

5 WAYS TO GO FROM GARDENER TO MARKET GARDEN



Turn my passion into profit.

Turn your passion into profit by making money from your garden. If you already have a successful garden year after year, why not expand to make some profits this year?

After working with over 9,500 farmers at Local Line for the past few years, many of the successful users of our platform didn't start off as second or third-generation farmers. Many growers who today run a CSA or sell wholesale to chefs began as backyard growers. What started off as a little veggie patch at the back of the yard is now their primary source of income. How did they get there?

Here are 5 ways to go from **gardener to market garden** this growing season:

1. SELL WITH OTHER LOCAL GROWERS

If starting your own business today is too daunting, consider selling your excess produce to other local growers. Are you really good at producing one thing? Reach out and see if they're interested in adding your products to their inventory list this growing season. This can be a great way to learn more about planning your harvest, marketing your products, and finding customers without taking on 100% of the business administration.

Do you have other backyard growers in your area who are interested in selling? Combine forces and list your products together. Build an online store on [Local Line](#) and sell together. This will increase your product variety and help you reach more customers.

2. SELL SEEDLINGS

As a gardener, you know how addicting it can be! Spark other people's passion by selling your seedlings at the beginning of the season. At this point, you're probably a pro at growing from seed. Keep a couple aside for your own garden and sell the rest. You can market your seedlings as local and organic to be competitive with the local garden center.

You can gauge interest by sending out a sign-up sheet to family and friends prior to planting. This way you can get an idea of how many seedlings you can sell. Once your seedlings are ready to go, list them on your online store and sell away! Keep it easy for yourself and schedule all seedling pick-ups on the same day.

3. LIST YOUR PRODUCTS ONLINE

The beauty of an online store is that you can list your own inventory and sell what you have. When doing wholesale, you pre-determine with the customer how much product you will sell over the growing season. With your own online store, you can list what you have and promote it to your network.

Local Line is now offering the **Starter plan for \$0/month + a 3% sales fee**. This means you only have to pay to use the platform after you've had a sale! So if you don't sell anything this season, you didn't lose any money having an online store.

Only have 10 bushels of cilantro or 15 butternut squashes to sell? Don't worry! List them, promote them, and see what happens. Who knows? You might sell out in a day! If you don't try you won't know.

4. JOIN A MARKET AS A NEW GROWER

Many farmers' markets offer spots each market season to new growers. These spots are usually at a discounted price for those just starting out. See if your market offers this and consider applying. It can be a great way to get exposure and test how selling your produce goes for you!

You can also use the market as a pick up location for pre-orders through your online store.

5. SELL SHELF-STABLE PRODUCTS

If you're uncertain about how much you're going to harvest this year, consider using your harvest to create shelf-stable products such as jams or sauces. At the end of the season, make your products and sell them to your network through your online store.

You could even consider processing and freezing some of your harvest and selling it frozen. People are always looking for that taste of local during the colder months. Great options are berries and stone fruits for smoothies, as well as green beans and peas.



Our friend **Jeff at Ripe Tomato Farms** put together this video to go over even more examples of how you can turn your *garden into a business* this year.



[Check out his video here.](#)

Whether you start selling with other established growers or even start your own CSA this growing season, Local Line can help you turn your passion into profit! The **\$0/month Starter plan** makes turning your garden into a market garden easy, frictionless, and most importantly, affordable!

Try Local
Line for
yourself
today!

