Farmers’ Collective NY in Rhinebeck

6384 Mill Street

Rhinebeck, NY 12572

**THE CONCEPT**: A storefront in Rhinebeck NY that offers a place for local and regional farmers to send what they produce on consignment so it can be sold directly to consumers for retail prices Monday - Saturday from 1pm -7pm.

(Kind of like a farmers market six days a week, without each farm needing to devote and pay a staff member every day)

Willem Jan Rote the owner of Coach Farm has rented a storefront in the center of Rhinebeck across from the Beekman Arms. In partnership with Jaimie Cloud the owner of Miracle Springs Farm, we have come up with what we think is a mutually beneficial proposition for producers and consumers in the area—during our current crisis and beyond.

**WHO IS INVOLVED**: Local and regional food and flower farms and producers.

**PRODUCTS**

We are looking for two farms in each product category, i.e., two meat farms, two goat cheese producers, two flower farms… (think Noah’s Ark) including but not limited to:

Cheeses, Dairy, Meats, Vegetables, Fruits, Mushrooms, Flowers, Preserves/Canned/Jar goods, Baked goods….

**HOW IT WILL WORK FOR THE CUSTOMER:** The store will be set up in a horseshoe shape so customers who want to do their own shopping can walk through one at a time and pick up what they want. We will also offer pre-ordering (through FellowFarmer.com) and curbside pickup—maybe even delivery... Credit or Cash

**HOW IT WILL WORK FOR THE FARMS/PRODUCERS**: The store will order the products on consignment through Farms 2 Tables and have them delivered to the store through their system. Farms will be responsible for the F2T delivery fee of 18% of the WHOLESALE prices you have posted on F2T for delivery. Farms will receive RETAIL Dollars for their products minus shared cost/expenses of partial space rental and staff. (see below)

Some farms don’t have F2T. We will order separately from them and they will deliver themselves. We need to minimize those at startup to keep things as simple as possible….

**Coach Farm will provide:**

The renovated storefront space, insurance and permits,

Store Manager (Andrea) and Crew (***we are still looking to finalize the crew-if you know anyone…)***

Tables, Shelves, Coolers ***(we are still looking for two freezers***)

Inventory management and ordering as well as billing and payments to farms

On behalf of the Farmers Collective, Coach Farm will pay farmers every two weeks for what was sold minus the shared costs & F2Tdelivery fees

Spoilage: If products become spoiled and are no longer sellable, store will provide photo documentation and give the farms three choices:

Take it back, Compost, Pig food, or Other?

**F2T will provide: Delivery services** and willcharge 18% delivery fee off of your **wholesale prices.** The delivery fee will be deducted from your revenue checks.

**Farms will provide: (based on a base target of 140 SKUs and an estimate of 20 farms x 7 SKUs each—subject to slight adjustment…)**

At the beginning of each month of participation, Farms will provide:

-$110.00 per month to cover staffing (we hire manager/crew) (@ 20 farms)

-$20.00 per SKU (up to 7) per month (to cover share of space rental)

Farmers will weigh, price and pack everything for the store—

Farms will be able to notify the store when they have an interest in selling some things over others—(over stock, best buy dates…)

Farmers include insurance rider to cover store/Coach Farm

Farmers Collective will sell your products at **Retail Prices**

[-F2T delivery fees (18% of WS) will be billed or taken out of your revenue]

*Sample Income/Expense Scenario:*

Miracle Springs Farm

MSF sends five pieces of each of 7 cheeses/35 pieces each week to the store to get started.

MONTHLY INCOME SAMPLE

35 pieces of cheese retail/$14.00ea. every week/4wks)

= Income $490 x 4weeks = $1960.00

MONTHLY EXPENSES SAMPLE

7 x $20 per SKU =$140.00

1 x $110/staff share =$110.00

F2T @ Approx $7.00 ws x 35 =$245.00 x 18% $44.10 x 4 = $176.40

=$426.40

NET INCOME

$1,960.00-$426.40 = $1533.60 Net Income (**approx.22% off retail incl. delivery**)

140 SKUs/20 Farms’ “cost share” will provide a % of:

Space Rental

Crew member (6 hrs x 6 days /36 hrs per week @ $15.00)

40% of Manager (Andrea)

This is based on a starting number of 140 SKUs all together. Depending on how many SKUs our first 20 farms want to sell in the store, we will either invite the first 20 to add more SKUs or add more farms—the $$ works out with 140 SKUs.

**Send freezer offers to Andrea by email:**

Andrea Cornelius [acornelius@coachfarm.com](mailto:acornelius@coachfarm.com) 845-233-0508

**Questions, Concerns, Better Ideas, Staffing/Crew Recommendations:**

Jaimie Cloud, [jaimie@miraclespringsfarm.com](mailto:jaimie@miraclespringsfarm.com) 917-969-1167

**POS System/Pre-orders**: FellowFarmer.com, an online pre-order system

& Stripe

You can just read the MOU Agreement and send us an email that says “I agree” to the terms of the Farmers Collective MOU or you can sign, scan and email this back to [Jaimie@miraclespringsfarm.com](mailto:Jaimie@miraclespringsfarm.com) this week.

**DEADLINE FRIDAY JUNE 12th for FIRST ROUND of CONFIRMATIONS**

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Farmers Collective Agreement

MOU

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_commit to participating in the Farmers Collective NY in Rhinebeck for at least three months. At that time, we can assess whether it is working for us and is delivering on the mutual benefits it was designed to achieve. After that, we will operate on three month renewable cycles. Our participation will be automatically renewed unless we let the Farmers Collective know one month in advance of cancellation. I will pay the fees expected of me at the beginning of each month and I will offer any useful ideas, questions, feedback and insights as we grow this model together. I recognize this is a new model and a new store and I understand that perfection is the enemy of progress, and that the numbers might change slightly as we adjust for the # of farms and SKUs. Keeping as many retail dollars in our hands as possible without devoting staff time to it, is a worthy goal, and I am game to participate in making that idea a reality for my farm and other farms in the region.

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