



Northern Community Investment Corporation

Strengthening businesses, communities, and employment opportunities.

Storage, Aggregation, and Distribution Report for Local Food in the North Country

December 2015

Prepared by

Rosalie J. Wilson Business Development Services



This report was prepared by Rosalie Wilson on behalf of Northern Community Investment Corporation under award number 01-79-14195 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the authors and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

INTRODUCTION

About the Northern Community Investment Corporation

Established in 1975, Northern Community Investment Corporation (NCIC) is a 501(c) 3 non-profit corporation that provides capital and expertise to strengthen businesses, communities and employment opportunities across a six county service region. NCIC develops lending solutions and coaching services based on individual business needs and supports community leaders with job-based solutions including industrial infrastructure, telecommunications, energy and tourism development. NCIC serves New Hampshire's Carroll, Coos and Grafton Counties and Vermont's Caledonia, Essex and Orleans Counties.

About the Consultant

Rosalie J. Wilson specializes in business planning and market development for public and private entities within the farm and food sector. Since 2004 Rose has consulted with more than two hundred organizations and businesses helping evaluate, test, and implement successful business and marketing strategies. During her career, Rose was also Main Street Manager for the town of Windsor, Vermont; Business Development Manager for Harpoon Brewery; and a National Sales Manager and Vertical Market Supervisor for Geographic Data Technology, Inc. Rose has extensive experience exploring all sides of business viability, evaluating the operational, market, and financial aspects of an existing or proposed business concept in order to ensure a financially and logistically sound model is developed for long term sustainability. Rose has authored numerous local and regional studies on opportunities within the regional agricultural economy and frequently conducts marketing, financial, and business planning workshops across Vermont and New Hampshire. Rose is a member of NOFA Vermont, Rural Vermont, and the Vermont Fresh Network and serves on the NOFA Loan Committee.

TABLE OF CONTENTS

INTRODUCTION	2
SUMMARY.....	4
CONCLUSIONS.....	4
RECOMMENDATIONS.....	5
SPECIFIC AREAS OF OPPORTUNITY	7
METHODOLOGY	18
RESPONSE RATE	19
RESULTS & ANALYSIS.....	19

APPENDICES

- Collaboration Contact Lists
- Distribution Collaboration Contact Map
- Storage Collaboration Contact Map

SUMMARY

The goals of this study are to collect data on the distribution and storage of food in the NCIC NH region: Carroll, Coos and Grafton Counties; to assess and identify opportunities to improve efficiency of local food movement; and to increase access to market for local producers.

The study will interview growers and distributors

- to better understand the methods and capacity available for storage, aggregation, and distribution in the region;
- to document the desire and willingness for collaboration;
- to identify unmet needs or opportunities that could be addressed through collaboration;
- to provide a tool to foster networking between the interested parties.

Ideally the outcome will support optimized return on under-utilized assets in the food system and increase access to markets and growth, strengthening our local food system through facilitating collaboration that benefits all.

CONCLUSIONS

Markets are interested in sourcing product from the North Country. Farms are limited in their access to markets due to the high cost of transportation relative to the scale of product volume. The majority of growers expressed interest in collaborating to facilitate access to distribution and storage.

Growers

78% of growers were interested in collaboration.

42% were interested in access to distribution.

46% were willing to consider providing distribution for others.

23% were interested in access to storage.

42% were willing to consider offering storage to others.

27% were interested in both storage and distribution.

Distributors

50% expressed interest in sourcing product from Coos, Grafton and Carroll County growers.

Concerns

Distributors caution, however, that in order to consider North Country grown product, product will need to be competitive in price, quality and consistency with the market prices at the New England Produce Center.

Growers, while willing to collaborate, are concerned that previous attempts to work together have not always gone well (unreliability was an underlying factor) and that coordination may be difficult or more effort than the efficiencies to be gained. Some growers also indicated that while they are willing to collaborate they are not yet at a point where they have a need or something to offer.

RECOMMENDATIONS

- 1) The key next step is to explore a communication mechanism that could be implemented to establish a system for communication and networking within the local food chain, a forum or exchange board of sorts where growers, distributors, and retailers can be connected so that those with needs can share them, those with solutions can respond, those with opportunities can share them, and those seeking opportunities can respond. Ideas that come to mind: a North Country Local Food List Serve? Periodic in person gatherings, for networking and information sharing, such as the Matchmaker events between buyers and growers? A Facebook page? Other ideas?
- 2) In addition to exploring how to create a system for ongoing sharing and exchange of information, it may help to have someone appointed or offer to help lead the effort to coordinate and organize the collaboration, for example, helping organize shared distribution logistics. If it is left to individual growers to have to organize on an individual scale, the effort may fall apart, but if there is someone overseeing to help each individual effort become realized, significant change could result. Reaching out to individuals and organizations who have indicated an interest in an organizational role, such as Tap Root, would be a good starting point.
- 3) Conduct a case study of examples of collaboration that are already working. While some growers are concerned past collaborative efforts were unsuccessful, some efforts are working. For example, Fullers Sugarhouse is distributing products for others along its routes, and this is working. What are the key elements making this collaboration effort successful so it can be replicated?
- 4) Lastly, while a larger, organized effort is recommended it may take time. Meanwhile, following is an immediate list of specific opportunities that have been organized into long term and immediate opportunities, grouped by geographic proximity that individuals can begin to follow up on directly. As you will see, there are several opportunities in which growers in a fairly close geographic region are interested in similar needs which could result in immediate improvements to storage and transportation issues and increase access to markets and profitability.

