



MCFM Local Sourcing Standard

Businesses selling value-added foods, baked goods, CPGs, or prepared food must use a *minimum* of 25% local agricultural products in their ingredients, preferably using local ingredients sourced directly from Mill City Farmers Market (MCFM) agricultural vendors. The percentage will be derived by volume of total ingredients incorporated into products sold at MCFM.

MCFM defines “local” as grown within a 250-mile radius of MCFM or your business location. Local is NOT defined as purchasing from a local purveyor - for example purchasing onions from Co-Op Partners or flour from Gold Medal. Rather, it is defined as purchasing from a local farmer, whenever available.

Benefits:

1. All vendors make a defined collective commitment to supporting local farmers, agriculture, and the local food economy.
2. Sourcing expectations are defined, thus making it easier to communicate and promote to our customers.
3. This standard sets Mill City Farmers Market apart from other markets in the Twin Cities, further solidifying its identity as a trusted source for local, sustainably produced products.
4. Builds connections and relationships between farmers and food producers, creating a shorter, more reliable food chain.

Exceptions: Certified Organic businesses that cannot source ingredients organically AND locally may be exempt on a case-by-case basis.

The intent of the local sourcing requirement for vendors is to further support our local agricultural system, keeping the money in our food shed, and keeping the ingredients traceable and regenerative. If you are committed to sourcing locally, but need assistance reaching 25%, please reach out to our staff for recommendations and review the list of resources below! Our goal is always to uplift businesses’ who share this value, rather than to have this be a barrier to entry.

Connecting with local farmers and agricultural producers:

- Start early! Give yourself lots of time to research and connect with farmers you are interested in sourcing from.
- Visit our year-round market, as well as those across the twin cities, or markets local to your area! Connecting with vendors in person will be the fastest way to meet them! Ask if they grow what you are looking for and if they would sell wholesale in the quantity and frequency you would need.
 - Know how much you need of ingredients and the frequency
 - Wholesale pricing may be different than their market pricing.
- Search the [Mill City Farmers Market vendor profile pages](#) to learn more about each vendor and find links to their websites.
- Search the [Manage my Market directory for Mill City Farmers Markets](#) vendor products. Note that this only includes approved vendors for the current season – i.e. only winter market vendors are searchable November-April. Reach out to the farm for the most up to date product information. Also note that it is product specific to how the vendors added products, so if you are looking for tomatoes, you may also have to search “heirloom tomatoes” and “cherry tomatoes” in addition to just “tomatoes”
- Check out [The Good Acre food hub Wholesale shop](#) to find everything from local produce, honey, grains, proteins and more
- Search the [Minnesota Grown Product Directory](#)
- Search the [Artisan Grain Collaborative](#)

Other Considerations:

- How are you going to promote your collaborations with local farmers? Local sourcing can tell a story of the relationship between your business and the farmers, and can increase the quality of the product you are making. Many customers are looking for these connections and to support local food and farms!
- Consider how sourcing from farmers changes your costs and process, and how you want to assess pricing.
- Finding new sourcing can take time, will you be ready to make and implement the change by May 2nd?