

“Farm to Fork” Distribution Producer Participation Requirements

Product Availability

Only list what you have available to sell wholesale. Although things change on a farm, we need you to list only what you truly have available – including the volume that you have designated for this program. If there are a small number of boxes of an item available, communicate this to us, for example – limited volume available – 2 boxes.

Quality Control

Providing high quality is essential. Provide only the best, fresh, but not over ripe, product that you have. Poor quality and bad experiences makes the customer lose faith in our program.

If a customer rejects the product based on quality, you, the producer bare the cost/loss. If the product is of poor quality, do not provide it. It is better for you to say that you did not want to give a customer poor quality than to try to give them poor quality that you think might pass them by.

Pack and Label

Pack all products in sturdy boxes. The way a product is packed gives an impression. Old or broken boxes that look bad lead the customers to think that what is inside is not high quality.

Label with product name, amount (lbs, bunches, etc.), farm name on each box clearly and neatly.

Delivery to the Market

- ***Drop off between 7 am – 7:30 am*** at the Distribution Truck onto the tarps, not on the ground.
- Drop off in designated spots at the far side of the tarps and face the boxes in the way you are instructed.
- Do not leave without your receipt for your products.
- Check off your product together with the MFMA employee so that you both are in agreement that all product has been delivered.

Invoicing and Payment

You will be paid usually within 2 weeks of the market. If you need to give us an invoice or an invoice number attached to the payment you receive, you must provide that to us at the market or no later than Friday morning. After that, we can not hold up processing payment because we are waiting for your documentation.

Ordering Issues

If you can not fulfill an order (which should happen not at all or infrequently) after you have provided us with your product availability on Mon, ***you need to let us know when we call the order in on Tuesday or call us ASAP so that we can remediate the situation.*** These ordering issues take 5 times the amount of time to correct as they do to do right the first time. Trying to find product at the market when we are there to receive pre-ordered product takes about 20-30 minutes per unfilled item. This severely handicaps the program. The orders being delivered on time to customers is essential to making this program work.