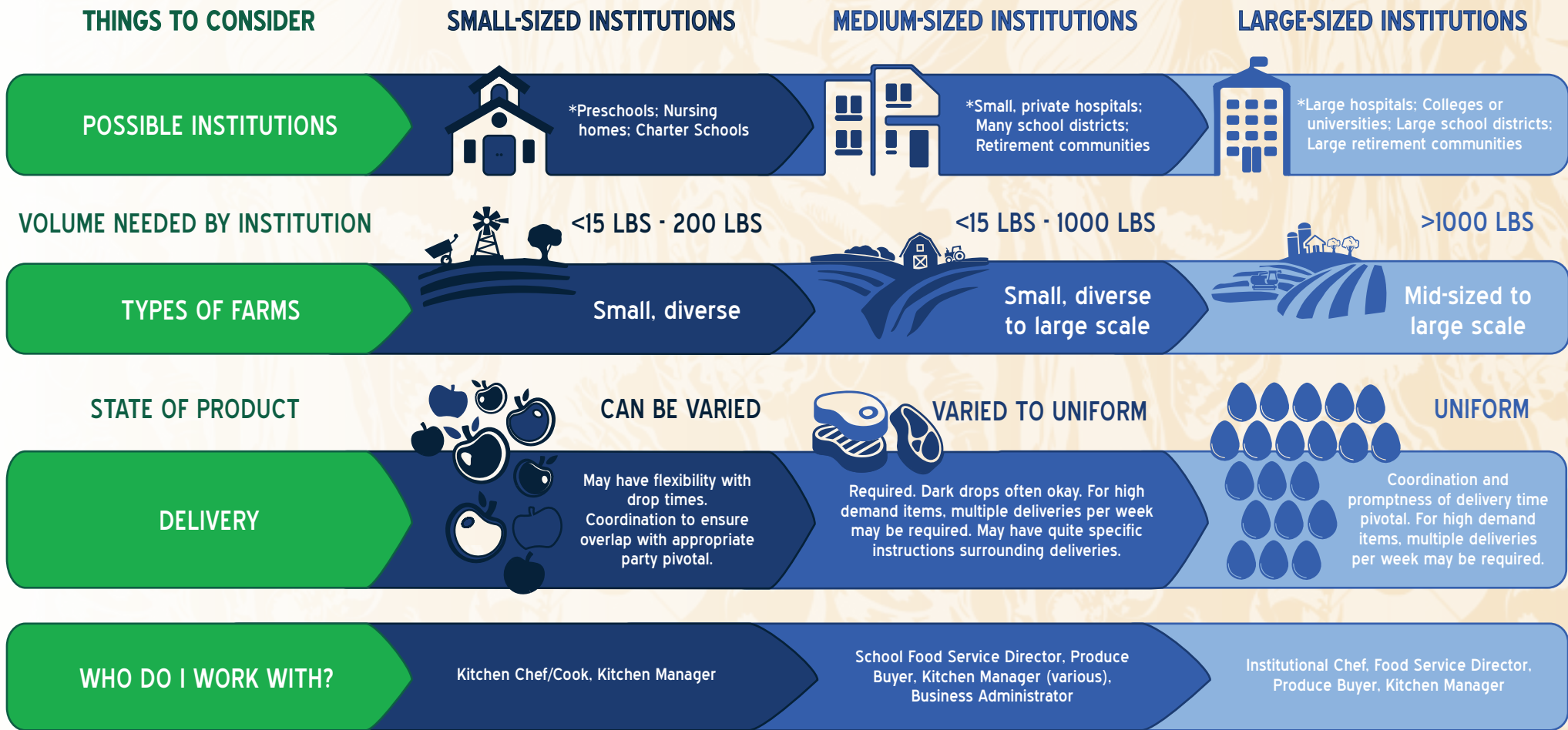


Farm-to-Institution is the concept of having farmer producers sell direct to institutional buyers rather than selling through direct marketing channels or wholesale distributors.

Selling to institutional buyers opens up market channels for producers of all sizes, but there are three key questions a producer should first ask:

In addition to honest reflection and assessment about the producer's readiness to sell to institutions, the producer must also consider the needs of each institution. While requirements vary, the graphic below is a general summary of points to consider when working with institutions of various sizes.



- 1 Do you know the costs of growing the specific crop?
- 2 Do you have experience growing the necessary volume needed for the specific institution?
- 3 Can you meet the quality standards of the institution?

OTHER POINTS TO CONSIDER:

- Seasonality (product & demand)
- Contracting
- Flexibility on price
- How to establish a relationship
- Motivation of buyer
- Food safety standards required by buyer (ex. GAP certification)
- Storage is generally limited with exceptions
- At least a \$1,000,000 liability insurance policy

Are you interested in Farm-to-Institution?



Thank you to the Oregon Department of Agriculture's Specialty Crop Block Program for support with this project.