

# **Honoring Agriculture Diversity in Marin**

Dance Palace – Pt. Reyes, California  
October 21, 2015

## Notes: Breakout Session 1b – “Where to Market”

**Facilitator:** Julia V.S Kim, UCCE Marin

**Notes:** Karen Giovannini, UCCE Sonoma

**Speakers:**

Janet Brown, Allstar Organics

Tyler Thayer, Agricultural Institute of Marin

**Row crops and value-added:**

Allstar Organics: distribution for excess tomatoes.

- Grocery, chefs – fickle and promiscuous. Cannot rely on them . . .cultivate the next guy in line.
- Online.
- Farmer’s Market – much harder than you think but very uplifting. At community for a few hours.
- It is a long term relationship, won’t work if you quit. If you like it, keep at it.

Table Top Farm: Started with honor stand. Stocked all the time, except wet months. Fair price. Research local grocers.

- Honor stand in downtown Pt. Reyes. Most people are honest. Chefs – same take – picky and fickle. Works on personal relationship with chef constantly.
  - CSA – 22 members. Learned some just want a small amount in box. It has been successful. Wants to grow this.
  - Grocery – Good Earth. Now with organic certification.
  - Farmer’s Market – not for them.
- Thursday Market = Chef’s Market
    - Advantage – small window of time with many opportunities to sell
    - Disadvantage – lots of work.
    - Look at size – one venue with many communities or many communities and many markets.
    - Who is selling? Owner/operator is best seller.
  - Farmer’s Market – talk to Farmer’s Market Manager to make sure you want to sell there.
  - Ferry Plaza Market – 8:00 – 2:00 pm Saturday. Ferry boats for Fan Day games, events, etc. Generous (?), fun, exciting, upbeat marathon with spirit at/or \_\_\_\_\_.

- Sunday Market – long term community institution. Very astute, knowledge of produce and vendors. Slower start from 8:00 – 10:30 am. Neighborhood feel, competition not always pleasant, but makes you up your game.
- You just need to make what you adore and chances are others will too.
- Grocery Sales – least favorite, doesn’t see who is purchasing. Chaotic when delivering. Almost makes no money when selling to grocery, but doesn’t want it to go to waste, and it helps get name out.
  - Would be easier to sell all to grocery, but risky if quality not good or quantity is not good . . .
- AIM – want a permanent home to become central location for agriculture in Marin. Education, cooking classes, community garden, restaurant.

#### **What makes a good vendor at Certified Farmer’s Markets?**

- Know product, who your customer is, tells story, educate consumer, invest in agriculture long term, diversify and value-added.
- Constantly evaluating and how you sell crops – value for labor/cost.
- Grow food in towns and cities. Commit to no hunger solved locally. Edible landscaping in town.
- Cost of Living – hard to be a farmer in Marin so that you can purchase land, not just lease it all.

END