



Market Share FAQs

1. Think about convenient drop locations, where the produce can stay cool:

- a. Large employer in town that will promote the boxes
 - i. Hospitals, clinics, yoga studios, city hall
- b. An institution that is making bulk wholesale purchases as well
- c. A coffee shop
- d. Something on your normal route

2. Think about box frequency

- a. It is common for people to “share boxes.” But splitting a melon, head lettuce, etc., is challenging. Option: put two of the same item in the box, while remaining at the target price.
- b. Offer a weekly box for the faithful produce eaters and a bi-weekly option for those that prefer smaller portions.

3. Think about pricing

- a. The market needs to charge for market shares, just like it marks up in Local Line for the bulk wholesale sales.
- b. Option: sell the box for \$25, put \$20 food in it. That is a 25% markup to cover the additional costs of the market share.
- c. The market share option has additional costs vs. the bulk wholesale sales: 2.25 boxes and liners per share sold; accounting and tracking outside of Local Line; mileage and time for delivery; handout per box; increased labor costs; etc. *Please* accurately track these costs in your spreadsheet so we can collect reliable data.
- d. May need to do price discovery to land on the best price for your boxes.
 - i. Wabasha current prices are \$25 per ½ bushel box. So 16 weekly boxes are \$400, 8 bi-weekly boxes are \$200.

4. Think about marketing

- a. Facebook and Local Line are free and effective.
 - i. A paid Facebook ad can bring in sales. Try to measure the effectiveness of those ads by offering a specific incentive unique to that ad.
- b. Contact your local businesses and see if they can share it with their staff
- c. A sign at your drop site
- d. Your farmers can each share the information (Facebook, word of mouth and events that they attend, etc.)

- e. Press release in local newspaper
- f. Newspaper ad
- g. Talk about it on the radio
- h. Your town's for Facebook "For sale" sites

5. Think about what boxes you plan to use

- a. If you sell 20 Market Shares, you will need about 50 boxes.
 - i. You will drop one off and they return it the next pick-up so you need 2 per customer with about ~25% of people forgetting to bring their boxes back.
- b. If you intend to re-use boxes, you need to use a [plastic liner](#) so you keep the box in good condition (for food safety reasons).
- c. [Boxes can be purchased from Jordan Seeds.](#)



6. Think about your farmers

- a. Who has product consistently available in both quality and large quantities?
- b. You will want to have farmers who can communicate easily.
 - i. Ideally a text or phone call a couple days prior to market at a set day/time to confirm orders and delivery
- c. Farmers deliver the product in the form it's ordered: if bunches of kale, they deliver kale bunched; pints of tomatoes in pints; etc.
- d. Think outside the market, any local farmers / vendors who produce but don't currently set at the market?
 - i. Develop a fee structure for those farmers to utilize your sales platform: a 1-time fee, a percentage of sales per order, a fee per order, etc.
 - ii. If they are produce farmers, they will need to have food safety plans and water tests on file as well.

7. Think about traceability

- a. You are required to track the products in the box back to the vendor.
 - i. Commingling the same product from different farmers in the same box makes traceability hard. Instead, consider requiring one farmer to provide all the ordered product; e.g., if you need 20 bunches of kale, ask one farmer to provide those.
- b. An example of traceability is seen below.

Check #	Date	Vendor	Item x 20 boxes	Price Per	Total (price per x 20)	Balance Draw Down
						\$3,306.00
1355	June 20, 2018	Many Hands Farm	Strawberries	\$ 2.50	\$50.00	\$3,256.00
1355	June 20, 2018	Many Hands Farm	Asparagus	\$ 2.50	\$50.00	\$3,206.00
1355	June 20, 2018	Many Hands Farm	Lettuce	\$ 2.00	\$80.00	\$3,126.00
1355	June 20, 2018	Many Hands Farm	Scallions	\$ 2.00	\$40.00	\$3,086.00
1355	June 20, 2018	Many Hands Farm	Garlic Scapes	\$ 2.00	\$40.00	\$3,046.00
1353	June 20, 2018	Good Turn Farm	Collard Greens	\$ 1.75	\$35.00	\$3,006.00
1353	June 20, 2018	Good Turn Farm	Mint	\$ 2.00	\$40.00	\$2,971.00
1351	June 20, 2018	Barefoot Gardens	Snow Peas	\$ 2.00	\$40.00	\$2,935.00

8. Think about variety and color.

- a. There are some “common” things that people come to expect in CSA boxes. E.g., carrots, tomatoes, beans, peas, lettuce, cucumbers, peppers. These can go in often.
- b. People like to try something new but not too often. Once per box you can try a kohlrabi or okra or celeriac. But don't fill it with new and unusual things or they will not know what to do with any of it.
- c. Pair herbs with appropriate items. For example: tomatoes, peppers and cilantro; cucumbers and dill; basil and tomatoes

**9. Handout per box**

- a. It is helpful to have a handout in each box.
 - i. Identify each item in the box
 - ii. Have a recipe for any unusual item
 - iii. Do fun facts on items
 - iv. Take photos
 - v. Talk about what's coming, what's almost gone, what there could be canning deals on
 - vi. Have some information about the market; maybe some special events you have coming up, kids' programs, volunteers needed
- b. In order to have a handout per box, you either need to aggregate offsite, have a printer at the market, or email the handout. So, be sure to capture their email addresses!

10. First Boxes – add this note

- a. “Please note that the first boxes are normally filled with lovely greens to enjoy. Many vegetables that you are eager to eat take longer to grow. As the weeks wear on, the boxes will get more abundant and diverse as the seasons progress.”

11. Encourage communication and have fun!