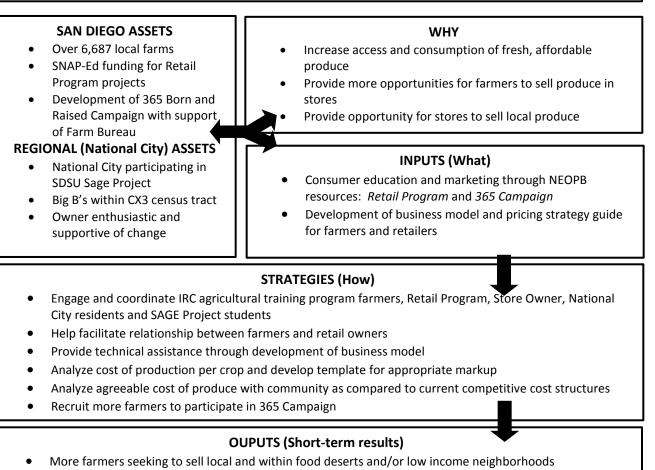


GOAL

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.



- 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 dietrelated diseases
- Positive economic impact for farmer, retail vendor, and community where produce is sold
- Decrease healthcare expenditure on nutrition related health disparities