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Market-to-Chef

Streamlining the Shopping
Experience for Chefs at the
Farmers Market

Agenda

Market to Chef Program

Our strategy for increasing wholesale sales for farmers market vendors

Discussion

What are ways you can increase opportunities for your farmers market to engage with wholesale buyers?

Needs



Vs.



The Program...

[Farmer Availability List](#)

[Chef Order Sheet](#)

[Sales to Date](#)

Weekly Schedule	
Fri-Sun (noon)	Farmers update list
Sun (noon) – Mon (noon)	Chefs make orders
Mon (noon) – Tues	Harvest
Wed	Market Pick up
Tues	Farmers update list
Wed	Chefs make orders
Thurs/Fri	Harvest
Sat	Market Pick up

Current Challenges

Administrative

- Clunky
- Opportunity for human error
- Time-consuming
- Limited space for participation
- **Lack of consistent participation from chefs and farmers**

Participants

- Experienced farmers continuing to use individual email-systems
- **Capacity for farmers to meet large orders (volume, pricing, education)**
- Education for chefs new to purchasing from local farmers

Strategies for Improvement

marketing and publicity

Scaling-up

- Delivery
- Centralized payment
- On-site storage and aggregation



Discussion Question

Whole Group

How do you see farmers and chefs/wholesale buyers currently connecting in your communities?

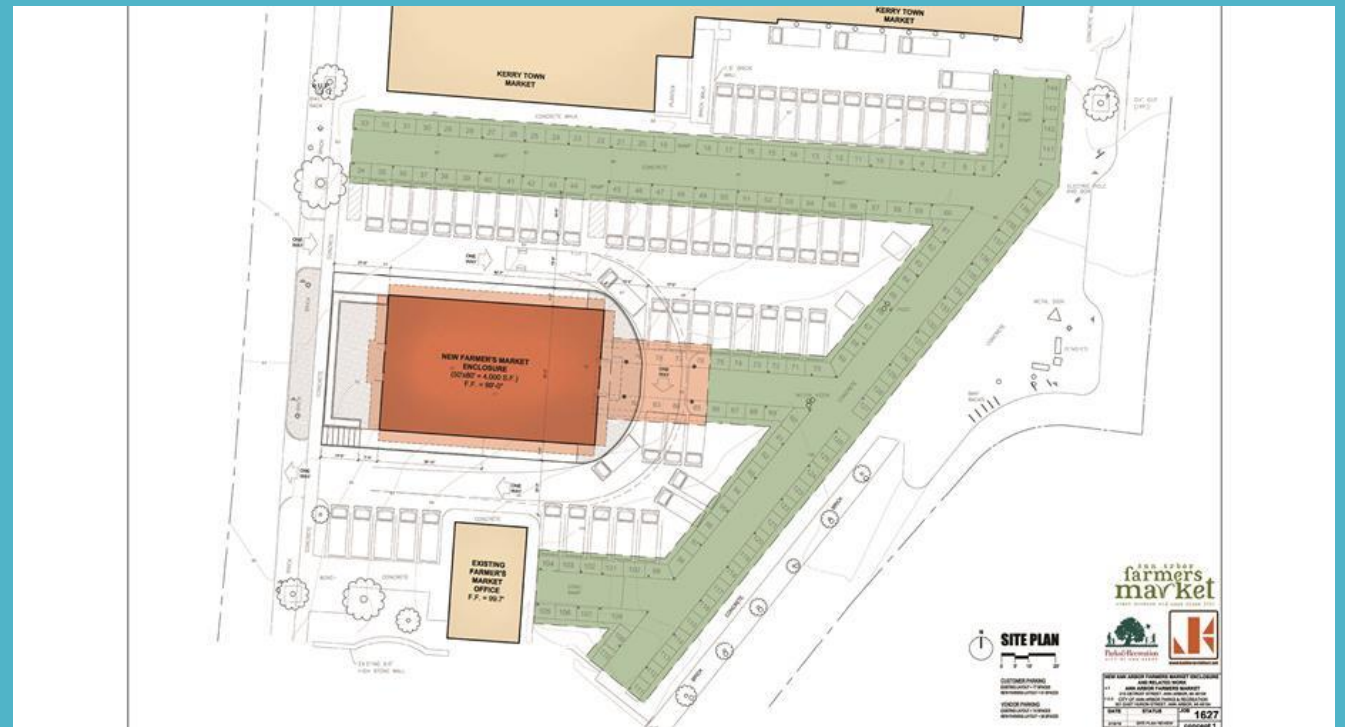


Discussion Question

On Your Own

List out characteristics of your farmers market.

3 min



Discussion Question

Break-out Group Discussion

What characteristics of your market could be utilized for increased vendors' sales?

What sort of community partners could help?

15 min



Discussion Question

Last thing...

What is one thing you learned today that you are going to take back to your community.

10 min

More to think about...

What are some strategies for chefs/wholesale buyer engagement?

What other platforms do you know of for directly connecting farmers and wholesale buyers?

Where else could this take place other than a farmers market?

What other mid-level purchasers could be targeted (student co-ops, senior centers, etc.)?

Thank you!

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