

ROCKY MOUNTAIN PUMPKIN RANCH

DbA FULL CIRCLE FARMS

240 Acres in Production (2010)

- **St. Vrain School District: Cherry Tomatoes (2010)**
- **Weld 6 School District: Cherry Tomatoes, Cucumbers and Winter Squash (2008 & 2009)**

BENEFITS FOR MEDIUM SIZED FARMS

- **SUPPLY MEETS DEMAND**
- **ADDITIONAL AVENUE TO MOVE PRODUCE**
- **SCHOOL MARKETING MATERIALS RESULTS IN INCREASED CUSTOMER BASE FOR PRODUCERS**

CHALLENGES

- **UNDERSTANDING WHAT SCHOOLS WILL BE USING PRODUCT FOR**
- **AGREEING ON DELIVERY SCHEDULE THAT WILL KEEP PRODUCT FRESH**



POTENTIAL FARM INVOLVEMENT

- **SELLING TO SCHOOLS AND DISTRICTS**
 - **FARMER IN THE CLASSROOM**
 - **SCHOOL GARDENS**
 - **EDUCATING KITCHENSTAFF**
- **ATTENDING FTS CONFERENCES AND WORKSHOPS**
 - **HOSTING FARM TOURS**



STEPS TO SUCCESS

- **OPEN LINES OF COMMUNICATION**
- **UNDERSTANDING EACH OTHER'S NEEDS**
 - **GETTING THINGS IN WRITING**
 - **BEING OPEN TO CHANGE**