



THE LAND CONNECTION



Growing Together RESOURCES FOR FARMERS

The Land Connection

Visit our [website](#) to learn more about the programs we offer, sign up for our newsletter, [The Weekly Harvest](#) to stay up to date on upcoming training and events.

SECTION 1

Oregon State University [Whole Farm Management Planning Book](#)

[Free Farm Management Software](#)

Iowa State University [Scaling Up Tool Kit](#)

Farm Credit [Tools](#)

[Farm Commons Farm Insurance Basics](#)

[Insurance Checklist for Institutional Sales](#)

[Product Liability Insurance FAQ](#)

[Before You Plant](#)

Appendix Links:

[The Market Gardener](#)

[NC State Extension](#)

[Product Standards](#)

[CFPAC Growers Guide](#)

All bolded and underlined text is a hyperlink to that resource so be sure to click on them



Growth Together

RESOURCES FOR FARMERS

SECTION 2

[How to Market & Sell a New Product to Grocery Stores](#)

[Whole Farm Management Planning Book](#)

[How to Sell Produce to Distributors](#)

[What is a Co-op?](#)

[Co-op Farming Model Might Help Save America's Small Farms](#)

[FarmFED Co-op](#)

[National Council of Farmer Cooperatives](#)

[Wisconsin Food Hub Co-op](#)

[Leaf Food Hub](#)

[Harvest Illinois Food Hubs](#)

[Hoosier Harvest Market](#)

[Michigan Farm to Freezer](#)

[USDA Market News](#)

[The Common Market](#)

[Good Food Purchasing Map](#)

SECTION 3

[Accounting Tools](#)

[Purdue Center for Commercial Ag](#)

SECTION 4

[SARE Wholesale Marketing](#)

[Farm to Institution](#)

[Conversation Guide for Farmers/Distributors](#)

[Distribution and Aggregation](#)

[Wholesale Readiness](#)

SECTION 5

Your Unique Marketing Story

Diversity Certifications-What is BEP?

Learn more about the benefits of BEP Certification, how to apply and more by visiting: [Business Enterprise Program \(BEP\)](#)

Appendix Links (Additional Marketing Resources):

Food Navigator: [Future of Food Distro is Local](#)

Biz Journals [Startup Food Shed Pursues Expansion](#)

Food For All [Selling Your Farm Produce Wholesale](#)

Penn State Extension [Branding Your Farm Business](#)

Food For All [7 Low Budget Marketing Tips For Your Small Farms First Year](#)

SECTION 6:

Wholesale Packing Resource Guide

PrairieErth Farm's Post Harvest Resource List

Family Farm's Wholesale Success

Distributing and Trucking

Transportation Innovations in Local & Regional Food Systems

Innovations in Regional Food Distribution



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