

CADE

Center for
Agricultural Development
& Entrepreneurship



A CENTRAL NEW YORK FARMERS' GUIDE TO DISTRIBUTION

2019–2020



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CADE Vision & Mission

Established in 1991, CADE envisions a vibrant food system in which locally-owned agricultural businesses thrive and consumers are nourished by healthy, sustainably-produced food. Our mission is to increase the number and diversity of successful farm enterprises and related businesses in New York.

Introduction

Are you interested in selling your farm products wholesale to be purchased by restaurants, retailers and more? Distributors and food hubs provide a critical link in helping you expand the reach of your wholesale opportunities. While you can deliver your product in your own truck to many outlets in proximity to your farm, having a relationship with a distributor or food hub allows your product to get beyond your own routes. Furthermore, in surveys by CADE staff, buyers in a variety of sectors — from restaurants to cheese shops to hospitals — reported that they prefer to work with distributors and food hubs rather than with farms one-on-one, because they can only manage so many accounts in a given week. As a result, many distributors and food hubs have established relationships with those buyers that will open up new sales opportunities to you without you needing to do the hard work of landing the account.

Working with a distributor does come with its own costs and barriers to entry. First, a distributor will add at least a 15% service fee on top of your wholesale price to them, which they will pass onto the buyer, so it's important to think about this when designing your products to make sure they are price competitive or unique enough to not need to be price competitive. Also, while you may eventually have large enough sales to warrant the distributor picking up from you directly at your farm, you will most likely need to begin your partnership with a distributor by dropping product off with them at their warehouse. There are many additional factors to consider when determining to work with a distributor, and CADE staff are more than happy to advise you as you explore these options. Please contact Lauren Melodia at lauren@cadefarms.org if you would like advice on approaching a distributor.

Included in this guide is a list of distributors and food hubs in the vicinity of Central New York that have been vetted by CADE and are interested in working with new and more farmers like you. This information, along with additional options as we identify them, is also listed on CADE's website www.cadefarms.org.

If you are a distributor that would like to be listed in this guide, please contact Lauren Melodia at lauren@cadefarms.org.

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1 The Common Market



Contact: Rachel Terry, Outreach Coordinator

Phone: 215-275-3435 ext. 35

Email: rachel@thecommonmarket.org

Website: www.thecommonmarket.org

Address: offices in Philadelphia, New York City and Washington, DC. Main warehouse in Philadelphia, PA.

Potential to meet farmers to pick-up product in Coxsackie, NY

Mission: To build an abundant supply of wholesome food in the region, keep food affordable and pay a fair price to producers. The Common Market sources from farmers and food artisans who show their commitment to sustainability in their responsible land stewardship and fair business practices, and gives preference to those who share our belief that sustainability is not a fixed point but a pathway of continuous improvement. The Common Market is currently focused on expanding institutional market opportunities, such as schools and hospitals.

Can distribute: ✓ Dry ✓ Refrigerated ✓ Frozen (limited space)

Product Requirements: Common Market prioritizes farms that use sustainable practices like integrated pest management. Farms should be wholesale-ready with the ability to wash, pack and cool their own product. Farmers are required to hold \$1 million in liability insurance. GAP certification is required for produce. Canned products require a HACCP plan. Meat must be from a USDA facility, since they sell products across state lines. They prefer meat that has a 3rd party animal welfare certifications. Additionally, The Common Market works with farms that share the following values:

- Safe growing, harvesting, and processing practices that ensure a healthy food supply
- Safe and fair conditions for workers
- Minimizing the use of harsh chemicals and always choosing the lowest possible toxicity
- Eliminating genetically modified organisms in food crops and avoiding them wherever possible in animal husbandry
- Eliminating the use of hormones and sub-therapeutic antibiotics in livestock animals
- Providing healthy and humane care for livestock in a cage-free or pastured environment

How they receive product: offices in Philadelphia, New York City and Washington, DC. They run a truck to Coxsackie, NY every Saturday and can meet farmers in Coxsackie then to obtain product.

Minimum Product: Farmer must have \$300 value worth of product available to sell wholesale.

Marketing expectations: Once on-boarded, The Common Market's marketing team will work with the farm to collect a short blurb and some photos that are used to tell their story to Common Market customers. There are no additional requirements from farm partners on the sales front, but producers are welcome to host farm visits, come along on customer visits, and host trainings on their products for the Common Market sales team.



