

Evergarden Farms Consortium

www.evergardenfarms.com/consortium

The *Evergarden Farms Consortium*SM is a community of indoor hydroponic gardeners who have joined to promote best practices and to enjoy the benefits of shared marketing. "Evergardeners" are members of urban-regional "clusters" and also of the national organization.



Urban clusters reinforce individual gardeners in various ways.

- They maintain individual and comprehensive catalogs and take orders
- They they share information about purchase orders to simplify fulfillment
- They specialize to expand offerings
- They conduct mutual training and share techniques to increase the success of all
- They backstop production of popular crops to assure availability and variety
- They schedule collaboratively to allow individual growers to take vacations

The national organization provides

- research and technology sharing
- purchasing of seeds & standard packaging
- brand development
- producer websites with integrated purchasing
- software tools for
 - marketing, sales & order management
 - planting & cultivation
 - scheduling & delivery

Producers can produce, offer and sell products outside the consortium but are expected not to compete directly with other members or with the consortium on products offered collaboratively. It is expected that the benefits of a stable market for products will exceed the value of direct competition.

Most produce offered and available for order through the Evergarden system must be packaged to consortium standards, which may include identification of the local producer. Each producer is responsible for its own accounting, taxes and compliance with local and federal regulations.

The Consortium receives the equivalent of a *sales commission* for use of the integrated ordering system and a development fee, each of which is a percentage of average gross revenue¹ based on completed purchase orders in the preceding quarter, payable in advance.

¹ Rates for 2024/5 10% and 3.5% respectively, based during the first year on the average of monthly purchase orders.