



“I love knowing where my food comes from and connecting with the people that grew it.”

– Nick, Burlington

Why YOU should buy direct

- Freshness
- Competitive pricing and value
- Quality and variety
- Seasonality
- Support family farms
- Strengthen local economies
- Maintain working landscapes
- Know the story of your food



NOFA Vermont is a member-based nonprofit organization working to grow local farms, healthy food, and strong communities in Vermont since 1971.

Buy Fresh Buy Local



BUY DIRECT From Your Farmer!

Find a farmers market, farm stand, or CSA near you!
www.nofavt.org/BuyDirect

Northeast Organic Farming Association of Vermont
www.nofavt.org • 802-434-4122 • info@nofavt.org

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Buying Direct

When you buy directly from a farmer, you get fresh, delicious, and healthy food at a competitive price and the farmer receives a fair value for their product.

You can buy directly from a local farm through farmers markets, farm stands, and Community Supported Agriculture (CSA) shares.

All of these options give you the same benefits of quality and community, and each also has its own special features.



But doesn't it cost more?

Not necessarily! NOFA-VT has conducted two research projects studying the costs of produce at farmers markets and CSAs compared to grocery stores.

For certified organic produce, **buying direct is usually less expensive than grocery stores**, and even for conventional items, the price is often very competitive.

In addition, more than half of Vermont's farmers markets, and many farm stands and CSAs, accept 3SquaresVT (food stamps) benefits through EBT cards.

NOFA-VT also has programs that support limited-income Vermonters in accessing direct markets: the Vermont Farm Share Program for CSAs and EBT matching coupons for farmers markets. Learn more on our website or call the office at 802-434-4122.

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Farmers Markets

Why they're great:

- Variety of products and producers to choose from; typically includes vegetables, fruits, meat, eggs, cheese, baked goods, and more
- Often have music or other entertainment
- Seasonal and certified organic items priced competitively to grocery stores

Farmers market shopping tips:

- Arrive early for the best selection
- Do a "lap" of the market to see what's available before you buy
- Bring your own bag
- Bring small bills or check our directory to see if your market accepts debit & EBT cards
- Buy in bulk and in season for the best deals
- Try something new and ask questions

To find out about special events, new products, and life on the farm, follow your favorite farms and farmers markets on social media or sign-up to receive their newsletters.

Farm Stands

Why they're great:

- Direct relationship with farm
- Choice of product
- Farms may offer loyalty discounts or discounts for pre-payment (i.e. \$550 for \$500)



Find a farmers market, farm stand, or CSA near you at www.nofavt.org/BuyDirect

CSAs

Community Supported Agriculture

Why they're great:

- Direct relationship with farm
- Better value than purchasing from grocery stores



How to choose the right CSA for you:

When you join a CSA, you are purchasing a season's share of the farm's products. CSAs are most popular in the summer, but you can also buy a share from many farms in the fall and winter. CSA members typically pick up their share at the farm each week, but some farms offer delivery or alternative pick-up sites.

Things to consider when reviewing CSAs in your area:

- Share size
- Cost & payment options
- Season and share duration
- Products available
- Pick-up or delivery options
- Production practices (certified organic vs. conventional)
- Add-on options (e.g. eggs, bread)
- Pick-your-own options
- Interactive, educational, or social events