



Farm to Restaurant Campaign Farmer Application 2019

Description

For the next three years, Georgia Organics will embark on a Farm to Restaurant campaign to increase the domestic consumption and sales from local organic farms in Georgia to restaurants in metro Atlanta. Georgia Organics will work with farmers to provide them with the business management, post-harvest handling, and record-keeping tools that enable them to become “restaurant-ready” in addition to creating a branding campaign that recognizes Atlanta restaurants for supporting Georgia’s small sustainable farms.

Timeline

Georgia Organics will accept cohorts each year of the campaign with applications opening in January. The deadline to apply is March 4th, 2019 by 11:59pm. Applicants considered for the campaign are subject to requests for additional information and farm visits from Georgia Organics staff. Farmer cohorts will be announced by mid-March.

Application

Keep this sheet for your records. Complete the application and e-mail as a PDF to laurencox@georgiaorganics.org or mail to Georgia Organics, Attn: Farm to Restaurant, 200-A Ottley Dr., Atlanta, GA 30324. E-mail or call Lauren Cox, Organic Procurement Coordinator, at 501-680-2091 with questions.

Thank you for your application and for your time and interest in the GO Farm to Restaurant campaign!

Farm to Restaurant Campaign 2019

Do you want to be a cohort for the Farm to Restaurant campaign? Here is what it involves.

What we ask from cohorts:

- Data sharing over the course of 3 years
- Participation in 1 day workshop at GO offices
- Monthly check-ins for updates on farm to restaurant sales progress and feedback
- End of year data sharing and come together

What we offer to cohorts:

- Farm visit and assessment of F2R sales
- 1 day workshop at GO offices that covers topics such as:
 - Crop rotation and planning
 - Availability strategies
 - Communications and chef partnering strategies
 - Pricing
 - Strategic customer logistics planning
 - Database input and goal making session
- Restaurant match-making help
- FSMA training
- Organic Certification assistance
- Support in 2019 with monthly check-ins
- Promotion and highlighting in social media campaign
- Participation in end of year of event celebration

Please answer all questions to the best of your ability. Your answers will help us in selecting our 2019 farmer cohorts.

Date:

Name:

Name of Farm:

Georgia Organics member: **yes** **no**

1. How long have you been farming?

2. Where is your farm located?

3. What type of products do you sell? (check all that apply)

- fresh produce
- storage crops
- meat
- dairy
- eggs
- other (list) _____

4. What is the size of your farm and how many acres are in production?

5. What types of certification do you have? (check/add all that apply)

- USDA Organic
- CNG
- GAP
- None
- other _____

6. What type of farm infrastructure do you have? (check/add all that apply)

- cold storage

- dry storage
- wash station
- covered packing area
- water source
- other _____

7. How do you package your produce? (if there are different examples please list)

8. Do you have a delivery vehicle to transport produce?

A. What is it?

9. Do you have an accounting system in place?

A. What is it? Please describe.

10. What are your distribution channels? How many months/years have you been selling to each? (check all that apply)

months/years

- farmers markets _____
- restaurants _____
- CSA _____
- aggregators (wholesale) _____
- farm stand _____
- other _____

11. Name 2 things you need help with in restaurant sales.

12. Why are you interested in the Farm to Restaurant campaign and what makes you an ideal partner?

