Co-op Buyers' Guide
To Maine Agricultural Products

Prepared by Donna Doel & Ken Morse for
the Grower-To-Co-op Linkage Project
Sponsored by the Maine Consortium for Food Self Reliance
Feb. 1980
This Buyers' Guide is a project of the Grower-to-Co-op Linkage Project, a study and organizing project aimed at increasing the sales of Maine grown food to Maine consumer co-ops. It has been carried on by Leslie Goldenthal, Donna Doel, and Ken Morse, working out of the Federation of Co-op office, and sponsored by the Maine Consortium for Food Self-Reliance. The Consortium is an association which includes:

- The Federation of Co-ops
- The Maine Organic Farmers & Gardeners Assoc.
- The Center for Human Ecology Studies
- Sam Ely Community Services
- Northeast Carry
- Maine Audubon Society
- Coastal Enterprises, Inc.

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Funding for this project was provided by a grant from Community Services Administration.
Consumer Co-op Organization: For most of the 70's food co-ops have been developing and spreading across the state. Local groups are comprised of 15-50 families that buy foods together. Within a larger area, associations of co-ops, called co-op produce regions, have been created to amass truckload size orders needed to efficiently truck from Chelsea, Mass.

Maine's co-op produce regions buy directly from the massive terminal market, The New England Produce Center in Chelsea in order to obtain inexpensive, quality foods more cheaply than available from wholesalers here in Maine. Most of these regions distribute food once or twice each month, with co-ops in southern Maine travelling to Chelsea on a weekly basis.

The produce regions operate on a preorder prepaid basis: families submit orders and payment to their co-op, which in turn submits a master order and payment to the regional body. A regional master order is composed; then the regional buyer(s) place orders with local suppliers and with the Eastern Massachusetts co-op buyers acting as brokers for Maine's co-op regions on the Chelsea Market. A trucking crew is organized to make the run to the market and other suppliers around Boston.

When the food arrives back at the regional distribution center, crews from each of the member co-ops gather at the regional "breakdown" to help divide up the orders. Usually an old warehouse, church, or grange hall houses 3-4 hours of intense activity as 15-30 co-opers scurry around cutting and weighing cheeses, counting fruits and vegetables, bags of bagels, and boxes of frozen seafood. One order for each local co-op is put up; later these co-op orders are trucked back to local neighborhoods where the scene is repeated, this time with the co-op order being divided into lots for each family. Along with the food comes an order form for the next order, and with it the cycle begins again.

Local Buying Begins Gradually: Over the last few years, co-ops have been trying to buy more of their produce within the state. Making the transition to a more native food supply has proven difficult, despite a strong commitment to local agriculture in some co-ops.

It's relatively simple to buy produce thru the co-op brokers at the Chelsea Market. Consolidated in one depot are many suppliers of all the fruits and vegetables needed. Grades and packaging are standardized and prices are usually good, partly due to competition amongst sellers at Chelsea. Since the Eastern Mass co-op brokers are on the market 4-5 days/week, Maine co-ops are protected from deceptive marketing practices.

In contrast to this well established marketing system, a local food buyer is faced with a fragmented, underdeveloped supply here at home. Usually a buyer must deal with many small growers, some of whom may be well established direct marketers, but more often are struggling to grow and sell fairly small amounts of produce. Consequently, buyers must deal with many suppliers with additional phoning and trucking involved.

Since growers don't have coordinated marketing programs, buyers must deal with many individual farmers. The buyer begins to indirectly coordinate many producers, meaning multiple contacts, phone calls, plans, and deliveries. Food co-ops have had plenty of difficulty just in coordinating the consumers and their demand, so that dealing separately with lots of farmers, and indirectly coordinating the supply rapidly multiplies the work of the co-op. With the emergence of Kennebec Valley Growers Co-op comes signs of grower organizing which
should make it simpler for food co-ops to buy larger quantities of Maine grown. As more marketing co-ops develop, local buyers will be able to buy more produce with less calls, accounts, and deliveries involved. This should simplify the work and cut some costs.

Statewide Efforts: During the last few years, there have been a few meetings of co-op workers from the produce regions. At two meetings in the spring of 1979, discussion centered around need for increased association amongst the produce regions, in order to improve the portion of the food co-op dollar which was staying within Maine. Identified was the need to study co-op buying practices, focusing on strengths and weaknesses. Such a study would point out ways to improve systems for buying locally, and would help regions with little or no local buying programs learn from regions with more systematic approaches. It would also indicate other factors that limit the transfer of co-op demand to local producers, and suggest ways of overcoming these problems.

Coordinated buying and selling amongst regions, and thru the statewide co-op system, Fedco Warehouse (which previously had dealt only in storable staples, so-called "grain orders") were also talked over. Consequently, Fedco Warehouse initiated a pilot project, and began supplying carrots, onions, and potatoes in the fall of 1979.

Consortium sponsors Grower-to-Co-op Linkage Project: The Maine Consortium for Food Self Reliance is an association of forward-looking organizations concerned with food and farming in Maine. During 1979, it hired a staff which became involved in studying the food supply in Maine. The Grower-to-Co-op Linkage Project looked specifically at how to increase the sales of native produce to Maine food co-ops.

The Project workers met with the produce regions and began to study areas that were essential to improving buying practices. Co-op buying records were collected for 1978, and co-op buyers were quizzed about their techniques. Much of that information is gathered in this guide.

The Linkage Project also looked at the level of organization amongst growers. Marketing needs and problems were identified, marketing organizations were surveyed, and a questionnaire on marketing practices was circulated amongst growers who had sold to food co-ops. Based on these findings, technical resources are being developed, including a series of commodity-based Market Notes.