Payment: The Common Market pays farmers by direct deposit to their bank accounts 15 days after a sales transaction.

Distribution area: The Mid-Atlantic region, within 250 miles from Philadelphia — from New York State to Northern Virginia

How to join: Fill out and submit form at:
<https://www.tfaforms.com/435291>



2 Field Goods



Phone: 888-887-3848

Email: info@field-goods.com; donna@field-goods.com

Website: <https://www.field-goods.com/>

Address: Field Goods, LLC, 742 Schoharie Turnpike, Athens, NY 12015

Mission: To deliver food of superior taste, freshness, and nutritional value to their customers and to be a good partner to their farmers. Field Goods' offers delivery of produce to employees and consumers at workplaces and community sites year-round.

Can distribute: ✓ Dry ✓ Refrigerated ✓ Frozen

Product Requirements: Products must be locally produced.

How they receive product: Any farmer can drop off product at Field Goods' warehouse. If a farmer is located near Athens, NY, they may be able to pick-up directly from the farm, but there are "lots of things to consider."

Minimum product: Farmer must have \$250 value worth of product available to sell wholesale.

Marketing expectations: Farmer should provide profiles, pictures and/or videos for Field Goods to use in promotional activities.

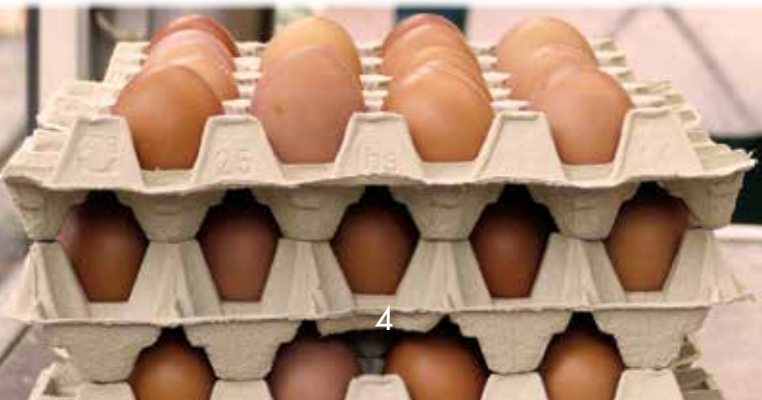


Payment: Farmers receive payment within 21 days unless the product expires before the farmer assured.

In the event of problems with product shelf-life, the farmer has the option to take the product back or identify another option that works for both parties.

Distribution area: New York, New Jersey and Connecticut

How to join: Reach out to Field Goods by email with your product list and prices.





3 Catskills Food Hub

CATSKILLS
FOOD HUB
SULLIVAN COUNTY, NEW YORK

Contact: Cat Wilson, Director

Phone: 845-807-3735

Email: director@catskillsfoodhub.org

Website: www.catskillsfoodhub.org

Address: 92 Commerce Drive, Liberty, New York

Mission: To help regional producers grow and maintain a wholesale distribution network and to enable a constant supply of fresh food and local and regional wholesale buyers. Through an online marketplace, professional delivery and technical assistance, Catskills Food Hub provides a streamlined way for producers to sell their items to a larger customer base.

Can distribute: ✓ Dry ✓ Refrigerated ✓ Frozen

Product Requirements: Producers set their own prices. The Hub promotes the diverse range of products offered throughout the region. Fill out the Producer Survey at <https://www.catskillsfoodhub.org/work-with-us> to receive the Producer Agreement which includes more product requirement details.

How they receive product: Farmers are required to drop off product at the hub's warehouse in Liberty, NY. There is sufficient dry and cold storage on-site to accommodate farmers storing additional unsold product and listing it as inventory.

Minimum product: To be listed in the hub catalog, producers should have at least 2–3 cases of each product available or however much the producer would need to sell to make it worth the trip to drop off product in Liberty, NY.



Marketing expectations: The hub offers product photography support to help farmers obtain good quality photos that can be used in the catalog. Farmers should provide the hub with a farm profile and photos to be included on the website.

Payment: Producers own their product and list it through the Hub. They must provide proof of insurance to sell through the Hub (see Producer Agreement). The Hub pays farmers for what they have sold on a bi-weekly basis.