Examples of Opportunities for Collaboration

- a) The Sandwich Creamery and Agape Homestead Farm are located within twenty minutes of each other, both producing and self-distributing refrigerated cheese through South-Central NH. Both expressed interest in collaborating with others on distribution. This would be an ideal

opportunity for them to reach out to each other and explore collaborating on distribution. White Gates Farm, also within a 30 minute drive of the two creameries, has fresh certified organic produce it is looking to market. If it secures accounts on the creameries distribution routes this could further offset the cost of distribution for everyone involved.

- b) Old Man Maple and Wonderfall Fainting Goats are both in Franconia, interested in retail placement in the region, but at volumes too small to be feasible distributed individually. Meanwhile, Meadowstone Farm, located in Bethlehem, has a route to Lincoln and Plymouth on a weekly basis, with capacity for 5-10 extra cases. Perhaps, the three businesses could collaborate: if Old Man Maple and Wonderfall Fainting Goats target securing retail accounts in Plymouth and Lincoln they could drop off product to Meadowstone for delivery and Meadowstone could offset its overhead to deliver all three farms' products to Plymouth and Lincoln.
- c) Fullers Sugarhouse and Lost Nation Orchard, both in Coos County, are interested in distribution to MA. Both PT Farms and Robie Farm have distribution to MA. PT Farms already provides drop shipment service for others along its routes, so perhaps they would be ideal to approach. Fullers and Lost Nation could coordinate a plan such that Fullers, who has extra capacity on its truck, drives the two farms' products to PT Farms and PT Farms takes the product to MA. Fullers and Lost Nation could work strategically to identify and secure placement in the same retail establishments along the PT Farms route as a way to further optimize efficiency for all involved and create increased synergy in market outreach and awareness for North Country product.

SPECIFIC AREAS OF OPPORTUNITY

Long Term

Storage

Carroll County

Top of the Hill Farm- Wolfeboro

Top of the Hill Farm, a beef producer, has no excess refrigerated and freezer space now, but if it expands it may have refrigerated and frozen storage space to lease out in the future.

Contact: Alan Fredrickson, Owner

Grafton County

Ski Hearth Farm- Sugar Hill

Ski Hearth Farm, a diversified vegetable farm, has no storage to offer yet, but would like to remain in the loop. The farm has a large “potato barn” that if there was sufficient need, could be invested in to be made into a storage space that could be shared.

Contact: Miriam Stason, Farm Manager

Distribution

All Counties

Garden Fresh Salad Company- MA

Garden Fresh Salad Company, a vegetable distributor, is looking for a NH source for cultivated blueberries. They would source up to 4-5 pallets a day if product were available, end of July to beginning of September. Product needs to be packaged in pint cartons not clamshells. Almost all fresh-market blueberries are marketed in cellophane-covered pint containers shipped in 12-pint master containers known as flats. Flats may be conveniently stacked, six to a layer, on a standard 40-by-48- inch shipping pallet. A pallet of blueberries customarily consists of 96 flats (1,152 pints) with a gross weight of approximately 1,200 pounds.

Contact: Howard Hall, Buyer

Snipped Fresh Produce- MA

Snipped Fresh Produce, a vegetable distributor, would be interested in sourcing product from North Country Farmers Cooperative (NCFC) or North Country growers. They would like to see NCFC’s list of products and could go from there. The key concerns Snipped Fresh Produce has in working with local growers is ensuring product is

- 1) packed the same way
- 2) grown to set standards
- 3) growing what grows well in your region
- 4) ability to compete with market prices

Snipped Fresh Produce recommends Pioneer Valley Coop in Western MA as a good example of a local co-op he sources from that is a good model to replicate.

Contact: Arnold Amidon, Buyer. Best way to contact him: cell phone (he is rarely near a land line). He works from 2:30am to noon, and again in the afternoons making sales and orders.

Katsiroubas Produce- MA

Katsiroubas Produce, a vegetable distributor, would consider sourcing product from the North Country if the product was comparable in quality and consistency and within a couple dollars of market pricing.