Finally the Linkage Project studied the role of public support in the emergence of improved sales to food co-ops and other kinds of alternative marketing aimed at building a native food supply. During the last part of 1979, Project workers began meeting with Extension and Department of Agriculture personnel to explore ways of expanding public support. The March 1, 1980 Conference: Marketing Maine Produce is one concrete activity of this group.

The 1980's promise a major expansion of a Maine based food supply. Food co-ops continue to grow, especially as co-op stores spread. With more shoppers and more coordinated buying, the co-op demand for Maine produce should become much more important to local growers.

Meanwhile, growers are exploring the advantages of increased association, especially of cooperative marketing and storage. Organized marketing should open up all sorts of outlets, including institutional and wholesale markets.

Stronger public support, thru both the Extension and the Maine Dept. of Agriculture will speed the transition towards a secure native supply of healthy food for Maine's people and healthy livelihoods for Maine farmers, and the communities they belong to.
From talking with buyers and growers, we've picked up many practical tips on the ingredients of successful exchanges. Here's some of them:

Commitment: Since ironically, buying native foods presently takes more work than buying the same goods out of state does, some might ask:

"Why is it more important to buy locally produced foods? Especially if it takes more time, trouble, and money to do so?"

This guide does not attempt to explain why local buying makes more sense, but a co-op's response will largely determine the availability of local foods to its members. Co-op buyers frequently mention long-term values of security, reliability, quality, and responsibility as integral elements of a native food supply. They see the extra work and cost of investing in a permanent local supply as much more promising than relying on a high-energy national supply which seems to be growing more and more out of control, or at least out of our hands. There is also a complementary sense that in Maine food production is a main ingredient of a sound economy that circulates value of production amongst Mainers.

In the short run, buyers maintain that consumers can get high quality reasonably priced produce, by eliminating self-serving middlemen, and dealing directly with the growers. After all food processors and distributors have been responsible for 75% of the food inflation over the last 10 years. In the process of buying from local producers, we learn much about how our food grows, and become wiser consumers.

The important thing is for your co-op to talk about why it's valuable to buy local foods, and decide if you're willing to do some extra work in order to increase the share of local produce you buy. As time goes by, relationships and systems develop, and the work gets simpler; also co-op demand helps stimulate local production.

Local Buyer: Since local buying is a whole new ball game, the produce co-ops that have been most successful at purchasing within their area have developed a separate staff position. The local buyer must work in coordination with the buyer that shops in Chelsea. By a certain date, each must know what is being bought locally so that the Chelsea order can be adjusted accordingly.

The Local Buyer collates and analyzes buying records from the previous year, makes projections based on these, and finds suppliers early in the year. This first contact with growers should be made early enough so that they can adjust their seed orders if the projected order is significant.

Finding growers: Altho every year it seems like it's easier to find suppliers, it may still take some time. Hopefully this guide will help, but there are some other ways of locating producers too.

[Before you talk too much, know your need. Have a clear sense of volumes, target dates, and a general sense of seasonal price fluctuations. Also be prepared to discuss varieties, production practices and quality, packaging, and trucking and terms.]

Local chapters of MOFGA, cooperative extension offices, RC&A offices are all sources that may help you locate growers. Ads in the local media, and thru the Dept. of Agriculture newsletter, Mainely Agriculture, may also help.

When you first start out, it's wise to limit the number of growers...
you're dealing with, just to keep things simple. If you're dealing with
too many at once, the onslaught of phone calls, pick-ups or deliveries to
meet, payment checks to get, etc. can get out of hand.

Matching Growers & Crops: This may prove tricky, depending on the nature
of the growers in your area. Most growers have favorite crops or special-
ties; go after those.

One system that seems to work well was developed by Camden Co-op.
During the winter they compose a letter listing the volumes of various
crops they need with dates needed. They send it out to area growers
asking them to respond if they wish to supply specific crops. Then the
buyer must decide which grower to go with in case of duplication. They
then prepare a flow chart for the season, which shows just when each
grower will be called, and when delivery is to be made.

Trust & Flexibility: Time after time, both growers and buyers underscored
the value of trust and flexibility in their trading relationship. In
some cases, neither buyer or seller is well established. Patience and
foresight in setting the terms of the trade help. Also regular contact with
growers helps the buyer establish a solid relationship. Many growers
appreciate a serious interest in production practices, and regular
contact with the co-op buyer allows the grower a chance to notify the
buyer if crops are growing poorly.

Farm Visits: Going to visit the fields is one of the most valuable
practices for a co-op buyer. This gives the buyer a sense of what goes
into growing different crops, of how far along the produce is, and of
what the final quality will be. This may help weed out the poorer
producers, and on the other hand, it may help a buyer see other items to
buy from the better growers. It also allows time for discussion about
how the the farm and the co-op operate, and some of the long term goals
of each. It builds understanding, friendship, and trust.

Pricing and Quality: These should be discussed with a grower when a deal
is arranged. However, in January, it's practically impossible to agree on
a price, since both buyers and sellers want the price to be somehow pegged
to the going price at the time of the actual exchange. However, you can
discuss price, and agree, or at least get a good sense of how you'll set
the price later on. Usually, an agreement to peg the price to Chelsea
wholesale plus a certain %, or to a local wholesale price, is set.
It's also important to specify any quality standards for such things as
size, color, organic production, cleanliness, case size, etc.
Judging quality often goes beyond just what meets the eye, and is not
a skill that can be developed overnight. Usually this skill grows thru
trial and error, with more than a small amount of membership reaction to
mistakes thrown in.

