Direct Marketing

- Tell the *story* of your farm
- Attractive logo/branding is a must
- Think who your customer is
- Differentiate yourself from the competition
- Collaborate, form creative partnerships
Bluebird Grain Farms
NE Washington, near Canadian border

- Farm business is five years old
- 6 month CSA share is $140 or $280 – includes choice each month of packaged grains, between 1.5 and 2# per package (three or five packages per share order, at $7 and $9)
- Selection varies from un-milled heritage grains to pancake mix
- Local CSA, wholesale accounts, Seattle farmers’ market, most business is mail order
- Work directly with local baker on heritage grain products

http://www.bluebirdgrainfarms.com/index.html
Creston- Kootenay Grain CSA

British Columbia, just a few miles from the Idaho border

- First grain CSA in Canada

- 100 pound shares, $1.25 per pound: 20 pounds each hard winter wheat, hard spring wheat, spelt, kamut, oats

- Local millers mill grain for CSA customers

- Grain delivered by volunteers on sailboats

- First year – 3 farmers grow 5 types of grain, 200 shares sold (80 pounds per share whole grains)

- 2\textsuperscript{nd} year, CSA has tripled in size - 600 shares (450 to individuals, and 150 to local businesses)

Retail Supported Agriculture (RSA)

- 2010 season: the same 3 farmers have planted hard winter wheat, hard spring wheat, khorasan wheat, spelt, oats, Red Fife Wheat and green lentils.
Pioneer Valley Heritage Grain CSA
Amherst, Massachusetts

• Non-profit sponsored by the New England Small Farm Institute

• Grain CSA initiated by bakery, partnership with farm, planted 13 acres. 2010: 100 shares

• A full 2009 share ($300/100 pounds unmilled grains)
  – 30lbs spring and winter wheat
  – 10lbs black beans
  – 10lbs oats
  – 20lbs corn
  – 5lbs barley
  – 6lbs rye
  – 15lbs spelt
  – 4lbs emmer (also known as farro, ancient red wheat)

Bakery mills grains for CSA members
Members had work party to sew grain bags
Website, newsletter, blog
Goal: 50-100 acres, $3 - $3.50 per pound of flour

http://www.localgrain.org/index.html
Grain Mill at Wheatberry Bakery in Amherst, Massachusetts: Bakery provides community service free milling. All local bread CSA: $7/loaf

$7,000 purchase cost, 100 pounds of grain/hour

Huasna Valley Farms
California – South Central Coast
established 1998

- 5 acres in small grains: dry-farmed small grains in rotation with leguminous pastures and seasonally grazed livestock (also vegetables & orchard fruits)
- Grains with high protein levels without requiring high levels of fertilizer inputs
- Yield: 2500 lbs per acre
- Revenues of $6,000 per acre
- Flour $2.50/ pound, grain $2.00/pound: CSA is custom order for 10 months
- Packaged in 5# bags

http://www.huasnavalleyfarm.com/Home.html
Windbourne Farm
Scotts Valley, CA

30 acre farm, growing grain over 10 years on 1-2 acre plots: heirloom corns, soft and hard wheats, rye, barley, oats, millet, buckwheat, Teff, grain amaranth

Organic/biodynamic

Draft horses and tractor

CSA: Eight types of grain on a four week cycle, 5 pounds bags of grain per week. Grain CSA originally joined a successful existing produce CSA, markets to urban Northern California.

2# barley flour, 3# hard red wheat flour, 3# soft wheat flour, 2# millet, 2# whole barley, 1# buckwheat flour or corn meal, 2# rolled or whole oats, 2# rye flour. Four week share price is $45.00 ($2.50 per pound)
Interesting Innovations

• North Hampton, Massachusetts: Hungry Ghost Bakery gets 100 of its customers to trial wheat in their backyards to evaluate best varietals in their region. Initially, this bakery approached local farmers to grow for them, but the farmers did not know what varieties of wheat would grow well in their area.

• Island Grains, Vancouver, BC: Land lease from farm with grain production classes. They now hold one day grain growing workshops.

• The town of Skowhegan, Maine recently took bids for their 1887 jailhouse, asking price of $200k for the 14,000 square-foot building. Winning bid went to a proposal for a grist mill, wood-fired oven bakery, and restaurant at the reduced price of $65k. The micro-mill will process grain into flour and will be equipped for grain cleaning and grain storage.
Producer Cooperatives

Case study: Shepherd’s Grains (Pacific Northwest): 33 farmers

- Work with bakeries, restaurants, flour in retail outlets
- Participated in WSU field trials: tortillas in WSU cafeteria
- Part of Fresh Alliance, sustainable food certification program
- 2008 sales: 400,000 bushels
- Find the Farmer I.D. codes on bags of flour: website with farm stories
- No-till practices

“At the end of the day, we grow wheat. Wheat that represents locally grown, family farmers. By purchasing Shepherd’s Grain Flour products you become a food activist, you also become a disciple to save the family farm.”
Direct Marketing Flour

Case Study: Horse Power Flour

Hanley Farm

Horsepower Flour

Naturally Grown Whole Wheat Flour

Ingredients: Wheat, sunshine, rain.
Net Weight 2 Lbs

Thank you for purchasing Hanley Farm Horse Power Flour
Grown without pesticides or chemicals and harvested by hand and hoof the
old-fashioned way. Your purchase helps in sustaining one of
Southern Oregon's national historic landmarks.
Panelists:

Jo Freneau of Riseup! Bread, Ben Carder of Sunstone Bakery, Alex Amarotico of Standing Stone Brewery, Mike Hawkins and Bob Russell of Butte Creek Mill

Tell the story of your business

What kind of local grain are you interested in using?

What is your ideal relationship with a farmer?

What are the biggest challenges to a local grain market?

What questions do you have for farmers?

Anything else?