

Farmer and Grower Resources

There are many great resources for ideas on how to market, sell, and distribute your products locally. Consumers realize the economic, environmental, and health benefits of choosing *San Diego Born & Raised* products and want to connect with you, too! Below are just some ideas to link you to the community.



San Diego Grown 365 Exchange



This San Diego Farm Bureau tool is designed to help connect retail stores, restaurants, distributors, and institutional buyers interested in sourcing locally grown products.

<http://sandiegogrown.com/>

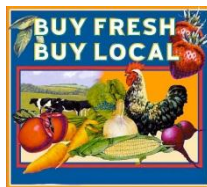
Harvest of the Month



Harvest of the Month features a widely available, locally grown fruit and vegetable each month. Designed to increase the consumption of local produce, it's the perfect way to become involved with *San Diego Grown 365*.

<http://www.harvestofthemonth.cdph.ca.gov/>

Farmers' Markets



To get involved with your local farmers' market, check this comprehensive list of locations with contact information for the market managers.

<http://sdfarmbureau.org/BuyLocal/Farmers-Markets.php>

Leveraging Corner Stores



A nationwide movement has started! Its goal is to provide fresh produce and healthy options in convenience and corner stores. This is also happening throughout San Diego County. This Change Lab Solutions PDF provides information on how to sell fresh produce in local convenience and corner stores.

http://changelabsolutions.org/sites/default/files/Fresh-Produce-Distribution-Small-Food-Stores_FINAL_20140131.pdf

Quick Links & Articles

There are many articles with resources for local farmers and producers.



HOW TO SELL AT YOUR LOCAL FARMERS MARKET

<http://entrepreneur.wonderhowto.com/how-to/sell-your-local-farmers-market-0125816/>

SELLING LOCAL FOOD TO SCHOOLS: A RESOURCE FOR PRODUCERS

http://www.fns.usda.gov/sites/default/files/F2S_SellingLocal_March2014.pdf

LOCAL & REGIONAL FOOD SYSTEMS

<http://www.sustainabletable.org/254/local-regional-food-systems>

FARMERS WHO COMMIT TOTALLY TO SELL LOCALLY CAN MAKE A PROFIT

<http://news.psu.edu/story/267610/2013/03/07/research/farmers-who-commit-totally-sell-locally-can-make-profit>

HOW TO SELL FARM PRODUCTS TO FOOD DISTRIBUTORS

<http://smallfarm.about.com/od/farmmanagement/a/How-To-Sell-Farm-Products-To-Food-Distributors.htm>

HOW TO START SELLING AT FARMER'S MARKETS

<http://blog.intuit.com/local/how-to-start-selling-at-farmers-markets/>

SELLING TO CHEFS, WHOLESALE AT A FARMERS MARKET

<http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=7104>

LOCAL FOOD SOURCING

<http://epower.core-mark.com/2013/05/local-food-sourcing/>

HOW TO BECOME A FARMERS MARKET VENDOR

<http://www.wikihow.com/Become-a-Farmers-Market-Vendor>

SOME THOUGHTS ON SELLING AT FARMERS' MARKETS

<http://newfarm.rodaleinstitute.org/features/0504/farmmarkets/index.shtml>

HOW TO APPROACH A RESTAURANT TO SELL YOUR PRODUCT

<http://smallbusiness.chron.com/approach-restaurant-sell-product-25732.html>



For more information on *San Diego Grown 365*, visit:

<http://www.sdfarmbureau.org/BuyLocal/SD-Grown365.php>