The Mass. Dept. of Food & Agriculture publishes free daily, weekly
(probably more appropriate), and annual Boston Fresh Fruit and Vegetable
Reports, which covers market info from the Chelsea market. The annual
summary is available for analyzing seasonal supply and price cycles [send
request for above to Federal State Market News Service, 34 Market St. Rm. 10,
Everett, MA. 02149].

Trucking: Most co-ops prefer to have produce delivered; sometimes other
arrangements make sense. However, be sure that the cost of the trucking is
either included in the price paid the grower, or added to that price
if the co-op picks up. Trucking on small lots can be terribly expensive,
and reasonable arrangements must be considered beforehand.

cont...
Packaging: Many small farmers do not have full-scale packing houses, so that you are apt to receive produce in quite an assortment of bags and cartons. This may be alright, but sometimes it causes confusion, and difficulty in checking weights. If wooden crates are used, they may need to be returned. You may want to ask the grower to label his items. Talk over these details with the grower ahead of time; do not be afraid to negotiate packaging which meets co-op needs.

Receiving Deliveries: You should make it a practice to be there to accept deliveries. Look over the produce carefully, and if it seems to be less than you bargained for, discuss this with the grower at this point. If it's unacceptable, you should refuse it. This is probably one of the hardest parts of your job. Remember that high quality growers will respect your thoroughness, and the shoddy ones should be turned away. Accepting poor quality completely undermines the extra work that you're doing to help create a local supply system.

Growers' Needs: Be forthright in soliciting info on the growers' views and needs. Some growers may fear that early projections and final orders will vary, leaving them with unmarketed goods. Make it clear when they will receive the final order, and stick to your schedule. Also make sure that growers get payment at prearranged time. You may want to concentrate your demand amongst a few growers to make their time and transport costs more economical. Also realize that some growers will have much more settled marketing habits than others; the more established marketers may expect you to adjust to their routine.

Educating Co-op Members: As the local buyer, you'll be learning plenty about local agriculture. This experience is often the reward for the demands of organizing a whole new supply system. Support for a native food supply will depend partly on your ability to pass on your knowledge. Co-opers often have a consumerist attitude of "cheapest is best", and indeed concern for reasonable prices is a healthy attitude. However, if co-opers don't balance a concern for the health of their pocketbooks, with a concern for the health of their food supply, they will in the long run be victimized by monopolistic profiteers, who may artificially depress prices for a period in order to control the market.

One way to balance consumer attitudes is for a lot of information about the food supply to flow with the foodstuffs. There are lots of ways to do this: background articles in your newsletter, info on the orderform, farm tours, joint meetings with growers, photo-displays and slideshows are some.

Produce in Co-op Stores: With the exception of Good Day Market, co-op stores are just beginning to handle produce. Unlike preorder systems, store systems are risky, due to uncertainty of actual demand. Good Day's Linda Martin-Hunt recommends a conservative approach in order to limit losses due to spoilage. Limiting spoilage must be balanced against out of stock situations, and is also related to frequency of delivery, competitive pricing and attractive display.

Stores usually need storage and display cooler space, making handling produce a fairly costly operation to start up. Start with the least perishable items, and build from that as you can afford it.

Buying local produce for stores is simpler in some ways and trickier in others. Projecting demand is difficult especially at first; this is offset by flexibility in scheduling delivery. Handling, storage, and packaging require that new skills be learned.

Sales of local produce thru co-op store offer increasing promise, as the stores spread and open themselves to a growing percentage of Maine people. As supply & demand expand, exchanges should become more economical.
MAINE'S FOOD CO-OPS

Showing co-op produce regions and co-op stores.

Produce regions are underlined (these regions include 5-15 local co-ops that buy together)

Co-op Stores are indicated by C.S. after their names

For more information, contact:
The Federation of Co-ops 872-7930
Box 186
N. Vassalboro, Me. 04962
### 1978 CO-OP PURCHASES OF PRODUCE (SHOWING TOTAL & MAINE PORTIONS)

Below each co-op name are 2 figures: 1st (under Total) is total amount (Me. plus Chelsea), 2nd is just Me.

