



## Harvest Moon Local Food Buying Group

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Welcome to your very own Harvest Moon Food Buying Group! This guide is designed to give you a better idea of how your Buying Group will operate.

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### What is a Food Buying Group?

A Food Buying Group is a form of direct farm marketing, which bypasses the mainstream food system. Consumers are given access to high quality, local foods directly from their own farmer. Meanwhile, direct farm marketing gives producers the opportunity to make the decisions that affect their farm and their families, and opportunity for greater income generation. In bypassing the industrial food system, farmers are not subject to declining wholesale prices and thus enjoy a greater share of their own product's sale -- and an opportunity to gain back their livelihoods out on the farm. Because the food is directly marketed to the consumer, food prices are similar to what can be found in the regular market, and you can feel a lot better about the food you're eating too.

A Buying Group consists of a group of customers, which can vary in size, and one Buying Group Organizer who facilitates the delivery of the product. Each individual customer will place orders to their farmers in advance directly either by email or phone. On the pre-arranged date of delivery (usually the same day - e.g. the first Wednesday of every month), the food is delivered to the Buying Group Organizer. This means that there is only one point of delivery for multiple customers, saving time, gas, and energy for your farmer. The Buying Group Organizer has taken the responsibility of distributing orders to each customer, and each member picks up his/her order from the home or workplace of the Group Organizer. Pick up days are often a great way to socialize with other members in the group and add fun to getting your food.

### How would it function?

**Order Placement:** Customers will place orders in advance individually either by email or phone, directly with the farmer. Typically there is a cutoff date for orders a given number of days before delivery to allow adequate time to compile all of the orders.

**Delivery:** On the planned date of delivery, farmers will make only one stop, to the Buying Group Organizer. The Group Organizer has taken on the responsibility of ensuring that the other members get their orders, and typically will open his/her home or place of work on the delivery day to fellow members.

**Payment:** Payment typically takes place on the date of delivery but can also take place in advance of the delivery date over the phone or internet with the producer.