

Marketing Workshop Producer Panel FAQs

Tuesday November 5th
Southwest Hospital Annex
20 South Market, Cortez

Michael Nolan – Mountain Roots Produce

Quick Bio

Michael grew up in California and studied at UC Davis. He started farming in 2004 in the central valley, running a small CSA and 2 acres of fruit trees. In 2007, after studying and then teaching at UC Santa Cruz Center for Agro-ecology, he moved to Durango, for the first time. Since then he has farmed in NM, Western North Carolina, Florida and finally here, in the Four Corners, for the past 3 seasons. He is currently moving from Hesperus to 13 acres Mancos.

FAQs

What is your total acreage?

4

What crops and/or livestock do you grow/raise?

storage crops: beets, carrots, taters, winter squash, garlic, onion, cabbage, turnip, rutabaga, parsnip, radish

Which markets do you use?

direct selling/farmers' market/farm stands, restaurants, institutions

What are your percentages of input and income for each market you currently use?

about 60/30/10 restaurant/institution/farmers market

What is the easiest part of selling to each market you use?

communication

What is the most difficult part of selling to each market you use?

There are no difficult parts, all any market takes is good communication.

Mary Vozar – Confluence Farm

Quick Bio

Mary has over 30 years of organic gardening experience. She is a Master Gardener and provides her plant knowledge and growing expertise in the field. As a former librarian and teacher, she uses her organizational and computer skills in the office to keep the business running smoothly. She has been a self-employed fiber artist, managed a retail business, raised two children as a single parent, and worked for both the municipal and federal government.

FAQs

**What is your total acreage?
grow/raise?**

*27 acres along the Mancos River, 2 acres in cultivation.
crops and seed garlic.*

What crops and/or livestock do you

Over 22 different market garden vegetable

Which markets do you use?

We offer two shoulder season CSA's – Spring Greens which usually last for 8 weeks in April/May & early June and a Fall/Early Winter CSA from September to December.

We sell to restaurants and grocers through Ole Bye's business San Juan Farm Fresh and Local Food Logic; as well as selling wholesale independently to DNF and Linda's Local Food Café. We also participate in Farm to School and have sold to Cortez, Mancos, Dolores and Durango School Districts.

What are your percentages of input and income for each market you currently use?

This is an approximation: CSA – 32% SJFF/LFL – 15%

Wholesale – 48%

F2S – 5%

Max Fields & James Plate – Fields to Plate Produce

Quick Bio

Max and James grew up in Denver, and came to Durango to attend Fort Lewis College after high school. They both wanted to pursue agricultural experience, both academically and practically. They both began working at the Old Fort at Hesperus in 2010 under the supervision of Beth LaShell. From there they had the opportunity to work with several farmers before taking advantage of the incubator program at the Old Fort at Hesperus. 2013 was their first growing season on their own.

They are passionate about producing food and marketing locally, in an effort to generate an economically viable local food system for producers and buyers, while insuring the health and longevity of the land we grow on through sustainable farming practices.

FAQs

What is your total acreage?

1/2 acre

What crops do you grow?

Carrots, Beets and Radishes.

Which markets do you use?

Wholesale mostly with a few farmers markets and retail market examples: natural grocers, restaurants, and institutions

What is the easiest part of selling to each market you use?

Wholesale: Large drops can be dirty for discount to a few accounts. Retail: short weekly phone calls. Farmers Market: nothing is really easy

What is the most difficult part of selling to each market you use?

Wholesale: when not sold dirty washing can consume time; Retail: washing and bagging multiple tiny orders; Farmers Market: the most difficult but overall lots of fun, socializing and educating.

Malisha Sutherlin – Southwest Lamb

Quick Bio

Malisha is originally from Norwood, CO. She originally moved to the Durango area to attend Fort Lewis College. After completing her bachelor's degree Malisha became an assistant manager at Sunnyside Meats as well as running her own lamb business.

FAQs

What is your total acreage?

Ninety acres of pasture

What crops and/or livestock do you grow/raise?

meat lambs

Which markets do you use?

Southwest Lamb can be found at the Telluride and Durango Farmers Markets, The Farm Bistro, and we take custom orders via email and phone.

What are you percentages of input and income for each market you currently use?

Telluride: Input:50% Income: 50%

Durango: Input:30% Income:30%

Custom Sales: Input:10% Income:15%

Wholesale: Input: 10% Income: 5%

What is the easiest part of selling to each market you use?

The easiest part of selling to each market is the customers, and the ability to collect payment at the time of sale.

What is the most difficult part of selling to each market you use?

The most difficult part is the market politics, the traveling, and timing (trying to keep inventory for certain times of year and selling within a short season)