<table>
<thead>
<tr>
<th>Produce Item</th>
<th>1st Fig.</th>
<th>2nd Fig.</th>
<th>Overall 1st Fig.</th>
<th>Overall 2nd Fig.</th>
<th>Overall Total</th>
<th>Overall Me. Total</th>
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<td>Asparagus</td>
<td>258/0</td>
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<td>1010/0</td>
<td>74/0</td>
<td>170/0</td>
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<td>gr. teams</td>
<td>96/3</td>
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<td>196/0</td>
<td>130/0</td>
<td>0</td>
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<td>956/250</td>
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<td>240/0</td>
<td>0</td>
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<td>3303/0</td>
<td>628/0</td>
<td>1764/0</td>
<td>0</td>
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<td>brussel sprouts</td>
<td>36/7</td>
<td></td>
<td>1014/31</td>
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<td>0</td>
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<td>carrots</td>
<td>1059/343</td>
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<td>8072/1236</td>
<td>1440/519</td>
<td>2388/0</td>
<td>0</td>
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<tr>
<td>cauliflower</td>
<td>320/7</td>
<td></td>
<td>923/171</td>
<td>224/23</td>
<td>516/0</td>
<td>113/0</td>
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<tr>
<td>swiss chard</td>
<td>79/0</td>
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<td>42/0</td>
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<td>cabbage</td>
<td>409/12</td>
<td></td>
<td>3570/512</td>
<td>231/39</td>
<td>640/0</td>
<td>0</td>
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<tr>
<td>celery</td>
<td>865/15</td>
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<td>3750/0</td>
<td>748/0</td>
<td>2256/0</td>
<td>0</td>
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<td>corn</td>
<td>32/22</td>
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<td>475/200</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>cucumber</td>
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<td>12696/1272</td>
<td>1858/0</td>
<td>3675/0</td>
<td>0</td>
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<tr>
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<td>1583/0</td>
<td>572/0</td>
<td>1296/0</td>
<td>0</td>
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<tr>
<td>leeks</td>
<td>24/0</td>
<td></td>
<td>168/0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>lettuce (all)</td>
<td>1141/4</td>
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<td>862/0</td>
<td>4728/0</td>
<td>998/0</td>
<td>7/50</td>
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<tr>
<td>onions</td>
<td>1975/25</td>
<td></td>
<td>12005/950</td>
<td>2178/721</td>
<td>7600/0</td>
<td>0</td>
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<td></td>
<td>425/0</td>
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</tr>
<tr>
<td>parsnips</td>
<td>18/0</td>
<td></td>
<td>100/0</td>
<td>84/0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>peas</td>
<td>100/0</td>
<td></td>
<td>465/0</td>
<td>0</td>
<td>58/0</td>
<td>0</td>
</tr>
<tr>
<td>peppers</td>
<td>1225/0</td>
<td></td>
<td>4780/0</td>
<td>1412/0</td>
<td>3300/0</td>
<td>0</td>
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<tr>
<td>potatoes</td>
<td>1635/235</td>
<td></td>
<td>29739/1438</td>
<td>5232/2616</td>
<td>8900/0</td>
<td>0</td>
</tr>
<tr>
<td>pumpkins</td>
<td>0</td>
<td></td>
<td>95/0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>radishes</td>
<td>30/0</td>
<td></td>
<td>1493/0</td>
<td>0</td>
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<tr>
<td>scallions</td>
<td>168/0</td>
<td></td>
<td>1385/0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>spinach</td>
<td>0</td>
<td></td>
<td>1385/0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>squash (all)</td>
<td>60/0</td>
<td></td>
<td>1043/445</td>
<td>208/195</td>
<td>440/0</td>
<td>0</td>
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<tr>
<td>butternut</td>
<td>150/102</td>
<td></td>
<td>1279/913</td>
<td>346/346</td>
<td>1895/154</td>
<td>0</td>
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<tr>
<td>hubbard</td>
<td>117/12</td>
<td></td>
<td>666/381</td>
<td>320/275</td>
<td>104/326</td>
<td>0</td>
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<tr>
<td>zucchini</td>
<td>25/5</td>
<td></td>
<td>764/94</td>
<td>0</td>
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<td>0</td>
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<tr>
<td>tomatoes</td>
<td>926/70</td>
<td></td>
<td>8251/549</td>
<td>482/17</td>
<td>2716/0</td>
<td>0</td>
</tr>
<tr>
<td>turnips</td>
<td>135/30</td>
<td></td>
<td>812/220</td>
<td>0</td>
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</tr>
</tbody>
</table>

NOTES: G.C.B. = Greater Coastal Body (midcoastal region). W.C.P. = Western Co-ordinated Produce

We did not receive records from 5 Produce regional co-ops (Capitol Area Produce, Foghorn, Mt. Desert Island, Westbrook Food Co-op, and Portland Food Co-op). We estimate that the total for the state would be 50% higher if their figures were included.
NOTE ON CO-OP BUYING PATTERNS

The chart on the previous page shows a number of things. Probably most obvious is the preponderance of zeros under the column indicating the portion of total purchases bought within Maine. Only three co-op produce regions; Camden, Western Coordinated Produce, and the Food Mill, along with one co-op store, Good Day Market have local buying programs that are at all systematic. (Western Coord. Produce and the Food Mill reported only their totals for local purchases, so it's difficult to tell what portion of their total demand is local).

As might be expected, all co-ops bought larger portions of root crops locally. However, these storage crops still represent considerable demand that could be supplied by Maine producers:

<table>
<thead>
<tr>
<th></th>
<th>total bought</th>
<th>total from Me.</th>
<th>% from Me.</th>
</tr>
</thead>
<tbody>
<tr>
<td>beets</td>
<td>2120#</td>
<td>685#</td>
<td>32%</td>
</tr>
<tr>
<td>carrots</td>
<td>24824#</td>
<td>5130#</td>
<td>21%</td>
</tr>
<tr>
<td>cabbage</td>
<td>8238#</td>
<td>1635#</td>
<td>20%</td>
</tr>
<tr>
<td>onions</td>
<td>32614#</td>
<td>3003#</td>
<td>9%</td>
</tr>
<tr>
<td>potatoes</td>
<td>61384#</td>
<td>29804#</td>
<td>48%</td>
</tr>
<tr>
<td>squash</td>
<td>9174#</td>
<td>5916#</td>
<td>64%</td>
</tr>
<tr>
<td>(total winter)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>turnips</td>
<td>2181#</td>
<td>1474#</td>
<td>67%</td>
</tr>
</tbody>
</table>

Untapped Potential: The above figures clearly indicate how little food co-ops are buying from Maine sources. Only potato sales are significant, and why wasn't the other 15 tons bought within the state? While the percentages for squash and turnips look strong, these are relatively low volume buys, and mostly concentrated within a few months during the fall.

