member resources page of our website, but this is a great option for members with a small amount to sell.

Farm stands: Consider offering your product at a farm stand. If you have a farm stand, consider sharing your farm stand with other vendors to increase product diversity.

- Current members with farm stands: Kneeland Glen, Flood Plain Produce, Corn Crib, Fair Curve Farm, others.
- Kathy Mullen has graciously offered Kneeland Glen Farm Stand as an outlet for vendors who need to move product if they are having trouble.

CSAs: Customers pay a lump sum early in the season and in return get discounted produce, this helps support farms during low sale months.

- CSA Boxes are pre packed by farmers and can be distributed weekly at your farm or at a farmers' market. With this model the farmer decides what produce customers receive each week.
- Free Choice CSA allows customers to choose what items they want and the total gets deducted from the total they paid. With this model, customers decide what produce they receive; some weeks they might not choose to get anything or some weeks they may buy in bulk.

Pre-paid orders (arrange pickup or delivery of product): Take pre-orders from customers for curbside pickup, pickup at market or delivery to a prearranged location. Can accept pre-payment or payment at time of pickup. Many of our members are currently taking pre-paid orders for their products. Please see our Directory of Alternative Sales Outlets to see what other members are doing.

- Take orders by phone, email, social media or website.
- Accept prepayment with credit/debit cards (Square or other service), Paypal, Venmo, Zelle, or accept payment at time of delivery

Online orders through an online store: There are several options for online stores. Some are relatively simple like Squarespace, and others can be more complex. Some can integrate with your current website, and some are stand-alone apps. Here are a few examples, please let us know if one is of particular interest to you:

- **Squarespace:** Take credit cards at market or remotely. Also offers an online store option.
- **Food 4 All:** <https://www.food4all.com/sell-food-online-csa-software/> Search your zip code and it pulls up any participating farm in your area. Choose what items you want to buy from the farm, pick up date, time, and location, and pay. Can sell individual items (option to have a minimum purchase amount) or produce boxes. -Or- use their checkout tool to allow your customers to pay while using your own website or Facebook account Customers pay a processing fee, so it seems like the service is free to the farmer, it just takes time to set up the account and list products.
- **Arkitu Online Farmers' Market:** <https://market.arkitu.co/shop/> (demo site to see how it works)
- <https://site.localline.ca/>
 - (Cuesa example: <https://www.localline.ca/ferryplazafarmersmarket>)
- https://www.farmersweb.com/pages/availability-calendar?utm_source=gfm&utm_medium=newsletter&utm_campaign=fw-ac
- **Facebook Marketplace:** orders can be made here, but you are responsible for taking payment yourself, either in person, with a credit card over the phone, or using a third party app like Venmo

NCGA Market Manager/Info Booth: The Market Info Booth can act as a distribution point for customers who have placed pre-orders with our members, allowing them to drive-thru and pick up these items at the info booth without having to leave their vehicle, stop traffic at multiple locations around the market, or split a farmer's attention while they are trying to maintain their market booth. Consider taking pre-paid orders for customers to pick up at the market. Bring your orders to the booth at the beginning of the day (along with an inventory of what is given to managers and the name of the customer who is picking it up), and NCGA staff can distribute them to customers who have already paid and would like to drive by to pick up. NCGA staff can help facilitate EBT transactions with customers on behalf of our vendors if necessary, and possibly even take pre-payment through the use of offline vouchers. EBT customers may also be able to receive 50% off their order up to \$20 for Market Match, depending on the product). **Please contact staff if you are interested in this arrangement for your business.**

NCGA pre-order box program: NCGA can facilitate a multi-farm CSA-style pre-order box program that would give an outlet for member's excess produce and would allow customers to safely drive-thru the Market Info booth or other distribution location to receive their box. NCGA would take customer pre-orders for boxes, then contact participating farmers to place wholesale orders. Staff would pack boxes for customer pickup at market or other locations. This program is currently in development. **Please let us know if you are interested in participating so we can contact you with more details.**

What other members are doing in addition to (or instead of) market

This list is constantly evolving, but here are a few examples of what members are currently doing. We are keeping an up-to-date directory of our members' sales outlets here: (add website). **Please let us know if you'd like us to add your listing to the directory!**

Bear River Valley Beef - offering online sales through website store. Shipping or pickup options available. Online store currently managed by an independent developer, but will be switching to using BarnDoor. Also taking pre-orders through phone, email, Facebook and FB messenger, WhatsApp and more. Accepting pre-payment through the online store or over the phone. Customers can pick up orders at market, or arrange for a convenient drop-off location and time.

