

Local Food Hub

Food Grown Close to Home

A THREE-YEAR
PROGRESS REPORT
2009 - 2012








A Three-Year Progress Report

TABLE OF CONTENTS

- 2 Letter from our Board Chair
- 3 By the Numbers
- 4 Local Food Distribution
- 6 Educational Farm
- 8 Farm Services
- 10 Community Outreach
- 12 Partner Producers
- 14 Local Food Buyers

ABOUT LOCAL FOOD HUB

We are an innovative nonprofit working to connect farmers, families, and food grown close to home. Our programming focuses on:

-  Small farm viability
-  Food access and equality
-  Local economic development
-  Job creation and retention
-  Beginning and established farmers

“Food hubs are not a flash in the pan. They are incredibly innovative business models specifically addressing some of our [...] most overwhelming challenges.”

– Kathleen Merrigan, Deputy Secretary, USDA



Our mission is 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.

Letter from our Board Chair:



Dear Friends:

Three years. Thirty-six months. More than one thousand days. It's hard to believe, but this summer, Local Food Hub turned three years old!

When we opened our doors in July 2009, we were on a mission to rebuild our broken food system: reconnecting local farmers, local families, and good food grown close to home.

As it turns out, that simple idea is actually quite complex. It's not just about food aggregation and distribution—though that is the crux of what we do. It's also about farmer training and education, community outreach, and equal food access for everyone.

Throughout the pages of this report, you will see how we are tackling all of these issues, impacting Central Virginia's food system and influencing the development of food hubs across our nation.

We owe our success to the skill of our farmers, the commitment of our buyers, and the support of our partners, donors, and friends. But we still have a long way to go and we've only just gotten started. Will you join us on this exciting journey?

A handwritten signature in black ink that reads "K. Suokko".

Kristen Suokko
Local Food Hub Board Chair

From Farm to Plate



vegetables
fruit
pastured meats

Local Supply

fresh eggs
value-added & specialty items

Local Food Hub

retailers
hospitals
restaurants

Local Demand

schools
food banks
nursing homes



By the Numbers

\$1.2 Million

Amount Local Food Hub has infused into our local farming economy through the purchase of locally grown fruits, vegetables, meat, eggs, and specialty products.

150+

Number of restaurants, retailers, schools, hospitals, caterers, businesses, and organizations now sourcing fresh food from Local Food Hub.

130,000

Pounds of fresh, local food donated to food banks, soup kitchens, and nonprofit organizations since 2009.

52

Number of public and private schools now partnering with Local Food Hub to serve fresh fruits and vegetables for lunch, breakfast, and snacks.

350,000

Pounds of local apples delivered to area elementary, middle, and high schools since 2009.

Local Food Distribution



Mark Miller Photography

Goal: To provide small, family farmers with concrete services that enable them to access large wholesale markets for their food.

Local Food Hub's distribution programs are designed to reconnect local food supply and demand in Central Virginia.

We think small, family farms should be able to sell their produce to large, wholesale markets—and we think hospitals, restaurants, public schools, and grocery stores should be able to serve more local food.

In the past, small farms have been locked out of these markets due to delivery minimums, insurance requirements, lack of time, and missing infrastructure. And, institutions have not always been able to easily access a consistent supply of fresh, local food.

Local Food Hub's services meet the needs of both farmers and buyers in our region. We are supporting the economic vitality of family farmers and providing nutritious, locally grown food to everyone in our community.

We think local food should be the rule, not the exception!

How it Works

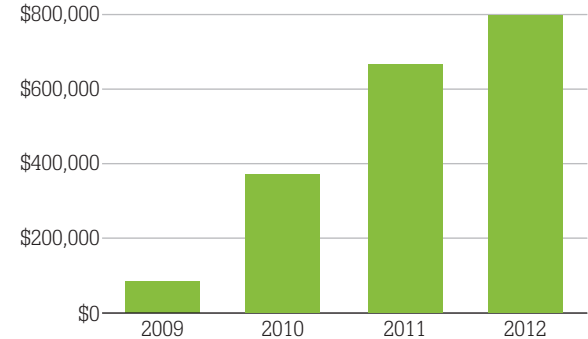
Local Food Hub operates a 3,100-square foot warehouse that serves as a drop-off point for fruit, vegetables, meat, eggs, and value-added products grown by our 75+ partnering farms. Our sales team works closely with wholesale customers to incorporate this local, seasonal food into their menus, inventory, and product offerings, providing expert marketing assistance and guidance.

Using our refrigerated truck, we deliver this food to schools, hospitals, restaurants, and businesses, five days a week. We take care of getting local food from the farm to the wholesale customer, saving farmers valuable time and money.

2009-2012 Highlights

- ✿ We have developed partnerships with more than 75 local, family farms, and we continue to grow this number every week. These partner producers represent some of the best, most innovative farmers in our region.
- ✿ Local Food Hub has sold more than \$1.2 million worth of local food since 2009. That money has been directly reinvested into our local farming and business communities.
- ✿ More than 150 schools, hospitals, nursing homes, restaurants, and retailers are now purchasing local food. That includes 52 schools, both Charlottesville-area hospitals, the University of Virginia, and a diverse selection of local institutions and businesses.

