

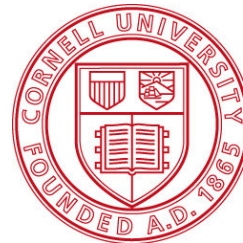
Community-Based Marketing Infrastructure

The Farm to Chef Express Project



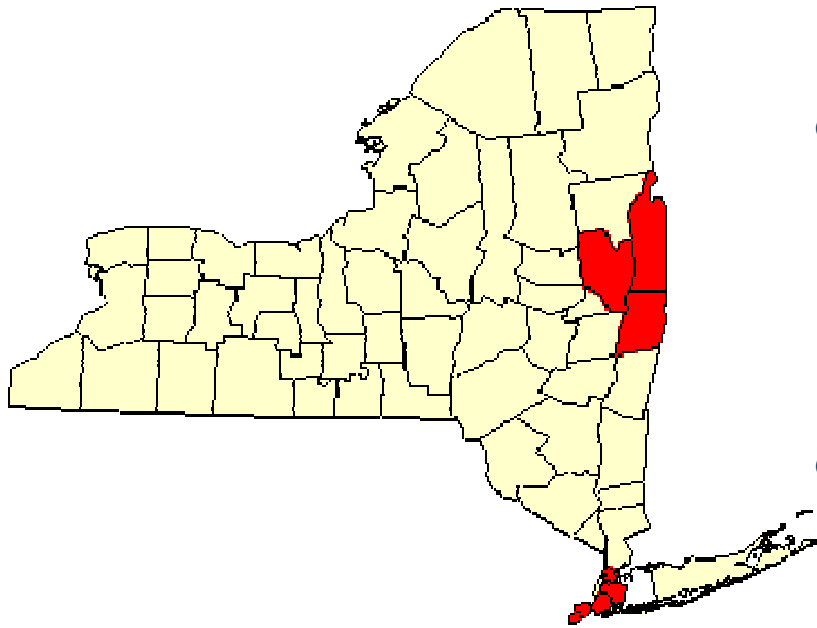
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Cornell University
Cooperative Extension

Farm To Chef Express



- August 2003 - July 2006
- Make it more economical for local producers to tap in to the NYC restaurant market.
- A direct marketing and distribution link between farmers of Rensselaer, Saratoga, and Washington Counties and New York City chefs.

Two Main Components

- A Marketing Coordinator facilitated transactions between farmers and chefs.
- Trucking delivered farmers products to City restaurants door steps.



Farmers



- 30 small/medium size farms
 - who primarily do direct marketing with some wholesaling
- Products included:
 - Meat – fresh and frozen
 - Vegetables
 - Fruit
 - Eggs
 - Maple products
 - Cheeses
- Sold over \$390,300 of product

Farmers Costs

- Membership Fee
 - \$40 up front
 - additional \$60 after \$500 of product sold
- Their Time
 - Products Available
 - Delivery to Drop off point
- Shipping Costs
 - Paid 7 ½ % of their sales during grant period



Chefs

- Advisory Group
- Sell to New York City Chefs who:
 - already understand the importance of buying local
 - were currently buying from farms locally
- Table Talk Meetings, Surveys
- Product Samples



How it Worked

- Thursday
 - Farmers tell Marketing Coordinator what products they had and the Marketing Coordinator sent product list to chefs via fax or email
- Monday
 - Chefs place order
 - Marketing Liaison contacts farmers of order
- Tuesday
 - Farmers drop off products at drop off point



- **Wednesday**
 - Driver delivers product to restaurants

- **Thursday**
 - Starts all over

Making It Work

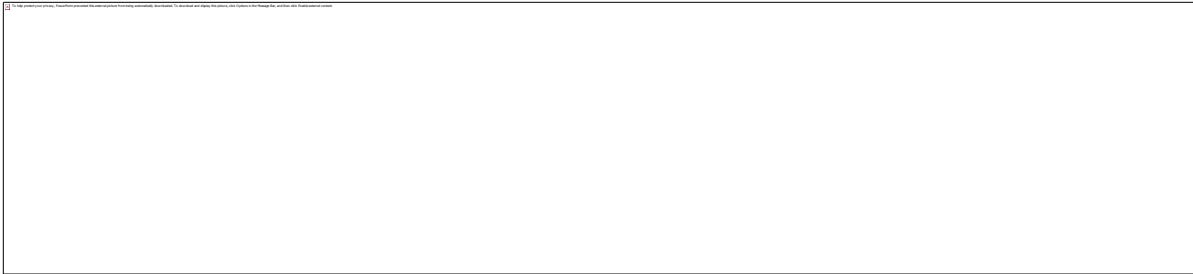
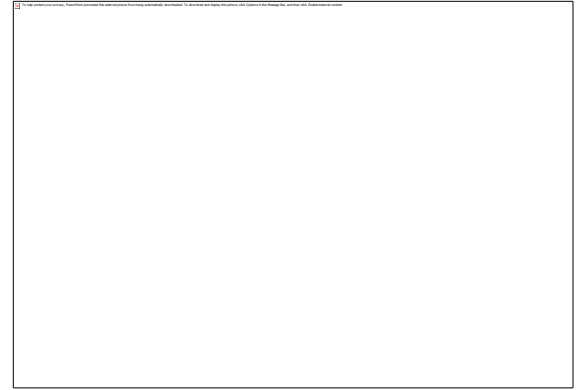


Important Points

- Generate enough sales to pay for delivery and marketing liaison
- Limited number of restaurant stops in one day
- Determining fair charge to farmers

- Dynamic and supportive delivery person
- Payment ease for Chefs
- Need more producers and consistent products





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