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Illinois Migrant Council

PREPARING A NEW GENERATION OF ILLINOIS FRUIT AND VEGETABLE FARMERS

a USDA NIFA BEGINNING FARMER AND RANCHER
DEVELOPMENT PROGRAM PROJECT
GRANT # 2012-49400-19565

<http://www.newillinoisfarmers.org>





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**GROWING A NEW GENERATION
OF ILLINOIS FRUIT AND VEGETABLE FARMERS**

LEARNING TO CONNECT WITH COMMERCIAL MARKETS

Deborah Cavanaugh-Grant
February 16, 2013



Today's Objectives

- Familiarize yourself with MarketMaker and MarketReady
- Understand the different markets available & begin to work on which is best suited for you
- Know the business requirements for each different market type

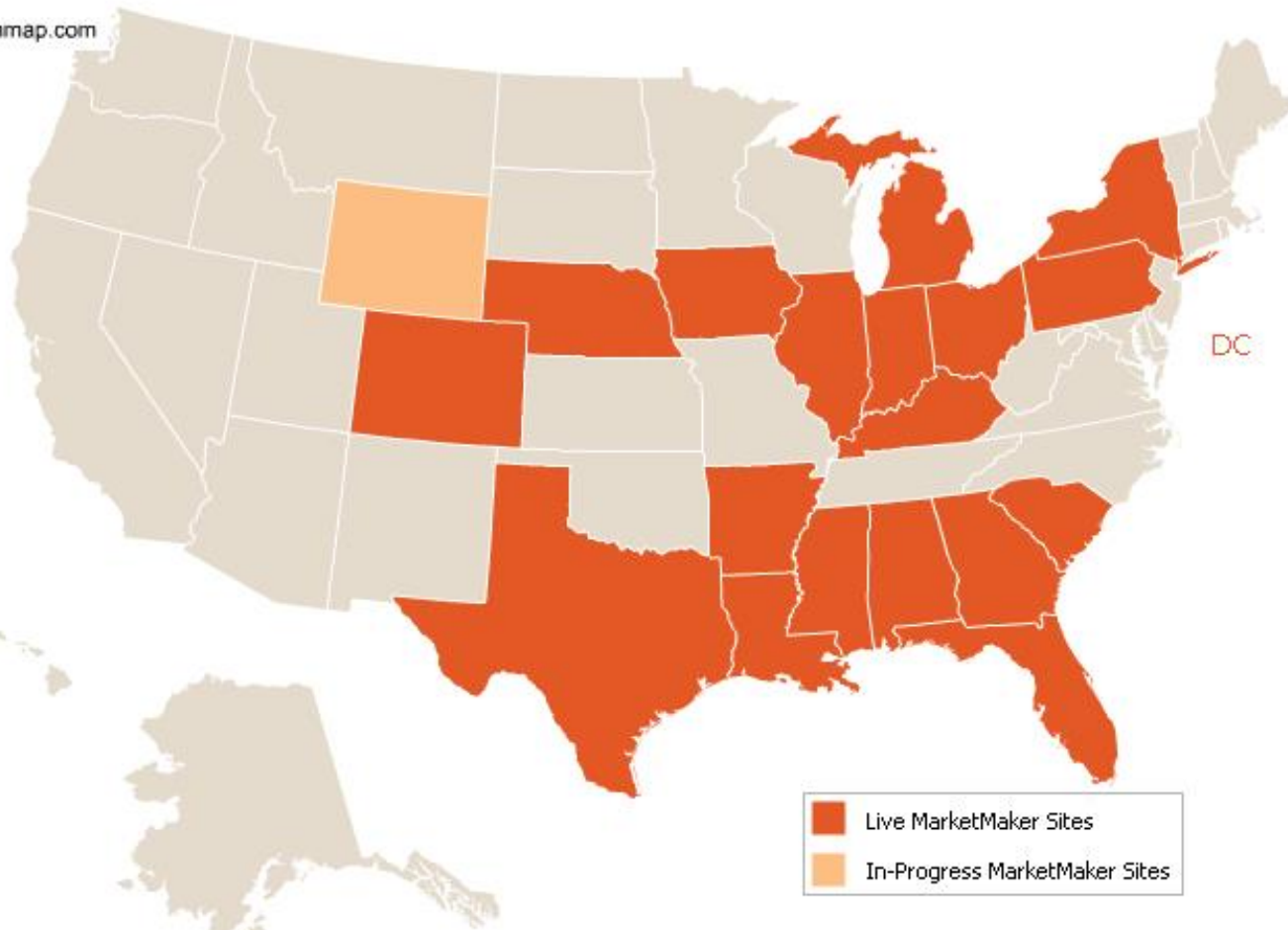


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MarketMaker National Network

