SCHOOL MARKETING
Cultivating Schools in a Local Market for Small-Scale Farmers

WHAT IS IT?
An alternative, non-traditional market outlet for agricultural produce (fruit & vegetables)

Florida A&M University Cooperative Extension Programs, in collaboration with the New North Florida Cooperative is working to enhance economic opportunities for small-scale farmers through direct sales to local school districts.

A valuable opportunity exists in serving local school districts with fresh agricultural products. The following attributes and business practices are essential:

1. Professionalism and courtesy
2. Purpose and seriousness
3. Accountability and commitment

WHY DEVELOP SCHOOLS AS A MARKET?

- Demonstrates alternative production & marketing opportunities
- Provides fresh, locally grown agricultural produce for school nutrition programs

SUCCESS FOR SCHOOL DISTRICTS

- Enables schools to provide fresh fruit & vegetables for nutrition programs
- Higher nutritional value of fresh foods versus that of conventional processed or frozen foods
- Develops cooperative harmony between farmers and school districts

SUCCESS FOR FARMERS

- Alternative, non-traditional market outlet
- Crop diversification
- Opportunities for value-added products
- Development of farmer networks
- Productive use of resource agency services
WHAT DOES IT TAKE TO MARKET TO SCHOOLS?

◊ ORGANIZATION
◊ COMMITMENT
◊ PRESERVERANCE

Maintain focus until reach full potential – *school marketing is not a get-rich quick scheme.*

Willingness to work together to achieve mutual goals.

Coordinated production and marketing system among small-scale farmers

Development of organized network of small-scale farmers

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