



GOAL

Farm to Store: Business Plan and Pricing Guide

Develop a business model and pricing template for farmers and retail vendors to facilitate sale of local produce from Farm to Healthy Corner Stores or Small Markets. Work with farmers, retail vendors, and residents to develop the Business Plan and Pricing Guide from inception to implementation.

SAN DIEGO ASSETS

- Over 6,687 local farms
- SNAP-Ed funding for Retail Program projects
- Development of 365 Born and Raised Campaign with support of Farm Bureau

REGIONAL (National City) ASSETS

- National City participating in SDSU Sage Project
- Big B's within CX3 census tract
- Owner enthusiastic and supportive of change

WHY

- Increase access and consumption of fresh, affordable produce
- Provide more opportunities for farmers to sell produce in stores
- Provide opportunity for stores to sell local produce

INPUTS (What)

- Consumer education and marketing through NEOPB resources: *Retail Program* and *365 Campaign*
- Development of business model and pricing strategy guide for farmers and retailers

STRATEGIES (How)

- Engage and coordinate IRC agricultural training program farmers, Retail Program, Store Owner, National City residents and SAGE Project students
- Help facilitate relationship between farmers and retail owners
- Provide technical assistance through development of business model
- Analyze cost of production per crop and develop template for appropriate markup
- Analyze agreeable cost of produce with community as compared to current competitive cost structures
- Recruit more farmers to participate in 365 Campaign

OUTPUTS (Short-term results)

- More farmers seeking to sell local and within food deserts and/or low income neighborhoods
- Viable business models and public/private partnerships
- Farmers and Retailers use pricing strategy to develop business models for increased sales of produce

OUTCOMES (Short-term impacts)

- More fresh, healthy, local, affordable food widely sold to institutional retail and foodservice markets
- More infrastructure and new business partnerships established
- Community exposure to principals of a sustainable food system
- Community exposure to economic impact of CalFresh/EBT and/or local produce

OUTCOMES: (Long-term impacts)

- Farmers receive premium price for produce while keeping product accessible and affordable for SNAP-Ed eligible community
- Corner stores become source of affordable produce by implementing per-value pricing strategies
- Access to fresh, local produce reduces diet-related diseases
- Positive economic impact for farmer, retail vendor, and community where produce is sold
- Decrease healthcare expenditure on nutrition related health disparities