FLORIDA Food Connect

Connecting Buyers and Sellers for Local Food in Florida

Beth Owens, Farm to School Coordinator, balexis@ufl.edu
Why Florida Food Connect

• Demand for online network
• MarketMaker difficult to use
• Farm to School
Farm to School Market

- Good, consistent buyers
- There is no one size fits all
- Relationships are key
- Insurance a must!
- Food Safety program a must!
Florida Food Connect Features

What is Florida Food Connect?

Welcome to Florida Food Connect! This site is designed to connect producers and buyers throughout Florida and in surrounding regions to expand the local food market! Take a moment to search our Business Directory and learn more about buyers and sellers who can meet your needs. Browse the Market where sellers have the ability to post products currently available for sale and buyers may request for products they need.

Search Business Directory

In need of a product or service? Looking for farms or buyers in your area?

search keywords (eg Jones Farm, apples, e
Register

Creating an Account is Easy!

- Create an account with an email address, username, and password.
- Easily add info to your profile based on your needs & capabilities, all on your own time.
- List what you offer or need, connect to other users, and shop local!

ACCOUNT BENEFITS

When you sign up with Florida Food Connect, you are immediately added to the state-wide database and can begin connecting with buyers and sellers. Adding information to your profile can be done over time and will be extremely helpful in providing you with more meaningful connections.

So, what can you do with an account? Some benefits are...

- Bookmark users you’ve done business with
- Post products/services for sale
- List products/services available
- Connect with information specific to you
Customize Your Profile

Forage
Gainesville, Florida
Email: Contact Us
Phone: (910) 894-3441
Address: 2704 CR 234, Gainesville, Florida 32641
Website: www.foragefarm.org

About Us [Edit]
Forage is a non-profit farm and education center that grows cut flowers and herbs. Our mission is to be a center for educating and inspiring people to value healthy food, land, and community and to create a place where people can transform their environment and themselves by exploring the natural world and engaging in the meaningful work of farming and food systems.
Customize Your Profile, cont...

MY PREFERENCES [EDIT]

HERBS

HERB PRODUCT TYPE
- Basil
- Bay Laurel
- Chives
- Cilantro
- Dill
- Fennel
- Lemon Balm
- Marjoram
- Mint
- Oregano
- Parsley
- Rosemary
- Sage
- Tarragon (true)
- Thyme

PRODUCT ATTRIBUTES - PRODUCER VERIFIED
- GMO Free
- Sustainable Practices

PRODUCT FORMS
- Dehydrated
- Fresh

SPECIALTY PRODUCTS

SPECIALTY PRODUCT TYPE
- Edible Flowers
- Other: Cut Flowers

PRODUCT ATTRIBUTES - PRODUCER VERIFIED
- Sustainable Practices

ADDITIONAL INFORMATION

MARKETS SERVED
- Local

MARKETS SERVED

The business has not specified regions within Florida

MY LISTINGS [NEW]

No current listings.
**Manage Listings**

Complete the below form to create or update existing listings. New listings will be approved within 1 business day. You will receive an email notification once the listing is approved.

**Category:**
- **Looking To Sell**

**Sub - Category:**
- None

**Title:**

**Description:**

**Product Availability:**
- Start: [ ]
- End: [ ]

**Ad Duration (days):**
- [ ]

**Item Special:**
- Item is on sale

**Product Volume:**
- None

**Qualities/Certifications:**
- Certified Humane Care
- Certified Organic
- FDA Inspected
- GAP Certified
- Halal Certified
- Kosher Certified
- Natural
- Source-Verified
- State Environmental Certification
- USDA Inspected

**FILE MANAGEMENT**

Allowed file types: gif, jpg, png

The number of files cannot exceed: 5

Upload your image

[Choose File]
Shop the Market

the MARKET

Find products and services from across the state of Florida in any region on any scale. Use the filter results to narrow your search, and check the box to see only sales and specials.

Search Products

search keywords (eg Jones Farm, apples, etc)

ADVANCED SEARCH FILTERS

LATEST PRODUCTS

- Pinellas County... from Taste of Freedom...
- Okra from Cypress Cattle...
- FREE RANGE EGGS from Burgarelli Farm
- Dried Peeled... from USA Chestnut...
An Example Search

Search Products

Tomatoes

Advanced Search Filters

Filter Results:

- Category
- Volume of Product
- County
- Qualities or Certifications

Search

Latest Products

- Farmhouse Tomatoes...
  from Farmhouse Tomatoes...
- Fresh Tomatoes...
  from C and J's Blueberry...
- BBQ Sauces/Specialty...
  from Granny B's Sweet...
- Heirloom Seeds...
  from Funky Chicken...
A Listing View

Dried Peeled Chestnuts
USA CHESTNUT, INC. (see profile)
ALACHUA, FLORIDA

Product Description
Chestnuts ready for any recipe. These chestnuts can be used with the minimum effort. Dried chestnuts have a long storage capability.