Contact: Hannah Mathews, Sales Representative

Golden Harvest Produce Market- ME

Golden Harvest Produce Market, a produce focused market, is always interested in supporting more local growers. Product would need to be delivered to the store. The product must be price competitive with market prices. Growers must be reliable. An alternative option would be that North Country grown product could be shipped to the New England Produce Center and the Golden Harvest Produce Market could have its brokers buy the North Country product which it would retrieve while picking up other produce from the NEPC. This could provide some efficiencies if North Country produce is going to NEPC for other accounts anyways.

Contact: Arlo (David), Produce Buyer

Grafton County

Ski Hearth Farm- Sugar Hill

Ski Hearth Farm, a diversified vegetable producer, is exploring a distribution route to Lincoln this year. In the future the farm might be interested in collaborating on this distribution route and would like to remain in the loop.

Contact: Miriam Stason, Farm Manager

Immediate Collaboration Opportunities

Storage

All Counties

Americold Logistics- ME

Americold Logistics, a storage and logistics solutions provider, has refrigerated and freezer warehouse space for lease in Portland Maine.

Contact: Evan Cassidy, Representative

Carroll County

White Gates Farm- Tamworth

White Gates Farm, a diversified, certified organic vegetable producer, is in need of controlled atmosphere storage for root vegetables such as sweet potatoes.

Contact: Hank & Heather Letarte, Owners

Farm By The River- Effingham

Farm By The River, a diversified vegetable and meat producer, has a basement they might be able to make available to other growers. It is not temperature or climate controlled, but it would provide dry space.

Contact: Bill and Eve Klotz, Owners

Coos County

Lost Nation Orchard- Groveton

Lost Nation Orchard, a fruit and herb farm, is interested in access to refrigerated storage during fall and winter.

Contact: Michael and Nancy Phillips, Owners

Grafton County

Cabin View Farm- Littleton

Cabin View Farm, a poultry producer and processor is seeking refrigerated and freezer storage space in the area.

Contact: Ray Garcia, Owner

Bailey Farm- Lyme

Bailey Farm, a dairy and poultry producer, has a walk in cooler that has space available from January through August, annually. They would be interesting in collaborating to make this available for rent to others during this period if it is needed.

Contact: Dan & Millie Bailey, Owners

Meadowstone Farm- Bethlehem

Meadowstone Farm, a diversified vegetable producer, has extra capacity to store 5-10 boxes of dry goods and 5-10 boxes of refrigerated product if there are growers with a need.

Contact: Tim Wennrich, Owner

D Acres- Rumney

D Acres, a non-profit permaculture farm and educational homestead, has excess capacity in its root cellar if it is needed.

Contact: Josh Trought, Executive Director

Hatchland Farms- North Haverhill

Hatchland Farms, a dairy and creamery bottling and distributing its own milk, has refrigerated storage that it could make available, however, the lead time is such short notice on any given day the farm isn't sure it will be really able to help much.

Contact: Howard Hatch, Owner

Distribution

Coos County

Tap Root- Lancaster

Tap Root is a new market founded to offer locally grown food in Lancaster. The store is interested in sourcing direct from the farms and in helping coordinate grower distribution collaboration, especially between Lancaster and Colebrook. If NCFC is distributing to Lancaster and Colebrook, could NCFC act as a drop ship carrier for non-member farms or member farm's with direct sales? Growers could pay a flat fee per box or mile? Also, the market wondered if NCFC membership could be expanded to include other links in the food chain- such as retailers, chefs, and consumers, these "supporting members" membership fees could help offset NCFC's overhead expenses while also increasing retailer and consumer awareness and demand for local food.

Contact: Melissa Grella, Founder and Executive Director

Lost Nation Orchard- Groveton

Lost Nation Orchard, a fruit and herb farm, is interested in selling its fruit to retail accounts in the region, such as to Colebrook, if it could collaborate on distribution. It isn't financially feasible for them to distribute the small volume of orders per run otherwise.

Contact: Michael and Nancy Phillips, Owners

Coos-Grafton County

Rocky's Dairy Products- Woodstock/Groveton

Rocky's Dairy Products is a HOOD distributor, but they also resell baked goods. They are looking for new products to carry, except for produce. They operate out of Woodstock and Groveton, NH, with a distribution route that goes from Woodstock to Hampton, as far West as the VT border and as far north as Bretton Woods and North Conway. They have a cross dock and could help facilitate distribution of local food, in addition to expanding the products they carry themselves.

Contact: Mary and Jeff Petry, Owners

Meadowstone Farm- Bethlehem

Meadowstone Farm, a diversified vegetable producer, has extra refrigerated and dry goods capacity on its delivery vehicle for 5-10 more boxes. If the delivery needs grew, the farm could upgrade to some of its larger vehicles. Deliveries are made to Plymouth & Lincoln on Thursdays, Gorham on Wednesdays, and Lancaster on Saturdays.

