



CHEF and FARMER SUMMIT

MARY

Mary's Gourmet Diner

- started 14 yrs ago
couldn't get local food

- Known for brunch

o Local ~~eggs~~ eggs
grits flour

- "so much easier today...hardest working farmers!"

o "Grows some great food in this area"

STACY

Yellow Wolf Farm

- Heritage & rare breeds

Whole Foods Lamb

Pork

- Love Local Chefs

o "Grows some great food in this area"

BRAD

Stokes Co.

- Was a tobacco farmer quit '98

- chicken litter => broodcows

B·E·E·F

- 1/4 and 1/2

- frozen cuts

NC Beef

JAY

Executive Chef, Lucky 32 Kitchen

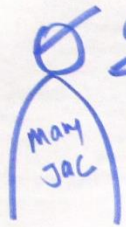
- Piedmont Grown Board Member

"I choose to buy food from people I know... and tell their stories in our restaurant"

AUG PEAK +46% NC Purchases

~ Average 28% year round

Mary Jac
Forsyth Extension Consumer Hort
NC A&T



Share a success story about connecting to LOCAL foods....

"Lucky '32 Buying goat cheese, strawberries... that's why I moved here! I wanted to connect to the land. It was an education process for me - going to the local farmer's mkt... understanding who's telling the truth, the supply chain & logistics."



- RELATIONSHIPS
- MARKETING & COMMUNICATING
- DEPENDABLE SUPPLY/RHYTHM

easier to order on same truck BUT... buying fruit of others' labors = enriching LIVES.



Being raised on a farm & having own produce... we see connections... use Facebook



At the first no local meat to be had! NOW: food is available



First thing put word out for ~~food~~ EGGS! My first farmer connected me to Ward's. In 2010, Ward's ↑ his CHICKENS to 2,000 - just for me! Why so good? Because TOPP so fresh - out of chicken 1 day ago

text we've got eggs

DEMAND IS INCREASING... NOW WAKING UP TO WHAT REAL FOOD TASTES LIKE!



going onto shelves of local stores!

People can come to my farm, See the animals and my integrity → can trust our grass fed beef (vs. feeding corn & faking it)

Any failures? Disappointments? Beautiful, too!

MARKY JAC

We understand you are dealing with nature

Nathan texts, delivers & we always are in the know!

Many

Calif 16/18 mos. old fattened up - ready to go & calf died or people order 1/2 and can't come up with the cash

reason I got into \$1.70/lb at market from the freezer

Brad

CLEAR, TIMELY COMMUNICATION IS CRITICAL!

TEXT I have eggs!

slaughter house abruptly closed for investigation... → forced to go to main line house

ordered 6 cases of romaine... next day it had bolted?! Really....

POOF!

MORE IN DIRECT SALES BUT

I believe you have to put value on your time... make the mix work.

tell the butcher/farmer: sharpen the blade in the grinder!

When I started selling to restaurants, it's hard - have to know your costs.

I fired one restaurant who tried to tell me what price he would buy.

Sell whole animal works best... so work with co-ops to sell to Whole Foods

COMMUNICATE WHAT I HAVE... don't be afraid of chefs! They are SO EXCITED to have your food. ASK and see what they want. Be honest. What volume you can do!

KEEP NOTES on what they want!

LEARN TO SAY NO!

show them rare breed carcass to evaluate

Find out what's on the menu & have idea of how you might fit!



a.m. or 2-5pm FINE NOT during service

→ Eat lunch there @ end of service & ask for chef... then offer sample

→ Email - start doing biz together T.E.X.T me!

→ Insist/encourage them to visit your farm



"I visit EVERY farm early on. I am trusting them/their word."

→ Not willing to lose money on your business!

Southern Foods ^{arranged} and pick up lambs vs. FedEx as a favor... GET CREATIVE!

At Farmer's mkt pay retail?

Many pays retail so the farmer gets full due

Put out email to other farmers my delivery days... CARPOOL eggplants

SELL IT! DRIVE IT!

Packaging for restaurant?

JAY: I am going to wash it... don't wash it for me

8 piece send all ^{cc} drive my costs... LONGER SHELF LIFE

meant send carcass so the chef can make stock... LESSON LEARNED

• Meat: I have a cut sheet for full cow & we freeze it; 1lb is a hassle!

→ can charge twice!

• I live & buy by cryo-vac! It's got to be good! (where you went matters!)

- 4lb pork b/c my recipe is 4lb @ a time

Tell them about your business!

Relationships via text → talk; what stuff are you looking for next year → visit farm

MARY JAC "Plant products you want on menu but can't find?"

JAY "I always eat 'incognito' first; I like to know the restaurant can afford my costs and what they are doing with my food."

JAY -Rhubarb... maybe not meant to be?

- Quantity: rutabagas (turnips easier to grow...)
- Fennel
- Edible herbs (get paks from California)
- Shoulder seasons (tomatoes in Dec → commands premium in greenhouse)

→ CHECK OUT THE RESTAURANT

Use their story and they use mine"

MARY • Basil in tobacco greenhouses 9 mos? ^{\$12/lb}
↳ children's garden source

• Black beans too much work

• Lamb's Quarter CLEANED & ORGANIC

MARY • Organic chicken (certified)?
Only sell organic chicken @ restaurant
↳ can use WHOLE CHICKEN!
↳ buying @ COSTCO b/c reliable cost & availability

- Cook seasonally
- Rhubarb pie!

LOGISTICS?
Deliver to restaurant?

MARY YES like it but I do go to the market because many don't

JAY Tell 10 day window for pigs - call ahead & they deliver. Stokes Co. far so I drive halfway and do deal in parking lot. → eggs & milk TUE & FRI deliver to my door

→ Screech Owl tomatoes pickup when I go to Cary for \$3.50/lb

FARMER-RESTAURANT "Language Barrier" HELP!

- case? - bushes? - pound? - each?

Everything is on sliding scale....

⇒ get familiar with the standards!
Carolina Meat Conference

... final mile is most costly!

CSA ^{so...} → RESTAURANT CSA
→ RIGHT CUSTOMERS... may only be 2%.

Stingy farmers... sitting in fields

"Rich" Restaurants \$400000ing but low margins

CASH is hard to come by!

Here is a

Dandelions? SEED CATALOGS!
What? → no → Japanese eggplant
I have plain eggplant... → yes

Yes, dandelions!

Heritage breed? Non GMO?
Heirloom?


Jay - looks for these but sliding scale asks questions

organic... BUT 30% to taxes
here's what's left
If I am excited, interesting... It's exciting to eat!

Chris Jeffcoat + Stokes
Forsyth

How deal with whole carcass?
Or the cuts no one else took?

Know your customer! What do they want?

↳ Determine if extra labor worth it to you?
Only 6-7 flat irons in 1 

Know the diner/end eater wants:
Connecticut Chef → steak of the day (no strip 100% time)
So more efficient

↳ sell the bones, fat & squeal, too!

CAREFUL WHAT YOU WISH FOR! 😊

JAY NEEDS:

100 head Whole = 1 week
plus
120 lbs breasts

16% food cost → 3 cuts / fry once a week
43 cut birds STARTER