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GARDENS/MINI-FARMS NETWORK

USA: TX, MS, FL, CA, AR, NM, WA; Mexico, Rep. Dominicana, Côte d'Ivoire, Nigeria, Nicaragua, Honduras, Kenya, Malawi, Mozambique, Haiti, England, India, Uzbekistan
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Workshops in organic, no-till, permanent-bed gardening, mini-farming, mini-ranching
using bucket drip irrigation,
worldwide in English & Español

Farmer's Market Store

This is a store marketing food directly from farmers but the farmers do not man the stalls. Farmers like to produce food but many, if not most, do not like to sell.

A store is opened with "stalls" owned and stocked, directly, by individual farmers just like in the farmer's markets but only one farmer is present each day to talk and promote their

food. Farmers rotate one day at a time. They come in and stock their stall daily or every two days or as needed.

Each farmer's food has a SKU. The farm name is over the stall or display. Customers come into the FMS and take a basket or cart and select what they want to buy. They go to the checkout counter and pay. The computer, using the SKU, credits each farmer for the sales. Payment is made to each farmer weekly, biweekly or monthly.

The store has a clerk. The farmers share the cost of operating the FM store: clerk's salary, heating/cooling, utilities, rent, advertising, etc. Several stores could be operated and farmers could market in all of them.

I wish that someone would try this idea some where.

Ken Hargesheimer