Beginning Farmer Sales Channels Guide

A guide to the sales channels open to beginning farmers. It compares direct and wholesale options so a farm can choose the best fit and helps match each one to your products.

Farm / unit: _____ Date: _____ By: _____

1. Farmers markets
2. Farm stand sales
3. CSA shares
4. Restaurant and chef sales
5. Grocery and retail sales
6. Wholesale and aggregators
7. Online ordering
8. Institutional buyers
9. Check rules for each channel

YOUR NOTES

TIP Start with one or two channels you can serve well before adding more.