



## Field to Family Food Hub Farmer FAQs

### Who are the food hub customers and what market does the hub serve?

Our primary market is institutions including hospitals, colleges and universities, k-12 schools and retirement communities who source wholesale crops. We also look for new market opportunities for local food. We do not sell direct to consumers (CSA, farmer's market, storefront). We also source to programs that work to reduce food insecurity.

### How does the Field to Family Food Hub determine pricing?

We strive for a 20% margin of sales in order to cover our operating costs. When choosing wholesale crops, price is a consideration. Our pricing philosophy involves getting farmers a fair price for their crop within the range customers can agree to.

### How does Field to Family select wholesale products to offer through the food hub?

Our list of available wholesale crops is determined by demand:

- from our institutional partners
- ability to meet price point
- ability to meet quantity

### How does Field to Family select which farmers to purchase food hub crops from?

We aim to work with primary and secondary farmers to source wholesale products on weekly availability list. Field to Family created a farmer rubric to make farmer selection decisions.

The rubric includes:

- Farm is located within a 100 mile radius around Johnson County
- Signed Field to Family Producer Agreement
- Existing good-standing relationship from past years
- Proven track record of responsible production practices
- Consistent supply of high quality product
- Ability to work with our delivery schedule and order windows
- Accountable and committed to regular communication

### What does Field to Family expect from farmers working with the food hub?

Flexibility and regular communication are critical for our shared success. We expect farmers to be willing to work with us to communicate inventory, delivery times and other details throughout the week. Producers will need to sign our Food Hub Producer Agreement. We work with producers who are able to fulfill high volume orders for one or more crops. We are also interested in partnering with farmers who want to grow their business with us as we work to increase demand. While the majority of hub orders will be large we will require occasional small quantity deliveries to the hub.



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### **How do farmers share weekly product availability and how do customers order through the hub?**

We manage an online aggregation and ordering platform that allows producers the ability to upload inventory and customer partners to place orders on an e-commerce website twice weekly.

### **What are weekly deadlines for farmers and food hub staff communication?**

Farmers upload and communicate available weekly inventory by Sunday. Food Hub staff communicate orders to farmers on Tuesday and Thursday afternoons. Tuesday orders are expected to be delivered to the hub by Wednesday end of day. Thursday orders are expected to be delivered to the hub by Monday end of day.

### **How do payments and invoicing work?**

Once a product is delivered to the hub, farmers issue invoices to Field to Family. Invoices must include an invoice number, date, item(s) and quantity. Field to Family sends payment within 30 days upon receipt of invoice. Field to Family issued checks include invoice number(s) for farmers' financial record keeping.

### **Does the Field to Family Food Hub offer on-farm pick ups?**

Farmers are expected to deliver to our warehouse at 840 S Capitol St in Iowa City. However, in special circumstances, Food Hub staff will pick-up direct from the farm or at a mutually agreed upon location.

### **How does the Field to Family Food Hub work to support farmers within a 100 mile radius of Johnson County?**

Field to Family offers infrastructure to support local farmers and producers' products by providing a central warehouse with excellent food safety standards, a refrigerated fleet, streamlined invoicing, marketing and sales support. These services are in line with our mission to expand access to local food for more people in the community through the purchase, aggregation, storage, marketing and delivery of fresh, safe, local food.

In addition, Field to Family promotes local farmers and local foods to our customers and the broader community by:

- Sharing stories of local food and farms on social media, website, through newsletters and other regional marketing efforts
- Promoting farmers in our annual printed guide, and online searchable database
- Communicating weekly seasonal availability with customers