

North Sound Flower Cooperative

Grower Information Packet

Process of Becoming a Grower

Thank you for your interest in becoming a grower for the North Sound Flower Cooperative (NSFC). There are two ways to sell your flowers with our co-op: by becoming a member of the cooperative or on consignment.

Becoming a Member of the Cooperative

The NSFC is a farmer owned cooperative and member driven organization. New members are required to submit an application and are approved at the board's discretion. Board approved members are required to sign a membership agreement and make a one time member equity investment of \$500. New members will complete an onboarding process and must create an account to sell products on the Rooted Farmers platform. The cooperative will retain 12% of growers' sales to cover administration, bookkeeping fees, legal fees, marketing costs, rent for a brick and mortar location, equipment, and more. Please see Table 1 below.

Becoming a Consignment Grower

Growers may opt to sell on consignment instead of becoming a member of the cooperative. Consignment growers are required to submit an application. New consignment members are approved at the board's discretion. Board approved consignment growers must sign the consignment agreement and will pay an annual fee of \$150. New consignment members will complete an onboarding process and must create an account to sell products on the Rooted Farmer's platform. The cooperative will retain 20% of sales to cover administration, bookkeeping fees, legal fees, marketing costs, rent for a brick and mortar location, equipment costs, and more. Please see Table 1 below.

Table 1. Breakdown of Membership and Consignment

Members	Consignment
\$500 initial investment	\$0 initial investment
\$100 annual fee (after the first initial year)	\$150 annual fee
12% of sales go to co-op	20% of sales go to co-op
Bi-weekly payouts from sales	Bi-weekly payouts from sales
Opportunity to list on the fresh sheet and sell on the floor	Opportunity to list on the fresh sheet and sell on the floor

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Members	Consignment
Access to established customer base and professional networking opportunities	Access to established customer base and professional networking opportunities
Must have active Rooted Farmers account	Must have active Rooted Farmers account
Receive \$100 off Rooted Farmers annual plan	Receive \$100 off Rooted Farmers annual plan
Participation in plant sales and workshops	
Exclusive contracts with organizations such as Western Washington University, City of Bellingham, and other local businesses	
Bulk purchasing opportunities and discounts	
Website feature	
Partial owners of the co-op	
Opportunity to receive dividends and/or patronage allocations	
Voting rights	
Eligible to serve on the board of directors	
Access to shared grower reference library	
Collaborative crop planning to optimize market share	

Market Information

Location, Dates, and Time

For the 2026 growing season, the weekly market will take place every **Wednesday** from 9am-12pm beginning in April and ending in October. NSFC is leasing a suite in the Ohio Street Workstudios to hold markets, workshops, and meetings. Aside from pop-ups or special events/circumstances, markets will take place at this location. Flowers must be dropped off **before the start of the market** each Wednesday. Unsold products should be picked up either by the end of the market or at a previously agreed upon time. Growers are welcome to stay to engage with customers, but we will only require two

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growers to be present (on rotating duty) to manage the sales floor each week. Delivery will be available, but the details are undecided as of yet.

Listing Products

Based on customer feedback from last season to simplify the ordering process, NSFC has opted to use Rooted Farmers for listing, ordering, and selling products. Approved growers must create a Rooted Farmers account to be eligible to sell products through the co-op. Approved growers will receive a discount on their membership (see Table 1 Breakdown of Membership and Consignment). Inventory for the following week should be uploaded by Thursday evening. Ordering will open on Friday morning and close on Monday evening for Wednesday pickup.

Delivery

NSFC will offer delivery to designers this season. Growers will take turns making deliveries on Wednesdays. A Mount Vernon pickup at Skagit Riverwalk Park will be available depending on demand. There will be a \$100 minimum order for all deliveries, and a \$25 delivery fee will be applied.

Grower Expectations

Members and Consignment Growers

The expectations for growing practices, ethical business practices, and product quality are the same for both members and consignment growers. In order to sell with NSFC, members and consignment growers must agree to terms set forth in the Membership Agreement or Consignment Agreement, respectively.

Some key expectations to keep in mind:

- Only products produced by **approved** growers are permitted to be sold through NSFC. Reselling of products produced by unapproved farms is not permitted.
- NSFC prioritizes acceptance of farms that use sustainable and organic growing practices. Organic certification is not required, but we encourage our growers to use organic practices.
- Each grower will be assigned a rubber band color for using to bunch stems. Use this color exclusively when bringing in preorders or flowers for the market floor. Your colored rubber band will help streamline sales and keep track of your product.
- While growers are always allowed to make sales through other channels, any order that is placed off of the fresh sheet or NSFC Rooted Farmers page must be

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purchased through the co-op. Any order picked up on NSFC property must be purchased through the co-op. We expect growers to share in our commitment to the success of the co-op as a whole.

- Products should be fresh and free of major damage. We recommend that most fresh flowers are stored in a cooler between harvest and drop-off. NSFC reserves the right to refuse any product deemed unacceptable to sell. We encourage all growers to reference the book “Floral Standards” by the Seattle Grower’s Market for specific information regarding the harvesting and storage of cut flowers.
- Pricing should be consistent with other wholesalers in our region. The co-op will offer assistance with pricing.
- Growers must provide their own clean, labelled buckets to hold fresh flowers. Black floral buckets are recommended for the market floor.
- Unless a prior arrangement has been made with NSFC, growers must drop off their products **prior** to the start of the market. Unsold products should be picked up either by the end of the market or at a previously agreed upon time.

A Note on Rooted Farmers

Rooted Farmers is a separate entity from NSFC. The fees associated with Rooted Farmers are not associated with NSFC. Rooted Farmers offers two tiers of membership that the grower may choose from. All growers associated with NSFC receive a \$100 discount on their annual plans. Their platform charges 7.9% + \$0.30 per transaction to cover Stripe fees and administrative costs on their end. This is separate from the 12% and 20% retained by NSFC. Growers are welcome to use their Rooted Farmers account to list and sell products outside of the co-op.