If there are other growers going to St. Johnsbury, Meadowstone would be interested in collaborating on distribution. This would be an opportunity for market expansion for the farm that is not financially feasible if transporting only its own product.

Meadowstone has a loading area and a forklift, that can accommodate all manner of vehicles for loading/unloading, this could be helpful as a cross dock potential in a larger, collaboration effort.

Contact: Tim Wennrich, Owner

Old Man Maple- Franconia

Old Man Maple is a small sugaring operation that produces 350 gallons per year. Kim is interested in collaborating on distribution from Littleton to Colebrook. She would like to have her products for sale at places like Tap Root and North Country Market and Salvage but it isn't financially feasible for her to travel with only the small amount of product she would be transporting per run.

Contact: Kim Stroup, Owner

Wonderfall Fainting Goats- Franconia

Wonderfall Fainting Goats, producing value added goat's milk products, is interested in collaborating on distribution in the region. Marla would be up for either providing the transportation or having others provide the transportation. The farm's products are not sold in stores yet, but if local stores were interested in purchasing the product, she would be willing to sell it to them if she could collaborate with others on the shipping and distribution.

Contact: Marla Blankenship, Owner

Fraser Family Farm- Thornton

Fraser Family Farm, a diversified vegetable producer and maker of salsa and hot sauce, is interested in collaborating on distribution within the region. Bill is open to doing the transportation or having someone else do the transportation. Bill has leads at several restaurants and accounts in Lincoln, including Purple Tomato, and the Lincoln-Woodstock School System which is initiating a local foods program.

Contact: Bill Fraser, Owner

Central-Southern NH

Agape Homestead Farm, LLC- Center Ossipee

Agape Homestead Farm, a goat dairy and creamery producing goat cheeses, is interested in collaborating on refrigerated distribution in central-southern New Hampshire. They are doing distribution of goat cheese now and would be willing to share space or coordinate with others who are doing the distribution. They would like to see this be an organized effort with someone coordinating the logistics.

Contact: Kevin and Janna Straughan, Owners

Sandwich Creamery- North Sandwich

Sandwich Creamery, a Jersey cow dairy and creamery producing cheese, would like to collaborate on refrigerated shipping with others. They distribute throughout Grafton, Carroll, Belknap, and Rockingham Counties. The creamery also has a 10' x 10' walk-in freezer that is unplugged and empty in the winter, they would be interested in collaborating to make this available for rent to others during this period if it is needed.

Contact: Lisa and Tom Merriman, Owners

White Gates Farm- Tamworth

White Gates Farm, a diversified, certified organic vegetable producer is interested in collaborating on distribution in central-southern New Hampshire.

Contact: Hank & Heather Letarte, Owners

Cabin View Farm- Littleton

Cabin View Farm, a poultry producer and processor has capacity to provide freezer distribution for other growers on his distribution route to Littleton, Lisbon, Bethlehem and Hanover.

Contact: Ray Garcia, Owner

Cabin View Farm- Littleton

Cabin View Farm, a poultry producer and processor is interested in collaborating with others who are or would like to be distributing in Southern New Hampshire. This would support his ability to expand his market geographically. It is not financially feasible for him to travel beyond Hanover with just his own order volumes.

Contact: Ray Garcia, Owner

NH Statewide

Fullers Sugarhouse- Lancaster

Fullers Sugarhouse, a maple sugaring operation, has un-refrigerated capacity on its cargo van in the summer and already provides distribution service on a limited basis for some other farms/businesses in Lancaster. The sugarhouse is interested in collaborating to expand this distribution service to more growers in the summer. The sugarhouse is also interested in having others deliver products on days it is not on the road (Dave is on the road Thursday and Friday).

Contact: Dave Fuller, Owner

CT, MA, ME, VT

Fullers Sugarhouse- Lancaster

Fullers Sugarhouse, a maple sugaring operation, is interested in collaborating with others who are looking to transport product to MA and CT.

Contact: Dave Fuller, Owner

Lost Nation Orchard- Groveton

Lost Nation Orchard, a fruit and herb farm, is interested in collaborating on distribution to Boston.

Contact: Michael and Nancy Phillips, Owners

PT Farm- North Haverhill

PT Farm, a beef and pork producer and USDA inspected processor has a distribution route along I-93 on Wednesdays and I-91 on Thursdays, and offers drop shipment delivery to others who need distribution along the route.

Contact: Pete and Tammy Roy, Owners

Robie Farm- Piermont

Robie Farm, a cow dairy and creamery producing cheese, also raises veal and aggregates meat under the Robie Farm label sold via Upper Valley Produce and Robie Farm. Robie Farm direct distributes its cheese within the Upper Valley and to Boston and uses distributors such as Upper Valley Produce. The farm may be interested in collaborating on distribution to Boston.

