

Produce Auctions



Spirit of Nova Scotia
Fresh Local Healthy Food Project

What is a Produce Auction (PA)?

- Wholesale auction for the sale of horticultural products such as vegetables, fruit and flowers
- Market for locally grown produce



Existing Produce Auctions

- Canada (1)
 - Elmira, ON
- United States (53)
 - Delaware (1)
 - Illinois (1)
 - Indiana (5)
 - Iowa (3)
 - Kentucky (3)
 - Maryland (1)
 - Michigan (1)
 - Missouri (4)
 - New Jersey (3)



- New York (2)
- Ohio (8)
- Pennsylvania (15)
- Tennessee (1)
- Virginia (1)
- Wisconsin (4)

Main characteristics of PA's



- Includes small, medium and large producers (~200 km considered 'local')
- Many auctions are located close to Mennonite and Amish communities
- Business model varies: partnership, corporation, co-operative

Buyers

- Roadside market operators (40%)
- Other farmers (27%)
- Chain food stores (16%)
- Independent grocery stores (11%)
- Restaurants (6%)

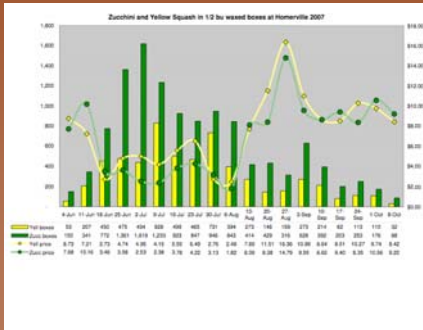


Produce



- April-June:
 - Flowers
 - Bedding plants
 - Greenhouse tomatoes
 - Strawberries
- July-August
 - Tomatoes
 - Cantaloupe
 - Sweet corn
 - Summer produce
- September-October
 - Pumpkins
 - Fall crops

Price driven by market



Specialty Auctions

- Hay and straw auctions in winter
- Flower auctions
- Mother's Day auction



Buildings



Transportation



Advantages of PA's

- Less marketing by growers
- Encourages quality
- Communication between growers and buyers
- Speed
- All produce is sold
- Can move large quantities of local produce



Challenges

- 'Back-door' deals between buyers and growers
- Price fluctuation
- Poor grading
- Produce availability



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Questions?