Distribution area: Piloting distribution in Sullivan County in 2019, with plans to expand next year.

How to join: Fill out and submit form at:

<https://www.catskillsfoodhub.org/work-with-us>

4 Upstate NY Growers & Packers



George's Farm Products, Inc.

Contact: Luke George, Sales and Operations Manager

Phone: 315-853-5547

Email: luke@gfpny.com

Website: <https://www.unygap.com>

Address: 160 Kirkland Ave, Clinton NY, 13323

Mission: A farmer-owned statewide marketing cooperative selling all grades of produce from all sizes of farms to all types of wholesale & retail buyers. The cooperative began in 2004 and currently has 24 farmer-members, primarily from Madison and Oneida counties. They primarily sell standard seasonal produce and are looking to expand into more added value products like soups and cookies. They operate seasonally through Thanksgiving.

Can distribute: ✓ Refrigerated

Product Requirements: GAP certifications is preferred for produce. Luke will help farmers with their GAP certification applications if needed.

How they receive product:

Farmers should expect to drop off product at the warehouse in Clinton, NY, which is open 7 days per week to receive product during high season. Once a producer is selling a half a trailer load or more, then they will consider picking up at the farm.



Minimum Product: depends on the product.

Marketing expectations: Farms are highly encouraged to provide a story and photo to be included on the website.

Payment: Most farmers should expect to receive payment in 30 days. Sometimes they do consignment with farmers.

Distribution area: Boston to Washington, DC; Mostly distribute to NYC and NJ. Do not distribute too much locally, since most producers do their own locally deliveries.

How to join: Interested farmers should contact Luke George directly about supplying the cooperative and/or becoming an official cooperative member. Membership is ultimately approved by the Board of Directors (a group of farmer-members). Cooperative members must commit to attend 3 meetings per year.

5 Headwater Food Hub



Phone: 585-281-3908

Email: supply@headwaterfoodhub.com

Website: <https://www.headwaterfoodhub.com>

Address: 6318 Ontario Center Rd, Ontario, NY 14519

Mission: To work collaboratively with a network of regional farmers and food producers to coordinate a good food system that delivers top-quality, sustainable foods year-round. Customers receive a one-stop-shop for this region's best produce, meat, dairy, and value-added goods. Farms and food producers receive a consistent, large, and fair market for their products. Headwater Food Hub primarily serves institutional and restaurant clients.

Can distribute: ✓ Dry ✓ Refrigerated ✓ Frozen (limited space)

Product requirements: There are no product requirements, however they are beneficial for differentiated products to buyers. Small farms with unusual products can usually succeed without certifications, while farmers growing conventional varieties benefit from certifications like organic, grass-fed, animal welfare approved, etc. Headwater prioritizes growers that have existing GAP certification, but also offers a voluntary food safety checklist for smaller growers with less risk-prone crops.

How they receive product: Farmers can drop off product Monday–Friday (or by appointment) at the Ontario, NY warehouse. Farmers may also drop off products at a second location in Athens, NY Monday and Wednesday mornings, where Headwater picks up product from other farmers weekly.



Minimum Product:

Minimum quantities depend on sales projections and vary by product category. Headwaters can make it work to represent both limited quantities of unique, high-end products and larger quantities of more price sensitive "standard" products. The more "standard" the product, the more likely Headwater will need to establish a minimum to make sure that products have successful sales channels.

Marketing expectations: There are no expectations to bring new customers to the hub or to participate in sampling and promotional activities. Most buyers are institutional or restaurants, so promotional activities are less important. Headwater always welcomes farmers to bring existing and new customers to them to continue managing the relationship. Headwater staff will work with you to communicate logistics changes between you and your existing buyers. Headwater does not provide last mile delivery service to farmers managing their own customer relationships.

Payment: Farmers should expect to get paid 30 days after the delivery date. Headwater buys product from farmers directly (rather than consignment). If product doesn't sell, the risk is absorbed by Headwater.

Distribution area: Central NY, Western NY, North Country and the Hudson Valley

How to join: Contact by email or phone to get a conversation going. Please be patient, as they currently cannot keep up with new vendor inquiries. Headwater's ideal process for onboarding a new producer is that they begin conversations with farmers in the fall to plan for the next season.



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