



THE FARMER'S HAND

ALL HONEST. ALL LOCAL.

—2016—

Frequently Asked Questions

Who

We are a woman-owned, all-local artisanal Pantry Market & Kitchen in Detroit's historic Corktown neighborhood. We are committed to strengthening the relationships between our market partners and the communities we serve. We make it our business to give growers and producers an accessible and convenient venue to sell their products while also retaining their identity. We define "local" by Michigan-made only, and provide goods that are grown and produced within Detroit's city limits whenever possible. Outside of this, we seek to partner with small-to-medium family/personal-owned businesses, and all of our partners have honest, wholesome sourcing, growth and processing practices. We source from our community, for our community.

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 such as [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 community, as well as providing sustainable retail support to their small-to-medium farms and artisan producers.

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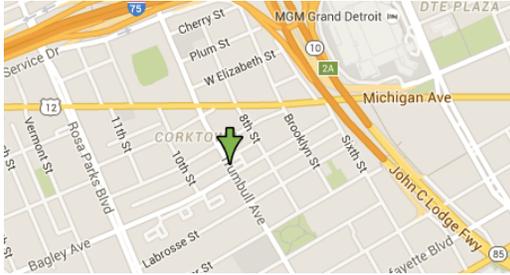
Co-Founders, The Farmer's Hand

Please visit our [website](#) for more on who we are, our mission & some of our current partners.

Location

The Farmer's Hand is located at the corner of Bagley and Trumbull in the historic district of Corktown, Detroit. The corner of Bagley and Trumbull houses a total of 11 retail businesses including a bar, restaurant, record store, resale shop, spa & raw juice bar, book store and us, an all local artisanal Pantry, Market & Kitchen. Close by are the recently opened breweries; Brew and Batch Brewing, small batch distillery; and several bars including Two James Spirits, Motor City Wine and Sugar House Bar. Restaurants include Slows BBQ, Gold Cash Gold and Bob Cat Bonnie's, as well as coffee shops, Astro Coffee and Anthology, and more. In addition to small business, the neighborhood has seen robust increases in real estate value, along with new development plans that include the revitalization of Old Tigers Stadium by and for Detroit PAL, as well as the Soave Development of 600 new residential lofts behind Michigan Avenue. Together, the neighborhood

comprises a diverse retail collective and sought after residential neighborhood in close proximity to freeways, the Detroit riverfront, Wayne State University, Midtown, and Detroit's Central Business District.



The Farmer's Hand



Detroit PAL rendering

The Farmer's Hand specializes in local food and beverages, including (but not limited to): dairy, eggs, meat, fresh produce, sauces, jams, pasta, wine, beer, bread, bath products, household items and gift wares. Additionally, in our café, we offer tea, coffee, various pastries, baked goods, and a hyper-locally sourced menu of nutritious soup, salads and sandwiches.

Pricing

Our market partners own and set their own prices for their products at all times. Our consignment model will work on a split of 70% (Market Partner) to 30% (The Farmer's Hand). It is of the utmost importance to us that our market partners earn a fair living wage from the profits returned to them in our direct-to-consumer model, and for many, this percentage works in our partner's favor while allowing us to cover our overhead. Along with the consignment split, partners will pay a minimal monthly rate of approx. \$5 per square foot for market allotment space (e.g. retail space for sale of their products).

Pricing should be set the same as any direct-to-consumer situation. Prices should be at a reasonable return to your business while ensuring its reasonable for consumers too. When prices are set above a usual direct-to-consumer price, it becomes increasingly inaccessible to the consumer and also alienates access to fresh produce and beautiful, locally made wares for ALL Detroiters. Moreover, too high a price point often results in a decline in sale of goods, hence defeating the model's purpose of returning higher than average retail percentages directly to the farmers while also providing reasonable access to local food for consumers. By contrast, when priced reasonably, produce tends to fly out the door, seeing higher returns to the growers, all day and year round. We understand that fluctuations in pricing and availability will most certainly occur, especially for our local farmers, but these are great educational prompts for us to communicate to consumers too! If you have questions about pricing or would like help pricing your goods, please contact us. We're happy to help!

