



NC Produce Distributor: Farmer Foodshare's Wholesale Market

Farmer Foodshare's Wholesale Market, a small-scale food hub in Durham, coordinates, inspects, buys, stores and delivers fresh, seasonal North Carolina produce.

POP Market buys produce from more than 43 local farmers with a diverse range of growing practices (conventional, pesticide-free and certified organic) to supply fresh, seasonal produce year-round. Deliveries are made on Mondays and Wednesdays. (Saturdays are also an option).

For **Monday** deliveries, online ordering opens at 10 am on the prior Wednesday and closes at 12 noon on Thursday, so you have 26 hours to place your order. For **Wednesday** deliveries, online ordering opens at 10 am on the prior Friday and closes at 12 noon on Saturday, so you have 26 hours to place your order.

To buy from Farmer Foodshare's Wholesale Market,

- 1) **Register** as a buyer here: <https://farmerfoodshare.localfoodmarketplace.com/>
- 2) **Log in** during the open order periods to see what is fresh
- 3) **Choose your delivery day** from a dropdown menu
- 4) **Browse** the product list
- 5) **Fill your online shopping cart** and proceed to checkout
- 6) Receive an **email confirmation**

An invoice will be issued upon delivery, and payment by check is due within 30 days. Once you are registered as a buyer, you will receive an email each week reminding you when the online ordering period will open.

Background:

Founded in 2012, the Farmer Foodshare's Wholesale Market (formerly POP Market) is a program of Farmer Foodshare, which provides fresh local food to food insecure community members, while building healthy community food systems. The farmers are small to mid-size farmers who are growing and diversifying their businesses. The Wholesale Market is intentional about recruiting new farmers who are minorities and women. As of December 2014, the Wholesale Market had moved more than 130,000 pounds of fresh local food across the Triangle.

Farmer Foodshare's Wholesale Market

<https://farmerfoodshare.localfoodmarketplace.com/>

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Managed by Wake County Smart Start in collaboration with Advocates for Health in Action and Wake County Cooperative Extension
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