FARMroots: Greenmarket Technical Assistance Program

Beginning Farmer Programming

Succession Planning & Land Access

Areas of support include:
- Land and Legal Planning
- Business management
  - Financial Planning
  - Access to Capital
- Food Safety and Risk Management
- Marketing and product development

Additional Technical Assistance
BEGINNING FARMERS

- More than 200 aspiring immigrant farmers, predominately from Latin American countries, have completed our 9-week Farm Beginnings training course.
- 42 immigrant farmers and their families started their own independent farm businesses with the support of FARMroots.
- Graduate farmers sell a variety of specialty vegetables, specialty herbs, pastured poultry, eggs, cut and potted flowers, honey, small fruits and plants at nearly 60 farmers markets throughout New York City and the Hudson Valley.
- Graduate farmers keep a total of 620 acres of farmland in production.
- 9 graduate farmers have purchased farmland, and collectively own 112 acres.
- Graduate farmers are extremely effective at reaching low-income customers, selling at 23 farmers markets and 10 CSAs in low-income neighborhoods. Despite owning .89% of total acreage in the program bring in 20% SNAP dollars spent on Vegetables and 16% of all FMNP dollars, including fruit, for a total of $500,000.
- 2015 Opened the Program to all Urban Growers Looking to Scale, focusing on individuals representing marginalized communities
- Loan Fund
- Market Placement
- Shoulder to Shoulder Mentorship Program
Customer Behavior at Markets: Tips for Helping Farmers Increase Sales & Customer Satisfaction

How do we get MORE people to spend MORE $ at Greenmarket?
Increased Focus on Understanding Customer Behavior

- Visual merchandizing
- Customer segmentation
- Data collection
- Customer experience

How are we improving the customer experience to improve sales?
Impressions

How do we get more customers to notice individual producers at the market?
Stops/Considerations

How can a farmer get more people to slow down and consider making a purchase?
Purchases

How do we move people from consideration to purchase once they’re in the stand?