



Maine Organic Farmers and Gardeners Association

Common Ground Country Fair

M2B Services: How MOFGA Can Help Your Business

Finding MOFGA Certified Organic Sources

MOFGA offers two primary resources for finding organic products in Maine. The first, intended primarily for consumers, is a directory called Organic Maine! of all MOFGA certified organic producers. The printed Organic Maine! can be found statewide and is online as well. The second, our online “yellow pepper” search tool, is at mofga.org mofgacertification.org. You can use this tool to search by product type, farm name, farm location, or types of markets served. Finally, Heather Omand is available by email or phone at MOFGA to help you find the product or producer you are seeking.

Staff Training

You have decided to start sourcing more organic foods, or you already are, but does your staff know how to answer your customers’ questions about organic? Do they know why the end consumer cares, or how best to “pitch” organic? MOFGA employees are excited to come to your business and train your staff about the basics of organic production, what market research tells us about WHY organic is important to your customers, and to answer any other questions you and your staff may have.

Coordinate “Meet the Buyer” Events

Maybe you would like to do some “speed dating” with a variety of organic producers, OR maybe you want to host a “My Market 101” event about what producers should know if they want to work with you. MOFGA can help coordinate and plan the event and can manage outreach to over 500 certified organic producers in Maine.

Share Targeted Market Research

Do you wonder why your specific target customers care about organic? Which key words and phrases might appeal most to them? MOFGA is constantly reviewing, synthesizing, and sharing up-to-date, publicly available research on trends in the organic market. Let us know what you are wondering; if we don’t have the answer already, we will do our best to find it.

Customized Marketing Materials

You can find examples of current MOFGA marketing materials at mofga.org/buyorganic. These materials can be customized for your business by, for example adding your logo and business name. We are also happy to review ideas for your original marketing materials that advertise organic sourcing and/or to provide market research based information that could help inform your marketing.

For More Information...

... about these or any other services or questions contact Heather Omand, Organic Marketing & Business Coordinator, at 207.568.6024 or homand@mofga.org.

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