Contact: Lee Robie, Owner

Hatchland Farms- North Haverhill

Hatchland Farms, a dairy and creamery bottling and distributing its own milk, has a truck that runs to Portland ME (2 days/wk) and one that runs to Boston MA (3 days per wk). Sometimes the trucks are not always full and the farm might be able to accommodate transporting product for others. However, the lead time is such short notice on any given day the farm isn't sure it will be really able to help much.

Contact: Howard Hatch, Owner

Fox Hollow Farm- Grafton County

Fox Hollow Farm, a value added producer of sauces and condiments, is interested in collaboration and networking to find a distributor for MA, CT and NYC.

Contact: Phyllis Fox, Owner

Other

Marketing Collaboration

Fraser Family Farm- Thornton

Fraser Family Farm, a diversified vegetable producer and maker of salsa and hot sauce, is interested in collaborating on marketing to help gain access to markets, and secure retail placement in the region.

Contact:

Bill Fraser, Fraser Family Farm

Wonderfall Fainting Goats- Franconia

Wonderfall Fainting Goats, producing value added goat's milk products, is interested in collaborating on marketing to help gain access to markets, and secure retail placement in the region.

Contact:

Marla Blankenship, Wonderfall Fainting Goats

Old Man Maple- Franconia

Old Man Maple a small sugaring operation is interested in collaborating on marketing to help gain access to markets, and secure retail placement in the region.

Contact:

Kim Stroup, Old Man Maple

White Gates Farm- Tamworth

White Gates Farm a diversified, certified organic vegetable producer is interested in collaborating on marketing to help gain access to markets, and secure retail placement in the region.

Contact:

Hank and Heather Letarte, White Gates Farm

Lost Nation Orchard- Groveton

Lost Nation Orchard, a fruit and herb farm, is interested in collaborating on a local/regional marketing campaign to raise awareness and demand for local foods in the region. The farm would distribute its fruit to more retail accounts in the region, such as to Colebrook, if it could share distribution expenses with others.

Contact: Michael and Nancy Phillips, Owners

Windy Ridge Orchard

Windy Ridge Orchard, an apple orchard and fruit wine vineyard, is interested in collaborating with growers on regional marketing efforts to increase awareness and demand for locally grown products and for agri-tourism/on-farm events.

Contact: Sheila Fabrizio, Owner

Miscellaneous Collaboration

Cabin View Farm- Littleton

Cabin View Farm, a poultry producer and processor provides poultry slaughter and processing services for NH farms. Farmers interested in poultry processing services are welcome to contact the farm.

Contact: Ray Garcia, Owner

D Acres- Rumney

D Acres, a non-profit permaculture farm and educational homestead has a commercial kitchen available for rent for canning and baking. It will soon have poultry slaughter and plucking equipment available for rent as well as small grains and seed saving production equipment. The farm recently secured funds to install large grain silos so it can buy grain (pork and poultry feed) in bulk and resell it to members at cost. They anticipate most of these services will be of interest to growers within a 30 minute drive time.

Contact: Josh Trought, Executive Director

Fraser Family Farm- Thornton

Fraser Family Farm, a diversified vegetable producer and maker of salsa and hot sauce, needs access to greenhouse space to start and grow more pepper plants January through summer, annually.

Contact: Bill Fraser, Owner

Fraser Family Farm- Thornton

Fraser Family Farm, a diversified vegetable producer and maker of salsa and hot sauce, is interested in becoming a member of the NCFC and expanding its market garden to service the NCFC.

Contact: Bill Fraser, Owner

Hatchland Farms- North Haverhill

Hatchland Farms, a dairy and creamery bottling and distributing its own milk is looking to buy cream from other farms. It also has bulk skim milk to sell if other farms or value added producers are looking for a local source of skim milk for their products.

Contact: Howard Hatch, Owner

Hatchland Farms- North Haverhill

Hatchland Farms, a dairy and creamery bottling and distributing its own milk has the ability to provide private label milk bottling for farms or businesses seeking a private label dairy product. The orders would need to be for volumes of approximately 300 gallons per order or so.

Contact: Howard Hatch, Owner

Hatches Orchard- Carroll County

Hatches Orchard, an apple orchard, is looking to retire, the owners would be interested in collaborating to help spread the word and find a grower to take over and lease the operation.

Contact: Bob and Elaine Hatch, Owners

PT Farm- North Haverhill

PT Farm a beef and pork producer and USDA inspected processor, provides USDA inspected meat processing services including kill, cut and wrap. PT Farm also purchases live animals to process under its PT Farm label. Farmers interested in meat processing services or in selling whole animals as finish or feeders to PT Farm are welcome to contact the farm.

