




How to Work a Market




- Markets
 - CSA
 - Home DeliveryVans, NEW Rickshaws
 - Traditional
 - Market CSA
 - Farmers Markets
 - 6 markets



- Products
 - Vegetables
 - Livestock: Chicken, Eggs, Turkeys, lamb and goats
 - Fruit
 - Value Added: Canned, Frozen, and Dried



- Essentials of How to Work a Market for Growth
 - Building relationships and trust
 - Having a good product
 - Being an innovator and/or a steady supplier
 - Always looking for opportunities
 - Redefining the business you are in
 - Constant education and communication



- Our Principles
 - ***Honesty & integrity***
 - Products at a fair price
 - Customers as friends and family
 - Taste, health, and appearance are vital
 - It is not a zero sum game
 - Our work is one of the most honest ways to make a living



- Elements of working a market
 - Being genuine
 - Really knowing your customers
 - Being in the limelight
 - Engaging your customers
 - Constant learning and improvement
 - Open mind
 - Product
 - Knowing your cost structure

