

Profitable Organic Pricing Starts Here.

The Root Of The Matter

As today's consumers increase their appetite for organic foods by 20 percent each year, producers increasingly face pricing and contract challenges. Mega-sized organic food processors and retailers do everything they can to drive down their supply costs. And that can have a major effect on you.

It just makes sense for an organic producers' marketing group to belong to an organization that can increase their pricing leverage and contract terms. And share important national marketing conditions with organic bargainers across the country. Enter OFARM. The Organic Farmers Agency for Relationship Marketing.



- Strengthens marketing of member groups
- Inventories production and manages marketing
- Exchanges pricing and marketing data between member groups
- Improves communications between producers

OFARM coordinates efforts of producer marketing groups to benefit and sustain organic producers.



Organic Farmers Agency For Relationship Marketing

An organization of producer groups dedicated to a farmers' best interest, OFARM strengthens marketing returns for members, tracks production inventories and exchanges pricing and marketing information. And that means more money for grain, dairy and livestock producers, and better contract terms too.

Here's why. As a producer, you often have just so much bargaining leverage with a buyer. And when you do sell, sometimes contract terms are less than you'd like.

That's where OFARM can help. The groups' marketing agents communicate often, updating one another on most everything that can effect you, from growing conditions and inventory levels to buyer creditworthiness and what those buyers are paying in different regions of the country.

Which means your marketer knows what a fair price really is on any given day...and how badly a processor may need what you have to sell.

Market knowledge is price power

The knowledge OFARM bargainers exchange with one another puts producers on a more even footing with their buyers. And that market knowledge results in power. Price power.

Iowa State University's Leopold Center reports that collective marketing by OFARM cooperatives has positive economic advantages for member farmers.

Add to that the fact that each year OFARM establishes a target price list for grains and other commodities, and represents your interest if a buyer forgets to live up to your contract. Sounds pretty good, doesn't it? Ask the organic groups who already belong to OFARM how their producers' lives have improved because of OFARM.

If your organic group isn't a part of OFARM, shouldn't they be? Why not get the ball rolling and find out more by talking to an OFARM representative.

www.ofarm.org
785.337.2442

What They Are Saying About OFARM

"OFARM is a legal structure that allows individual cooperatives to act in concert as they price and market products. Because of this, the market power of each individual cooperative is enhanced because buyers are prevented from playing the marketer for one cooperative against that for another."

"There is no law that says specialty crops should bring premium prices or higher profits to the farmers that grow them. Without market power, in the long run specialty farmers will fare no better than their conventional neighbors."

Market Power for Farmers

What It Is, How To Get It, How To Use It

—Richard A. Levins, Author



Proud OFARM Members

Buckwheat Growers Association of Minnesota

Great Lakes Organic (Ontario, Canada)

Kansas Organic Producers Association

Midwest Organic Farmers Co-op (Illinois)

Montana Organic Producers Co-op

NForganics/National Farmers Organization

Organic Bean and Grain Marketing (Michigan)

Wisconsin Organic Marketing Alliance

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