Contact: Pete and Tammy Roy, Owners

Robie Farm- Piermont

Robie Farm a cow dairy and creamery producing cheese, also raises veal and sources and aggregates meat under the Robie Farm label sold via Upper Valley Produce and Robie Farm. Farmers interested in selling whole finished animals to Robie Farm are welcome to contact the farm.

Contact: Lee Robie, Owner

METHODOLOGY

Contact lists for producer and distributor/retailers were developed from the 2014 NCIC Job Accelerator Action Plan for Agriculture and Food System Development.

Grower List

There were 105 NH growers listed in the Job Accelerator Action Plan for Agriculture and Food System Development, 29 were from Carroll County, 32 from Coos County, and 44 were from Grafton County. The list was cleaned to remove farmers markets, nurseries and garden centers. This reduced the total number of farms to 94: 23 from Carroll County, 31 from Coos County and 40 from Grafton County. We then omitted members of the North Country Farmers Cooperative to focus on growers who we may be less familiar with. This further reduced the grower list to 76: 21 from Carroll County (28%), 15 from Coos County (20%) and 40 from Grafton County (53%). We finally narrowed the list to 68 while attempting to maintain the representative ratio of growers from each county: 18 growers from Carroll (26%), 13 from Coos (19%) and 37 from Grafton (54%).

Of the sixty eight farms initially identified, twenty two were omitted after initial research and outreach. Seven were retiring or out of business, seven were not agricultural enterprises, four had expired or non-existent contact information, three were commercial dairies, and one was a show cattle operation. This left us with a total of 46 farms plus a farm and a food producer that were relocated from the distributor list, for a total of 48 farms.

Distributor List

The goal for distributors was to focus on NH based entities with some representation from Maine and Massachusetts based on location and background research into their organization. There were 56 NH distributors, 252 MA distributors, and 45 ME distributors listed in the Job Accelerator Action Plan for Agriculture and Food System Development. The NH list was cleaned to remove value added producers, stores, and less-relevant listings. This reduced the NH list to 21. This list was further reduced to 18, then five entities from Massachusetts and five from Maine were selected based on location and background research into their organization and five NH contacts were added that were known to exist but were not on the list, bringing the total list to thirty three distributors.

Of the thirty three distributors initially targeted, outreach was eventually limited to twenty five contacts as we began uncovering that the most immediate need was maximizing grower outreach as it became evident small scale grower collaboration would be the first step to strengthening the local food system. Of the twenty five distributors contacted one was a food producer and one was a farm, both of these were moved to the farm list, leaving us with a total of 23 distributors.

Content Development

A list of questions and a spreadsheet was created using the Vermont Farm to Plate storage inventory spreadsheet as a template. The goal was to design this survey tool complement work being done in Vermont facilitating the merging of data into a master regional plan.

Outreach

Outreach was conducted via telephone, and/or e-mail based on which contact information was available. Outreach was initiated on the distributor/retailer list first, followed by the producer list.

Data collected during interviews was entered into an excel spreadsheet.

RESPONSE RATE

From the twenty four distributors/retailers contacted we received a 52% response rate. Twelve of the twenty three distributor/retailers contacted resulted in complete interviews.

From the list of forty-eight farms we believed to be operational, we received a 56% response rate. Twenty-seven of the active farms resulted in complete interviews.

RESULTS & ANALYSIS

Current Status

Growers

Who is distributing?

55% (15 of 27) growers currently distribute their own product.

12% (3 of 26) growers already do some distribution for others.

15% (4 of 26) growers use a distributor.

4% (1 of 26) growers aggregates product for a distributor.

What are they distributing?

57% (8 of 14) of growers distributing indicated they distribute dry goods/fresh product.

71% (10 of 14) of growers distributing indicated they distribute refrigerated product.

28% (4 of 14) of growers distributing indicated they distribute frozen product.

Where are they going?

In region

82% (9 of 11) growers distribute to Grafton County.

45% (5 of 11) growers distribute to Carroll County.

18% (2 of 11) growers distributes to Coos County.

Out of region

45% (5 of 11) growers distribute to other counties in Southern NH.

27% (3 of 11) growers distribute to Boston, MA.

9% (1 of 11) growers distributes to Portland, ME.

Distributors

What type of business are they?

67% (8 of 12) are distributors/wholesalers.

17% (2 of 12) are retailers.

8% (1 of 12) is a commercial warehouse that leases refrigerated and frozen space.

8% (1 of 12) is a value added producer that ships its product across the eastern U.S.

What are they distributing?

75% (6 of 8) distributors distribute fresh fruit and vegetables.

12% (1 of 8) distributors distributes dairy and baked goods.

12% (1 of 8) distributors distributes fresh and frozen meat.

