



Coordinated Production Planning

Collaborative Planning for Success and Resilience



Who's in the room?

What is Coordinated Production Planning (CPP)?

A **transparent communication structure** between growers and (oftentimes) buyers!

Ok, so what can this look like?

- Before the upcoming season, **growers and buyers gather** to discuss:
 - **Types of produce** to be grown (crop plans/buyer preferences)
 - Weekly **demand** for the season
 - Expectations on **pricing, quality, packaging**, etc.
- Growers **commit to growing specific quantities** of produce for **identified periods of time**



What can CPP offer?

For growers...

- Access to **new buyers**
- Minimize competition by **evening out seasonal distribution** of produce
- Foster a **sense of community and collaboration**
- Grow **larger buyers' interest** in purchasing local food

For buyers...

- Create a **more stabilized supply** of produce
- **Reduce dependence** on a few large growers
- **Fill supply needs** that currently are not being met

For both...

- Better **understand expectations** and **streamline communication**



What is needed to implement CPP?

From growers...

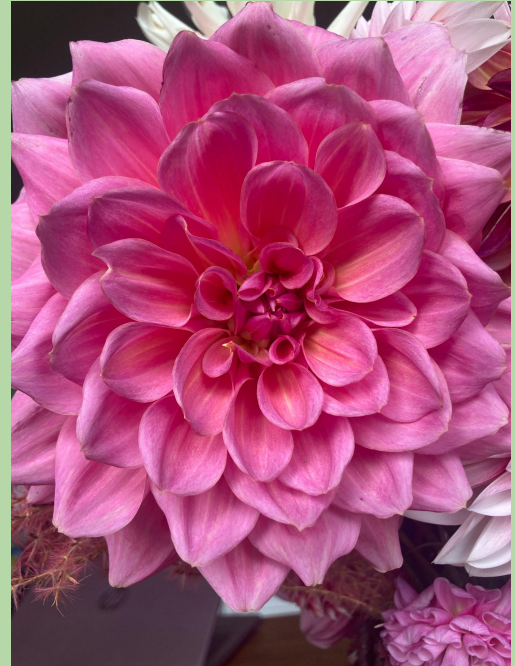
- A level of **knowledge about expected harvest time and yield**
- A system of **organization or recordkeeping**

From buyers...

- Past **sales data** or information on anticipated demand
- **Pricing, packaging, quality** expectations per-item

From both...

- **Persistence, patience, and commitment to communication!**
It may take a few seasons to refine your systems



Where did CPP come from?

- Formalizing and systematizing what farmers already do!!
- Anthony Flaccavento of [SCALE](#) coined the term and honed the process through work with [Appalachian Harvest Food Hub](#)
- Trained [Southeast TN chapter of NYFC](#) in fall of 2023
- SeTNYF currently working on pilot projects throughout Tennessee



Tennessee pilot projects

- [South Cumberland Farmers Market](#) (pre-order market, retail)
 - Heavy dependence on one large cooperative of Amish family farms
 - Smaller-scale producers often grow the same produce at the same times (boom and bust cycles)
 - Cycle of new farmers coming in and out of market after a few years
- [Gaining Ground Grocery](#) (grocer, wholesale)
 - Heavy dependence on one large cooperative of Amish family farms
 - Low stock in winter
 - Trying to meet recent increase in demand
 - Customers expect diversity of product
 - Limited storage space - hard to hold any surplus
 - Could set the stage for larger institutional buyers in Chatt
- Looking forward: expanding to different models
 - [Nashville Grown](#) (food hub, wholesale)
 - GAP certification
 - [Nashville Food Project](#) (multi-farm CSA, retail)



Process used

- Buyers gather demand data
 - South Cumberland Farmers Market: online ordering makes it possible to pull approximate seasonal demand numbers from software
 - Gaining Ground: demand based on past sales/ordering data and customer inquiry
- Buyers and growers meet before the season to work through [spreadsheet](#) or growers fill out [this form](#) ([electronic version](#))
 - Identify **what** and **how much** farmers will grow
 - Identify **when** farmers will provide produce based on harvest date ranges
- Assess accuracy and refine systems
 - Check-ins during the growing season as harvest dates shift
 - Gather feedback from buyers and growers

