

IFM Distributor Profile – Via Farms

Company Overview

Via Farms was established in 2008 by Jeff Noble. In 2009, Jeff started selling organic produce for other local growers, consisting of 15 farms today. They primarily provide organic produce but do some conventional (cranberries). All of the produce is from Wisconsin growers in the Tomah area. Via primarily sells to wholesale markets and prefers to plan in advance with buyers to raise crops with specific quantities whole season, even if it just a few items in large quantities. Via has the experience and man power to get the job done!



Contact Information

Jeff Noble, Via Farms
5020 Hwy. 12 / Warrens WI 54666
(608) 343-5020, nobleorganics@yahoo.com
<http://www.viafarms.com/>

2011 Product – Certified Organic (except for cranberries)

Large quantities: Gold and red beets, leeks, onions (candy, red, and yellow), shallots (red and yellow), tomatoes (red grape, red cherry, and yellow grape), and conventional cranberries

Moderate quantities: Cantaloupe, carrots, cucumbers, bell peppers, potatoes, scallions, turnips, watermelon (seedless), crimson sweet and sugar baby

Herbs: dill, cilantro, curly parsley, Italian parsley

What Buyers Need to Know

- Delivery: All across Wisconsin
- Minimum purchasing requirement: No
- Wisconsin local foods program:
- Yes, all produce is local
- Definition of local: Wisconsin growers in the Tomah area
- Traceability: Identified as Wisconsin produce with farm of origin specified
- Will find local products for customers that are not currently carried
- Point-of-purchase materials: Yes
- Advance notice: Prefer buyers place orders at least three days in advance
- Standard packaging: Yes
- Produce grading standards: USDA Grade 1
- Billing: Net-30, cash, check
- Liability insurance: Yes
- Food safety: Growers receive training in washing, packing, and handling techniques
- Contracts: Available on case by case basis

What Sellers Need to Know

- Minimum requirement to sell: Generally work with growers with at least 10 acres
- Certifications required: Organic
- On-farm storage requirements: Cold storage for certain crops
- Liability insurance requirements: None
- Payment for growers: Net-30
- Delivery requirements: On-farm refrigerated truck pick-up available as ordered
- Standard packaging: Yes
- Produce grading standards: USDA Grade 1
- Advance notice given: At least 3 days
- Contracts: Available on case by case basis