tool by ammap.com



MARKETMAKER

WHAT'S NEW

MARKETPLACE

buy & sell
FORUM

MARKETMAKER

BLOG

National Sponsors:



United States Department of Agriculture
National Institute of Food and Agriculture



FARM CREDIT



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new ILLINOIS
fruit & vegetable
FARMERS



Connecting willing markets and quality sources of food from farm and fisheries to fork in Illinois.



Market Research

Age Where

Population 18 years and under

[Advanced Search](#)



Farmers, Fisheries, & Businesses

Farmer/Rancher With

Within

IL 50 miles of Zip

[Advanced Search](#)



Register Your Business

Register, at no cost, to help others find your business, to keep your information updated, and to participate in the Buy & Sell Forum.

Already registered? [Log In.](#)

Business Spotlight

Two Fat Guys Gourmet Sauces

Two Fat Guys Gourmet Barbecue Sauces are crafted using only the finest natural ingredients, gluten free, high fructose corn syrup free, fat free, cholesterol free, and low in sodium. For more than 30 years Two Fat Guys Gourmet Sauces have been available exclusively to family and friends, and now we're excited to share them with you too. ENJOY!



Happening Now

Buy & Sell Forum



6 Listings



75 Listings



7 Listings



0 Listings



1 Listing

Upcoming Events

Directory Search

Now In Season

Latest Posting (Looking To Sell: Vegetables)
Sweet Corn; Okra; Carrots; Canteloupe; Seedless Watermelon

[View All Advertisements](#)





MarketReady™



**SPECIAL THANKS TO DR. TIM WOODS
FROM UNIVERSITY OF KENTUCKY FOR DEVELOPING THESE
MATERIALS THROUGH THE MARKETMAKER PARTNERSHIP**

<http://www.uky.edu/fsic/marketready/>

Why MarketReady?

- To position specialty crop operations to fully capitalize on expanding local foods markets.
- Meet requirements of commercial buyers
- Emerging food safety standards
- Meet the demands of a changing market



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The Changing Wholesale Environment

- Increasing demand for Local Foods
 - The drivers are many
- Traditional supply channels for commercial buyers not Local
 - Buyers adapting to consumer demand, etc.
- Resulting increased demand for Local Product at HIGH VOLUMES.



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Keeping Things in Perspective





MarketReady Modules

- **Communication & Relationship Building**
- Packaging
- Labeling
- Pricing
- Supply
- Delivery
- Storage
- Invoicing
- Insurance
- Quality Assurance & Temperature Control
- Certifications & Audits
- Satisfaction Guarantee
- Working Cooperatively
- Marketing – An ongoing process
- Local Products for Local Markets



Communication & Relationship Building

- Interview quotations about communication:

“Give us a phone call, (expletive)!”

“Keep me posted as to what’s happening. I need two weeks notice of any changes.”

“Communicate 2-3 times per week during produce season.”

“I need four days notice to re-supply elsewhere if farmers won’t have the product.”



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Communication

- The grower must take initiative to communicate with the restaurant
 - *“Successful growers create a line of communication between them and the chef.”*
 - David Rand, Chicago City Markets Farm Forager
- Clear communication only enhances the farmer-chef relationship—critical to developing the restaurant market and positive changes to a farm’s products
- Call ahead...months ahead!



