

## **Production, Marketing, and Distribution of Produce to Local Residents**

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### **Abstract**

This case study introduces an agricultural operation located in Franklin, Tennessee set up as a nonprofit organization. The first objective of the farm is to promote the production of various types of produce in order to supply low-income households in Nashville with fresh produce. The owner provides land to those interested in participating for a minimal charge. Produce currently grown at the farm includes: turnip greens, garlic, cabbage, tomatoes and peppers. The proceeds are split fifty-fifty between the producers and the land owner. Those who commit additional time towards maintaining the farm are compensated for their contribution. Produce is marketed directly to consumers—especially low income urban residents that do not have ready access to fresh vegetables. There is a plan to expand operations to include other niche products such as herbs, sweet potatoes, blackberries, blueberries and cherries. This collaborative approach promises to benefit not only producers, but consumers who will have access to more products and choices. The second objective of the farm is to provide training for new farmers, high school– and college students from different states. This initiative is critical to maintaining continuity of the agricultural enterprise. It will also enhance development of growing local and regional food systems. Students work during breaks and summer months while new farmers work throughout the year. The number of participants—both students and new farmers vary over time. The collaborative model is directly relevant to food production, marketing and distribution and can be replicated by others with appropriate modification.

**Keywords:** Mamushi Nature Farm, Franklin Tennessee

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