Celebrations Tamales - accepts pre-orders at wholesale prices for pickup at market. Accepts credit card payments through Square as well as Apple Pay, Google Pay and Venmo. Sells at Murphy's Markets, North Coast Co-Op Stores, Eureka Natural Foods and Wildberries.

Claudia's Organic Herbs - Accepting pre-orders for pickup at Arcata Plaza market. \$25 minimum. Also sells to North Coast Coop Stores and Eureka Natural Foods.

Earthly Edibles - Increased amount of CSA shares available. Still accepting sign-ups. Accepts pre-orders for pick-up at market. Also selling wholesale to grocery stores.

Ewe So Dirty - Offers online sales through website's store. Website and online store through Shopify. Also accepts pre-orders and will meet customers at a scheduled pickup date and time. Accepts Paypal and Square.

Fair Curve Farm - offering online order for their free-choice CSA.

Flood Plain Produce - offering an on-site farm stand

Flora Organica - accepting pre-orders online through Facebook, Instagram and email for pickup at market. Accepts Venmo, cash and check.

Flying Blue Dog - Accepts pre-orders through email and Facebook. Accepts Paypal for pre-payments. Occasionally able to deliver on Tuesdays during the course of regular deliveries to stores.

Kneeland Glen Farmstand - selling products from many of our members at her farmstand.

Little River Farm - Offering an on-site farm stand in Freshwater, Wednesdays and Sundays 3-6pm. Text an order in advance for pickup.

Mycality Mushrooms - accepting pre-orders over the phone. Pay at time of pickup.

Pam Van Fleet Bonsai Sales & Rescue - Offering on-site sales by appointment.

Prairie Companion Company Microgreens - Offering pre-orders through website, email, phone and Instagram. Providing home deliveries on Tuesdays and Fridays, or pickup at market. Accepting Venmo and Paypal for prepaid orders.

Reed's Bees - accepts pre-orders by phone for pickup at the market.

Sarvinski Family Farms/The Corn Crib - Advertising on their Facebook page and by word of mouth. Check their Facebook page for an up-to-date menu and price sheet of available products. Accepting pre-orders by Facebook, phone or email. Will deliver with orders over \$100 (aggregate orders to 1 location included). Taking credit card payment over the phone with a convenience fee using Square, or accepting credit cards, check, etc. at time of delivery. Farm stand in Pepperwood opens later this Summer. Check Facebook for updates.

Shakefork - Offering CSA shares which start in June. Currently offering on-farm drive-through pickups of veggie bags to current CSA members only. Accepts pre-orders for drive-through pickup at the market.

Spring Hill Farmstead Goat Cheese

Selling product at Kneeland Glen Farm Stand. Facebook advertising for preorders. Offers pre-set menu of the week's product availability. Accepting pre-orders through phone, email, Facebook and Instagram. Customers can prepay if they choose, or pay at time of pickup. Coordinating deliveries on Fridays, meeting customers from McKinleyville to Eureka. Pickup also available at market. Accepting Zelle, Venmo, PayPal, Square, Cash and Green CalFresh EBT tokens.

Tall Trees Family Farm - Pre-orders available through website with 2020 price list and order forms. Payment options include accept cash, credit or debit cards over the phone (square reader), Apple Pay, PayPal & Venmo.

Tule Fog Farm - offering a meat CSA share (can include eggs).

Woody Ryno Farm - Product sales through their website's online store. Website and online store are through Wix.com. Weekly vegetable shares that you can order as you go. Currently \$25/week. Also doing a "farmers' choice" option: Regular veggie share plus \$30 of meat (lamb or pork, farmers' choice). A la cart sales option as well. Buy anything you want out of the meat catalogue. Vegetables will be listed soon. Payment accepted through website, paypal, or in person option.

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