Best Marketing Practices: Communication & Relationship Building

- I understand the importance of **advanced notice** to the buyer about my **products availability** and **changes in quantity or quality**
- I have the buyers **contact information** such as their direct phone numbers, and email; I understand the best way to reach them
- I understand wholesale food buyers have many demands on their time, therefore I **make appointments in advance** in order to meet with the buyer about my products



MarketReady Modules

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Packaging

- Wholesalers and grocers look for “conventional” boxes
- Sanitation and durability
- Looking for traceability and function for packages down the road
- Prefer ‘farm identification’ labels and packaging



Packaging and Image



Packaging

- *It doesn't matter so much to me if greens and specialties come in a plastic bag... We can deal with that if the quality and consistency is there.”*
 - Donnie Ferneau,
Executive chef,
Ferneau's, Little Rock,
AR



Packaging

- **“How to use”** information may be helpful for specialty products
- **Labels add professionalism** and may be used to indicate delivery date, place of production, and contact information
- Use **weather-proof** materials





Best Marketing Practices: Packaging

- I understand industry standard packaging and am prepared to deliver that kind of package
- I asked the buyer how they want products packaged
- I will package appropriately to protect integrity, temperature and contamination
- I will package to allow storage on pallets, in racks





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Labeling



- Be COOL
 - Country of Origin Labeling is required
- Do not over-label
- PLU or UPC codes
 - The Packer Merchandising Guide
- Statement of product identity
- Indicate appropriate certifications
- Get Illinois Fresh labels!



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Garrett County
Pork Andouille & Polska Kielbasa
\$5.99

Garrett County
Turkey Andouille & Kielbasa
\$5.99

PIKE VALLEY FARM FOODS
Organic Pork
NO ANTIBIOTICS - NO ANTIBIOTICS - EVER!
Vegetarian-Fed heritage breed, free ranged on sustainably farmed pasture in Central Kentucky
USDA ORGANIC
Kentucky Proud
Think of us as your local farmer!
www.pikevalleyfarm.com
©2019 Pike Valley Farm, Garrett County, Kentucky, USA

Prepared by
Pike Valley Farm
859-548-3777
winston@pikevalleyfarm.com
112 Pike Lane
Lancaster, KY 40444

Fresh Sage Sausage
Ingredients: organic pork, dried red salt, organic spices (pepper, sage, coriander, marjoram, clove), organic evaporated canola juice, pork casing

NET WT

Hot Italian Sausage
\$5.99/lb.



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new **ILLINOIS**
fruit & vegetable
FARMERS

Labeling

- Labels communicate a professional product
- Labels should be weatherproof and not “get in the way” of the product
- Labels should include:
 - Farm name, logo, contact information
 - Labels may also include
 - Field source, harvest date, use information



Best Marketing Practices: Labeling

- I understand that labeling can help build my farm's identity and improve product presentation
- I have access to water-resistant labels that link my product with my farm but do not get in the way of product handling
- If selling meat, dairy, or processed products, I understand my legal regulations for labeling those products
- I have explained to chefs the terms like "certified", "sustainable", and other phrases and what they mean when used on my labels or product packaging



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MarketReady Modules

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Setting Prices

- One of the most important skills you must acquire
- Price must balance two objectives
 - Establishing market share
 - Earning an acceptable return



Key to Good Pricing is Good Information

- You'll never have *all* the market information you'd like to have, but be as well informed as possible. You should know:
 - Break-even price at various given sales volumes
 - What your competitors are offering
 - Prevailing market prices
 - Your product quality relative to others available on the market

Retail versus Restaurant Pricing



Pricing

- The major mistake producers make in pricing to restaurants is to assume retail prices will be competitive with farm markets
- Restaurants are a wholesale market—some may pay farmers' market prices
- Most chefs will tell you what they're looking at for non-local prices



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Pricing

- Account for the cost of getting your product to the restaurant

“We see what the product is selling for wholesale, figure in fuel costs and our time, and that’s what we stick with.”

--Brian Stout, Dowagiac MI, Green City Market,
Chicago, IL





MarketReady Module

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Supply

- Are there minimum volumes needed to do business?
 - There are small, medium, and large wholesalers and grocers dealing with a wide range of minimum volumes
 - Pre-planning on volume and market season is highly desired
 - Discuss target volumes for specific merchandising events



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Supply

- **Take responsibility for the volume committed to supply**
 - Providing exceptional service in the case of crop failures or other challenges helps strengthen the farmer-wholesale buyer relationship
- **Regular updates about availability, quality and expected volumes**
 - Email is often the preferred method to reach out to busy wholesale buyers

Supply

- Consistent volume/availability of product is often cited by chefs as a barrier to purchasing locally
 - Providing exceptional service in the case of crop failures or other challenges helps strengthen the farmer-chef relationship
- Producers should recognize different restaurant markets have different volume needs
 - Chains
 - Independents
 - Caterers
 - Institutions



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The Changing Wholesale Environment

- Increasing demand for Local Foods
 - The drivers are many
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Chef Expectations of Supply

- Most restaurants are interested in purchasing locally, but have experienced challenges in **product consistency** or **volume**
- Steady, **clear communication regarding changes** in product volume or quality are key to managing supply issues

“Volume is our biggest issue.”

