



Farm Fresh Food Boxes

An applied project, similar to a CSA, but without the season long commitment, Farm Fresh Food Boxes attempts to reduce barriers to high quality food while supporting new partnerships between farms and small, local retailers.

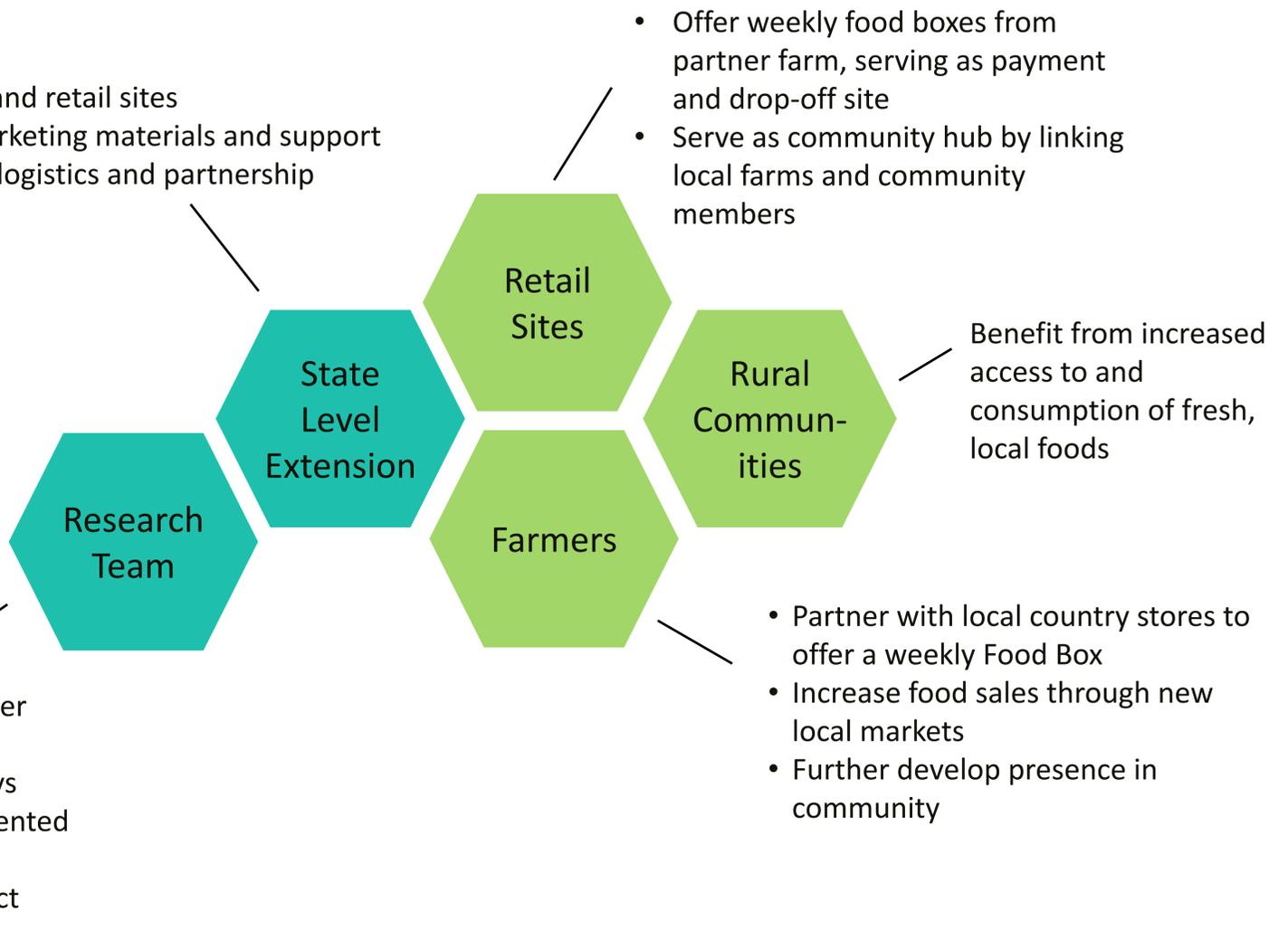
Increase revenue and farm viability for farmers selling local foods

Improve food security and increase consumption of local foods in rural communities

Increase access to healthy, local food at small retailers in rural areas

Support the growth of a more sustainable agricultural sector

- Recruit farmers and retail sites
- Provide FFFB marketing materials and support
- Assist with FFFB logistics and partnership building



Project Overview

Farm Fresh Food Boxes is an integrated project that explores the impact of a new food systems innovation on rural economies. The Farm Fresh Food Box model stimulates rural economies by providing farmers with an additional direct-marketing opportunity without the time investment or food waste of a farmers' market. It also provides grocery stores and convenience stores with increased foot traffic, creating opportunities for additional sales. Finally, the FFFB model may also increase food access for rural consumers who are unable to pay for a season's produce up front or may be uncomfortable shopping at a farmers' market.

Vermont Pilot & Full Project Phase 1

In Fall of 2016, we conducted a pilot phase of the project with three farms and three country stores in Vermont. During the pilot phase, we collected preliminary data about factors that may facilitate successful farm-store partnerships. The full project phase will begin in Spring of 2017 with 2-3 farms partnering with 1-2 retailers, each, in VT, WA, and CA. The project will run through the fall, pending on the length of the growing season on each farm. We will conduct qualitative interviews with all partners at the conclusion of the seasons and preform case study analyses. We will also preform economic impact analyses on food box data collected throughout the season.