50% (1 of 2) retailers is a fresh vegetable and fruit market.

50% (1 of 2) retailers is a diversified local food market.

Where are they distributing?

50% (5 of 6) fruit and vegetable distributors distribute in MA.

33% (2 of 6) fruit and vegetable distributors distribute in Southern NH.

17% (1 of 6) fruit and vegetable distributors distributes within a 60 mile radius of North Conway, NH.

The dairy and baked goods distributor distributes within a 50 mile radius of Woodstock, NH.

The meat distributor services Southern NH and MA.

50% (1 of 2) retailers is in Coos County.

50% (1 of 2) retailers is Maine.

Need & Opportunities

Growers

Distribution

42% (11 of 26) growers expressed interest in having their products delivered by others.

46% (12 of 26) growers expressed interest in providing distribution for others.

Storage

23% (6 of 26) growers expressed interest in having their product stored by others.

42% (11 of 26) growers expressed interest in storing product for others.

Both

27% (7 of 26) growers expressed interest in both storage and distribution.

Other

4% (1 of 26) growers expressed interest in sharing word that they are retiring and are looking lease the farm operation.

4% (1 of 26) growers expressed interest in access to greenhouse production space for winter-spring vegetable starts.

19% (5 of 26) growers expressed interest in collaborative marketing to increase awareness and demand for local food within the region, and for assistance gaining product placement in retail settings.

Distributors

50% (4 of 8) distributors expressed interest in sourcing product from Coos, Grafton and Carroll County growers.

100% (2 of 2) retailers expressed interest in sourcing product from Coos, Grafton and Carroll County growers.

The commercial refrigerated and freezer warehouse facility has space for lease for farmers and food producers.

Concerns

Distributors are interested in sourcing product from the region, however, they caution that in order to consider North Country grown product, product will need to be competitive in price, quality and consistency with the market prices at the New England Produce Center.

Growers, while willing to collaborate, are concerned that previous attempts to work together on distribution have not always gone well and that coordination may be difficult if excess capacity is fluctuating and availability is short notice. Several growers also indicated that while they are willing to collaborate they are not yet at a point where they have excess capacity to offer.

APPENDIX A: COLLABORATION CONTACT LISTS

GROWERS								
Company Name	Contact	911 Address	Town	Zip	County	State	Primary Phone	Web/Email
Agape Homestead Farm, LLC	Kevin and Janna Straughan, Owners	40 Rte. 16B	Center Ossipee	3814	Carroll	NH	(603) 539-4456	
White Gates Farm	Hank & Heather Letarte, Owners	2153 Cleveland Hill Road	Tamworth	3886	Carroll	NH	(603) 662-7556	whitegates-farm.com/
Top of the Hill Farm	Alan Fredrickson, Owner	50 Martin Hill Rd.	Wolfeboro	3894	Carroll	NH	(603) 569-3137	
The Sandwich Creamery	Lisa and Tom Merriman, Owners	134 Hannah Rd.	North Sandwich	3259	Carroll	NH	(603) 284-6675	sandwichcreamery.com
Hatches' Orchard	Bruce and Elaine Hatch, Owners	1440 Brownfield Rd.	Center Conway	3813	Carroll	NH	(603) 447-5687	
Fullers Sugarhouse	Dave Fuller, Owner	276 Main St	Lancaster	03584-3002	Coos	NH	(603) 788-2719	fullerssugarhouse.com
Bailey Farm	Dan & Millie Bailey, Owners	294 Dartmouth College Hwy (Rte 10)	Lyme	3768	Grafton	NH	(603) 795-4528	baileyplusfive@myfairpoint.net
Meadowstone Farm	Tim Wennrich, Owner	809 Brook Rd	Bethlehem	3574	Grafton	NH	(603) 444-0786	timw@meadowstonenh.com
Old Man Maple	Kim Stroup, Owner		Franconia	3580	Grafton	NH	(603)728-8507	oldmanmaple.com info@oldmanmaple.com
P T Farm	Pete and Tammy Roy, Owners	500 Benton Rd	North Haverhill	03774-4613	Grafton	NH	(603) 787-9199	http://newenglandmeat.com/index.php
Robie Farm	Lee Robie, Owner	25 Route 10	Piermont	03779-3200	Grafton	NH	(603) 272-4872	http://www.robiefarmnh.com/ robiefarmnh@gmail.com

