



21 Farms
One Order
One Invoice
One Delivery!



What is Southwest Farm Fresh?



- Farmer-owned, farmer-controlled producer cooperative
- Brokers and distributes local food products to wholesale buyers
- Primarily serves restaurants; also serves retail stores and three school districts



Introduction

- SWFF Established March 2014
- First delivery June 25th
- SWFF currently has:
 - 21 Member Farms
 - 5 Board Members
 - Three employees: F/T Manager, P/T Driver & Bookkeeper
- Serves Five Counties: Montezuma, Dolores, San Miguel, La Plata, Archuleta
- Over 40 wholesale accounts, delivers to three school districts (Cortez, Mancos, & Durango)



Mission

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To aggregate, store, market and distribute locally produced agricultural products from farms and food businesses of Southwestern Colorado. The cooperative's success will be measured by our ability to be economically viable, socially responsible and good stewards of the land and community.



How does it Work?

Sunday

Producers upload their available inventory onto the web-based market platform.

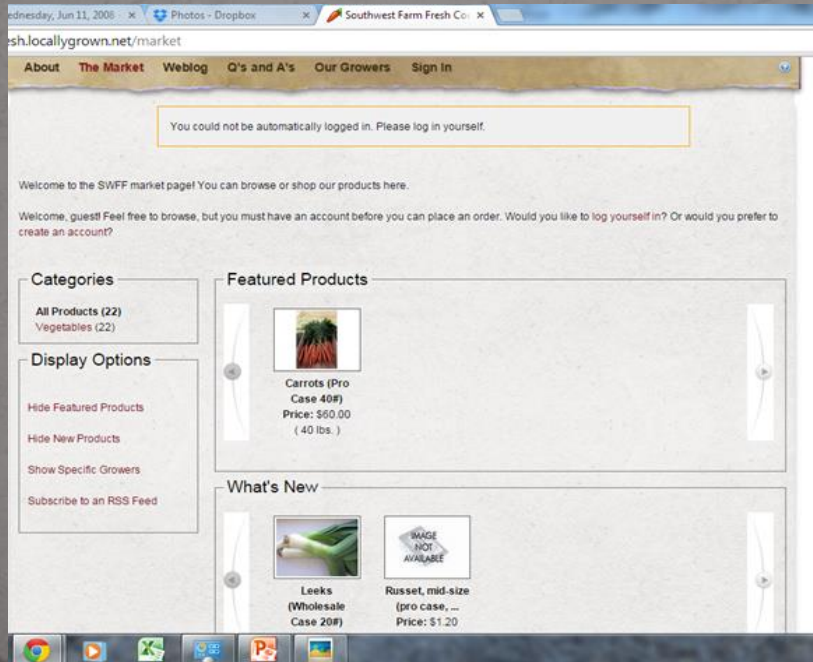
Includes:

Description

Price

Case Size

Quantity



How does it Work?

Monday

Buyers are sent an email from the website with the inventory list. COOP Manager then makes phone calls to solidify orders. Inventory list shows products by farm names. Products are NOT aggregated.



How does it Work?

Tuesday

Producers are sent an email with their sales from the website.

Thursday

Producers drop off their packaged and labeled product at designated refrigerated drop-off locations. COOP delivery person checks-off produce, aggregates by buyer and delivers. Buyers are billed by SWFF and producers are paid by SWFF.

The Future

- SWFF awarded \$70,000 USDA Local Food Promotion Program grant 10/1/14
 - Will fund the purchase of refrigerated cargo trailers to be used as movable drop locations for farms
 - Will also fund a mobile office trailer, fourth walk-in cooler, reefer truck rental, advertising, etc.
- SWFF awarded ~\$42,000 as part of USDA Farm to School Grant
 - With partner Montezuma Farm to School
 - Will cover vehicle expenses, salaries
- Possible expansion into direct sales –

The Future

- Possible expansion into direct sales – Online Farmers Market
 - Larger, untapped market
 - Similar ordering process/platform as current wholesale system
 - New ordering platform better supports retail sales
 - Higher profit per unit/More Labor
 - Central Aggregating Location Needed?

Partners and Allies

- USDA Rural Development Agency & Local Food Promotion Program
- Rocky Mtn. Farmers Union
- MCEDA
- Region-9
- Montezuma School To Farm
- Montezuma County Commission
- City of Cortez
- Town of Mancos
- Rep. Scott Tipton
- Mt. Lookout Grange (Mancos)





www.southwestfarmfresh.com