

The Local Food Hub



Charlottesville, Virginia
www.localfoodhub.org

Where? Charlottesville, Virginia

Who? Founded by Kate Collier & Marisa Vrooman

When? 2009

Why? 2008 economic downturn inspired a group of businesses and institutions to pool their resources and target their dollars to promote local food growth.

What? The Local Food Hub is a non-profit organization, which operates two businesses: a distribution warehouse and an educational farm.

How? The Local Food Hub was established through donations, grant support from local individuals, foundations and the County Economic Development Authority.

Mission:	<ul style="list-style-type: none"> ✓ The Local Food Hub (LFH) is a non-profit organization working to strengthen and secure the future of a healthy regional food supply by providing small farmers with concrete services that support their economic vitality and promote stewardship of the land.
Products:	<ul style="list-style-type: none"> ✓ Produce grown and harvested within 60 to 100 miles of Charlottesville
Services:	<ul style="list-style-type: none"> ✓ Aggregation ✓ Distribution ✓ Marketing ✓ Pre-season planning ✓ Education ✓ Light processing ✓ Labeling and packaging
Operations:	<ul style="list-style-type: none"> ✓ 200 sq. ft. of freezer space ✓ 60 acres certified organic land ✓ Packing shed ✓ Barn for classes ✓ 3,800 sq. ft. distribution warehouse (which was donated to the LFH) ✓ 2 offices ✓ Large greenhouse ✓ Box cooler ✓ Housing for farm managers
Supply Chain Logistics:	<ul style="list-style-type: none"> ✓ Supplied by more than 50 family farms who deliver directly to the warehouse. ✓ Distributes to more than 100 locations in the region, using a 16 ft. refrigerated truck.
Market Channels:	<ul style="list-style-type: none"> ✓ Public schools ✓ Markets ✓ Distributors including Sysco and US Food Service ✓ Restaurants ✓ Universities including University of Virginia
Financials:	<ul style="list-style-type: none"> ✓ Year 1 Sales: \$75,000 ✓ Year 2 Sales: \$375,000 ✓ Year 3 Sales (estimated): \$600,000+ ✓ 80% of sales goes directly to producers, 20% goes back to support the business. ✓ Break-even is expected when sales hit \$1.2 million (anticipated in 2015) ✓ Currently, \$450,000 per year is received through the foundation, government grants and donations. However, these funds decrease between 15% to 25% per year.