

Many years ago we contacted the local grocery stores to sell raspberries, cantaloupe and pumpkins. Many of the stores were concerned about volume, shelf space, and their connections with warehouse suppliers. SonHarvest Seasons contacted Mr. D's in Lander and Woodward's IGA in Riverton to see if they would sell these products. Both stores agreed and over the next two years developed a "Local Produce" market that generated interest in their store and supported local produce. Since that time Woodward's IGA has ended its store, but Mr. D's in Lander continues to buy any produce we have available and has exclusively bought pumpkins each year. They are as excited to sell local grown produce as we are to grow it and we appreciate their loyalty to our business and the promotion of Local Produce.

Brook,

As mentioned before I see opportunity for growers to sell to retailers and to sell in their niche markets as well. This provides a diverse market that takes up excess produce if it is available but it also allows the grower to grow more without risking so much on one market.

Thanks,

Brian Peil
Case Manager
Jackson Elementary