



**Can Farm to School work for a grower
selling at farmers' markets or
other full retail direct markets?
Can you afford to sell at a wholesale price?**

- Farm to School can be very complimentary to a grower that is selling in a farmers market/full retail direct market
- Farm to School starts at a time that sales in farmers markets slow down considerably
- Fall is a great time to grow cool season crops in Oklahoma. Farm to School gives you a market for those crops where most farmers markets are closing for the year.
- Once a relationship is established with a school district, the time commitment for marketing will be considerably less than selling in a farmers market
- Packaging is less expensive due to bulk quantity needs versus individual packaging
- Many farmer/community benefits economically, environmentally, educationally and socially



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