Volume Available
Volume not available

Qualities And Certifications
Qualities and Certifications not available

POSTED ON 11/16/2010
# Product Requests

## the MARKET

Find products and services from across the state of Florida in any region on any scale. Use the filter results to narrow your search, and check the box to see only sales and specials.

## Search Requests

- **Search keywords** (e.g., Jones Farm, apples, etc)

## Advanced Search Filters

## Latest Requests

<table>
<thead>
<tr>
<th>START DATE</th>
<th>TITLE</th>
<th>POSTED BY</th>
<th>CATEGORY</th>
<th>LOCATION</th>
<th>VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-10-26</td>
<td>We want your food!</td>
<td>Homegrown Local Food Cooperative</td>
<td>Looking To Buy</td>
<td>Orlando, FL</td>
<td>n/a</td>
</tr>
<tr>
<td>2013-05-07</td>
<td>Strawberries</td>
<td>Morgan Claytor</td>
<td>Fruit</td>
<td>Orlando, FL</td>
<td>n/a</td>
</tr>
<tr>
<td>2010-11-16</td>
<td>Chestnut Syrup</td>
<td>USA Chestnut, Inc.</td>
<td>Looking To Buy</td>
<td>Alachua, FL</td>
<td>n/a</td>
</tr>
<tr>
<td>2012-03-29</td>
<td>U-Pick Organic Blueberries</td>
<td>Vintage Organic Acres</td>
<td>Fruit</td>
<td>Duette, FL</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Get to the Business Directory

the MARKET
Find products and services from across the state of Florida in any region on any scale. Use the filter results to narrow your search, and check the box to see only sales and specials.

Search Products
search keywords (eg Jones Farm, apples, etc)

ADVANCED SEARCH FILTERS

LATEST PRODUCTS
Pinellas County... from Taste of Freedom...
Okra from Cypress Cattle...
FREE RANGE EGGS from Burgarelli Farm
Dried Peeled... from USA Chestnut...
Search for Buyers/Sellers

**BUSINESS DIRECTORY**

Browse or search the business directory to find buyers and sellers, individuals and businesses, to view profiles and make connections with others in the state of Florida.

### Search Directory

```
blueberries
```

### ADVANCED SEARCH FILTERS

<table>
<thead>
<tr>
<th>Filter Results:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer/Rancher</td>
<td>Volume of Product</td>
</tr>
<tr>
<td>County</td>
<td>Qualities or Certifications</td>
</tr>
</tbody>
</table>

[Search]
An Example Search in Directory

BUSINESS DIRECTORY
Browse or search the business directory to find buyers and sellers, individuals and businesses, to view profiles and make connections with others in the state of Florida

Search Directory

ADVANCED SEARCH FILTERS

Map of Results

Search Results

Sarasota County Schools Food & Nutrition Services
Osprey, FL

Collier County Schools Nutrition Services
Naples, FL

St. Mark’s Episcopal Day School
Jacksonville, FL

Florida Department of Agriculture - Food, Nutrition and Wellness
Tallahassee, FL

Hardee District Schools
Sarasota County Schools
Food & Nutrition Services
Osprey, Florida

Email: Contact Us

ABOUT US

Sarasota County Food and Nutrition Services is working to increase the proportion of Florida-grown produce served in our cafeterias throughout the county. We are looking for medium to large volume producers in Florida to support our National School Lunch program with fresh local produce. Working through our distributor, Bliss Produce, to assist with distribution logistics is a possibility.
Modify Account and Preferences

My Account

Manage your login access to change your username or password. Choose from our suite of MarketMaker preferences listed below to receive important notifications. By selecting a notification, you agree to receive email and/or texts generated from the MarketMaker system. Additionally, you may choose to unsubscribe from one or multiple alert notifications at any time by logging in to your account and unchecking the box.

Update Email Address: (current email: anna@foragefarm.org)

Update Username: (current username: foragefarm)

Current Password:

New Password: Passwords must be at least 8 characters long and contain both letters and numbers.

Email Subscriptions

MarketMaker wants to help you manage the information you receive. We have created notification preferences to help you narrow down the information so it is beneficial and specific to you.

- [ ] Email: Receive notifications by email
- [ ] Text Message: Mobile Phone

Provider: [ ] Alltel
Questions?

Visit the Market

Farmers can share opportunity buys and items for sale with Florida Schools. Schools can browse sales and post requests for products they need and want to find locally. Let’s get started!

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