



This presentation was offered at the January, 2006 Southern SAWG ***Practical Tools and Solutions for Sustaining Family Farms*** Conference and made available through our partnership with USDA Risk Management Agency.

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Farmers' Fresh Food Network
**Southern SAWG Practical Tools and Solutions for
Sustainable Family Farming Conference**

Marketing Networks Session
January 21, 2006
Laurie Moore

Farmers' Fresh Food Network is an incorporated cooperative of small sustainable farmers. The Network provides diverse marketing opportunities including farmers' markets, WIC markets, restaurants, and a year-round CSA program. Member farms are regionally located in West Georgia and East Alabama. Program goals are to allow small farm enterprises to be economically viable and to provide our communities with fresh healthful foods. Additionally, members are concerned about the quality and preservation of seed and livestock breeds as well as farmland protection. Each of our members have pledged to use and promote sustainable agriculture practices. Some of our farmers are Certified USDA Organic and others are Certified Naturally Grown. Several have made the transition from conventional to sustainable farming.

Farmers' Fresh has grown at a healthy pace since its inception in 2003. A USDA Community Food Projects grant has allowed us to move from temporary space in the Carroll County Extension office to a new warehouse in 2005. Walk-in coolers, a refrigerated truck and contractor salaries are some of the advances made possible with the grant funding. A Program Coordinator, bookkeeper and farmers' market vendors are paid contracted positions.

Sponsoring agencies include Rolling Hills Resource Conservation and Development Council and the Carroll County Farmland and Rural Preservation Partnership. Important support and guidance has come from University of Georgia's Cooperative Development Center, Carroll County Extension Service, Tanner Health System and The

Community Foundation of West Georgia. Members of our communities who have contributed their time and expertise include an attorney, bank vice president, nutritionist, accountant and chefs. Farmers' Fresh and several of its members serve on a new Small Farm Task Force formed by Alabama Agriculture Commissioner Ron Sparks. Organizations such as Georgia Organics, Slow Food Atlanta, Alabama Sustainable Agriculture Network, Weston Price Foundation members and Georgia Sierra Club have promoted and supported our efforts.

For more information about membership or sales information please visit Farmers Fresh Food Network online at <http://www.farmersfreshfood.com/> or contact: Laurie Moore, Program Coordinator at (256) 449-9417 or by email at farmersfreshfood@yahoo.com