Finger Lakes Farmstead Cheese Company

**Wholesale Marketing Channels**

- **$6.75/lb.** Distributor Type A
  Whole wheel of cheese, paper wrapped:
  - Farm delivers to:
  - Farm pays freight:
    - Regional Access
    - Regional’s sales:
      - Lucas Group
      - Artisan Foods
      - Pampered Cow
      - Larry Wilcox
      - GreenStar

- **$8.75/lb.** Distributor Type B
  Shrink wrapped cut wedges with labels:
  - Farm delivers to:
  - Restaurant/ Retail
    - Wildflower
    - Ithaca Beer
    - Simeon’s
    - High Point Farm CSA
    - The Piggery
    - Glenora

- **$7.25/lb.** Distributor Type C
  Entire pallet:
  - Farm delivers to:
  - Produce Auction

- **$15.00/lb.** Distributor Type D
  Shrink wrapped cut wedges with labels:
  - Retail Type A
    - Whole wheel of cheese, paper wrapped, includes labels:
  - Retail Type B
    - Shrink wrapped cut wedges with labels:
  - Varies
    - Produce Auction
      - Non-standard, whole wheel or wrapped cuts:

**Direct Marketing Channels**

- **$10.00/lb.** Farmers’ Market/Farm Store Type A
  Whole wheel of cheese, paper wrapped:
  - Farm conducts sales:
    - Ithaca Farmer’s Market– Sunday
    - FLFCC farm store
    - Special events/tastings/festivals

- **$14.00/lb.** Farmers’ Market/Farm Store Type B
  Fresh cut or shrink wrapped cut wedges with labels: