

BUY



Registered customers can browse products, connect with sellers and post requests. Start your profile to get the best our state has to offer!

SELL



Registered sellers can connect with customers and post their products. Customize your profile to display a sell your goods to fellow Floridians

Food Connect

Website helps you engage with consumers

From farm gate to dinner plate, consumers are looking for more local food options.

While examining how to get more local food into consumers' hands, University of Florida researchers found opportunities for producers to market and sell local food.

The UF/IFAS Center for Public Issues Education led the research, which was funded by a USDA specialty crop block grant, in partnership with the Florida Specialty Crop Foundation.

Producers in the study revealed some of the barriers they faced when selling local products. Many were unaware of Florida MarketMaker — an online marketing tool aimed at getting local food from the farm to the fork.

When shown the MarketMaker platform, producers described challenges and limitations that would keep them from using the tool in the future.

Based on the results of this research, the University of Florida teamed up with MarketMaker and the Florida Department of Agriculture and Consumer Services to develop a tool with more functionality from which farmers and producers can benefit.

The new tool, Florida Food Connect, offers an easy-to-use format to promote buying and selling food.

Visitors to the site buy or sell a local product, meet prospective buyers or sellers and request particular products.

Producers have since identified the new Florida Food Connect site as a key resource for both farmers and school districts participating in Farm to School.

Florida Food Connect is ready to connect you with consumers and boost the sales of your local products. Visit flfoodconnect.com to set up a profile and get started.

With Florida Food Connect, many opportunities exist for producers and growers — both large and small — to market products and build relationships that take advantage of the local food movement.

For more information about the PIE Center's research, visit piecenter.com/local

Researchers and collaborators include Joy Rumble, Tracy Irani, Laura Conaway, Andrea Davis, Al Wysocki, Anna Prizzia, Danielle Treadwell, Laura Bernheim & Sonia Tighe.

LEARN



See all that Florida Food Connect has to offer. From our Farm to School Program to various other resources, there is something for everyone

Get started today

Grow your local business.

Create a profile

Easily create your business profile in the directory and take advantage of a great way to share your business online and make connections.

Develop your brand

In just a few minutes, you can upload photos and add details about your business and what makes you unique.

Use the Market

Post products currently available for sale and search requests for items needed to further enhance your business. You can choose to be notified by email about what is posted in the Market.

Browse the Directory

Use our keyword search to find customers and business contacts in the directory. Search by product names, special attributes of a business or location.

Connect with Farm to School

We are fortunate to have a harvest timeline that practically mirrors the academic school year. Florida Food Connect serves as a resource for school food service and other buyers to connect with local growers and ensure they are receiving the freshest produce at the best price.

ffoodconnect.com



[What is Florida Food Connect?](#)

[Search Business Directory](#)

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