Cooperating to Distribute & Market Local Food

SMALL FARM AGGREGATION

THREE RIVER FARMERS ALLIANCE
WE SUPPORT LOCAL FOOD

How do we build a real local food system?

We in the local food community have been selling to the choir. CSA, Farmers markets, Farm stands, Farm to table (restaurants or events).

Our growth model, weather we know it or not, has been to get more people to join the choir.

If we want a true regional food system. 50% of our food coming from local producers by 2060 than we need to attract nontraditional local food buyers.

Local food needs to be less sexy. It needs to become the food that is on your plate just cause.

How do we get there?

Aggregation of Local Food Supply

Why do small farmer need a local aggregator?

Some Clients have barriers of entry to small producers

- Only buy from approved venders
- Small producers lack to diversity that the market is looking for
- Small producers are not set up for home delivery

A small farmer's time is needed on the farm

Most important is the cost of doing wholesale to the small farm. The smaller the farm the higher the opportunity costs will be.

What Was Needed in a Local Food Distribution System for Growers

Must be able to reduce the overall cost to farms for the ability to wholesale and home delivery

Must be a system that can aggregates product lists

Must be able to aggregate billing

Must be able to aggregate delivery

What Was Needed in a Local Food Distribution System for Growers

Need to be able to have orders uncombined

- Farms can have individual pick sheet
- Farm can have individual pack sheet

Must be able to tract inventory to both maximize sales and eliminate over selling

Must be able to tract accounts receivable

What Was Needed in a Local Food Distribution System for Consumers

Must be an aggregated marketplace

Must have aggregated billing

Must have aggregated delivery

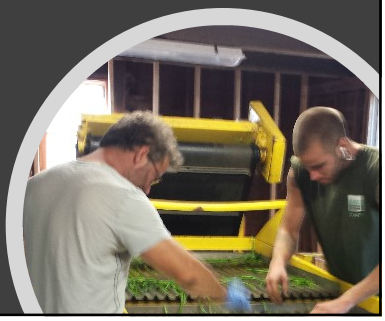
Want a reliable source of produce both in quality and in quantity

Want the price of local food to become more reasonable

Specialization of product helps farms achieve economy of scale

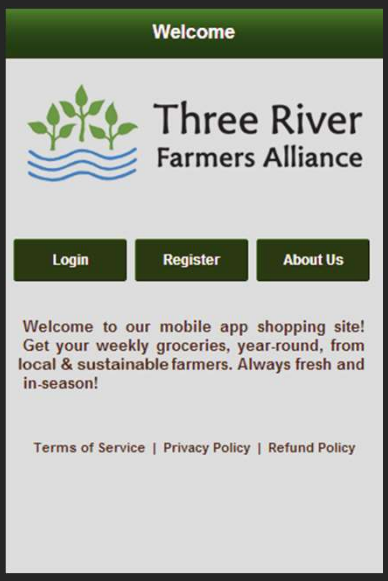
Green Beans Enterprise Budget

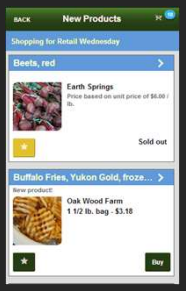
- Most small farms would find it hard to grow green beans at a profit
  - According to Richard Wiswall beans sold @ $2.50/# USD, will yield a loss of $2,720/ acre if they are hand picked.
  - Machine pick beans at Heron Pond Farm yield a profit of $9,000/acre
- This may be a way for the future of local food to be more affordable
  - As farms specialize their C.O.G.S. goes down
    - Savings passed on to customers
  - Create lower point of entry for local foods.



Became Clear That We Would Need Powerful Softwear

Local Food MARKETPLACE





An App For Todays World

Chef's like doing their ordering from the walk in sometimes

At certain times of year 50% of our orders come from the mobile app

With our multi farm CSA this lets our customers add thing a-la-cart with ease

Software produces a pick list

- Customers order from the main site but orders are broken out by farm
- Each item offered is totaled for the units it was offered in
- This allows the pack house to get all the food prepped for that weeks share

PICK LIST

For: Heron Pond Farm, 8/16 Seacoast, 8/17 Manchester North Shore

Listed below are the items that you need to deliver to your drop-off location at before . It is critical that you arrive by as we have drivers picking up product to deliver to other locations. If you are unable to make it by that time please call .

Please Note: It is important that your product is clearly labeled so that we can find it and pack it as quickly as possible at the pickup site.

