Buyer Surveys (n=8)

1. JD Tuckers
2. New Leaf Naturals
3. Northville Market
4. Oliva’s
5. Upper Crust Cucina
6. South Kent School
7. Watermark at East Hill
8. White Horse Tavern

Farmer Surveys (n=2)

1. Stuart Family Farm
2. Mountainview Farm

LESSONS LEARNED – FROM RESEARCH, BUYERS AND FARMERS SURVEYS

1. Relationships are key, and take time to build
2. There’s more of it going on than you think – courtesy of CitySeed. We are finding connections all over the place – arrangements buyers have made with individual farmers/producers.
3. Farmers are capable of doing this on their own – courtesy of Laura McKinney, Vince LaFontan.
4. Local food prices are not wholesale prices
5. Farmers have considerable negotiating power
6. Buyers found that buying local in season was cheaper than conventional
7. High-end restaurants can pass on extra cost, are willing to pay more if product is good
8. Low-end not as interested
9. Marketing ideas/seminar would be good for tech assistance piece (CDC grant)