

How to Prepare for a Buyer-Farmer Event For Organic Farmers

WHAT IS A BUYER-FARMER EVENT?

Buyer-Farmer events are an efficient way for producers and sellers to meet and establish initial relationships. Buyers are typically stationed at tables or in virtual meeting rooms, which sellers rotate between.

WHAT SHOULD I DISCUSS WITH BUYERS?

A buyer-farmer event is a good space to learn more about buyer expectations and requirements. Here are some common topics for questions and discussion:

- Insurance requirements (type and amount)
- Expectations around food regulations and safety
- Packaging
- Delivery terms and area
- How to follow up and stay in touch after the event

UPCOMING ORGANIC BUYER-GROWER CONNECT MIXER

Columbia, SC, October 1-3, 2026

Hosted by Rodale Institute



WHAT ARE THE BENEFITS OF ENGAGING WITH ORGANIC BUYERS AT IN-PERSON EVENTS?

At buyer-farmer events, growers can:

- Efficiently connect with a larger number of farmers
- Ask questions about individual buyer requirements and preferences
- Give a face to your farm business and story to set it apart.

HOW DO I (FARMER) PREPARE?

Prepare a packet to show to buyers. This should include:

- A one-pager about your farm's story, location, and farming philosophy
- Product and price sheets
- Packaging information
- Proof of insurance, if available
- Proof of organic certification and any other certifications (e.g., GAP)

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United States Department of Agriculture
Agricultural Marketing Service
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