

A photograph of a large greenhouse filled with rows of tomato plants. The plants are supported by a metal trellis system. Many tomatoes are visible, some green and some ripening to red. The background shows the curved structure of the greenhouse and more plants in the distance.

# **A Farmers' Guide to Fresh Stop Markets**

---



# What are Fresh Stop Markets?

The **Fresh Stop Market** model allows farmers the ability to supply farm fresh food to local, low-access communities while remaining economically sustained and relieving the farmer of certain market burdens. Fresh Stop Markets advocate that accessible fresh food should be a human right. In Fresh Stop Markets, farmers are essential community leaders whose economic needs must be prioritized for mutual benefit. Fresh Stop Markets provide small and mid-sized range farms with the opportunity to engage in **leadership development, cooperative economics, dual CSA growth, more secure market conditions, and extended reach markets.**



# Cooperative Economics

---

The Fresh Stop Market model transforms farms of a given community from competitors to cooperators through cooperative economics. Cooperative economics entails organizations that are supported and run by several individual parties for their mutual benefit. Fresh Stop Markets employ this at the farmer and shareholder level.

Farmers work together to aggregate farm fresh farm products from each other's farms. This creates a high volume of fresh produce available for distribution to shareholders while mitigating individual farm risk.

Shareholders are consumers as well as volunteer market staff. This alleviates market labor on the farmer's end, while empowering shareholders to be community food justice representatives.

## Dual CSA Growth

---

The Fresh Stop Market model is best suited for farmers operating a well-established Community Supported Agriculture (CSA) system. This is because the Fresh Stop Market model both supplements and complements the CSA model. The stability and flexibility of Fresh Stop Markets allow for the expansion and growth of participating farmers' CSA operations. **Fresh Stop Markets offer the following farmer benefits:**

- 1. Control over produce variety**
- 2. Burden is shared; risk is negligible**
- 3. Stability to scale production volume**



# Market Benefits

---

Fresh Stop Markets are more economically stable for farmers in contrast to a typical farmers market because:

1. Market is run by a volunteer staff.
2. Main day-of market preparation required of farmers is delivering shares to the market.
3. Pre-commitment of shares allows farmers more pre-planning and waste reduction.
4. Overall, the market predictability makes organization from a farming perspective simpler: you know what you must harvest and bring, with heavily reduced estimation and risk involved.

# Market Reach

---

Fresh Stop Markets create an **additional**, rather than alternative market for farmers. Most shareholders are beneath the poverty line—making them extremely unlikely to participate in CSAs otherwise. Fresh Stop Markets target a whole untapped market of customers.



# Leadership Development

---

Farmers play an important leadership role in representing a given community's food system. The Fresh Stop Market model envisions farmers as frontline leaders in food justice by viewing food inaccessibility as a fight. This builds trust and support with community members, who in turn become more likely to trust and support local farms.

# Community Support

---

For a Fresh Stop Market to succeed, there must be a high-level of community buy-in. While only so much of this is within a farmer's control, it is essential that farmers utilize the network of community resources and support attached to Fresh Stop Markets. The community participation aspect of Fresh Stop Markets provides security, support, and shared knowledge to farms potentially adapting the model.



# Community Resources

---

## **New Roots**

**Phone: (502) 509-6770**

**Email: [info@newroots.org](mailto:info@newroots.org)**

As the founding organization of Fresh Stop Markets, New Roots provides an abundance of knowledge and support surrounding Fresh Stop Market operation. While each individual market is managed by local shareholders and differentiates to best cater a given community, New Roots serves an across-the board logistical role. New Roots is responsible for distributing pay to participant farmers. As well as supplying structural support, New Roots is a welcoming contact point for community organizing resources. Farmers who need assistance recruiting shareholders, generating local support, and managing economic needs should contact New Roots.

## **Fresh Stop Market Staff**

Fresh Stop Markets are managed by a volunteer staff of shareholders. The staff provides market related support, especially related to day-of concerns. If you are encountering last minute difficulties meeting share demands or require market-related assistance, contact your local Fresh Stop Market staff.

## **Experienced Fresh Stop Market Farms**

New Roots' main farmers have experience with the model, both in a participatory and managerial capacity. If you are a farmer seeking assistance in scaling production to meet market needs, dually growing your CSA and Fresh Stop Market operations, or simply curious to hear wisdom from fellow participant farmers, contact the following farms via their business contacts:

### **Rootbound Farm**

**Website: [Rootboundfarm.com/contact-us](http://Rootboundfarm.com/contact-us)**

### **Barr Farm**

**Phone: (859) 608-6458**

**Email: [farmer@barrfarmsky.com](mailto:farmer@barrfarmsky.com)**

## **Cooperative Extension**

County-specific Cooperative Extension offices are an essential contact for local farming resources and circumstantially specific support. If you are a farmer seeking assistance with local issues, such as environmental difficulties or emergency situations, contact Cooperative Extension.