



# Farmers Guide

## How the Mendo Lake Food Hub Operates

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**All Farmers selling through the Food Hub must sign and agree to abide by the terms within the Mendo Lake Food Hub Sellers Agreement.**

The Agreement includes having a current Certified Producer Certificate and establishing your farm as a Mendocino County Approved Source which is not a difficult process. The guidelines and registration process are online at <http://www.co.mendocino.ca.us/agriculture/approvedSource.htm> (the guidelines are also in the Seller Packet under Appendix B). This is for two main reasons.

1. It allows us to assure our customers that they are purchasing from farms who follow a standard set of legally accepted food safety practices. Some of the larger buyers will not purchase from the Mendo Lake Food Hub (MLFH) without this assurance.
2. It is the correct, legally accepted way to run the operation and lessens the chance for problems if we ever fall under regulatory scrutiny.

**You will also need internet access at least twice a week** to list your product and check what orders you received. Once you are an approved MLFH seller here are the steps to follow to sell your product.

1. The Market Manager (MM), John Bailey, will contact you to **get an account and profile set up** on our website, [www.mendolakefoodhub.com](http://www.mendolakefoodhub.com). This will give you access to list whatever products you want to sell, and will allow us or you to create your farm profile so that buyers can learn your story.
  - a. **Setting up the profile well is important** because this is how your customers will connect with you and your story. We can help.
2. Next you or we will need to **set up the products that you wish to sell**.
  - a. The best thing would be **to set up an appointment with the MM** to meet somewhere with internet access to learn how to use the website. He has a laptop that he can bring.
  - b. After the first time you list a product it is easy to sell it again. You log on to the website and input how much of each product you have to sell that period.
3. There will be **two order cycles per week**. Please see the attached chart for a layout of details. Here are the overall features.
  - a. You list your products on the website and set the price. We can provide guidance to help set a price that sells your product while making you enough money.
  - b. The website marks up your price by 15% to cover delivery and website costs. So if you set your price at \$1.00 per pound, the customer pays \$1.15.
  - c. Buyers go on the website and purchase your and other farmers products.
  - d. You get an email with all of your orders listed by customer.
  - e. You harvest your product, print out the labels for your boxes, and the invoice for the customer, and deliver it to the node.
    - i. You can also deliver to the customers and earn back 66% of the markup (\$0.10 of the \$0.15 in the example above).
4. Here are some details about the chart below.
  - a. Produce needs to be taken to Nodes by Farmers at these times and locations.

- i. COAST NODE – by 5pm on Mondays and Thursdays.
  - 1. Node located at Fortunate Farm, 15401 North Hwy 1, Caspar, CA. 95420
- ii. WILLITS NODE – by 6pm on Mondays and Thursdays.
  - 1. Node located at Wowser, 330 E. Commercial St., Willits, CA. 95490
- iii. UKIAH NODE – by 7pm on Mondays and Thursdays (or by NOON for orders going to Lake County.)
  - 1. Node located at Mendocino Grain Project, 3501 N. State St., Ukiah, CA 95482
- iv. LAKEPORT NODE – by 3pm on Mondays and Thursdays.
  - 1. Node located at Leonardis Organics, 1010 Argonaut Rd, Lakeport, CA. 95453
- b. The Nodes will be accessible via a number combo lock, the code to which you will be given upon submission of the paperwork needed to become a Node seller.

