

## Market Channel Tip Sheet

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### Direct to Consumer Markets

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#### ***Farmers Market***

<b><i>Pro</i></b>	<b><i>Con</i></b>
Highest margin – full retail Can sell a little or a lot No standard pack or grade Good market intelligence	High selling cost per unit sold Hard to move large volumes You may not like to sell face to face Market schedule is grueling

#### ***Roadside Stand***

<b><i>Pro</i></b>	<b><i>Con</i></b>
High margin – full retail Very high profit per unit <u>after</u> break-even No standard pack or grade No transport cost Steady cash flow Great for the ego	Highest overhead expense Have to keep it staffed High regulatory risk exposure Location is critical Must keep a clean farm Management intense

#### ***Community Supported Agriculture - CSA***

<b><i>Pro</i></b>	<b><i>Con</i></b>
High margin – full retail  Best risk management because you have certain buyers Spreads production risk to CSA community Reduces the need for operating capital  Can farm more ecologically No standard pack or grade, light post harvest requirements Emotionally gratifying, you see your product from seed to plate – and get to build a community in the process.	Very heavy and skilled marketing management Requires high growing skills  Requires very careful planning  Positioning must be unrelenting. You are selling your story more than you are selling produce