



1

---

---

---

---

---

---

---

---



2

---

---

---

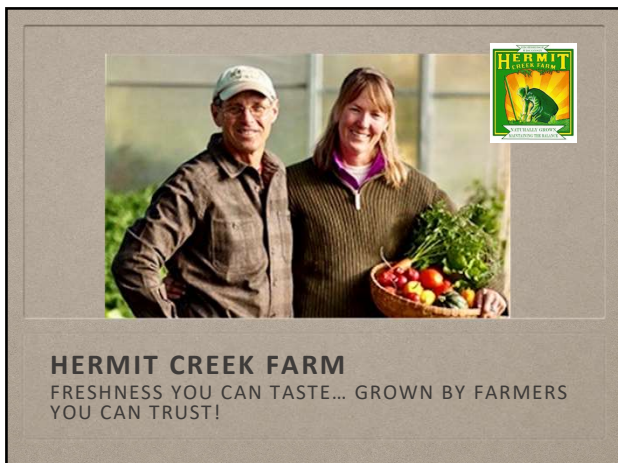
---

---

---

---

---



3

---

---

---

---

---

---

---

---

## HERMIT CREEK FARM



- South shore of Lake Superior
- since 1993 with an aim to grow and deliver the very finest local organic produce using regenerative practices, pastured pork, and grass-fed lamb possible.
- 140 acres, 12 acres vegetables, 6 acres cover crops, 20 acres mix hay & pasture, apples
- 5 seasonal full-time employees
- Certified organic since 2000



4

---

---

---

---

---

---

---

---



5

---

---

---

---

---

---

---

---

## HOW WE MARKET



6

---

---

---


---

---

---

---

---



- CSA
- Direct Wholesale

7

---

---

---

---


---

---

---

---

**DIRECT WHOLESALE**  
THIS MEANS SELLING AT THE PRICES A DISTRIBUTOR WOULD GET



8

---

---

---

---

---

---

---

---

**KEY TO SUCCESS**



- Quality
- Unique product
- Opportunity to develop a brand

9

---

---

---

---

---

---

---

---



## WHAT DIRECT WHOLESALE VENU NEED?



- Consistent supply
- Regular communication
- Follow ordering protocol
- Reliable delivery
- 100% guarantee
- Fair prices

10

---

---

---

---

---

---

---

---

## WORKING WITH CHEQUAMEGON FOOD COOP

- First Sales in 1993
- Aim to fill many niches
- Relationships



11

---

---

---

---

---

---

---

---



12

---

---

---

---

---

---

---

---



13

---

---

---

---

---

---

---

---



14

---

---

---

---

---

---

---

---

### KEY COMPONENTS OF A GOOD RELATIONSHIP

- Consistent supply-32+ weeks of deliveries
- Regular communication-2x week email, face-to-face
- Follow ordering protocol-email, invoice, box labels
- Reliable delivery-be on time!
- 100% guarantee-always stand behind what you produce and make it easy for them CLEAN PRODUCE!
- Fair prices-will have to negotiate regularly

15

---

---

---

---

---

---

---

---

- Crop list
- Availability
- Setting prices
- Delivery protocol
- Filling niches
- Branding



16

- Availability list
- Delivery
- Standardize boxes, units
- Labels, lot #
- Invoices



17

 			
<b>Hermit Creek Farm</b> 4516 Langdon Rd Ridgeville, WA 98449 hermit_creek@yahoo.com		<b>HERMIT CREEK FARM</b> Highbridge, WI <a href="http://www.hermitcreekfarm.com">www.hermitcreekfarm.com</a> USDA CERTIFIED ORGANIC BY MIDWEST ORGANIC SERVICES ASSOCIATION <b>PLEASE RETURN BOX</b>	
 			
