MCFM enables farmers to charge retail prices so they can make a decent income from their produce. As it is, many of our farmers work another job so they will have enough income to support themselves and their families. Farmers charge what they believe is a fair price, reflecting the cost in time and labor to plant, nurture and harvest, as well as flavor, quality, sustainability and nutrition. Money spent on good locally grown food benefits the farm, the local economy, the consumer and, last but not least, the environment, because it encourages good stewardship of the land. Without this support, we run the risk of losing our region's farmers and farmland, as well as our local food security.