We acknowledge this as a process of continuous improvement!

	washed leaf lettuce mix, red and green varieties	Baby Greens (bi-weekly) 0.5lb bag, 3-4", mix of lettuces, kales, etc.	Head Lettuce (bi-weekly)	Asparagus, 1 lb bunch	Kale .5lb bunch	Beets 1 lb bunch	Carrots 1 lb bunch
Weekly Demand	30	30	30 7 lb		10	30	30
<i>Row foot multiplier</i>	4	4	0.5	25	5	1	1.5
Farm 1	0	0	30	4	5	0	0
<i>row feet</i>	0	0	15	100	25	0	0
Farm 2	0	0	0	0	0	5	0
<i>row feet</i>	0	0	0	0	0	5	0
Farm 3							
<i>row feet</i>	0	0	0	0	0	0	0
Farm 4	20	0	0	0	3	0	0
<i>row feet</i>	80	0	0	0	15	0	0
Farm 5	0	0	0	0	0	0	0
<i>row feet</i>	0	0	0	0	0	0	0
Farm 6	0	0	0	0	0	0	0
<i>row feet</i>	0	0	0	0	0	0	0
Projected total grown	20	0	30	4	8	5	0
Required total row fee	160	0	240	32	64	40	0
Total planting per seas	480	0	1920	32	128	320	0
Price range \$		\$3.50/lb, \$3 unbagged \$3/head 0.35 lb, washed and bi washed		\$8-10/lb	\$8-12/lb	\$4-5/bunch	\$4-5/bunch

	JANUARY		FEBRUARY		MARCH		APRIL		MAY	
	Early - Mid	Mid - Late	Early - Mid	Mid - Late	Early - Mid	Mid - Late	Early - Mid	Mid - Late	Early - Mid	Mid - Late
Asparagus							Farm 1			
Baby Greens							Farm 4			Farm
Leaf Lettuce - mixed			Farm 5							

Produce Type <i>(Broccoli, carrots, etc.)</i>	Approximate Harvest Range <i>(i.e., early March through late April)</i>	Approximate Quantities Per Week <i>(roughly how many market-sized units you will have available each week during the harvest range)</i>

Make it work!

Flex CPP to YOUR needs as a grower

Grower-to-grower communication

Informal planning with neighbors (ex. Amish) or other market vendors

Grower-to-buyer communication

Growers approach buyers before the season to plan and discuss any preferences (ex. restaurants or CSA members)

Facilitated planning with growers & buyers

Useful tool for buyers purchasing from many growers (ex. farmers market managers, food hubs, local grocers, food banks)

Opportunities for CPP in Alabama

- Individual farms planning for CSAs or meeting with current or potential buyers
- ASAN member farmers to begin convening
- Discussions with food hubs or other aggregators
 - [Farm Food Collaborative](#)
 - [The Common Market Southeast](#)



A close-up photograph of a lettuce head, likely a variety like Red Leaf Lettuce. The leaves are layered, showing a mix of vibrant green and deep reddish-purple or burgundy colors. The texture of the leaves is visible, with prominent veins and slightly ruffled edges. The lighting is soft, highlighting the natural colors and textures of the vegetable.

Questions?

Exercise: Applying CPP to your farm

Take 5-10 minutes to answer the questions below. We will then share and discuss together.

- Where am I currently in this process?
 - Who am I currently communicating with about what I'll be growing next season? Other farmers? Current or potential buyers? Larger institutions or food hubs?
- What's one reasonable next step I could take this season to improve my communication and/or planning?
- What are some potential challenges?
 - What is inhibiting me from taking this next step?
- Would you be interested in future CPP planning meetings in Alabama? If so, please provide your email address.



Thank you!