Windy Ridge Orchard	Sheila Fabrizio. Owner	1775 Benton Rd	North Haverhill	03774-4807	Grafton	NH	(603) 787-6377	windyridgeorchard.com
Wonder Fall Farm Fainting Gts	Marla Blankenship, Owner	144 Gingerbread Rd	Franconia	03580-5606	Grafton	NH	(603) 823-8003	wonderfallfarm.com
D Acres-NH Organic Farm	Josh Trought, Executive Director	PO Box 98	Rumney	03266-0098	Grafton	NH	(603) 786-2366	Dacres.org info@dacres.org
Fraser Family Farm	Bill Fraser, Owner	56 Blake Mountain Rd	Thornton	03285-6113	Grafton	NH	(603) 726-8948	
Hatchland Farms	Howard Hatch, Owner; Chris, Daughter	401 Clough Rd	North Haverhill	03774-5009	Grafton	NH	(603) 787-2308	
Ski Hearth Farm	Miriam Stason, Farm Manager	392 Streeter Pond Rd	Sugar Hill	3586	Grafton	NH	(877) 772-4666; (617) 877-9826 Miriam's cell	miriam@skihearthfarm.com
Cabin View Farm	Ray Garcia, Owner	1223 Slate Ledge Rd	Littleton	03561-3415	Grafton	NH	(603) 444-0248	
Farm by the River	Bill and Eve Klotz, Owners	158 Province Lake Rd.	Effingham	3882	Carroll	NH	(603) 539-7245	
Fox Hollow Farm	Phyllis Fox, Owner	10 Old Lyme Rd	Hanover	03755-4806	Grafton	NH	(603) 643-6002	
Lost Nation Orchard	Nancy & Michael Phillips, Owners	859 Lost Nation Road	Groveton	3582	Coos	NH	(603) 636-2286	herbsandapples.com/contact/

DISTRIBUTORS

Company Name	Contact	911 Address	Town	Zip	County	State	Primary Phone	Web/ Email
Garden Fresh Salad Co	Howard Hall, Buyer	17 New England Produce Ctr	Chelsea	02150-1720	Suffolk	MA	(617) 889-1580	gfsalad.com/about-us/
Snipped Fresh Produce	Arnold Amidon, Buyer	15 Arlington St	Chelsea	02150-1824	Suffolk	MA	(617) 889-6338	snippedfreshproduce.com amidon342@comcast.net
Americold Logistics	Evan Cassidy, Representative	165 Read St	Portland	04103-3438	Cumberland	ME	(207) 773-7258	www.americold.com Evan.Cassidy@americold.com
Golden Harvest Produce Market	David "Arlo", Produce Buyer	47 State Rd	Kittery	03904-1566	York	ME	(207) 439-2113	arlogoldenveg@comcast.net
Tap Root	Melissa Grella, Founder and Executive Director	PO Box 245	Lancaster	03584	Coos	NH	(603) 788-3388	melissa@taprootfarmandecenter.org
Rocky's Dairy Products	Mary and Jeff Petry, Owners	PO Box 6803	Laconia (Alton)	03247-6803	Grafton	NH	(603) 293-4433 Mary office in Alton; (603) 745-6682 Jeff warehouse in Woodstock	rockys@metrocast.net
Katsiroubas Produce	Hannah Mathews, Sales Representative	40 Newmarket Sq	Boston	02118-2601	Suffolk	MA	(617) 442-6473	katsiroubasproduce.com hannahm@katsiroubasproduce.com
North Country Farmers Cooperative	Julie Moran, Manager	PO Box 447	Colebrook	03576	Coos	NH	(603) 726-6992	ncfcoop.com julie@ncfcoop.com
North Country Market & Salvage	Bev White, Owner	104 Colby Street	Colebrook	03576	Coos	NH	(603) 631-1221	marketplaceandsalvage@yahoo.com

APPENDIX B: COLLABORATION CONTACT MAPS

Farms and Distributors Interested in Distribution

- NH
 - Carroll
 - Agape Homestead farm, LLC
 - The Sandwich Creamery
 - White Gates Farm
 - Coos
 - Fullers Sugarhouse
 - Lost Nation Orchard
 - North Country Farmers Cooperative
 - North Country Market & Salvage
 - Tap Root
 - Grafton
 - Cabin View Farm
 - Fox Hollow Farm
 - Fraser Family Farm
 - Hatchland Farms
 - Meadowstone Farm
 - Old Man Maple
 - PT Farm
 - Robie Farm
 - Rocky's Dairy Products
 - Ski Hearth Farm
 - Wonderfall Farm
- MA
 - Garden Fresh Salad Co.
 - Katsiroubas Produce
 - Snipped Fresh Produce
- ME
 - Golden Harvest Produce Market



Farms and Businesses Interested in Storage

- NH
 - Carroll
 - Farm by the River
 - The Sandwich Creamery
 - Top of the Hill Farm
 - White Gates Farm
 - Coos
 - Lost Nation Orchard
 - Grafton
 - Bailey Farm
 - Cabin View Farm
 - D Acres
 - Hatchland Farms
 - Meadowstone Farm
 - Ski Hearth Farm
- ME
 - Americold Logistics