These storage crops are the foods which food co-ops are doing the best at buying locally. The figures for fresher produce is even lower, as would be expected due to the absence of effective storage to stretch the marketing season.
LIST OF GROWERS, BY PURCHASING PRODUCE CO-OP

Note: We'll list here the names and hometowns of the growers that have sold to the different produce co-ops. Check the alphabetical listing for complete addresses and phones.

Blue Hill Co-op

Buyer: Anita Babson-Bennatti  
Box 148, Blue Hill

Mollie & Paul Birdsall, Blue Hill  
Nancy Olson, Surry
Merril Farms, Ellsworth  
apples, cider

Camden Co-op

Buyer: Donna Seymour  
Rose Hill, Owls Head 04854

Camden mixed, herbs, seedling
Tony Bok, Camden  
potatoes
Paul Birdsall, Blue Hill  
roots, squash
Anne Bossi, Orland  
mixed, squash
Jeffery Belmore, Waldoboro
Fred Cross, Belfast  
mixed, berries
Keith Cross, Belfast  
mixed, berries
Cheryl Denz, Windsor
Benjamin Grant, Saco
John Koch, Searsport  
fiddleheads
Wayne Lucas, Waldoboro
Arlo McPherson, Mars Hill  
grains
Nancy Olsen, Surry
Tom Roberts, Freedom  
blueberries
Clare Schod, Caribou
Ken Shure, Searsmont  
roots
Connie Skov, Waldoboro
Steven Smith, N. Whitefield
Hartley Spencer, Tenants Harbor  
mixed
Duke Tomlin, Brooks  
berries, peas

Capital Area Produce

Buyer:

Atkins Bay Farm, Phippsburg  
fish
Chick Orchards, Monmouth  
apples
Everette Goranson, Dresden  
potatoes
Greenwood Orchard Turner  
cider
Walter Kinsley No. Whitefield  
bacon

The Food Mill (Cont.)

Rollins Orchards, Garland,  
Ivan Worcester, 'Garland,  
Stonington Lobster Co-op

Western Co-ordinated Produce

Buyer:

The Apple Farm, Skowhegan
Atkins Bay Farm, Phippsburg  
fish
Mike Gill  
Eggs
Arthur Glickman, Clinton  
veg., plants
Weldon Greetley, Pittsfield  
potatoes
Nancy Hartwicke, Pittsfield  
mixed
Valerie Heubner,  
rhubarb
Noreen Huff, Clinton  
mixed
Barbara Joseph  
herbs
Walter Kinsley, N. Whitefield  
bacon
Diane Lamping, flowers
C.R. Lawn, Canaan  
mixed veg.
Don McDougal, Hartland  
potatoes
No. Star Orchards, apples, cider
Ken Patterson, Fairfield  
mixed
Mrs Quirion, butter
Duke Ramsey, New Sharon  
mixed veg.
Al Poudrier, Norridgewock  
mixed veg.
Julie Searls, Solon  
mixed veg.
Nick Senagorski, Mercer  
m!ixed veg.
Gus Stringos, Skowhegan  
mixed veg.

Good Day Market (Portland)

Buyer: Linda Martin-Hunt  
772-4937
155 Brackett St, Portland

Al Marin, Bryant Pond  
cole crops
Mort Mather, N. Berwick,  
mixed
Ed Griggs, Kezar Falls, apples
Ben Wilcox  
mixed
Jim Economou, Woolich, mixed

Gutco (So. Paris)

Buyer: Norris Perlman, W.  
Paris 3478

Atkins Bay Farm, Phippsburg  
fish
Coopers Farm, W. Paris  
cider
Morse Orchards, Waterford  
apples
Al Marin, Bryant Pond, mixed
Bill Gibson, W. Paris, mixed
Bob Van Nest, Norway, mixed
Norris Perlman, W. Paris, fruit

(More co-op listings on next page)
Greater Coastal Body (Damariscotta)
Buyer: Darrah Cole, Aina
Mountain View Orchards, Hope cider
Atkins Bay Farm, Phippsburg fish
Walter Kinsley, Whitefield bacon
Keith Cross, Belfast mixed veg.
Kennebec Valley Growers Co-op mixed
Mount Desert Island Co-op
Buyer: Sandy Kaplan
103 Ledgelawn Ave. Bar Harbor
Claire Bradstreet, Palermo, Mixed

Friends Food Co-op (Liberty)
Buyer: Jay Legore, Liberty
Atkins Bay Farm, Phippsburg fish
Claire Bradstreet, Palermo mixed
Joanne Gurney, Appleton carrots
Walter Kinsley, N. Whitefield bacon
Mt. View Orchards, Hope, apples
Carol Presley, Thorndike, mixed
Madeline Tomlin, Brooks peas, berries
Joe Thornley, Freedom mixed, fruit
ALPHABETICAL LISTING OF GROWERS

Note: This is a limited listing, generated primarily from produce co-op buyers. Most of the growers listed have sold to produce co-ops. Some other growers are listed who contacted us directly requesting that they be included.

