

Local & Organic Food Canterbury

Online Market Vendor Information Sheet

A project of NOFA-NH, Local & Organic Food Canterbury (LOFC) seeks to expand participation in the Canterbury Community Farmers Market by providing an opportunity for buying and selling local products online. By joining together, local producers can offer the online shopper a more convenient and complete shopping experience. Through cooperative distribution, LOFC makes it easy for even the smallest producers to participate. A similar program was launched three years ago in Plymouth, New Hampshire as Local Foods Plymouth and has been an enormous success.

Benefits for the local food buyer

Many of us grow a small number of specialty crops and have crops available at different times in the growing season. This situation makes it difficult for the customer to buy their weekly groceries locally, because they have to travel from one farm to the next to get what they need. By consolidating everything area farmers grow into one online marketplace, buyers can more easily find what they need while supporting local farmers, bakers and growers.

Benefits for Producers

Buyers who are willing to go to the farmers market or farm stands are already in the bag. But producers can increase their share of the market by reaching out to folks who may currently use large supermarkets for convenience—by pooling the harvest and making it available all in one place.

In addition:

- **No waste**—All goods are already sold prior to delivery, so there is no waste and farmers know exactly how much to harvest that day. The buyer has already paid by the time the farmer gets the order!
- **No middle-person**—Farmers sell directly to the local product buyer, instead of a store that takes a large cut of the profit.
- **Tech savvy**—Online shopping is an enormous industry these days. LOFC helps farmers take advantage of this technology with little hassle on their end.
- **Low cost**—Grant funding has enabled this program's first year to be nearly FREE of cost to participants. Just 5% of sales are withheld to cover the cost of credit card/PayPal/banking fees.
- **Convenient**—Farmers are able to drop off their goods and head right back to the farm. Want to stay and help distribute food and meet your buyers? Great, just let us know!
- **Canterbury Community Farmers Market space**—LOFC pays for a booth space at the Farmers Market. Although the market is already extremely affordable, free to the farmer is even better! (This project is not meant to dissuade farmers from participating in the CCFM. However, for those that do not ordinarily take part, it is a great way to do so. For those that are already vendors, participating in LOFC is that much easier.)

How It Works: A program designed to be simple and easy

The program allows local food buyers to purchase products online. The Vendor is notified of what has been purchased (via phone or email). The pre-sold products are delivered to the Canterbury Community Farmers Market in the town center where the buyer picks up his/her order.

Getting Started (½ hour)

LOFC just needs a few things to get your farm or business set up on the website (www.localfoodscanterbury.org):

- A paragraph biography of the farm/business and your growing/creating practices (conventional, organic, etc.)
- A photo of farm or farmer (or equivalent) for the website (optional but recommended)
- How best to reach you for the weekly goods check-in (email or phone)

Weekly Check-ins (15 minutes)

Each week Vendors will check-in with the organizer, letting her know

- What goods you would like to have listed on the website that week
- Price per unit, unit size (i.e. ¼ lb, ½ lb, etc.) for each product—list as few or as many as you like during any given week
- A brief description of the product is recommended, as the buyers will not have a photo of what they are buying

Weekly Drop-off—On Wednesday afternoon between 3 and 4pm, farmers drop off the preordered food at Canterbury Community Farmers Market. When the market opens at 4pm, all food should be at the Local & Organic Food Canterbury booth. As buyers come to pick up their goods, they will also browse the market—an increase in sales for all!

To get started email lofcanterbury@gmail.com or call 630-2387.