

Website Feedback

- Meat farmers should be able to list prices by weight, not by item, due to variance in cuts from butcher
- Standardizing language - not all sales will use the same units (cases for apples, packages for tortillas, weight for meat)
- Options for adding variables for products - producers might need more assistance in figuring out what variables make sense to list with.
 - Weight, color, seconds, etc

Key notes from the year

- Some farmers in this cohort are currently funded by government programs (LFPA, etc) and are worried about buyers if funding stops. Working to find markets to take on those sales.
- Institutions can range - some want more small connections, some want large. Building these out and expanding our definition of buyers from just targeting institutions to include grocers, event kitchens, etc.
- Support is helpful in adding products to the website for producers who are in busy seasons.
- Support in connecting with packaging for farmers that want to start selling some dried / value-added products.