

## BUSINESS PROFILES

### AGGREGATOR MODEL

#### 1. Business name:

Cherry Capital Foods, Michigan

Website: [www.cherrycapitalfoods.com](http://www.cherrycapitalfoods.com)

#### 2. Business Profile:

Established in 2007, Cherry Capital Foods distributes Michigan-sourced product throughout Michigan's lower peninsula, concentrating on an area within a 100-mile radius of its home in Traverse City. Serving as both distributor and product representative, the company connects regional growers and buyers, coordinates orders and deliveries, and provides suppliers with growing, packing and handling guidance. Cherry Capital Foods was launched in response to a growing number of requests for locally sourced products from a variety of regional wholesale customers. The company now sources directly from more than 50 Michigan producers whose scale of production ranges from half-acre gardens to large contract farms.

By focusing on local and Michigan sources, Cherry Foods aims to encourage the growing focus on regional food sheds as well as support for the Michigan economy and the environment.

#### 3. Ownership Type:

Limited liability company (LLC)

#### 4. Distribution Model/Structure:

Aggregator Model

#### 5. Market Channel:

<i>Market Outlet</i>	<i>% of Total Sales</i>	<i>Details On Market Outlet</i>
<b>Direct-to-Consumer</b>	0	
<b>Food service: Restaurants</b>	Not available	
<b>Food service: Institutions</b>	Not available	Schools (Sept-June)
<b>Specialty retail</b>	Not available	
<b>Large retail (regional, national)</b>	Not available	Regional retail
<b>Other market outlets</b>	0	

#### 6. Products and Services:

Products:

- Packaged greens
- Vegetables
- Meat
- Dairy: butter, milk and milk products
- Eggs
- Value added products: jam, honey, nut butters etc.

#### Services

- Distribution
- Product Marketing & Sales
- HACCP Consulting

### 7. Business Operations:

The Cherry Capital team has over 50 collective years of experience in the local fruit, restaurant and distribution industries. Drawing on its team's diverse knowledge base and existing connections, Cherry Capital Foods has built a network of reliable resources. The network includes people, product and connectivity within the regional food system that is developing as the market demand increases.

The company employs over 12 people in the following roles:

- Operations Manager
- Produce Buyer
- Protein Buyer/Compliance
- Value-Added Buyer/Logistics Manager
- Sales & Marketing Manager
- Sales Representatives (2)
- Customer and Vendor Relations
- Special Projects/School Liaison
- Warehouse Manager
- Bookkeeping/Human Resources
- Warehouse Assistant
- Delivery Drivers (2)

### 8. Other Logistics: Product & People

Twice per week a fleet of four refrigerated vehicles makes deliveries.

All products retain farm of origin labels.

Wholesale orders are placed online, by phone or fax.

Orders placed within Travers City are delivered the following day. Deliveries to other destinations vary seasonally with a minimum of one haul to each location every week.

Transportation is carefully coordinated to ensure that all trucks back-haul product on return trips.

### 9. Membership Requirements

For Producers: GAP (Good Agriculture Practices) Certification

### 10. Looking Ahead

Not available

#### Sources:

1. Cherry Capital Foods Website: [www.cherrycapitalfoods.com](http://www.cherrycapitalfoods.com)
2. University of Wisconsin-Extension and Center for Integrated Agricultural Systems. (2009). *Scaling-Up: Meeting the Demand for Local Food*. Link: [http://www.cias.wisc.edu/wp-content/uploads/2010/01/cherry\\_capital\\_foods.pdf](http://www.cias.wisc.edu/wp-content/uploads/2010/01/cherry_capital_foods.pdf)

For more information about the content of this document, contact Erin Gowriluk [eringowriluk@telus.net](mailto:eringowriluk@telus.net).