





John Porter

Urban Agriculture Program Coordinator Assistant Professor/Extension Educator







Photo: flatlandkc.org





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Photos: backyardaquaponics.com, urbancultivator.com



Photo: pinterest.com



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Getting Started

Don't grow more than you can sell

Start small – try before you go all in

Give free samples to chefs and other potential volume buyers

Direct Sales Farmers Market

Can be easiest place to start

Smaller volume, consistency

Avenue for experimentation

Different crops, market testing

Can market support multiple vendors?

Direct Marketing Restaurants/Institutions

Quality and consistency a must

May be interested in more unusual/difficult crops

Price usually more consistent

Standing orders make production planning easier

Wholesale Marketing Grocery Retailers

Usually lowest price point – higher volume

Must have long shelf life

Packaging must stand out

Usually more basic crops

Microgreen Merchandising Prep





Cut

- Ease of use
- Retain materials
- Washed vs. unwashed

Uncut/Whole

- Longer shelf life
- Lower labor
- Reduced need for packaging

Merchandising Cut MGs



Bulk Bin/Self Serve



Clamshells



Cut at market



Bagged

Merchandising Whole MGs



Whole flat



Individual pots/trays



Cut rootmat with container



DIY Kits

Pricing

Production Cost

Profit

Retail range: \$20 - \$100 lb

Production Costs

Production

- Structures, trays, media, water, light
- Higher if selling in trays/media

Merchandising

- Containers
- Labor (higher if cutting and washing)
- Transportation



Connecting with Me

Email
John.porter@unl.edu
402.444.7833
Social Media
@UrbanGardenGuru
Web/blogs
GROBigRed.com