Ordered Items Summary by Product

Item	Selling Unit	Sold Count	Pick Count	Pay to Producer
Baby Koji	1/4 lb bag	1	0.25 Pounds	$2.12
Baby Koji	pounds	5	5 Pounds	$42.50
Baby Arugula	3 # box	11	33 Pounds	$280.50
Baby Arugula	Pounds	16	16 Pounds	$136.00
Baby Lettuce Salanova	Pounds	21	21 Pounds	$178.50
Elegance Greens Mix	Per Pound	6	6 Pounds	$51.00
French Haricots	1 1/9 box	12	264 Pounds	$409.20
French Haricots	Pounds	225	225 Pounds	$348.75
French Haricots	Pounds	33	33 Pounds	$99.00
Yellow Wax	1 1/9 box	4	100 Pounds	$136.40
Yellow Wax	1 1/9 box	3	75 Pounds	$96.00
Yellow Wax	Pounds	200	200 Pounds	$340.00
Yellow Wax	Pounds	6	6 Pounds	$18.00
Red Beets, loose	Per Pound	11	11 Pounds	$38.50
Green Curly Kale	22 Bunch case	13	286 Bunches	$416.00
Green Curly Kale	Bunch	6	6 Bunches	$12.00
Corn	ears	303	24.24 Dozen	$127.26
Green Butterhead Lettuce	Case of 24	6	144 Each	$216.00
Green Romaine Lettuce	Case (24 count)	5	120 Each	$150.00
Green Romaine Lettuce	Head	6	6 Each	$9.00

Software produces a pack list

- Unlike the pick list above, the pack list breaks the order out by customer or pick up location
- All boxes are packed with farm name and location
- The software will even print labels for easy organizing during route aggregation time

Heirloom Tomatoes	10# Flat	62	620 Pounds	$1,599.60
Heirloom Tomatoes	10# Flat	50	500 Pounds	$1,100.00
Heirloom Tomatoes	10# Flat	4	40 Pounds	$106.00
Heirloom Tomatoes	Pounds	128	128 Pounds	$384.00
Processing Tomatoes	Pounds	75	75 Pounds	$75.00
Red Round Tomatoes	10# Flat	8	80 Pounds	$160.00
Red Round Tomatoes	10# Flat	1	10 Pounds	$15.00
Red Round Tomatoes	20 pound case	25	500 Pounds	$1,000.00
Red Round Tomatoes	20 pound case	1	20 Pounds	$30.00
Total				**$9,633.23**

Ordered Items By Customer

Customer	Location	Item	Unit (Weight)	Qty	Pay to Producer
Bedford Village Inn	Manchester Area	Yellow Wax	1 1/9 box	1	$34.10
Bedford Village Inn	Manchester Area	Adirondack Blue Potato	1 1/9 bushel box	1	$46.60
Bedford Village Inn	Manchester Area	Adirondack Red Potato	1 1/9 bushel box	1	$46.60
Bedford Village Inn	Manchester Area	Heirloom Tomatoes	10# Flat	1	$26.50
Bedford Village Inn	Manchester Area	Red Round Tomatoes	20 pound case	1	$30.00
CSA at NE Rehab	Manchester Area	Corn	ears	81	$34.02
CSA at NE Rehab	Manchester Area	Gold Potato	Pounds	27	$54.00
CSA at NE Rehab	Manchester Area	Heirloom Tomatoes	Pounds	27	$81.00
The Foundry	Manchester Area	Baby Arugula	Pounds	4	$34.00
The Foundry	Manchester Area	Baby Lettuce Salanova	Pounds	3	$25.50
The Foundry	Manchester Area	Heirloom Tomatoes	10# Flat	3	$79.50
The Foundry	Manchester Area	Processing Tomatoes	Pounds	25	$25.00
Arrowhead Farm	North Shore	French Haricots	1 1/9 box	3	$102.30
Arrowhead Farm	North Shore	Yellow Wax	1 1/9 box	3	$102.30
Arrowhead Farm	North Shore	Green Curly Kale	22 Bunch case	3	$96.00

Software produces a invoice

- Invoice is broken down by farm and clearly marked as to what came from which farm
- CSA share info is in the order note
- Customer gets to order from four farms in this case but has one delivery, one bill, and one check to deal with

Three River Farmers Alliance
P.O BOX 327
East Kingston, NH 03827
603-944-9403
admin@threeriverfa.com

INVOICE

Payment Terms: Net 14 days

CSA at High Liner Foods
High Liner, CSA
183 International Drive
Portsmouth, NH 03801
603-818-5328

Invoice #: 16713
Date Ordered: 8/12/2016
Delivery Day: 8/17 Seacoast, 8/18 Manchester, North Shore