Alheri Apiary & Gardens 657-4358
Betsy Mitchell, Mayall Rd. Gray, 04039
honey, herbs, plants, berries, salad
Albert Allen 445-2477
RFD#6, Augusta, Me. 04330

The Apple Farm
RFD#3, Box 177 Skowhegan 04976
Apples
Atkin's Bay Farm 389-2125
Phippsburg, Me. 04562
fish
John Barnett 453-6063
Back Rd., Fairfield, Me. 04937

Howard & Shirley Barrett 236-2497
Lincolnville Beach, Me. 04849
onions, cole crops
Jefferey Belmore
RFD#2, Waldoboro, Me. 04572

Mollie & Paul Birdsell 374-5083
RFD#1, Blue Hill, Me. 04614
dry beans, roots, squash
Blaisdell Orchards 223-4481
Winterport, Me. 04496
apples
Tony Bok, Hillside Farm 236-2029
Ragged Mtn., Camden, Me. 04843
herbs, seedlings, mixed veg.

Alfred & Dawn Bolduc
Verdevale Farm, Kingfield, Me. 04947

J.M. Bouldin
Rte 1, Old Post Rd. Bowdoinham 04008
dry beans, fruit, mixed veg.
Claire & Eben Bradstreet 993-2430
RFD#2, Palermo, Me. 04354
dry beans, potatoes, roots
Anne Bossi H.O.M.E. Co-op
Rte. 1, Orland, Me. 04472
squash, mixed summer veg.
Lester Buck 564-2503
RFD#3 Sebec, Dover-Foxcroft 04426
blueberries
John Bullock
177A West Main St. Corinna, 04925
potatoes, onions

Carrole Dean 696-5002
Rt. 1, Madison, Me. 04950
Joe & Nancy Chestnut
P.O.Box 266, N. Anson, Me. 04958

Chick Orchards
Monmouth, Me. 04259
apples
Gene Coombs 948-5895
RFD Troy, Me.
dry beans, squash, carrots
Cooper's Farm
Rte. 26, W. Paris, Me. 04229
apples, cider
Fred Cross 342-5573
Star Rt. #10, Belfast, Me. 04915
berries, beans, mixed veg.
Keith Cross 342-5548
Cross Patch Farm, Belfast, Me. 04915
berries, beans, mixed veg.

Cynthia S. DellaPenna 785-4788
RFD#2, Box 92A, Union, Me. 04862
berries, asparagus, honey
Cheryl Denz,
Marcy's Mill Rd. Box 56, Windsor 04363

Lyndon Duran 285-3341
RFD E, Corinth, Me. 04427
beans, rhubarb, mixed veg.
French's Market Garden 445-2722
Rt.#1, Vassalboro, Me. 04989
mixed fruits & veg.
Bill & Jane Gibson 674-2273
RFD#1, Box 221, W.Parris, Me. 04299
maple syrup, butter, mixed veg.
Jeffery Gifford 794-3352
RR#1, Frost St. Lincoln Ctr. 04458
beef, mixed veg.

Arthur & Louise Glickman 426-2744
Multon Lane, Clinton, Me. 04927
plants, maple syrup, bagels, mixed
James Goodberlet
Elm Glen Farm, W.Sumner, 04292
mixed vegetables

Everette Goranson
Dresden, Me.
potatoes
Benjamin Grant  
Nonesuch Valley Farm  
McKenny Rd.  Saco, Me.  04072

Weiden Greenley  
Pittsfield, Me.  04967  
 **potatoes**

Greenwood Orchards  
Turner, Me.  04282  
 **apples, cider**

Ed Griggs  
Kezar Falls, Me.  04047  
 **low-spray apples**

Joanne Gurney  
Appleton, Me.  
 **carrots**

Alex Hardie  
E. Sennebec Rd., Union, Me.  04862  
 **apples, seedlings**

Nancy Hartwicke  
RFD #2, Box 116, Pittsfield, 04967  
 **potatoes, mixed veg.**

Barry Higgins  
Maple Lane Farms, Charleston 04422  
 **hamburger**

Nathan Hill  
E. Corinth, Me.  04427  
 **beans, sweet corn**

Edwin Howard  
Sangerville, Me.  924-7327  
 **eggs**

Jim & Noreen Huff  
Multon Lane, Clinton, Me.  04927  
 **mixed veg.**

Ramson Kelley  
Southport, Me.  04843  
 **winter squash**

David Kennedy  
 **wheat, w.w. flour**

John & Debby Kerr  
RFD #3, Skowhegan, Me.  04976  
 **apples, cider**

C.R. Lawn  
Box 102, Walker Hill, Canaan, 04924  
 **mixed veg.**

Wayne Lucas  
Orfts Corner, Waldoboro, 04572

Arthur Lessard  
Alfred Rd. W. Kennebunk  
 **sweet corn**

Toby Levine  
236-3633  
 **root crops, greens**

Al Marin  
RFD#1, Box 89, Bryant Pond 04219  
 **onions, storage crops**

Mort Mather  
Easter Orchard Farm  
R.D.#2, N. Berwick, Me.  03906  
 **mixed veg.**

Dan & Viola McDougal  
938-2397  
 **potatoes**

Arlo McPherson  
425-5252  
 **potatoes, buckwheat, barley, rye**

Merrill Farms  
667-5121  
 **apples**

Bill & Cath Merry  
RFD #1, Box 4A, Harmony, Me.  04942

Maytree Farm  
764-1002  
 **potatoes, beans, mixed veg.**

Morse Orchards  
583-4446  
 **apples**

Mt. View Orchards  
Hope, Me.  
 **apples**

Nancy & Jim Olsen  
North Bend Farm, Surry, Me.  04684

Steve Page  
Washington, Me.  04574  
 **apples, cider**

Ken Patterson  
RFD #1, Fairfield, Me.  04937  
 **mixed veg.**
ORGANIC GROWERS, CERTIFIED BY THE MAINE ORGANIC FARMERS & GARDENERS ASSOC.

