

Small Farm Marketing -Specialty Vegetables

UC Cooperative Extension
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Where Can I Sell?

1. Roadside Stands: Three very important keys to success are location, location, and location. A busy or frequently traveled street is better than one too far out for people to get to. It may also help to have a variety of produce, and of course, very good quality. Advertising will let people know about you. Anything you can do to make yours “different” will make it more attractive and inviting to customers -- consider “organic”, or “pick-your-own”. Some stands are only seasonal, but others may operate year-round.

other things to consider:

- ~ ~ signage - nice signs in letting people know what you have
- ~ ~ fresh paint - a clean looking stand is more attractive
- ~ ~ clean surroundings - keep weeds down, settle dust if water is available
- ~ ~ parking - make it easy for people to pull off the road

2. Processor Contracts: Selling to a processor might involve a very strict legal contract, or may be somewhat loose. Prices paid to the farmer are sometimes preset, so growers know ahead of time what they will be getting for their crop. The temptation is there to shop around for better prices, but in doing so, grower dependability and reputation may suffer, and bridges burned with the processor.

Wawona Frozen Foods - strawberries and fruits

Dole Foods - strawberries, fruits, and certain other vegetables

3. Terminal Markets/ Wholesale Markets: Worldwide, these central distributing points are close to ocean ports and/or railroad lines. There are 34 cities worldwide listed including New York, Boston, Chicago, Paris, Mexico, Tokyo. Current terminal market prices are given for that day based on supply and demand. Produce prices for South San Francisco and Los Angeles are listed for California. The internet site address is [<http://www.marketnews.usda.gov/portal/fv>]. These prices will give you a close approximation what various fruits and vegetables are selling for wholesale at that facility.

There are other wholesale markets in California - Oakland and Central San Francisco. Various wholesalers have facilities located in these market places. The San Francisco Wholesale Produce Market has 30 different wholesalers located at their facility - some specializing in ethnic foods or certain kinds of produce. Check out their web site at [www.sfproduce.org]

4. Local Vegetable Shipping Houses: These may be strictly shippers, or a combination of grower, packer, and/or shippers. They provide the service of buying farm produce and then shipping it to their customers. There is usually a commission involved for this service but the farmer is saved the hassle of having to store, find buyers, or ship the produce. Some of the businesses operate strictly on a consignment basis, whereby an approximate price is given the farmer but not until it is actually sold is the final price known. There may also be a reduction in number of boxes paid for if quality is marginal or oversupply demands that a better quality be required, boxes may have to be repackaged or a reduced price paid based on a certain percent of lower grade in each box. The farmer has much less control over the produce in this situation. Some of the information below for Asian vegetables can be obtained from the produce “Blue Book and/or Red Book”.

Baloian Farms	485-9200	446 N Blythe Ave
Sarabian Farms	493-2900	2816 S. Leonard Sanger, CA
Cherta Farms	442-1704	8269 E American Del Rey, CA
Nat Feinn & Son	268-7848	920 S Topeka Ave
New World Farms	268-8828	5118 W Vine
OK Produce	445-8610	1762 G Street
Sunnyside Inc	896-7200	3200 E Highland Selma, CA
Best Oriental Produce	292-9384	2747 N Sunnyside Ave
Lucky Farms	834-2168	412 S. 7 th St. Fowler, CA 93625
SSK Produce	292-5675	2481 N. Sunnyside Ave Fresno, CA
D-Produce	430-5324	2890 N. Sunnyside Ave. Fresno, CA
Good Luck Farm	266-8528	4603 W. Jensen Ave Fresno, CA (Jensen/Cornelia)



Valley Produce	237-3328	1445 G Street
Fresno Produce	495- -143	1415 B Street
KB Farms	994-3334	7184 S Cherry Ave Fresno, California 93725-9407

5. Specialty and Retail Stores: Generally a year-round, large volume is needed to get into the supermarket chain stores. Some of the local stores have the option of buying locally. Specialty markets such as Melissa's, Friedas, Trader Joe's, Whole foods (organic) etc. might be interested in various specialty crops – (www.melissas.com; www.friedas.com; www.brookstropicals.com; www.coosemans.com)

6. (Certified) Farmers Markets, swap meets, flea markets: California has over 520 certified farmers markets located throughout the state. Farmers can sell their produce from stands at these locations close to retail prices. A certified market is registered by the state (county ag commissioner) and must follow certain guidelines and policies...You can only sell what you produce, you cannot buy and resell. A complete list of markets can be found on the internet <http://www.cafarmersmarkets.com/>. In addition to certified markets, there are also swap meets or flea markets – seller may be the growers or simply people reselling what they buy elsewhere. Some farmers sell at one or two markets a week, while other farmers may be driving to 10-15 markets a week. Disadvantages are

- * many markets have a waiting list of farmers wanting to sell there
- * only a limited volume can be sold in this manner (to the general public)
- * traveling is required of the farmer, taking away valuable time on the farm

<u>City Market Name</u>	<u>location</u>	<u>time</u>	<u>contact</u>	<u>open*</u>
Big Fresno Flea Market	1642 S. Chance Ave	thur, sat, sun 7-3	266-7927	
Clovis Old Town CFM	Pollasky/5 th	fri 5:30-9	646-2761	May-Sept
Cherry Ave Auction	4640 S Cherry	tue, Sat 6-3	266-9856	
Fresno "Vineyard"	Blackstone/Shaw	sat 7-12, wed3-6	222-0182	
Fresno Market Mall CFM	Fresno & Tulare	Wed/Fri 10-2	263-1583	
Fresno Downtown	1612 Fulton	tue, thur,sat 7-2	227-8026	May-Sept
Orosi Swap Meet	41286 road 124	Sun 2-10	528-2288	June-Sept
Reedley CFM	G/11 th	Wed 4-7P	638-5484	May-Aug
Parlier CFM	First & Newmark	Sat 4-8P	646-2761	May-June
Riverpark CFM	Blackstone/Nees	tue 5:00-9P	439-8389	
Sanger CFM	7 th and N	sat 6-10P	875-4575	June-July
Selma Flea market	100951 Mt View	Sun 7-3	896-3243	

*unless otherwise noted, open yearround

* CFM = Certified Farmers Market, actual growers of the product certified by State of Calif

7. Restaurants – sometimes better than retail prices can be received. Example, in NY snow pea tips sell for \$5.00 per pound, whereas a wholesale company may pay only \$.75 per pound. They are usually buying smaller quantities though.

8. Other:

CSA - Community Supported Agriculture. Consumer-paid monthly or yearly subscriptions whereby the farmer provides a basket or bag of in-season produce/fruit to homeowners, usually on a weekly basis. See

“Small Farm Newsletter” articles see <https://www.abundantharvestorganics.com>, <http://www.tdwilleyfarms.com>

Cooperatives – can be formed to either help market products or to improve buying power of ag products
Internet (E-commerce) – selling on the internet. EBAY.com, Horsepower.com, make your own website.

Social Media – Twitter, Facebook, You Tube, Blogs, My Space, Flickr

Agri-Tourism – usually some kind of added service is provided. This might include farm tours, demonstrations, etc. see <http://www.calagtour.org/>

9. Market problems:

County Ag Commissioner	1730 S. Maple	(559)456-7510
USDA-PACA		(800)-495-7222
Market Enforcement	560 J Street, Sac.	(916) 341-6276