

Profit from Reducing Waste

Farm to
Distribution



Welcome to the world of the real



Or is this it?



**What if I told you that
it is both and neither**



Because both are interchangeable

Economics is foremost in both



**And waste is costly – regardless
of how you cut it**



**So how are they dealing with a
margin-reducing issue?**



Moving beyond appearances



Start at the beginning – Farming 101



Forget what you think you know about farming and farmers



It's not how the media portrays it



Not even close . . .

So. Where does waste reside on a farm – and why?



Consumer expectations? Or more?



Education is required – for the entire value chain



Producing has never been a problem



Because the next stop proves that



Market Underbelly

The double decker structure of the main employee parking that functions as an overhead canopy for the farmers' market.

Now we need to define waste



How does the terminal deal



**Since nearly 6-million pounds goes
through its facility everyday**



Do the little things right



And develop relationships that count



The key to success is knowing . . .



When to hold and when to fold

