Southeast Alaska’s online farmers market
1. Background on Salt & Soil Marketplace.

2. How it works, what it looks like.

3. Share what works for us (ask questions!).

4. Plans for the future.

5. Questions?
What is Food Security?

**Availability**
- Sufficient quantities of food on a consistent basis

**Access**
- Physically and economically
- Sufficient resources to obtain appropriate foods for a nutritious diet

**Use**
- Appropriate knowledge and care to utilize resources

**Scales:** Household, community, regional, emergency

**In Southeast:** food supply
By the Numbers...

Only 4.4% of Southeast Alaska's fresh vegetables are produced locally. 95.6% of Southeast Alaska's fresh vegetables are imported.

Economics

Southeast Alaskans currently spend $19 million on imported produce annually.

A dollar spent on local food stays circulating locally!

People

In 2016, 38% of Southeast Alaska households grew food, higher than the national average.

Growers have an average of 14 years experience.

Interest in commercially growing food increased 300% between 2015 and 2017.
In Southeast Alaska...

- Rich food culture
- Wild and cultivated foods
- Budding food entrepreneur community
- Complex challenges
OPPORTUNITY
BUY. SELL. GROW. DEVELOP SUPPORT SERVICES & INDUSTRIES. ADD VALUE THROUGH PROCESSING.

GROWERS SPEND $1.8 MILLION TO PRODUCE CROPS EACH YEAR

DID YOU KNOW?
ONLY 12% OF EVERY DOLLAR SPENT ON GROCERY STORE PRODUCE GOES BACK TO FARMERS VS. BUYING DIRECT FROM FARMERS AND GROWERS.

WHAT CAN YOU DO?
BUY DIRECTLY FROM LOCAL FARMERS.
BUY AND SELL AT YOUR LOCAL FARMERS MARKET AND CHECK OUT THE SALT AND SOIL MARKETPLACE, A NEW ONLINE FARMERS MARKET AND RESOURCE FOR CONNECTING WITH GROWERS.
WWW.SALTANDSOILMARKETPLACE.COM

SHOP LOCAL
Thank you!
What does Salt & Soil look like?

2017

2018

2019
How does Salt & Soil work?

1. Vendors List what they have for sale that week.

2. Members shop online.

3. Vendors pick, process, package, and deliver products to a pick-up location.

3. Members pick up their pre-sorted order.
How does Salt & Soil work?
What does it cost?

- Vendors set their own prices
- No vendor fee (yet)
- Variable markup based on category
- Customers get 5 free orders
- $25 annual membership
- $12,000 in costs 2018
- $6,500 in 2017
Salt & Soil Strengths:

- Low barrier to entry
- A quick way to test market for products
- The convenience of pre-selling your harvest
- Online shopping
- Works for a bumper crop or commercial scale production
- Photography and marketing
- A variety of foods rarely available anywhere else
Who are our Customers?
Salt & Soil milestones:

2017:
- Juneau distribution
- Haines distribution
- Volunteers Program
- Delivery

3 locations in Juneau
Intern Program
Open year round!

2019:
- Hired Distribution Manager
July 7th, 2017:
19 vendors, sold 68 types of products, and 40 member orders

May 26th, 2017:
6 vendors, sold 15 types of products, and 8 member orders

July 6th 2018:
27 active vendors, 89 types of product, we had 49 orders
What do we sell the most of?
By the numbers…

All locations:

<table>
<thead>
<tr>
<th>Order Sub Total</th>
<th>Tax (+)</th>
<th>Deposits (+)</th>
<th>Delivery (+)</th>
<th>Discounts (-)</th>
<th>Total Revenue (=)</th>
<th>Cost (-)</th>
<th>Deposits Paid to Producer (-)</th>
<th>Gross Profit (=)</th>
<th># Orders</th>
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2018

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<th>Order Sub Total</th>
<th>Tax (+)</th>
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Total:

$105,109.96 in revenue, $84,165.70 to local producers, $21,465.66 gross profit
Lessons from a food hub:

- Steady markets help local food vendors.
- Capacity
- Bookkeeper
- Advisory committee
- Surveys
- Policy manual
- Strategic marketing plan
- Customer Service

Lessons from an online farmers market:
What works in Haines?
Vendors participating who would not normally sell in Haines
Likewise for customers who don’t want to compete at Farmers Market
It’s a cost effective service
Could be a model for other smaller communities

What could we do differently?
Farmers market may not be the best distribution time/place
Deliveries
Better pickup options
Find more unique products that don’t compete with current markets – Seafood
Better outreach to new customers who would never come to Farmer’s Market anyways
Barriers to growth of local food

- Growing in a glacial rainforest landscape
- Transportation
- Food laws
- Commercial kitchens
- Local food is expensive...
What we are doing/where we are going.

1. Expanding to.. Sitka? Prince of Wales?
2. Increasing connections to new communities in SEAK.
3. Commercial mushroom and indoor growing training program.
4. Mushroom festival? Name ideas?
5. By September... paying for DM, Rent, and Website.
6. Funding the Local Foods Program.