Albert D. Allen  
Rt. 6, Legion Park Rd. Augusta 04330

Paul & Mollie Birdsall  
RFD #1, Blue Hill, 04614

William & Noreen Blaiklock  
Star Rte., Box 107, Bath 04530

Don Bolduc,  
Kingfield, Me. 04947

Perry & Ann Boyden  
Vinalhaven, Me. 04863

College of the Atlantic  
Bar Harbor

David W. & Mary N. Dillon  
RR #1, Fickett Rd. Auburn, 04210

Eggemoggin Acres/Julie Picciandro  
Reach Rd. Sedgwick, 04676

Jim Economou  
Golden Road Farm, Richmond, 04357

William & Jane Gibson  
Stearn's Hill Farm, RFD #1, Box 221  
W. Paris

Conrad Heeschun & Pam Prodan  
Star Rte., Dryden, 04225

Bud & Teddy Howe  
Winthrop, Me. 04364

Johnny's Selected Seeds  
Albion, Me. 04910

Paul Lawn  
Shooting Star Farm  
Box 102, Canaan, Me. 04924

Mort & Barbara Mather  
RFD #2, N. Berwick 03906

Richard H. Miller  
RFD #1, Box 66, Pembroke, 04666

Wayne A. Orr  
Longview Farm  
Augusta Rd., Rte 201, Topsham 04086

Norris Perlman / Phyllis Buchanan  
Box 54, RR #1, W. Paris 04289

Alan & Virginia Preston  
RFD #1, Box 51, Dover-Foxcroft 04426

Chet Purdy  
Pine Ridge Farm, Round Pond, 04564

Don E. Reynolds  
Oakfield, Me. 04763

Irving Sanders

Selwyn Silberblatt  
RFD #1, Box 198, York 03909

Adam & Bonnie Tomash  
Box 40B, N. Anson, Me. 04958

Duke & Madeline Tomlin  
Rte. 1, Brooks, Me. 04921

Stanley Edson Waite  
N. Leeds, Me. 04263

Eldredge P. Wallace

Barry & Linda Wheeler  
Whip - r - Will Knoll Farm  
Merrill Rd., Topsham, 04086

The Wilkensons  
Echo Holler Farmstead  
St. Agatha, Me. 04772

Norris Perlman / Phyllis Buchanan  
Box 54, RR #1, W. Paris 04289
MAINE FARMERS' MARKETS
Contact List

Androscoggin Farmers' Market (Auburn, Lewiston, & Rumford)
c/o Dick Keogh, 79 Bradman St. Auburn, 782-2403

Augusta Farmers' Market 622-2859
c/o Bob Longfellow, Longfellow's Greenhouse, Puddleduck Rd. Manchester

Bath Farmers' Market
c/o James Bouldin, Old Post Rd. Bowdoinham, 04008 666-8827

Bethel Farmers' Market
c/o Brooks Morton, p.o Box 149, Bethel 04217, 824-2939

Blue Hill Farmers' Market
c/o Ann Stinson, RFD, Box 138, Stonington, 04681, 367-2605

Brunswick Farmers' Market
c/o James Bouldin, Old Post Rd. Bowdoinham, 04008 666-8827

Camden Farmers' Market
c/o Shirley Barrett, Star Route 60, Lincolnville, Me. 04849, 236-2497

Damariscotta Farmers' Market
c/o Connie Skov, Roseacre Farm, Waldoboro, Me. 04572 832-4549

Dover-Foxcroft Farmers' Market
c/o Dick Johnson, Extension, 564-3301
or Noreen Tetreault, RFD #1, Bear Hill Rd. Dover-Foxcroft 564-3081

Ellsworth Farmers' Market
c/o Ann Stinson, RFD, Box 138, Stonington, 04681, 367-2605

Franklin County Farmers' Market
c/o Cooperative Extension, Box 670, Kingfield 04977

Machias Food & Nutrition Program
c/o Sid Wright, Center & Main St. Machias, 04654 255-8006

Portland Farmers' Market
c/o Frank Beckwith, Box 115, Yarmouth, 04096 846-4975

Presque Isle Farmers' Market
c/o Peggy Meibaum, Maple Grove, Presque Isle, 04769 764-1002

Rockland Farmers' Market
c/o Leslie Panton, Wellston Rd., Tenants Harbor, 04860 596-6601

Saco Farmers' Market
c/o Santo Savasta, Simpson Rd. Saco, Me. 04072, 282-2834

Skowhegan Farmers' Market
c/o Alfred Bolduc, Box 184, Kingfield, Me. 04947 285-2600

South Paris Farmers' Market
c/o Mary VanNest, RFD#2, Box 102, Norway, Me. 04268, 743-8104

Portland Mall Farmers' Market (So. Portland)
c/o Frank Beckwith, Box 115, Yarmouth, 04096 846-4975

NOTE: Growers in these markets often deal with co-ops also.
PEOPLE:

Cooperative Extension Agents who work on Marketing Projects:
Charlie Gould, Twin Counties, 912 Sabattus St. Lewiston, 783-8301
Harry Bell, Cumberland, 96 Falmouth St. Portland, 7804205
Whitney Hodgkins, Kennebec, 125 State St. Augusta, 04330 622-7548
Marland E. Tripp, Knox-Lincoln, 375 Main St. Rockland, 04841 594-2104
Rusty Clark, Oxford, 25 Market Square, S. Paris, 04261, 743-6329
Dave Davis, Penobscot, Court House Annex, Bangor, 04401 942-7396
Walter Thompson, Hancock, Christian Ridge Rd. Ellsworth, 04605 667-8212
Forest French, Orono, Winslow Hall UMO, Orono, 04469 581-7119
Wilfred Erhardt, Veg. specialist, Deering Hall, UMO, Orono 581-2771

Resource, Conservation, and Development (R.C.&D.)

