



FREE 3-Day Intensive Training

## ARGUS FARM STOP MODEL

A New Approach to Selling Local Food

AUGUST 25-27, 2020

9:00am - 12:00pm each day



### SPECIAL INVITATION

## About Argus Farm Stop

[Argus Farm Stop](#) is a year-round, everyday farmers' market, store, and café providing a convenient place for people to buy directly from local food producers in southeast Michigan. The Argus team opened their first farm stop in 2014 and have grown to two locations in Ann Arbor. Over the past five years, **their unique business model has returned over \$8 million to Michigan local farms and food producers.** They're excited to share what they have learned with others who are looking to adopt aspects of their business model and grow their local food systems.

## Bring Best Practices from the Argus Model to Your Store

The Argus team will offer this 3-day intensive training to invited grocers to learn best practices from their business model. Attendees will gain essential knowledge about:

- Why this type of store is needed in our communities.
- What it takes to open and operate this store model.
- How to work with local farms to offer fresh inventory.

This training will bring together grocers from across the state and will take place on August 25, 26, 27 via Zoom each day from 9:00am - 12:00pm.

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**“A next generation of the traditional farmer’s market model — making it easier to purchase local goods and produce from your favorite local farmers.”**

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## TRAINING PACKAGE INCLUDES:

- ✓ 3 days of intensive curriculum.
- ✓ Access to training slides/materials.
- ✓ Downloadable PDFs containing itineraries and helpful resource and reference materials.
- ✓ Post training Q&A/resources.

See  
Page 2  
for  
Details!

## REQUIREMENTS:

Attendees must:

- ✓ Own a store or are in progress of starting one.
- ✓ Have locally-sourced produce as part of their store model.
- ✓ Commit to all 3 days of training from 9am - noon each day.
- ✓ Have access to a computer and Internet connection to participate via Zoom.

RESERVE YOUR SEAT BY JULY 31:  
[migooodfoodfund.org/argustraining](http://migooodfoodfund.org/argustraining)

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# TRAINING CURRICULUM (9am - Noon each day)

## DAY 1: Model Overview

Tuesday, August 25

Share the importance of this model:

- Discuss the **need for new approaches** to strengthen local food economies and how farm stops can fill this need.
- Take a **deep dive into the farm stop business model** and its positive effects on the local food economy.
- Reveal the **4 essential components** necessary to successfully launch a farm stop and how to **market and brand the vision** to your community of customers and producers.
- Explain how Argus has formed **strong relations with producers** built on engagement and mutual trust.
- Take a closer look at several farm stop businesses throughout the country and **their key features and approaches to being profitable and vibrant**.

## DAY 2: Operations

Wednesday, August 26

Delve into detailed operations:

- Farm selection process.
- Communicating with farms about what to bring for sale.
- Receiving and managing goods at the store.
- Sales tracking and the process for paying farmers.
- Point of sale system and how it works to manage the business behind the farm stop operations.
- Staff selection and the hiring process including the backgrounds and skills needed to operate a farm stop.
- How the mission and culture of Argus shape the daily operations and management of the store.
- Legal requirements and procedures to keep food, customers, and employees safe.

## DAY 3: Opening a Store

Thursday, August 27

Dig into the essential infrastructure and finances needed to start up:

- Store site selection.
- Equipment requirements and how to source it.
- Store design and build out while juggling all of the components prior to opening day.
- How much money is needed.
- Budgets, timelines, and the tips and tricks learned along the way.

The sessions will conclude with an Open Forum to help tie concepts together and a final reflection to best understand how to help attendees move forward.

## THE ARGUS TEAM

**Kathy Sample & Bill Brinkerhoff**  
Owners

**Brian Barch**  
Produce Manager  
Packard Store

**Laura Matney**  
Operations and Store Manager  
Packard Store

**Travis Blume**  
Store Manager  
Liberty Store

