

# Farm Stops: A New Way to Enhance Local Food Systems

Farm Stops are year-round, every-day markets that source products primarily from local, small-scale producers. They operate on a **consignment model**, in which **the Farm Stop gives the local producers they work with 70-80 percent of the retail price**, while taking a small percentage to maintain operations. Producers own their goods until they're sold. This gives producers a fair price for their goods, as well as flexibility with their personal time and product offerings.

For this project, surveys (N=284) were sent to four existing Farm Stops' customer bases to understand how Farm Stops interact with communities, and whether they generate or strengthen resilient, local and regional food systems. Results show that **Farm Stops enhance regional food systems by enhancing local food provisioning, strengthening community bonds, and enhancing community resilience to crisis events.**

## How People Feel About Farm Stops

### Economics



Very or somewhat willing to pay more for groceries from a Farm Stop.

### Community



Farm Stops have a strong presence in the community.

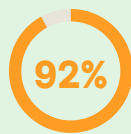
Enjoy spending time at Farm Stops.

### Advocacy



Felt they are helping to grow a local food economy by purchasing food at Farm Stops.

### Resilience



Believe Farm Stops increase the long-term resilience of neighborhoods to crisis events.



## Farm Stops vs. Other Forms of Local Food Distribution

Farm Stops are an interesting combination of existing methods of local food distribution. They are year-round farmers markets producers don't directly participate in; they can legally consolidate as Food Co-ops; and, they aggregate local producers while also offering entrepreneurial services like a Food Hub.



**Farm Stops**

# The Benefits of Farm Stops

Farm Stops are a new method for establishing and maintaining local and regional food systems. Here are the main takeaways for how they do so, and also how they enhance the communities they serve.

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## 1. ENHANCED ACCESS TO LOCAL FOOD

Farm Stops prioritize supporting small-mid scale local producers by providing them with a year-round direct-to-consumer sales outlet they don't have to directly participate in. They do so by operating on consignment. Producers own their own goods, and give a small percentage of their sales to the Farm Stop to maintain operations.



## 2. THE MULTIPLIER EFFECT

By prioritizing local producers and services, Farm Stops keep local money circulating within a local radius. They hire locals, they use local services, and collaborate with local businesses, which enhances the economic resilience of a community.

## 3. COMMUNITY RESILIENCE

They enhance the financial and cultural resilience of communities to crisis events such as global pandemics and national recessions because of the flexibility of the consignment business model, and their prioritization of small-mid scale producers.



## 4. SENSE OF PLACE

Farm Stops create welcoming, supportive, and inclusive spaces for community members to engage with a local food system beyond just purchasing groceries. They provide cafés, events, classes and entrepreneurial services that create environments people can enjoy and thrive in.



## 5. SENSE OF MEANINGFUL ACTION

Farm Stops promote missions of serving the needs of a community and supporting local producers. This can shift the priorities of a community towards participating in the development of a local food system because it enables individuals to feel their actions (i.e. purchasing goods at a Farm Stop) make a difference towards enhancing their own health and well being, as well as that of their community.

