

MARKET SMART

ORGANIC FIELD SCHOOL AT GARDENS OF EAGAN

WHAT MOTIVATES MARKET SHOPPERS

In researching this topic it is clear, shoppers come to a farmers’ market because of two important ingredients—the VENDORS and their WARES. Yes, it’s all about you and what you sell. So, make the most of that important knowledge. Don’t sell yourself short; cheap prices rarely made the top ten list. Here’s the short list of the top shopping reasons:



1. **Freshness**— So much fresher than store produce! Shoppers expect it to **taste better** and be **more nutritious** and **last longer** because of it.
2. **Unique variety**—Shoppers come to find something new and enjoy asking the vendor for a recommendation or for more information about a unique item.
3. **Support Local Businesses**—Shoppers appreciate that the food is grown or made in the community and the vendors get a fair return.

CURRENT AVERAGE TWIN CITIES’ STORE PRICES

ORGANIC

BASIL-----	20.00 / LB
BEETS-----	4.00 BUN.
BROCCOLI -----	2.99 / LB
CABBAGE-----	1.15 / LB
CHARD -----	3.50 EA.
CUCUMBER-----	1.59 EA
GARLIC -----	6.99 / LB.
HERBS -----	.89 / BUN.
GREEN BEANS -----	4.00 / LB.
GREEN PEPPERS-----	2.50 /LB.
KALE /COLLARDS-----	3.59 EA.
LETTUCE-----	1.99 EA.
GREEN ONIONS-----	.99 / EA
RADISHES-----	2.19 / EA.
SNAP PEAS-----	4.99 / LB.
STRAWBERRIES-----	5.10 / LB.
SUMMER SQUASH-----	2.49 / LB.
SALAD MIX-----	3.25 / 6 OZ.
HOTHOUSE TOMATO-----	6.00/LB

CONVENTIONAL

BASIL -----	20.00 / LB.
BEETS-----	3.50 BUN.
BROCCOLI-----	2.00 / LB.
CABBAGE-----	.95 / LB
CHARD-----	3.00 / EA
CUCUMBERS -----	1.25 EA.
GARLIC -----	3.59 / LB.
HERBS-----	1.49 / BUN.
GREEN BEANS -----	3.29 / LB.
GREEN PEPPERS-----	2.49 / LB
KALE/COLLARDS -----	2.79 EA.
LETTUCE-----	1.99 EA
GREEN ONIONS-----	.79 / EA.
RADISHES-----	1.00 / EA..
SNAP PEAS-----	5.99 / LB.
STRAWBERRIES-----	3.59 / LB.
SUMMER SQUASH-----	2.00 / LB.
SALAD MIX-----	3.25 / 6 OZ.
HOTHOUSE TOMATO-----	2.99/LB

TIP OF THE WEEK: SMILE AND SAY
“HOW’S YOUR DAY?”



**ORGANIC FIELD
SCHOOL AT
GARDENS OF
EAGAN**

25494 Highview Ave.
Farmington, MN 55024

Tel: 952-985-7233
Mobile: 612-741-8170
Fax: 952-985-7689
info@organicfieldschool.org

We're on the Web
organicfieldschool.org



*Make money,
Have fun,
Every week,
Everyone.*



Kids making Kale Smoothies at
Organic Field School at Gardens of Eagan Y-Camp Farm Tour 2011

WHAT'S THE ORGANIC FIELD SCHOOL?

In 2008 when the Wedge Food Co-op began operating the certified organic farm, Gardens of Eagan, it pledged, in keeping with its cooperative mission, to use the farm as a platform for education. In doing so, the Wedge created a 501(c)3 non-profit, The Organic Field School. In spite of having no paid staff, OFS has implemented several educational projects by partnering with other sustainable ag organizations. The Midwest Organic and Sustainable Educational Service, MOSES, and the Land Stewardship Project have helped OFS host farmer training workshops at Gardens of Eagan farm. The USDA SARE program is funding the OFS Satellite Farms project which helps young farmers scale up through production and marketing support lead by farmers at Gardens of Eagan and buyers at Co-op Partners Warehouse. Additionally, OFS is supporting

beginning farmers with its farm business incubator.

Linda Halley, OFS board president, sees the explosion in farmers' markets as a growing opportunity for new or expanding farm businesses. After 20 years of marketing at some of the nation's best markets she has adopted the motto, "We all do better, when we *ALL DO BETTER!*" If the two vendors on each side of you are having a great market season, that means you'll have a better one, too. Here's to having fun and making money; every week, everyone.

Linda Halley started marketing at the famous Dane County Farmers Market in Madison, Wisconsin in 1990 and served on its board. While farming in California she also attended San Francisco's Ferry Plaza Market, and Santa Monica and Santa Barbara Farmers' Markets in Southern California.