**FEEDBACK FORM: WHAT DID YOU THINK AND NOW WHAT?**

**PLACE A CHECK NEXT TO YOUR FAVORITE SESSIONS**

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| **Day 1: Monday, January 29th** | | | |
|  | **Session Title** |  | **Instructor** |
| Morning | Consumer Trends and the Demand for Local | 6 | Violet Stone |
| Choosing and Evaluating Market Channels | 13 | Lindsey Pashow |
| Building Relationships with Buyers | 10 | Violet Stone |
| Perfecting the Pitch and Cold Calling | Informal | 8 | Violet Stone |
| Afternoon | Voice of Experience: Kent Family Growers | 17 | Dan Kent |
| Inform Your Buyers, Build Your Brand | 8 | Lindsey Pashow |
| The Ingredients of Good Marketing | Sell Sheets | 10 | Violet Stone |
| Learn about the new Northern NY Food Hub | 15 | Cathy Moore |

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| **Day 2: Tuesday, January 30th** | | | |
|  | **Session Title** | * **x** | **Instructor** |
| Morning | Grading | 15 | Liz Higgins |
| Uniformity, Consistency and Scheduling. BREAK OUT SESSION | 18 | Crystal Stewart (Produce) and Betsy Hodge (Livestock) |
| Afternoon | Labeling | 14 | Liz Higgins |
| Packaging | 10 | Liz Higgins |
| Pallet Stacking Demo | 5 | Cathy Moore |
| Keeping Production Records | 12 | Crystal Stewart |
| Food Safety Basics | 5 | Crystal Stewart |

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|  | No Plans | Somewhat likely | Very likely |
| How **LIKELY** are youto pursue new wholesalemarketsover the next year? | 4 | 14 | 7 |

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|  | Not ready | Somewhat ready | Very ready |
| Now that you’ve finished the Training, do you feel **READY** to pursue new wholesale markets? | 5 | 16 | 7 |

**I learned…**

* Quite a bit. Mostly info on pros and cons of different market channels and how to evaluate.
* There are several wholesale outlets that I was not aware of; food hub sounds like a very interesting outlet
* What my parents tried to teach me I should have practiced more
* That I know very little. I’m NOFA certified and figured I was good to go. Had never heard of AEM or GAP.
* This was a great program packed with useful information. As a previous wholesale grower I can say that this will be useful for grower/producers as they enter wholesale markets.
* More about grading and labeling requirements, and considerations to make when transitioning from direct to wholesale marketing
* More about future wholesale distributor opportunities, channels, and methods
* About bill of lading
* Distribution at food hubs
* About the wholesale market and restaurant market
* More about wholesale versus retail pricing expectations
* That I need to do more research into food and beverage industry; labeling info; packaging info; sources to get more info on each topic
* Wholesaling is a different thing than retail/direct! Lots of good considerations, I am not as ready to do this as I had thought?
* Marketing is work but can be rewarding if your product has quality and competitive ?
* More about labels!; grading
* About the Hub marketing
* How to contact restaurants and food hubs
* Someone else has “reservations” about wind elements vs rolling tunnels
* What/which information needs to be gathered before talking to buyers
* About the food hub
* About food hubs
* Be prepared to sell yourself, your product and your farm
* What a sell sheet is; about other workshops and certifications available
* Market channels
* Lots of information! Good info about grading and consistency.

**And I learned…**

* How to be prepared to approach new markets more professionally.
* Just because I’m a smaller farm doesn’t mean I can’t wholesale
* About Food Hubs for the first time
* Labeling standards, specific to product type
* About the Food Hub initiative
* About several guides (ex. Purdue guide grading veg and UC Davis post-harvest guide)
* Crop storage
* How to store crops better
* Logistics of expanding into different wholesale markets; tips for sell sheets and websites; legality of sorting, labeling, etc.
* Great ideas for alternative markets, like produce auctions. Also, sorting and grading was excellent info
* How to talk to restaurants; get help before print labels to verify design correctness
* Marketing products and labeling
* How to scale up
* About new soil health tests
* Tasks to do (labeling, grading, packaging, etc.) post-harvest and how to improve efficiency/quality of tasks done
* Really enjoyed the buyers forum
* Where there is a food hub near me
* About more opportunities with the Food Hub; seeing an enterprise budget

