



## **Produce auctions**

### **Connecting produce growers with buyers**

Consumer demand is increasing for fresh, high quality, locally grown vegetables. For farmers looking for ways to diversify, growing fresh markets vegetables and fruits is a new opportunity. However, growers need a convenient way to connect with grocery stores, restaurants and other buyers.

## **Extension Response**

University of Wisconsin-Extension worked with growers -- many of them Amish farm families -- and buyers -- restaurants, resorts, grocery stores and roadside markets -- to establish produce auctions. Extension educators offer workshops on growing and selling market vegetables and assist with organizational development. Extension also helped the markets raise almost \$42,000 in grants.

## **Outcomes**

- Market vegetable growers sold \$1.6 million worth of fresh vegetables and fruits at the auctions in 2005.
- More than 1,050 sellers participated in 210 individual auction sales held in three locations during the growing season.
- On average, growers devoted about two and a half acres to market vegetable production and earned a little over \$1,000 by selling produce at auction.

Contact: Keith Vander Velde, 608-297-9153, [keith.vandervelde@ces.uwex.edu](mailto:keith.vandervelde@ces.uwex.edu)

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