Hours of Operation

During the winter months, The Farmer's Hand is open Tuesday - Friday from 10:00 a.m. – 7:00 p.m and Saturday, Sunday, Monday from 10am-5pm.

How will allotments be determined and allocated?

We are mindful not to over saturate our market with too much of any one product or seasonal offering. It is our aim to support as many local partners while providing diversity in choice and pricing to our customers. This also provides for a least competitive retail market to move (a.k.a. sell) your products!

Define “honest”

Put simply, for us, honest means as pure and wholesome as possible. Safe and sustainable conditions for all people, flora, fauna, and the land and facilities where our food is grown, raised and produced. We are NOT an only organic market; however, we only partner with folks and businesses that implement practices that are authentically mindful of their ecological footprint.

Growers are partners that grow 100% of their own products, AND who own, leases or operate a farm, dairy, orchard, greenhouse, nursery, and poultry farm or raise livestock in Michigan. This includes those who produce products made completely or predominantly of ingredients and materials grown on or gathered from their farm, dairy, orchard, garden, greenhouse, nursery, apiary or forest.

Producers process value-added food products for resale. Specialty food products must either be produced in a commercially licensed kitchen or fall under the State of Michigan Cottage Food Act. Where ever possible, the items must be manufactured or finished with ingredients grown in Michigan. The specialty category includes but is not limited to processed produce, baked goods, dairy, eggs, jams, jellies, honey, syrup, sauces.

Artisan Makers like our grower and producer partners, are artists who create their own works. These partners are in a skilled trade that, when reasonable, involves making things by hand and using environmentally conscious practices in the development of their wares.

Logistics and Deliveries

We function differently to other retailers in that we work with farmers, producers and makers as directly as possible. Our model functions to return as much of the profit percentage directly back to the source as possible and, therefore, we avoid dealing with wholesale aggregates and distributors except when appropriate. We will have regularly scheduled delivery days. You drop your product to us, tell us what to price them at and we take care of the rest! We will have a POS system that issues each market partner with a unique ID and an individual coding/labeling system for products. We check, store and display products (with partner recommendations, if desired), sell and track each sale with the POS, and will issue bi-weekly payout checks and sales report to each partner.

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 commitment to the growth of all our community

It is our responsibility to;

- 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

What about perishable goods that don't sell?

Partners must not drop off an over abundance of goods that will overload storage and display space in the hopes it'll be sold. We must be diligent with letting partners know what we need in store to have an even distribution and availability of goods and produce based on need. Like any start-up, this will be a little trial and error at first. But with thoughtful practices and diligent communication, it is our aim to have that balance down quickly. If items are going bad, you can let us know if you'd like us to discount them on an incremental basis until their past sellable, at which point we will be partnering with local soup kitchens and food pantries to send old goods.

What about our ecological footprint?

Our operation will be as environmentally friendly as possible. From our model's mission to our food preparation techniques and cleaning practices, we will be implementing standard green operating procedures and continually seeking more efficient ways to decrease our ecological footprint. We are currently seeking interested parties to collect and discard our expected unavoidable food waste. Should any partners know of a possible contact for this, please let us know, we would love to get in touch!

Love it! What now?

1. Schedule a meet and greet with us for farm/facility/studio tour, product education and sampling
2. Read our *Partner Handbook* (currently being updated & will be posted to website once complete)
3. Submit a completed *Partner Profile*
4. Send completed application and copies of any required licenses or certificates for your product (e.g. MDA, USDA) to us via email or post (details on application)

Partner Handbook, Profile form & FAQs will be available at - <http://www.thefarmershand.com/marketpartners/>

Last but not least...

The consignment component of our Pantry, Market & Kitchen is at the heart of everything we do at The Farmer's Hand. It is our passion piece and genuine approach to strengthening our community's work towards a sovereign food eco-system in Detroit and beyond!

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