100% Certified Organic 100% Certified Organic 100% Certified Organic		100% Certified Organic 100% Certified Organic 100% Certified Organic	
Date: 06/01/12 Invoice No: 2200483		Customer: Chesapeake Food Coop 700 Main St West Annapolis, MD 20708	
Terms and Payable: Payment of 7 days Please invoice within 30 days and file with net Payment of 30 days Payment of 60 days Payment of 90 days Payment of 120 days Payment of 150 days Payment of 180 days Payment of 210 days Payment of 240 days Payment of 270 days Payment of 300 days Payment of 330 days Payment of 360 days Payment of 390 days Payment of 420 days Payment of 450 days Payment of 480 days Payment of 510 days Payment of 540 days Payment of 570 days Payment of 600 days Payment of 630 days Payment of 660 days Payment of 690 days Payment of 720 days Payment of 750 days Payment of 780 days Payment of 810 days Payment of 840 days Payment of 870 days Payment of 900 days Payment of 930 days Payment of 960 days Payment of 990 days Payment of 1020 days Payment of 1050 days Payment of 1080 days Payment of 1110 days Payment of 1140 days Payment of 1170 days Payment of 1200 days Payment of 1230 days Payment of 1260 days Payment of 1290 days Payment of 1320 days Payment of 1350 days Payment of 1380 days Payment of 1410 days Payment of 1440 days Payment of 1470 days Payment of 1500 days Payment of 1530 days Payment of 1560 days Payment of 1590 days Payment of 1620 days Payment of 1650 days Payment of 1680 days Payment of 1710 days Payment of 1740 days Payment of 1770 days Payment of 1800 days Payment of 1830 days Payment of 1860 days Payment of 1890 days Payment of 1920 days Payment of 1950 days Payment of 1980 days Payment of 2010 days Payment of 2040 days Payment of 2070 days Payment of 2100 days Payment of 2130 days Payment of 2160 days Payment of 2190 days Payment of 2220 days Payment of 2250 days Payment of 2280 days Payment of 2310 days Payment of 2340 days Payment of 2370 days Payment of 2400 days Payment of 2430 days Payment of 2460 days Payment of 2490 days Payment of 2520 days Payment of 2550 days Payment of 2580 days Payment of 2610 days Payment of 2640 days Payment of 2670 days Payment of 2700 days Payment of 2730 days Payment of 2760 days Payment of 2790 days Payment of 2820 days Payment of 2850 days Payment of 2880 days Payment of 2910 days Payment of 2940 days Payment of 2970 days Payment of 3000 days Payment of 3030 days Payment of 3060 days Payment of 3090 days Payment of 3120 days Payment of 3150 days Payment of 3180 days Payment of 3210 days Payment of 3240 days Payment of 3270 days Payment of 3300 days Payment of 3330 days Payment of 3360 days Payment of 3390 days Payment of 3420 days Payment of 3450 days Payment of 3480 days Payment of 3510 days Payment of 3540 days Payment of 3570 days Payment of 3600 days Payment of 3630 days Payment of 3660 days Payment of 3690 days Payment of 3720 days Payment of 3750 days Payment of 3780 days Payment of 3810 days Payment of 3840 days Payment of 3870 days Payment of 3900 days Payment of 3930 days Payment of 3960 days Payment of 3990 days Payment of 4020 days Payment of 4050 days Payment of 4080 days Payment of 4110 days Payment of 4140 days Payment of 4170 days Payment of 4200 days Payment of 4230 days Payment of 4260 days Payment of 4290 days Payment of 4320 days Payment of 4350 days Payment of 4380 days Payment of 4410 days Payment of 4440 days Payment of 4470 days Payment of 4500 days Payment of 4530 days Payment of 4560 days Payment of 4590 days Payment of 4620 days Payment of 4650 days Payment of 4680 days Payment of 4710 days Payment of 4740 days Payment of 4770 days Payment of 4800 days Payment of 4830 days Payment of 4860 days Payment of 4890 days Payment of 4920 days Payment of 4950 days Payment of 4980 days Payment of 5010 days Payment of 5040 days Payment of 5070 days Payment of 5100 days Payment of 5130 days Payment of 5160 days Payment of 5190 days Payment of 5220 days Payment of 5250 days Payment of 5280 days Payment of 5310 days Payment of 5340 days Payment of 5370 days Payment of 5400 days Payment of 5430 days Payment of 5460 days Payment of 5490 days Payment of 5520 days Payment of 5550 days Payment of 5580 days Payment of 5610 days Payment of 5640 days Payment of 5670 days Payment of 5700 days Payment of 5730 days Payment of 5760 days Payment of 5790 days Payment of 5820 days Payment of 5850 days Payment of 5880 days Payment of 5910 days Payment of 5940 days Payment of 5970 days Payment of 6000 days Payment of 6030 days Payment of 6060 days Payment of 6090 days Payment of 6120 days Payment of 6150 days Payment of 6180 days Payment of 6210 days Payment of 6240 days Payment of 6270 days Payment of 6300 days Payment of 6330 days Payment of 6360 days Payment of 6390 days Payment of 6420 days Payment of 6450 days Payment of 6480 days Payment of 6510 days Payment of 6540 days Payment of 6570 days Payment of 6600 days Payment of 6630 days Payment of 6660 days Payment of 6690 days Payment of 6720 days Payment of 6750 days Payment of 6780 days Payment of 6810 days Payment of 6840 days Payment of 6870 days Payment of 6900 days Payment of 6930 days Payment of 6960 days Payment of 6990 days Payment of 7020 days Payment of 7050 days Payment of 7080 days Payment of 7110 days Payment of 7140 days Payment of 7170 days Payment of 7200 days Payment of 7230 days Payment of 7260 days Payment of 7290 days Payment of 7320 days Payment of 7350 days Payment of 7380 days Payment of 7410 days Payment of 7440 days Payment of 7470 days Payment of 7500 days Payment of 7530 days Payment of 7560 days Payment of 7590 days Payment of 7620 days Payment of 7650 days Payment of 7680 days Payment of 7710 days Payment of 7740 days Payment of 7770 days Payment of 7800 days Payment of 7830 days Payment of 7860 days Payment of 7890 days Payment of 7920 days Payment of 7950 days Payment of 7980 days Payment of 8010 days Payment of 8040 days Payment of 8070 days Payment of 8100 days Payment of 8130 days Payment of 8160 days Payment of 8190 days Payment of 8220 days Payment of 8250 days Payment of 8280 days Payment of 8310 days Payment of 8340 days Payment of 8370 days Payment of 8400 days Payment of 8430 days Payment of 8460 days Payment of 8490 days Payment of 8520 days Payment of 8550 days Payment of 8580 days Payment of 8610 days Payment of 8640 days Payment of 8670 days Payment of 8700 days Payment of 873			

