

# Farmers' Market Hub

## How it works

A MN Farmers' Market is licensed by the MN Department of Agriculture as a food handler.

Farmers put product on online platform, where buyers (e.g. schools, hospitals, hunger relief programs, restaurant, household consumers) make and pay for their orders.

Farmers bring product to market, hub coordinator aggregates orders, and buyers pick up or have orders delivered.

Hub charges a markup on farmers' products to offset costs for coordination, marketing, licensing, equipment, sales platform.

Utilize existing market space/times to limit overhead costs and increase efficiency.

*\*Markup is determined by the individual markets, with input from participating farmers, and varies across markets.*

