

# Farmers Market Aggregation Project 2019

April 15, 2019

## Produce Farmers:

**You are invited to take advantage of expert financial consulting for your farm ... and we'll pay you to do it!**



As we test this business model of *farmers' markets serving as food hubs* in their communities, we want to find out if this model is truly a benefiting you, the farmers.

We have funds to pay 18 farmers each a \$150 stipend to meet with a farm financial consultant, share your 2017 and 2018 financial records, keep track of some items in 2019, and receive sound financial advice for your farm. Our consultant is Ryan Pesch, Educator with the University of Minnesota Extension, specializing in community economic development. Ryan is also a produce farmer in West Central Minnesota.

## How It Works

You and Ryan will schedule a time for him to come to your farm (plan on 3 to 4 hours). Ryan will use the FINPACK software to input and analyze your records. Your personal information will be ***strictly confidential*** between you and Ryan. Financial data from your farm will be compiled and averaged with similar information from other farmers, and all names and other identifying details will be removed.



Once data are collected and analyzed, Ryan will analyze the financial impact this "Farmers' Markets as Food Hubs" project has had on the average farmer involved. Incidentally, Ryan is analyzing financial data from all 9 farmers' markets as well – to measure the financial viability of markets to run aggregation enterprises. Reports on Ryan's findings will go back to everyone involved in this project.

*We need to have 18 farmers commit to this opportunity by May 31, 2019. Please notify your market manager as soon as possible if you are interested.*

We are seeking farmers in three categories:

1. Farmers who sell direct to customers at the farmers' market and also sell through the aggregation project
2. Farmers who sell direct to customers at the farmers' market only – no wholesale sales
3. Farmers who sell direct to customers at the farmers' market and also have their own wholesale account(s) separate from the aggregation project

If you have any questions about how the farm financial consultation will happen, please contact Ryan Pesch directly at 218-770-4398 or [pesch@umn.edu](mailto:pesch@umn.edu)

Thanks much for working with us to test this exciting business opportunity for Minnesota produce farmers!

Yours truly,

The Project Team

Cecilia Coulter, Sara George, Jane Jewett, Jan Joannides, Kathy Zeman



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**EXTENSION**

