

Non-Profit Brokers and Farm to Institution Sales in New England:

Reduce Your Farm's Costs When Selling to Institutions

Organization	Region Served	Is Your Farm a Fit?	Who Moves the Product?	Drop-Off / Pick-Up Days	Who Sets Market Price?†	How Much Does it Cost?†	Farmer Receives Payment?	Good to Know
Farm Fresh Rhode Island farmfreshri.org	Farms: RI, MA, CT Buyers: RI, greater metro Boston, South Shore MA	Wholesale-ready Looking for Unique Products & Unique Certifications that complement existing line	Farmers deliver to centralized location	Mondays, Wednesdays	Farmers	Buyer pays 18% rate, which farmers build into prices	Every two weeks	Deliver product to buyers; Online platform for sales; Refrigerated & Frozen storage; Refrigerated trucks; Label, or require farmers to label, product origin; Application process for farmers; Process raw product
Green Mountain Farm Direct greenmountainfarmdirect.org	Farms & Buyers: Northern VT	Prefer to work with established wholesale growers Buyers increasingly require Food Safety Certification	Farmers deliver to warehouse or GMFD picks up	Deliveries accepted Tuesday-Thursday	Farmers	Buyer pays	15 days	Deliver product to buyers; Legally own product once it is in possession; Online platform for sales; Refrigerated & Frozen storage; Refrigerated trucks; Label, or require farmers to label, product origin; Application process for farmers
Red Tomato redtomato.org	Farms & Buyers: New England, NY, NJ, PA	Prefer established wholesale growers Buyers increasingly require Food Safety Certification	Farmers can deliver, or Red Tomato picks up	Depends on the customer/ supply chain	Farmers & account manager set to satisfy grower & stay competitive for buyer. May require conversation & negotiations.	Depends on cost of logistics - seek to retain an average of a 10% margin averaged out across season.	15 days	Deliver product to buyers; Legally own product once it is in possession; Online platform for sales; Label, or require farmers to label, product origin; Require farmers to participate in or carry any additional food safety certifications or processes
Windham Farm & Food windhamfarmandfood.org	Prioritize in & around Windham County, VT Occasionally New England	Wholesale-ready Practical Food Safety Plans	Farmers can deliver, or WFF picks up	Tuesday & Friday, subject to change	Farmers	Buyer pays ~ 20% rate, which farmers build into prices	First week of each month	Deliver product to buyers; Online platform for sales; Refrigerated storage; Refrigerated trucks; Application process for farmers
Western Ma Food Processing Center at the Franklin County CDC fccdc.org	Farmers & buyers throughout New England	Depends on product & services used. Options: 1) FPC Co-packs for farmer 2) Farmer rents facility & processes own product 3) FPC buys farmers' products, processes, & sells as Pioneer Valley Vegetable (PVV) Operate best with between 500-3,000 lbs processed per batch.	Farmers deliver to a centralized location	Seasonally dependent & set a few weeks in advance	Depends on services used. Options: 1) & 2) Farmers set prices for product 3) FCCDC sets market prices for PVV market prices, pays farmers fair market rate for raw product.	Depends on services used. Options: 1) Processing and Facilities fees 2) Facilities fee 3) Buyer pays	Upon invoice from farmer	Process raw product; Refrigerated & Frozen storage; Legally own product once it is in possession; Label, or require farmers to label, product origin; Require farmers to participate in or carry any additional food safety certifications or processes and Food Safety Liability Insurance

† Different organizations build the cost of services into their pricing in different ways, sometimes by adding a fee to buyers based on the dollar value of products purchased. Be sure to ask how this mark-up is applied.

Recent research on farm profitability in farm to institution markets in New England suggests that non-profit brokers that connect local food to local wholesale buyers support farm profitability.

The purpose of this publication is to inform farmers in New England about non-profit brokerage services so that they may sell to wholesale markets institutional markets like schools, hospitals, correctional facilities and colleges more profitably. Information was provided voluntarily by the organizations, and is up-to-date as of February, 2016. Please contact individual organizations for additional information or to access these services. Inclusion or exclusion of non-profit services in this document is not intended as an endorsement or recommendation or lack thereof of the services provided.

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