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Tuscarora Organic Growers Cooperative:
Doing our part to make locally grown
Foods more available

Jim Crawford

Tuscarora Organic Growers Cooperative: Doing our part to make locally grown foods more available













Battlefield Ford
MANASSAS, VA

girls dirt!

DFH

Ford






New Morning Farm

Hustontown, PA

- 45 acres in rotations
- 50-60 crops: vegetable, berries, and herbs
- 2/3 of sales: Retail at farmers markets in Washington, D.C.
- 1/3 of sales: Wholesale to Tuscarora Co-op
- \$600K sales annually
- 20 employees
- Certified Organic



A small, rustic wooden office building with a gabled roof and a single door, situated in a grassy field. The building is constructed of dark brown horizontal siding and has a weathered, light-colored wooden roof. The door is made of vertical wooden planks and is framed by a white-painted wooden frame. A wooden post leans against the side of the building near the door. The building is surrounded by green grass and trees in the background.

Our first office:
80 square feet,
one desk and
two (!)
telephones

Grand opening of our
3rd version in 1998



Barn raising for our present warehouse in 2004



Our present Palace of Sustainable Agribusiness:
10,000 square feet, 10 computers, 3 big coolers
and much more.





Johnny's

50 LBS. NET WT.

GROWN & PACKED BY

Cabbage





Thank
You for
Shopping
Here



WEIGHT - lb UNIT PRICE \$ TOTAL \$ PRICE







Paradise Ranch
Vegetables

Certified Organically

Heirloom Tomatoes
1 lb















NEW MORNING FARM

HUSTONTOWN, PA.

00T469273

NISSAN DIESEL

2000



TUSCARORA

ORGANIC GROWERS CO-OP

- 4 Full-time staff and 12 part-time employees
- Over 100,000 cases delivered per year
- Twice weekly delivery, year-round
- 1200+ items on the annual production plan
- Marketing: retailers, restaurants, CSAs and our growers
- 47 Member-growers
- Directed by a board of member-growers

Tuscarora Co-op Functions

- **Pooling (aggregating) produce**
- **Planning production**
- **Staff services: marketing, sales, shipping, accounting**
- **All profits returned to member-growers**
- **Sharing expertise for crop improvement**
- **Group ordering of seeds and supplies**

Our Challenges as a Co-op

- NOT marketing or logistics!
- Production problems:
 - Inexperience of growers
 - Small scale of farms
 - Excessive labor costs & inefficiencies
 - Climate/weather problems compared with our competition in other parts of the country

Suggestions for USDA

- Preserve and strengthen extension
- More research appropriate for our imperfect climates
- More research for organic
- Preserve and strengthen the SARE program
- New & beginning farmer programs
- Encouragement of formation of marketing cooperatives and food hubs
- Fix and expand H2A

