

# FARMERS TO YOU

## REGIONAL MARKET DEVELOPMENT



FARM-TO-TABLE ONLINE  
GROCER

BERLIN, VERMONT

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Farmers to You in Berlin, VT received a \$50,000 Working Lands Grant to develop 20 new sites, expand refrigerated storage capacity, upgrade its IT platforms and processes, and contract with a new Public Relations firm to develop a comprehensive community marketing campaign.

Farmers To You is an online retail market offering 240 products, including produce, dairy, eggs, protein, breads and pantry items from 65 Vermont producers. The business creates a regional partnership by enabling Boston area and Vermont families to reconnect to the land through their food.

“We believe it is possible to rebuild one-to-one relationships between families and farmers without farmers having to do it all. Farmers To You creates a viable new market channel for Vermont and regional food producers who create superior food, lovingly steward their land, and enrich their communities,” says Owner Greg Georgaklis.

After 5 years of start-up growth, Farmers to You is poised to penetrate deeper into existing outlets.

“The Working Lands Grant will play a critical role in helping us to commit fully to our marketing strategies and have the capacity in place to meet the growth in sales. These initiatives will allow us to better leverage other capital investments into profitability,” says Georgaklis.

As Farmers To You grows, so will 90 Vermont producers’ access to \$2M+ in regional food sales. Farmers To You anticipates reaching an additional 400 families.