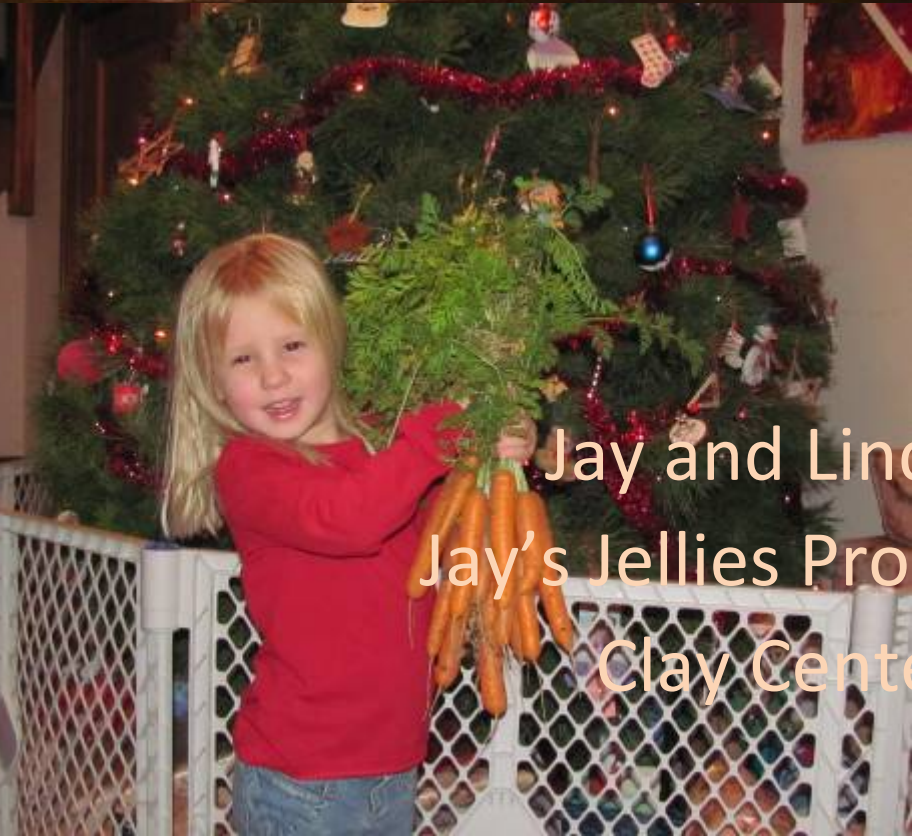




Growing Vegetables for Online Winter Sales in Kansas



Jay and Linda Sleichter
Jay's Jellies Produce and More
Clay Center, Kansas



Why Season Extension and Winter Production and Online Markets?

- Maintain important sales outlets and customers
- Spread out cash flow
- Spread labor more evenly over the year
- Sell products at higher (out of season) prices
- Provide customers with greater diversity of products
- Fresher and more nutritious produce
- Produce higher gross sales and higher income per unit of area
- Moderate climate change irregularities
- Creating a more regional food system
- Changing people ideas about where their food comes from

Our Farm

We live on 5 acres north of Clay Center. We have currently 1 ½ acres in production in Clay Center and Abilene. We have 6 high tunnels and will have about 8,000 square feet under plastic in 2012. 4,000 feet in permanent tunnels, and 4,000 feet under movable tunnels.







Produce ordered for Thanksgiving

Marketing Opportunities

- Winter Farmers Market
- Restaurant
- Grocery Stores
- CSA
- Online Market
- Personal Use
- School Food Service



Marketing Opportunities

www.RVP.locallygrown.net

Group of 3 Producers

Sell produce, cheese, baked goods and meats
(pork, beef and Buffalo)

Started September 28th 2010 and have sold
weekly or every two weeks since then.



What is LocallyGrown.net?

- Not a true CSA
- Not exactly a Farmers Market
- A new type of direct marketing tool

What one of our customer says about RVP.

“I love that you are a group of farmers offering a wide range of foods. I love that each week I can order exactly what I want or can choose not to order at all if I will be gone or for some other reason need nothing. I love that I pay for what I want rather than paying a flat annual fee and then waiting to see what I will get for it. I love ordering online! I do hope what you are doing is working for you and the other farmers as well as it is working for the consumers.”

RVP

- Started as way to sell produce to those who wanted fresh produce in the “Off-season to the Farmers Market”
- Has developed into a Secondary Market and a way to guarantee sales at far away Farmers Markets during the season.

Advantages of RVP

- Easier to sell
- Less Risky
- Customer Friendly

Why RVP is Better for Customers and Growers over Farmers Markets

- Growers
 - Not as much hard work (no tables and tents)
 - Not Speculative
 - Hard to get into Markets
 - Guaranteed Sales
 - Only Harvest what is SOLD! (great for winter markets)
- Customers
 - Time to buy
 - Not rushed into purchases
 - Don't have to be there first to get the best
 - Convenient Shopping

Disadvantages of Online Sales

- Growers
 - Low sales/no sales
 - Not as many impulse buys
 - Limited contact with customers
 - Possible to have additional packaging
- Customers
 - Don't get to feel and pick out own produce
 - Limited contact with Farmers
 - Must have a computer and be able get online.

RVP NOW

- 40 Households/Families
- 3 producers
- \$300 in weekly sales
- \$Average order is \$20 a week (over the last 1.5 years)



Why did our Customers Join?

“We joined because we like shopping the farmers’ markets and shopping online. With cold weather, usually the markets close down until spring, leaving us to buy produce in the grocery store, and it is just not as good as the fresh produce we get locally. Being able to shop online makes it even nicer.”

“I had been hoping to find a CSA, and, I love how RVP is set up.”

