

Merchandising

Produce:

The co-op works with approximately 12 farms throughout the course of the year to fill all produce orders. We are currently looking for additional farms to help us meet the increasing demand as well as to ensure suitable quantities in case of a less than ideal growing year. Current share counts have averaged 40 orders per week with an average of 25 fruit shares. We have spoken with many of these farmers about crop planning for the upcoming season and look forward to an even wider variety of items available. Many of the farmers are also planning on storage crops, which will increase the length of time the shares contain local produce.

Retail store:

The newest development in the retail space is the addition of a fully functioning, double door freezer. Since its return, we have increased our inventory of ice creams, locally sourced meats, frozen baked goods as well as convenience items. The inventory of the freezer will be somewhat fluid as we try out different products to find the right products for our store.

The retail space has also gone through a few reorganizations as we try to accommodate the new freezer as well as the need to re-allocate shelf space to items that are of a higher demand. New items are rotated in bi-weekly and customer suggestions are always welcome.

We continue to source as many locally made products as possible. New additions to the product line include Chubby's sauces, ice cream, Mother's Laundering soap, and a larger variety of Global Balance cleaners.

Inventory in the store currently comes from UNFI, Global Balance, Our Family Farms, Valley Foods, Vermont Soy, Moore's Maple Grove Farm, Rich's Honey, and produce from Enterprise Farm with the shift to local produce imminent.

The merchandising committee is always looking for suggestions to help shape the inventory in the store as well as feedback regarding the items in the produce share.