**I liked…**

* Range of topics
* Dan Kent’s presentation was very interesting and informative; the buyers discussion panel was also very informative
* The Buyer Panel; the Food Hub
* The food (sorry)
* Hearing how CCE is presenting the program to NYS producers and learning how I can use that in CT – great presenters across the board!
* The training setting. I also greatly enjoyed the locally sourced meals.
* Networking, Dan Kent’s presentation, Crystal Stewart’s positivity and friendliness
* The first-hand farmer account/experience; met many new growers
* The winery!
* All of it
* Buyer panel was great!
* Hearing from a farmer via web call; having local food; having time to get to know others here
* Bringing in local producers and buyers – food hub, not food store; Food was awesome!
* **Illegible**; fun talk on record keeping – often a boring subject
* Being able to talk with other farmers and learning more about marketing what buyers want
* Building relationships with buyers
* All the resources for grading produce; great networking with lots of other growers!!
* Present place, good food, and comprehensive agenda/contents of this workshop; panel session with buyers!!
* Buyer panel; talking with other producers
* Buyer panel
* Getting to meet other farmers/entrepreneurs; hearing from purchasers
* Everything
* The location and the format of the 2-day program

**I didn’t like…**

* The spreadsheets
* Remy Cline
* Slides were good and thorough but sometimes presenters did not seem as familiar with them
* Not being able to eat more of the good food
* Format of the questionnaire on the back of the sheet: “This format makes it tough to answer”
* The Food Hub info felt a bit premature, but likely because I’m not going to be pursuing that outlet
* Limited interaction between participants, little opportunity for discussion/exchange as a group
* Acoustics weren’t ideal, much echo or muffled sound depending on where sitting but not a huge problem. Microphone helped.
* Out of my area more for produce
* Uniformity, Consistency and Scheduling
* Sometimes could not hear speakers or see the bottom of the screen
* Zoom session: didn’t talk much of marketing but focused on production side
* That so much of the focus was on vegetables – especially with Crystal Stewart and assumptions of knowledge of that topic
* All the wholesale stuff
* Agenda topics lacked dairy content – i.e. breakout sessions
* I wished that there were more producers with more experience
* Seems like more tech rehearsal in space beforehand would be useful; too many “it depends” answers

**For next time, I want to know more about…**

* Details of packaging and grading logistics
* Markets loahing? for product
* Specific buyer channels in the four-county region. I would also like to become more aware of how much quantity is required for wholesale markets, and at what frequency.
* Local opportunities, trends, statistics, supply/demand, etc.
* Costs associated with GAPs audit
* Food safety, produce auctions, food venture center
* How to inform the consumers about the benefits of local and organic and create new customers
* Pricing
* Marketing to consumer directly; I would have liked to have everyone in the class give a brief intro and tell what each producer sells – then more networking can be done
* Label claims; which labels require audits and which do not
* Grant opportunities for my farm/business
* Specifics plus institutional buyers

**My next steps will be…**

* Assessing a few crops for certain market channels and creating better branding and sell sheets/price lists.
* Getting a handle on my numbers to see if I can make wholesale sales work for me
* To get NY Grower Certified and Certified Naturally Grown
* Trying to find out what restaurants in my area are looking for produce-wise.
* Taking Baskets to Pallets to our producers in CT! I look forward to sharing this in our state.
* Build relationships with small buyers and work to present products in a consistent way.
* Build the infrastructure to create the product for wholesale/restaurant demand
* Create a sell sheet
* GAP training and certification
* Think about what new markets I want to target for this year
* Updating website; working on sell sheets; seeking out certification; working on GAPs and food safety plan; getting insurance for U-Pick; determining local restaurants for shiitake; practicing elevator pitch; creating more spreadsheets to plan planting/harvesting and tracking labor/costs
* Update my enterprise budget; call Stephanie about food hub; attend more Harvest Kitchen courses; find out more about capacity building group for NY Grower + Certified
* Grow more product and raise the quality, then start offering samples to small markets to test acceptance and economics
* Start making more soap; start looking into kitchen for cheese
* To start a market in the refugee neighborhood to grow ethnic(?) vegetables
* Working more on soil health and crop expenses
* Develop logging (info) method that is efficient, use it for marketing
* Looking into seeing if I can sell to a food hub
* Satisfying to commissary(?) orders and documentation; I may partner with a few restaurants in the future
* Making a sell sheet; pursuing GAP certification or at least making a Food Safety Plan
* Start selling wholesale!

**I could use this support for follow up…**

* Finding more info on standards for packaging
* Planning my production and how I’d like to distribute it
* A list of all websites mentioned during the 2 days; Food Hub locations
* I would love the PowerPoints – I will definitely follow up
* Information on grants or financing opportunities; support for women farmers
* Updates on food hubs near me; resources for legality of sorting/labeling for all products; resources monthly on updated info/farm examples/etc.
* List websites and list **illegible**
* How to start a new farmers market
* What is required on a dairy box/secondary case?
* A way to be informed about opportunities with the Food Hub “Food Venture”