



# THE FARMER'S HAND

## 2016 Partner Profile

### **We welcome your Profile!**

1. Read our Market Handbook- PDF available at the link below.
2. Submit a completed Partner Profile - PDF available at <http://www.thefarmershand.com/marketpartners/>
3. Provide copies of any required licenses or certificates for your product (e.g. MDA, USDA)
4. We may ask for more information and/or a follow-up visit to your farm/facility/studio

### **Where to send your Profile:**

Please submit Profiles using email or post and we will get back to you in a timely manner.

*Email:*

Subject line: Partner Profile

[info@thefarmershand.com](mailto:info@thefarmershand.com)

*Mail:*

The Farmer's Hand – Partner Profile

1701 Trumbull Ave.

Detroit, MI 48216

If you have any questions, please contact us at [info@thefarmershand.com](mailto:info@thefarmershand.com)

Dear Market Partner,

[thefarmershand.com](http://thefarmershand.com)

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Thank you for taking the time to submit a Profile to supply our market!

At The Farmer's Hand, we act on your behalf. We stock, inventory, rotate, display, and provide education on your products in order for our customers to make their most-informed purchasing decisions. Our market is akin to other already established and similarly modeled markets, [Argus Farm Stop](#) (Ann Arbor, MI) and [Local Roots](#) (Wooster, OH). Both have been enormously successful in achieving their mission to provide greater access to local food for their communities, as well as providing sustainable retail support to their small-to-medium sized farms and artisan partners.

Before filling out the Profile, we ask that all of our partners and team members review and agree to the guidelines set out in our Market Handbook. The Handbook will help you determine if we are a good match for each other, and it can be accessed online at <http://www.thefarmershand.com/marketpartners/>

Profiles should be submitted as soon as possible. We plan to accept a limited number of partners in each store mix category (vegetables, fruits, meat, dairy, grains, artisanal foods, ready-to-eat and non-perishables). Selections will be made on a rolling basis, and will depend on the product mix needed for store, quality of product and variety, as well as preference for geographic proximity, sustainability and commitment to early and late season production.

#### **Our Partners;**

- Provide consistent and high quality products
- Are mindful not to over stock their allotments
- Price fairly, for themselves & for **all** of our community
- Communicate changes, concerns and educational prompts for their products
- Maintain our standards for quality, safety and sustainability
- When possible, join us in the market for sampling and other special events
- Align with our mission and are genuinely committed to the growth of **all** our community

#### **The Farmer's Hand Team;**

- Communicate sales activity routinely and work to resolve poor sales issues
- Provide a clean, accessible and convenient venue to sell your product year-round
- Maintain and support a passionate and educated team of staff
- Retain the integrity and identity of your product
- Provide compensation and reports to partners according to the market's scheduled basis
- Empower customers through greater access and educational opportunities
- Bring authenticity to everything we do

#### **PARTNER categories**

##### **Growers**

Our Market partners with small to mid-sized family growers and producers whose principal operator/s primary income is derived from their growing and producing occupation. All of our partners use environmentally conscious practices and

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our value added producers use locally sourced goods in the development of prepared goods. Retail space will be given on a preferential basis to Metro Detroit partners able to meet market demand.

**Artisan Makers & Value Added Product (VAP) Producers**

Like our growers and producers, our artisan partners are independent artists who create their own works and whose operator/s primary income is derived from their artisan occupation. Where possible and reasonable these partners use environmentally conscious practices and locally sourced goods in the development of their wares. Artisan partnerships will be given on a preferential basis to Metro Detroit partners able to meet event demand.

**Prepared Food, Food Truck and culinary Pop-up Partnerships**

Like our Growers and Producers, our special event culinary partners will be independently owned operator/s. All of our partners use environmentally conscious practices and locally sourced product as much as reasonable in the development of prepared foods. Event partnerships will be given on a preferential basis to Metro Detroit partners able to meet event demand.

**PRODUCER PROFILE 2016**

Business name

Partner Category/s                      Producer

Primary Contact name/s

Business Address

Mailing Address \_\_\_\_\_

Phone

Email

Website

What is your preferred method of contact (text, cell, e-mail) \_\_\_\_\_

**Partner information**

What is your story? Please tell us about yourself and your business. When did you start, what makes you unique, what is your vision for the next 5 years, what initiatives have you planned? What is your growth plan (other products you see yourself growing/making in the future)?

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Where else do you sell your products?

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Please indicate your anticipated retail display unit requirements (by quantity). Each retail display unit will incur a \$5/month fee dependent on the amount of space required and where that space is.

- \_\_\_\_\_ refrigerated produce (approximately 1' x 1')
- \_\_\_\_\_ refrigerated dairy (approximately 2' x 2')
- \_\_\_\_\_ freezer (approximately 1' x 1')
- \_\_\_\_\_ non-refrigerated produce (approximately 2' x 2')
- \_\_\_\_\_ non-refrigerated non-produce (approximately 1' x 1' of shelving)

### ***The Farmer's Hand Artisan Maker & (VAP) Producer Partners***

#### **Production outputs**

What is the size of your artisanal output? \_\_\_\_\_

Where do you produce your goods? \_\_\_\_\_

What makes your product Local?

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What makes your product development/ craft practices/ material sourcing unique?

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2. The Farmer's Hand is not responsible for any loss or damage incurred by market partners. Partners should carry general liability insurance and it is the responsibility of each partner to insure themselves to the level they feel is appropriate. Please indicate your coverage below:

\_\_\_\_ General liability coverage of \$\_\_\_\_\_ (**please provide proof/copy of insurance**)

### **Payment Information**

Bi-weekly Payments will be processed and paid via direct deposit on the 1<sup>st</sup> and 16<sup>th</sup> of each month. Partner payout reports can be collected in market after these dates each month.

Bank: \_\_\_\_\_

Account Holder Full name: \_\_\_\_\_

Account Type: \_\_\_\_\_

Account Number: \_\_\_\_\_

BSB Number: \_\_\_\_\_

I have read and understand the The Farmer's Hand **Partner Handbook**, and agree to comply with all of The Farmer's Hand guidelines and requirements set forth in the Partner Handbook. I confirm that all information provided in this Profile is complete and accurate. I recognize that the goal of the The Farmer's Hand is to help me sell my products and understand that this effort to grow the local food system will require flexibility and cooperation from everyone involved.

Signed \_\_\_\_\_ Date \_\_\_\_\_