

# Sweet Roots Farm

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[www.sweetrootsvt.com](http://www.sweetrootsvt.com)



# Developing our On-Farm Market

## Early days...

### CHARLOTTE BERRY FARM ---> SWEET ROOTS

- VLT & Intervale Center
- Rebranding
- Hyper-seasonal to year-round
- Hard decisions
  - Ex. Creemees

### STATE/LOCAL PERMITS & COMPLIANCE

- Dept of Taxes, Dept of Labor
- Municipal laws
  - Zoning, Act 143
- Pick Your Own

**Grunt work...**

**Make it beautiful!**

Ask your friends to help





**Everyone helped!**  
(but really Dan did  
most of the work)



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## Point of Sale & Pricing

### POINT OF SALE

- Clover - can grow with our business
- Any platform that produces sales reports
- Inventory management is essential

### PRICING STRUCTURE

- 40% Mark up is typical
- Assess your farm produced product cost analysis - be realistic
- POS reports - great resource

Don't hesitate to change up product mix.

Know your clientele - helps with pricing decisions too.  
Ask for customer feedback.

**FEATURE YOUR PRODUCTS!**



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## Product mix

### DO YOUR RESEARCH

- Check out local shops that inspire you/make you want to spend \$\$
- Ask yourself, what do I buy that I don't grow?

### NETWORK

- Cultivate distributor and local producer relationships
- Be intentional with product mix - keep it hyper local
- Become familiar with margins vs mark up - don't sell yourself short



Use your resources.  
Most folks are happy to share -  
you just have to ask!

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## Product mix cont.

### LOCAL DISTRIBUTORS

- Green Mountain Farm to School
- Pumpkin Village Foods
- Farm Connex

\*\* Mostly direct order from individual businesses - more management \*\*\*

### WHAT WE SELL

- Sweet Grown = #1
- Local seasonal fruit and veggies
- Local meat - beef, chicken, lamb, pork
- Local dairy - Raw Milk, milk, cheese
- Local eggs
- Local honey, syrup, chocolate
- Local frozen prepared foods
- Beverages and snack
- Fresh pastries
- Pantry staples
- Gifts & farm merchandise







Come see us!  
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