“I’m used to being able to go online and select the products I want. If I can do that for local product...all the better.”



Best Marketing Practices: Supply

- I have spoken with chef clients before my crop is in to talk about crop availability and their volume needs
- I have explained what varieties or types of products I offer, and have invited chefs into conversations about new product possibilities before the season
- I have a regular price and availability list available for restaurants
- I have identified the best way to reach my chef customers directly
- I am exploring season extension and other production options that allow me to increase volume of products supplied



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Delivery



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FARMERS



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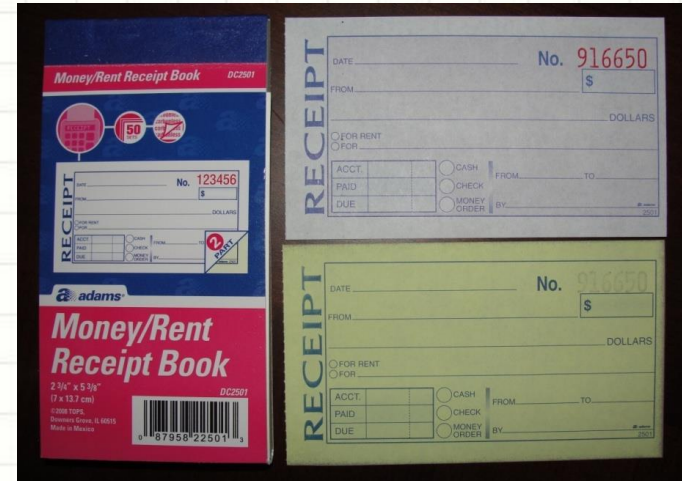
- **Communication & Relationship Building**
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Invoices and Records

Tracking Invoices

- Save computerized documents in a word processing or other document file
- Use an accounting software package to track all accounts
- Use a simple invoice book with duplicate copies



“I keep it simple—just the little invoice book I bought at Walmart.”

David Dedert, Quincy, IL

Sells pork directly to local country club



Invoicing



“I want an 8 ½” x 11” piece of paper with the grower’s name, address, phone number, the product, how much it weighed and how much it cost. That’s it.”

--Jeff Newman, Executive Chef, Boone Tavern Inn, Berea, KY

Invoicing and Records

“Inherently, you cannot trust chefs and restaurants to keep track of anything.”

--Chef Will Gilson, Garden at the Cellar, Cambridge, Massachusetts

- Keep duplicates of your invoices so you know how much has been purchased—and how much you are owed
- Provide sales receipts for when you get paid



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Invoice Example

Farm Logo displayed prominently

Space for customer contact information

Your Farm's complete contact information

YOUR LOGO
HERE

Invoice

DIRECT TO YOU FARM

Date: 10/30/2009
INVOICE # [100]

TO [Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[Phone]
Customer ID [ABC12345]

Salesperson	Job	Shipping Method	Shipping Terms	Delivery Date	Payment Terms	Due Date
					Net 15 Days	11/15/2009

Qty	Item #	Description	Unit Price	Discount	Line Total
2	Cases	HEIRLOOM TOMATOES	20.00		40.00
Total Discount					
Subtotal					40.00
Sales Tax					
Total					40.00

Invoice date and number

Payment terms and due date specified

Quantity, Product, Cost and Total

Make all checks payable to DIRECT TO YOU FARM
Thank you for your business!