“We like to buy locally as much as possible & we LOVE having fresh, local produce throughout the year! “

“Have been looking for a CSA for several years. Only found one locally, & it was not from someone I'm happy to do business with. Also, I could not choose my specific produce.”

“For several years I had wanted to join a CSA. I firmly believe in supporting local farmers, in sustainable agriculture, in eating fresh local food. I have always taken advantage of area farmers' markets. A few years ago I did in fact did join a CSA for two years. This spring I did not renew my membership in that one for several reasons. When I heard about RVP I jumped right in! “

What our Customers think?

“Our experience has been even better than expected. The salad mix is so fresh that it lasts much longer than anything we buy in the store. The online ordering is very easy, and the delivery is perfect. We were even able to order extra salad mix and spinach after the order window had closed and were able to share a real salad at a last-minute meeting. That's not likely to happen at a Farmers' Market, and it certainly wouldn't happen at a grocery store. Personal service like that goes beyond our expectations.”

“I wanted to be a part of RVP simply because it meant the food was locally grown and I knew where it was coming from --- the experience has been great and far exceeded my expectations! I have enjoyed everything I've bought, but my favorites have to be the vegetables (especially the spinach!) They last so much longer than the store-bought, and there's no comparison in the flavor. My husband is thrilled that RVP came about. I think the biggest surprise has been getting fresh vegetables in the winter. I never dreamed that would happen! I am so glad I signed up!”

www.rvp.locallygrown.net

Small Farms Making a Difference in North Central Kansas



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Republican Valley Produce (RVP)

RVP is a group of producers that live in or near the Republican River Valley. These producers grow/make a variety of fruits and vegetables and offer an assortment of breads, jams and jellies and Buffalo, Pork and Beef and other products.

While most of the products are direct-marketed at the farmers' market in Manhattan, Clay Center, Concordia, Clifton, Clyde and all points in between from May through October, we wanted a way to sell produce to those who are too busy to attend a Farmers Market. We also want a way we can connect growers and consumers to maintain sales during the months we don't have Farmers Markets.

Our farmers only grow what they sell. These farmers take pride in offering only the highest quality produce to its customers and guarantees satisfaction. When you are ordering produce through RVP (Republican Valley Produce) our farmers are picking your order especially for you. This way you are guaranteed the freshest produce available.

If you have questions about what the Republican Valley Produce offers, please contact Jay Sleichter at 785-630-0772 or jaysjellies@yahoo.com, or Casey Amerin at 785-455-3450 or cacaseya@yahoo.com.



Clear and Easy Pages

Categories

- All Products (114)
- Baked Goods (16)
- Cheese (14)
- Eggs (1)
- Jams and Jellies (12)
- Meat (26)
- Vegetables (43)
- Wood Splitting (1)
- Gift Certificates (1)

Featured Products

				
Bok Choy Price: \$2.00 (1 head)	Buffalo Stew Meat Price: \$6.65 (Buffalo Stew Meat - About 1.1 Lbs.)	Butterhorns Price: \$4.50 (1 dozen)	Carrots- Orange Price: \$2.00 (1 pound)	Carrots Price: \$2.00 (1 pound)

Display Options

- Hide Featured Products
- Show New Products
- Show Specific Growers

Order History

Your Last Ten Orders

You can find your entire order history in the "Your Account" section.
Click on an order to see the items you ordered shown here.

Totally customizable for YOUR market

Easy to select items



edit Carrots- Orange

Grower: Jay's Jellies Produce and More

Price: [edit \\$2.0](#) ([Market Surcharge: edit \\$0.0](#)) ([edit 1 pound](#))

Available (Estimated): [edit 22](#)

[Add Nutritional Info](#)

If you have never had fresh carrots, you don't know what you are missing. As the weather starts to get colder, these carrots turn into "Candy Carrots". The plant naturally converts nutrients to sugars that work like "anti-freeze". These carrots will be picked fresh for you and will still have some of the tops left on them. We will have carrots starting in late August until Christmas, we hope.

[close](#)

[Edit Product](#)

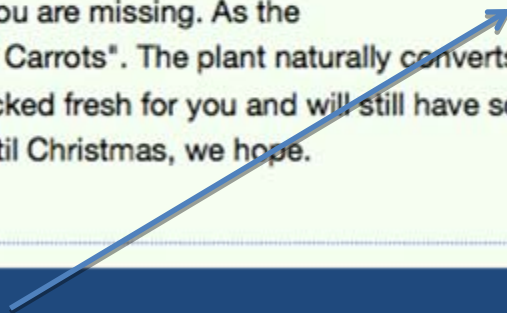
[Duplicate Product](#)

[Make Unavailable](#)

[Remove from Featured](#)

Copy Code: 477184-10248192

Add to cart:



Easy Management Tools

Market Manager

New Email Options!

Questions? Want to talk with other Locallygrown.net market managers? [Visit our forum!](#)

Ordering is disabled at your market!

[Enable customer ordering](#)

[Mark all products with quantities of zero or less as unavailable](#)

[Disable recipe section \(currently in preview mode\)](#)

Grower Permissions

- [Disable new products](#)
- [Disable category editing](#)
- [Disable order editing by growers](#)

Send harvest emails to your growers

Export your AVAILABLE product list:

[HTML](#)

[Plain Text](#)

[CSV](#)

[PDF](#)

Export your COMPLETE product list:

[HTML](#)

[Plain Text](#)

[CSV](#)

[PDF](#)

What does it cost to open a market?

- It is FREE to set up a market
- Only pay when you use it
- Charges 3% of total sales goes back to Locally Grown

When will your market be on this map?



Questions?

www.rvp.locallygrown.net

