

COLLABORATIVE AGRICULTURAL MARKETING: OWNERSHIP MODELS

Good Natured Family Farms Kansas City, Kansas

- Founded in 1995
- 150 farm members
- Sell meat, dairy, produce and bread
- Own trademark for labeling, meat delivery vehicle
- Farmers self-organize by product group, set standards and pricing
- Sell to 30 supermarkets in Kansas City area



Oklahoma Food Coop Oklahoma City, Oklahoma

- Founded in 2003
- A consumer coop with 2200 members
- 130 producer suppliers
- Average \$80,000 in sales/month in 2008
- All purchasing done direct from farmers online
- 40 drop off locations
- Sorting, packing done by volunteers
- Deliveries done by farmers
- Coop operates on 20% margin, 10% off price, 10% added for delivery



Penn's Corner Pittsburgh, Pennsylvania

- Founded in 1999
- Producer Cooperative
- 20 farm members
- 30 week CSA with 13 drop off sites & 10 restaurant buyers
- \$450,000 in sales in 2008
- Board of directors made up of farmers makes all major decisions, determines pricing and puts schedule together to determine who sells what product when



Appalachian Harvest SW Virginia and NW Tennessee

- Owned by sustainable agriculture nonprofit, Appalachian Sustainable Development
- Plans to spin off as for profit subsidiary with farmer investment
- 60 farmers
- Manage a 15,000 square food packing facility
- Do grading, washing, packing, loading and delivery
- Sell to regional supermarkets, over 600 individual stores from Washington, DC to Charlotte, NC
- "Ordinary food for ordinary folks"



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