Order Note: 1/4 arugula
1/2 dozen corn
1 lb french haricots
1 lb beets
1 head green leaf lettuce
1 lb heirloom tomatoes
2 each patty pan squash
2 each cucumbers
2 lbs cheiftan potatoes
1 bunch cilantro
1 bunch parsley

	Item	Qty	Unit	Unit Price	Unit Tax	Total
Heron Pond Farm						
	Baby Arugula	24	1/4 lb bags	$2.66	$0.00	$63.84
	Chieftain	48	Per Pound	$2.50	$0.00	$120.00
	Corn	12	Dozen	$6.25	$0.00	$75.00
	French Haricots	24	Pounds	$3.00	$0.00	$72.00
	Greenleaf Lettuce	24	Head	$1.88	$0.00	$45.12
	Red Beets, loose	24	Per Pound	$4.38	$0.00	$105.12
Meadow's Mirth						
	Heirloom Tomatoes	24	Pounds	$3.44	$0.00	$82.56
	Parsley, Flat Leaf	24	Bunches	$2.19	$0.00	$52.56
Stout Oak Farm						
	Cilantro	24	1 bunch	$2.50	$0.00	$60.00
	Greenleaf Lettuce	24	1 Head	$2.50	$0.00	$60.00
	Patty Pan Squash	24	pound	$2.81	$0.00	$67.44
	Slicing Cucumber	24	1 pound	$2.19	$0.00	$52.56
Tuckaway Farm						
	Log grown shiitake mushrooms	12	1 pound	$20.00	$0.00	$240.00
					Sub Total:	**$1,096.20**
					Payments:	**($1,096.20)**

We started with a walk in cooler and a truck

Sales Growth of Three River Farmers Alliance

2014 Total Sales $92,000

2015 Total Sales $251,000

2016 Total Sales $351,500

2017 Total Sales $413,500

2018 Total Sales $486,200

2019 total sales $602,758

2020 Current Sales $3,077,308

Cost to Individual farms depends on sales

Heron Pond Farm total wholesale: (2019)$198,000.

Cost of wholesale paid to Three River:$31,680.

16% of sales.

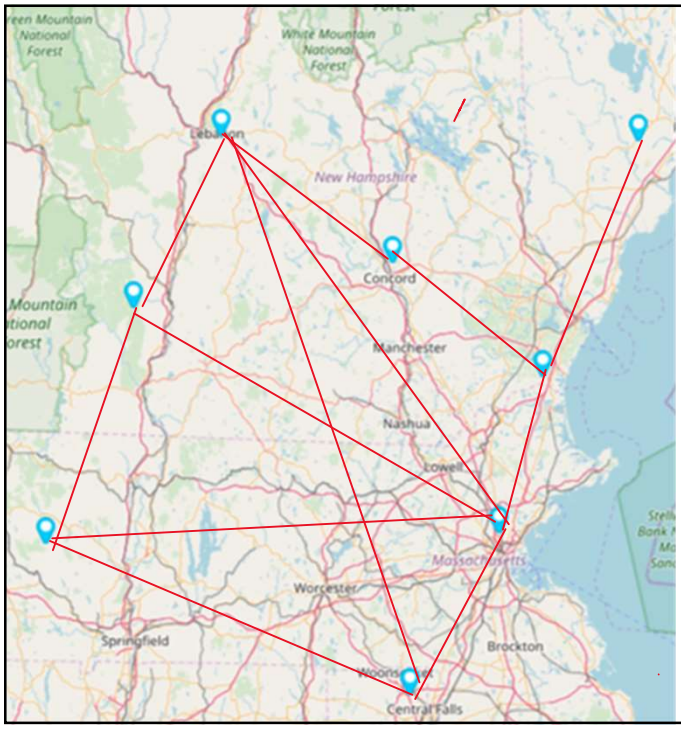
Three River enables us to aggregate a fractured food system

Distribute local food into the existing mass food marketplace

This makes a seamless transition to purchasing local food

As the ease of purchasing local food increases, the demand increases

As demand increases, we become more sustainable, and so does our local economy!



Some of the connections that cam be made with current aggregation sites

- Connections between site can help with product flow
- Customer satisfaction goes up when all their needs are met
  - Just as the local aggregation helps the small grower regional aggregation can help each cooperative.

Big picture ideas

May be that the role of local aggregates will be to move between $500,000-$1,000,000 of product a year through their own routes.

Local food aggregation's main goal may become aggregation of local, small farm produced goods for large regional buyers

In this way local food aggregators like Three River are a pathway for the small farm into the existing food system.

Contact Information

Andre Cantelmo
andre@heronpondfarm.com

603-591-8720

Heron Pond Farm