

What: Facilitating Small Farmer's Access to New Sales Channels in MN

Keywords: retail / sales opportunities, economic feasibility, distribution, local food
CAP, produce

When/Where: 12/14/2009

Who: Annalisa Hultberg, through CURA's CAP
"farmers who sell to retail markets," also policy makers / activists / organizations looking to support those farmers

Why: To investigate the obstacles that retail buyers perceive when transporting, ordering, and purchasing local foods, and to develop strategies for overcoming those obstacles

How: Surveyed food distributors directly (also some preliminary lit review & interviews w/ farmers, although unclear how farmer interviews contributed to process or findings)