

COOPERATIVE / ASSOCIATIVE AGREEMENT FAQs



VERIFIED
Local Farmer[®]

Does this mean that MyPick[®] Verified Local Farmers[®] can now sell non-verified farm products?

No. The Cooperative/Associative Agreement is only for verified local farmers who want to cooperate in selling their goods. Both parties' MyPick[®] signs must be on display and the products for sale can only be ones verified by Farmers' Markets Ontario.

Why would a MyPick[®] Verified Local Farmer[®] need to partner with another?

- **To solve the problem of needing to be in two places at once.** If two markets you want to sell at are on the same day, you can partner with another MyPick[®] farmer so you can sell your combined goods at Market A while your MyPick[®] partner sells your combined goods at Market B. It's the next best thing to cloning yourself.
- **To offer a broader range of products all season long.** If your crops are mainly early-season, you can partner with another MyPick[®] farmer with mainly late-season crops. Together, you can maintain a well-stocked market stall all season long.
- **To enhance your product offering with complementary value-added products.** Maybe you raise beef and pork while your MyPick[®] neighbour makes sauces, specialty mustards and relishes. Combine forces and you could be the go-to stall for BBQ fanatics. Or maybe you bake artisanal breads while your MyPick[®] neighbour makes awesome jams and jellies. Your product lines are a natural fit—and both of you can save money by sharing a stall.
- **To enhance the appeal of your market by offering a wider variety of products.** Customers love variety and markets are eager to offer more, but there's a limited number of MyPick[®] producers of specialty products like sheep and goat cheese, Asian veggies or gluten-free baked goods. By partnering with them to sell their products, you can earn a commission from them while extending their reach and making your market (and your stall) more popular.
- **To share the time commitment of having to be at the market each week.** If yours is a small farm operation, it may be hard to find the time to be at the market. By partnering with another MyPick[®] farmer, you'll have more time to tend to your farm without forfeiting the extra income that farmers' markets provide.
- **To ease into selling at farmers' markets if you're a new grower.** By partnering with an experienced MyPick[®] vendor, you can learn the ropes while your output is still limited, so you're ready to handle your own stall when your output is bigger.

The Agreement has been designed to help MyPick[®] farmers – and their markets – succeed.