18



## WHAT WORKS



19

---

---

---

---

---

---

---



- Reliable and consistent outlet
- Easy to access
- Your product is selling without you being there
- Outlet for “best fit” crops
- Willingness to work with small volumes

20

---

---

---

---

---

---

---



21

---

---

---

---

---

---

---



22

---

---

---

---

---

---

---

---



## THE CHALLENGES

23

---

---

---

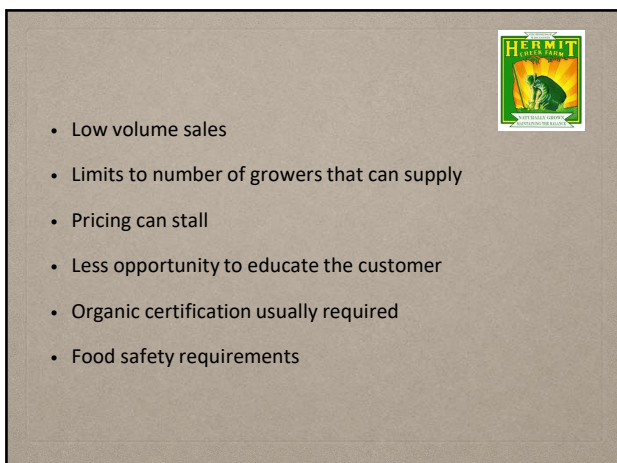
---

---

---

---

---



- Low volume sales
- Limits to number of growers that can supply
- Pricing can stall
- Less opportunity to educate the customer
- Organic certification usually required
- Food safety requirements



24

---

---

---

---

---

---

---

---





25

---

---

---

---

---

---

---

---



26

---

---

---

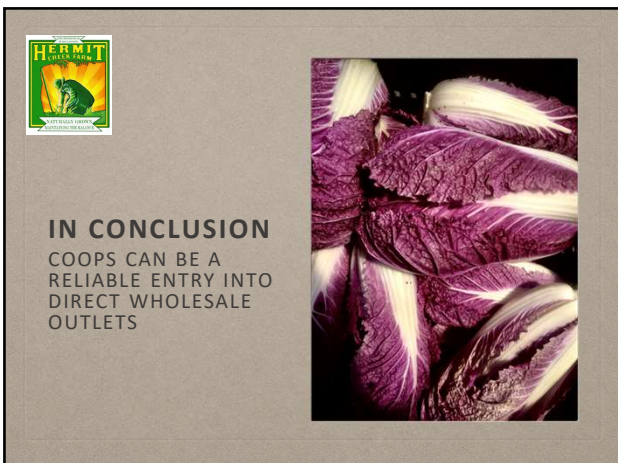
---

---

---

---

---



27

---

---

---

---

---

---

---

---