

Produce Sales



Why have a farm stand?

- Apply real world math and garden skills of weighing, counting, harvesting, classifying, pricing produce
- Practice handling money and customer service skills
- Connect to local farmers and community members
- Encourage healthy eating at home with fresh vegetables
- Make a small income for your school garden
- Students have FUN and look forward to this tradition

What do you need?

Materials:

- Harvest baskets
- Scale(s)
- Cash box
- Cooler or insulated carrier
- Easel chalkboard
- Ball jars, rubberbands, ziploc bags, paper bags, sticky labels, yarn, scissors, tubs
- *optional - market tent

People:

- Volunteers! Two is best
- Farmers to buy wholesale from
- School administration to approve farm stand
- Enthusiastic class and teacher to plan, grow, run the stand
 - We do the Farm Stand with 2nd and 3rd graders
- Supportive community to buy produce

Space:

- not much garden space! We use 3 beds 8X4 feet (1 for each week that we run the stand)
- A table to set up the stand - could be inside or outside
- *if starting seedlings, need grow lights or greenhouse space (possibly from a partnering farm or nursery)

Planning Garden for Farm Stand Crops

Things to keep in mind: garden space, time until harvest, school season



Planning Garden with Students

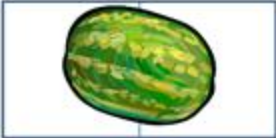














- Read seed packet or seed catalogue descriptions, looking for key information like “days to harvest” “cold hardy” “early variety”
- Mark farm stand date on the calendar - plan backward from desired harvest date
- Choose appropriate varieties
- Make class calendar with days to direct seed or start in trays (including succession planting)

A bit of Radishes

Variety	Days to Harvest	Description
French breakfast	27 days Apr. 13 - Apr. 26	Oval, Red, long, Fat Radishes
Shuhkyo Long Pink	32 days Apr. 13 - May 4	Red, short Radishes

Planting seeds and taking care

- Revisit seed catalogue or packets
 - Find seed spacing in inches
- Plan square foot garden
 - Measure garden bed perimeter and calculate area in feet
 - Graph garden bed with number of square feet
 - Create individual crop guides for square foot seed spacing in inches
 - Apply in garden bed!

XL <i>1 plant per 2 square feet</i>	L <i>1 plant</i>	M <i>4 plants</i>	S <i>9 plants</i>	XS <i>16 plants</i>
Watermelon 	Tomato 	Lettuce 	Bush bean 	Radish 
Zucchini squash 	Eggplant 	Basil 	Beet 	Carrot 
Pumpkin 	Broccoli 	Marigold 	Spinach 	Onions 
Melon Winter squash Summer squash	Cabbage Cauliflower Cucumber Okra Pepper	Corn Parsley Potato Strawberry Turnip		

5/8/18

They have
grown more
than I
thought.

The turnips



5/8/18

there is a lot
of carrot
sprouts;
in one box I
counted 15 carrot
sprouts.



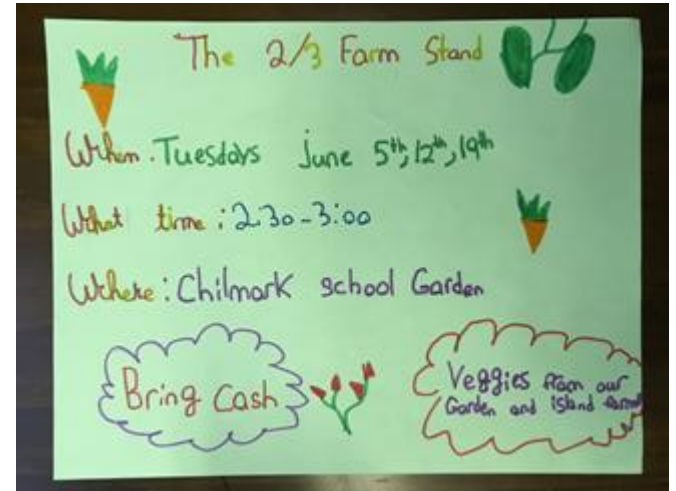
Connecting with Local Farmers



- Our farm stand is possible only with the help of local farmers
 - We order wholesale from 3 farms in order to have a variety of produce
- Have a farmer come in and speak with the students beforehand, or take a field trip to a farm or farmer's market
- Making a social connection will help students appreciate the farming profession and the planning, patience and work that goes into selling produce

Preparing for farm stand

- Have students **make signs**
 - Advertise at nearby businesses, libraries, at school for families
- Send **letter home** to parents about unit and ask for permission for students to stay after school to help
- Find parent or garden club **volunteers** to help with day-of farm stand set up
- Make **wholesale orders** with farmers
- Make **price list** for students
 - Farmer can tell you what to sell it for or you can use market prices as guide
- Keep orders and **receipts on file**



Setting up the Farm Stand!

- Before class:
 - Send coordinator or volunteer to **pick up wholesale orders** and bring to school in coolers
 - **Create checklists for students** for each station with clip boards
 - **Group students** to work alongside a volunteer
 - Have **materials ready** for harvesting, labeling, packing up



1) Stand Set Up

- Set up tables and tent
- Clean jars for holding flowers and herbs
- Count money pre-sale
- Write price list on big chalkboard
- Write prices on mini chalkboards for individual produce
- Prepare day's vegetable tasting for customers
- Review price list spreadsheet
 - crop/ farm or garden/ price/how many sold

2) Garden Harvest

Example:

- 6 bunches of baby turnips/
8 turnips to a bunch
- 6 bunches of cilantro/
30 sprigs to a bunch
- 2 bags of baby lettuce
- 3 bunches of kale/ 10
leaves to a bunch

**If no volunteer for this group,
have laminated "how to harvest"
cards and/or revisit harvesting
the week before stand*

3) Farm Produce

Example:

- Allen Farm Eggs
 - Wash and dry
 - Pack into carton
 - Label "Allen Farm Eggs \$3"
- Morning Glory Bok Choy
 - Weigh
 - If less than 1 lb, price at \$2.75
 - If 1 lb or more, price at \$3
- Thimble Farm Greens
 - Weigh into 8 oz bags
 - Label "Thimble Farm Greens \$4"

Finish early? Make thank you cards for customers and farmer partners

1) Stand Set Up



2) Garden Harvest



3) Farm Produce



Farm Stand - Math Standards 2nd/3rd grade

Operations and algebraic thinking

- Represent and solve problems involving addition and subtraction
- Represent and solve problems involving multiplication
- Work with equal groups of objects to gain foundations for multiplication
- Use addition to find the total # of objects in arrays

Measurement and data

- Work with time and money
- Measure and estimate volumes and masses
- Represent and interpret data
- Measure and estimate lengths in standard units
- Relate addition and subtraction to length
- Understand concepts of area and relate area to multiplication and addition
- Recognize perimeter as an attribute of plane figures
- Partition shapes into parts with equal areas - express the areas of each part as a unit fraction of the whole