RC&D is a multicounty office of the USDA Soil Conservation Service. Threshold to Maine is the RC&D for York, Cumberland, & Oxford counties. David Chase, the co-ordinator has been helping organize farmers in these counties. A Farm Product Directory is available from:
Threshold to Maine RC&D
P.O.Box 8130
Portland, Me. 04101 780-3553

There's another RC&D area, called Time & Tide for the midcoast area. Their Agricultural Committee has helped initiate the Midcoast Agricultural Resource Center at the State Prison, and worked in conjunction with Coastal Enterprises, Inc. in Bath which has helped organize vegetable marketing for that area.

Time & Tide RC&D -Norris Braley
U.S. Rte 1 832-5348
Waldoboro, 04572

Coastal Enterprises, Inc.
141 Front St. 443-6206
Bath 04530
contact: Jim Economou
or Michael Schaefer

Two VISTA Projects in Maine:

New England Small Farmer Project
Tym Nason
Richards Lane
Freeport, 04032 865-4338
Tym's job is to help connect small farmers and government services; marketing is one of his special focuses.

New England Co-op Network
Sandy Kaplan
103 Ledgelawn Ave.
Bar Harbor,
Sandy's job is to help build a network of all sorts, including non-food, across the state and New England. She's working on surveys, directories, a newsletter and conferences.

Experienced Co-op Buyers:

stores: Linda Martin Hunt, Good Day Market, 155 Brackett St. Portland 772-4937
Dick Short, Our Daily Bread, Orange, Mass.

orders: Phil Smith, W.C.P., Walker Hill Rd. Canaan, 474-5242
C.R. Lawn, W.C.P. Walker Hill Rd. Canaan
Beedy Parker, Camden Co-op, 68 Washington St. Camden 236-8732
Jim Bunn, The Food Mill, RFD #1, Box 38A, Dexter, 924-3925

Federated Level: Warehousing:
Tom Roberts, Pedco Warehouse, Box 236, N. Wassalboro, 873-0716
Eero Ruuttila, Nefco Warehouse, 129 Franklin St. Cambridge, Mass 354-3644
RESOURCES

PUBLICATIONS:

Boston Fresh Fruit & Vegetable Wholesale Market Prices 1978
from: Federal-State Market News Service
34 Market St. Room 10
Everett, Mass. 02149

Contains wholesale and roadside stand prices, and increasing portions of market news.

They also put out free daily reports from the Chelsea Mkt.

The Cultivator
Maine Co-op Newspaper
bimonthly $3.00/yr.
from: Federation of Co-ops
Box 236
No. Vassalboro, 04926

Has regular features on Local Buying.
See especially these past issues:
Special Issue: Maine Crown Foods
Mar-April '77, Vol. 4-#2
"Buying Homegrown" -CR Lawn Mar.'78

Maine Market Notes
Fact sheets for diff. crops
From: Grower-to-Co-op Linkage Project, c/o Ken Morse
Waterford, Me. 04088

Fruit & Vegetable Facts & Pointer
Indepth studies of each commodity fairly expensive, borrow fr. Extension
From: United Fresh Fruit & Vegetable Assoc.
1019 19th St. N.W.
Washington, D.C. 20036

Idea Papers
from: Small Farm Management Project
C/O D. Vail
Economics Dept.
Bowdoin College, Brunswick
Includes papers on small farm marketing, and exchanges with consumer co-ops, 25¢ each.

Agriculture in Maine - Policy Report
from: Me. State Planning Office
134 State St.
Augusta, Me. 04333

Publications Available thru USDA and The Cooperative Extension.
The Federal Govt. pours lots of money into market research and have lots of publications available. However, these are not easily available, partly since the supply is limited and changes a lot from year to year. Each Extension Office has a copy of the LIST OF AVAILABLE PUBLICATIONS of USDA. It tells how to order. Some have a small charge. Some titles to consider:
Retail Produce Manual
Study of Refrigeration System for Urban Food Center
Hydrocooling Vegetables
Boston Wholesale Food Distribution Systems
Standardization of Shipping Containers
Packaging Produce at the Central Warehouse
Effective Fruit & Veg. Marketing
They also have a wide selection on grower co-ops,

Mainly Agriculture
weekly newsletter $5.00/yr.
from: Me. Dept. of Agriculture
State Office Building
Augusta, Me. 04333
289-2163

Contains wholesale and roadside stand prices, and increasing portions of market news.

The Natural Farmer
from: NOFA
P.O. Box 86
Greensboro Bend, VT. 05842

Has regular features on NOFA's numerous marketing projects, centered around NOFA grower co-ops.

Maine Farm Project Handbook
from: Maine Farm Project
Maine Audubon Society
118 US Rte. 1
Falmouth, 04105

Twin Counties Guide to Agric.Products
from: Twin Cty. Extension Assoc.
312 Sabattus St.
Lewiston, Me.
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**NOTE:** Charlie Gould, Cooperative Extension Agent from Lewiston helped compile this chart. He emphasized that buyers should use this chart as a rough guide which helps them plan deals. Climatic conditions vary across the state, with southern and coastal areas yielding crops often a week or ten days ahead of inland, or northern areas. Of course landform (altitude and aspect) and indoor culture effect harvest times also. Simply use this chart a reminder of when crops should be available.