DIRECT TO YOU FARM [Street Address], [City, ST ZIP Code] Phone [000-000-0000] Fax [000-000-0000] [e-mail]



Bill of Lading

Smith Farm, LLC

2471 Farmville Rd Prosperity, KY 00021
875-462-1234 office
875-222-1234 cell phone, Ralph
875-222-1233 cell phone, Sam

Bill of Lading # 703

Buyer: (Name) John Brown Shipping Date 8-1-09 Ship to (Name): XYZ Store #1
Address XYZ Co. Louisville Delivery Time before 10 AM Address 72 Home Court
Phone 800-222-1234 Delivery Date 8-2-09 Louisville, KY 40321

P.O. # 7926

Phone 1-606-777-1234

Item / ID #	Unit	Price per Unit	Total per Item
½ bu. Squash	150 bu		
Slicer Cucumber	50 bu		
Green Bell Pepper	100 bu		

Total

Trucking Co. Rapid Trucking Co.
Trailer Tag # KY 1743
Produce temperature 38°F
Temperature to be maintained at 38°F
Drivers Signature J. Miller
Timeout: 1 PM

Receiver (Company) _____
Signature _____
Time & Date _____



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Basic Marketing Practices: Invoicing and Records

- I will provide a **numbered invoice form** with farm name, address, phone number, and other contact information printed on it
- The invoice form will have the **date, P.O. number, product description, weight or quantity, price per unit and total price**
- I understand the invoicing procedures and have **discussed them with the buyer**. I have made sure that my invoice statement or system meets their requirements, including electronic delivery if required





MarketReady Modules

- Communication & Relationship Building
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Insurance

- Smaller grocers and wholesalers tend to have minimal coverage requirements: mostly \$1 million umbrella, some \$2 million
- Larger retailers can require as much as \$5 million in coverage
- Ask your insurance provider—communicate your business activities



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Insurance

- Product liability insurance is usually assumed or required in the producer/restaurant relationship
- Insurance protects both the producer and the chef
- Positive to mention to new clients
- Annual premiums vary by region but are often under \$500 per year (typically \$250) for \$1 million coverage
 - Larger groups may require more coverage



Chef Expectations of Insurance

- Interviewed chefs said they usually assume a producer has product liability insurance or trust the integrity of the local product
- *“We require our growers to carry \$1 million in liability insurance. That costs the grower about \$200 per year.”*
- *“I do ask about insurance—but I’m a small restaurant, so it’s not as big a concern.”*
- *“With fresh produce, I can inspect it for freshness and quality....but with meat and other products, I can’t trust myself to be sure.”*



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Insurance

- *“Insurance is simply a cost you have to have to sell to restaurants and other institutions.”*

- Carl Chaney, Bowling Green, KY

Sells ice cream served at
Western Kentucky University,
Mammoth Cave National Park,
and the National Corvette
Museum





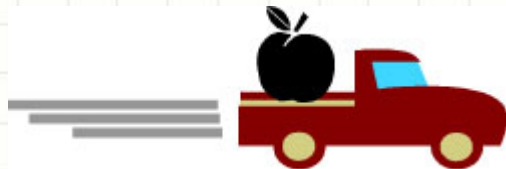
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Working Cooperatively

- Smaller producers may not find it profitable to deliver to single clients
- Restaurants may not be able to source enough product from a single grower
- Cooperative delivery, both using informal and formal networks, can help solve this problem
- Still check that your products are being delivered as promised



Working Cooperatively

*“Having a farm that sells 20 dozen eggs a week doesn’t really help when you might have a thousand possible customers. Plus it’s not worth someone’s time to drive two hours to deliver 20 dozen eggs here to Little Rock. So we’ve set up groups around the state where there are **five or six farms with 20 dozen eggs coming together** so that we can go and pick up 120, 150 dozen eggs at one time and fill larger orders from chefs.”*



-Chef Shane Henderson, Argenta Market & Catering, Little Rock, AR





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MarketReady™



MarketReady Module

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Get Listed!

- <http://www.marketmaker.uiuc.edu/>
- <http://www.localharvest.org>
- <http://www.agr.state.il.us/markets/mis/>
- <http://www.ilstewards.org/content/3977>
- <http://www.illinoisfarmdirect.org/>
- <http://search.ams.usda.gov/farmersmarkets/>
- <http://farmersmarketillinois.com/>

- <http://agritourismworld.com/>
- <http://www.orangepippin.com/orchards/united-states/illinois>
- <http://eatlocalgrown.com/illinois>
- <http://localdirt.com>



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5 tips for successful Marketing Channel Decision Making

Value Your Time

As a farmer & business owner, you should place a value on your own time when evaluating marketing channel opportunities.

Keep Records!

Take the time to keep records, even if only for “snapshot” periods, so you can make informed decisions about your business.

Use the 6 Factors of Performance

Evaluate a channel for its: sales volume, price, risk, lifestyle preference, labor requirement, associated costs

Rank & Compare

Rank each channel for each performance factor (give a “1” to the best), add them up, & the channel with the lowest total is the best!

Multiple Channel Strategies

Combine channels to maximize sales. Have at least one “steady” channel and one that is flexible in its volume demand.

From:

<http://files.campus.edublogs.org/blogs.cornell.edu/dist/0/2113/files/2012/04/Market-Channel-Assessment-132dr21.pdf>



Table 3. Marketing channel associated costs.

	Farmers' Market	CSA	U-Pick	Farm Stand	Wholesale: Restaurant, Grocery, & Distributor
Reusable plastic crates	R	X	O	R	R
Single use cardboard produce boxes	O	O	O	O	X
Twist ties, packaging, containers, bags	X	O	NA	R	X
Customer shopping bags	X	O	X	X	NA
Farm sign (s)	X	X	X	X	NA
Building/Tents, tables, tablecloth, chairs	X	X	X	X	X
Cash register/box Scale, calculator	X	NA	X	X	NA
Pricing signs	X	NA	X	X	NA
Market fees	X	NA	NA	NA	NA
Brochures & flyers	O	R	R	O	O
Advertising	NA	R	R	O	NA
Transportation/Delivery	X	NA	NA	NA	X
Washing and sorting equipment	O	O	NA	O	R
KEY: X = Necessary R = Recommended O = Optional NA = Not applicable					



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Summary

- Effective communication is essential
- Understand the best marketing practices that are necessary to sell to restaurants, groceries, wholesale and food service buyers
- Its all about the relationship



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Resources

- Local Harvest: A Multifarm CSA Handbook
 - <http://www.sare.org/Learning-Center/Books/Local-Harvest>
- Marketing Strategies for Farmers and Ranchers
 - <http://www.sare.org/Learning-Center/Bulletins/National-SARE-Bulletins/Marketing-Strategies-for-Farmers-and-Ranchers>
- Guide to Marketing Channel Selection:
How to Sell Through Wholesale & Direct Marketing Channels
 - <http://files.campus.edublogs.org/blogs.cornell.edu/dist/0/2113/files/2012/04/Market-Channel-Assessment-132dr2l.pdf>
- Marketing Alternatives for Fresh Produce
 - <http://extension.oregonstate.edu/catalog/pdf/pnw/pnw241-e.pdf>
- Cultivating Success at Farmers Markets
 - <http://www.sarep.ucdavis.edu/sfs/dm/New%20Farmers%20Guide-v10%20-2.pdf>

Resources

- Collaborative Marketing for Small Farms
Selling and Working Together for Profitability
 - <http://smallfarms.cornell.edu/files/2012/05/Collaborative-Marketing-for-Small-Farms-10385vc.pdf>
- Tips for Selling to: Produce Distributors
 - <http://www.carolinafarmstewards.org/wp-content/uploads/2012/12/7-ATTRA-Tips-for-Selling-to-Distributors.pdf>
- Tips for Selling to: Restaurants
 - <http://www.carolinafarmstewards.org/wp-content/uploads/2012/12/5-ATTRA-Tips-for-Selling-to-Restaurants.pdf>
- Selling Directly to Wholesale Buyers
 - <http://directmarketing.osu.edu/content/MarketReadyMaterials/MarketReadyWholesaleOPGMA2012.pdf>

Resources

- ATTRA's Master Publication List
 - <https://attra.ncat.org/publication.html>
- USDA-AMS Market News Reports
 - www.ams.usda.gov
- Organic Price Report
 - <http://rodaleinstitute.org/farm/online-tools/organic-price-report/>
- Pricing for Profit
 - www.extension.iastate.edu/agdm/wholefarm/pdf/c1-55.pdf



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To reach us

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If you have questions ...

- University of Illinois Extension Local Food Systems and Small Farms team
 - <http://web.extension.illinois.edu/smallfarm/>
- USDA's Start2Farm site
 - <http://www.start2farm.gov/>