Annual Local Food Hub Sales



Our sales of local food have grown dramatically since our first year in business.



Our 18-foot refrigerated truck and refrigerated cargo van are on the road five days a week!

Educational Farm



Goal: To provide a training ground for beginning and established farmers while also growing healthy food for our community.

Local Food Hub's Educational Farm at Maple Hill is a 70-acre, certified organic testing ground for crops, agricultural techniques, and beginning farmers.

Donated by the Matthews family in early 2010, the use of this farm has enabled Local Food Hub to supplement our food distribution efforts with farmer outreach and training, educational programming, and lots of carefully grown fruits and vegetables.

As our country's farmers and ranchers get older, there are fewer young people standing in line to take their place. And yet, experts predict that the growing world population will require 70 percent more food production by 2050.

In order for our local food system to feed our community for the long haul, we're going to need more than just trucks and warehouses. We're going to need new farmers, more training programs, and lots of available land.

How it Works

In 2012, Local Food Hub established a new partnership with the International Rescue Committee (IRC) to provide recent refugees with paid work opportunities and hands-on agricultural training. The program is building a skilled farm labor workforce and new farm businesses while also growing local food for our community.

More than seven acres of land are under cultivation at Maple Hill Farm, and the farm produces a range of organic fruits and vegetables with a focus on off-season production. Much of the food we grow goes directly back into our local food distribution system, but a full 25 percent is donated to food banks and hunger programs in our region.

The Educational Farm also serves as a demonstration farm for new crop varieties, farming techniques, and season extension methods. Working in tandem with our farm services division, the farm produces a wealth of information and data that we can share with our partner producers for use on their own farm operations.

2009-2012 Highlights

- ✿ Thirteen interns and apprentices have participated in our training programs since 2009.
- ✿ Four Bhutanese refugees are receiving farm worker training at Maple Hill and we hope to expand this program in 2013.
- ✿ We have hosted more than 50 volunteer groups, workdays, and school field trips at our farm, including groups from UVA, Whole Foods, Woodard Properties, Inova Solutions, and the United Way.



Our Educational Farm is a certified organic training and testing ground for new crops and new farmers.



Twenty-five percent of the fresh, organic produce that we grow is donated to food banks and soup kitchens.

Farm Services



Goal: To support local farmers as they work towards successful wholesale production, effective land stewardship, and long-term economic sustainability.

The wholesale market for local food—schools, hospitals, retailers, and institutions—can be a challenging place for small farms.

Unlike CSAs and farmers markets, institutional buyers often have strict requirements for their orders, including pack size, product consistency, and food safety guidelines.

To meet these unique demands, many of our farmers require technical assistance and support. Our skilled farm services team works closely with our producers to provide one-on-one consultation, educational resources, and valuable training opportunities designed to streamline production and increase farm income.

We also focus on sustainability, land stewardship, and season extension.

So while we're helping out our farmers' bottom line, we're also increasing our community's access to fresh, healthy, local food. A true win-win!

How it Works

During the winter, Local Food Hub conducts production planning sessions with our farmers to determine crop selection, planting schedules, and price ranges. This strategic planning is based on the needs of our community of buyers, and enables our farmers to start the year with a guaranteed market and price for their fruits and vegetables.

Throughout the season we work closely with our producers to provide consultation and troubleshooting for any issues that may arise. We create detailed production guides, growing specs, and other resources with the goal of increasing farm efficiency and output. And, we visit each farm that we work with to learn their story and their challenges, while also verifying the source of our food.

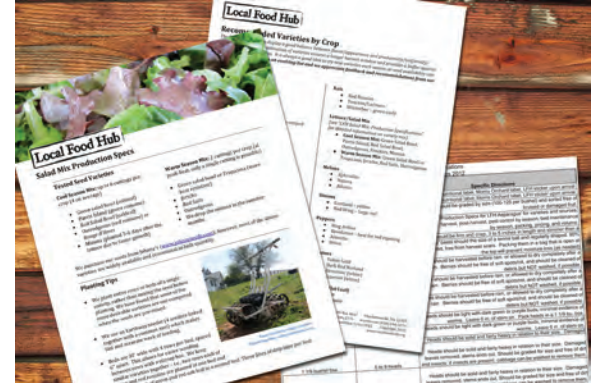
Finally, we host a comprehensive annual workshop series open to our entire community. Workshops are focused on farmer-chosen topics like pest management, financial planning, and season extension, and are taught by experts from across the country.

2009-2012 Highlights

- 🌱 Since 2009, we have hosted more than 25 educational workshops and provided individual consultation to many partnering farms.
- 🌱 We have developed a robust online resource library for our farmers, with detailed information ranging from food safety to financial management to organic certification.
- 🌱 Using our heated greenhouse, we have provided our partner producers with more than 14,000 organic starter plants.



We host an annual agriculture workshop series open to farmers and community members.



We develop comprehensive production guides and product specs for our partner producers.

Community Outreach



Goal: To work with our community as we build a new food system that values small farms, healthy food, and equal access.

Local Food Hub believes that in order to truly change our food system, we must work together as a community of farmers and eaters.

That's why we have designed our outreach efforts with a focus not only on farm education, but also on food access equality, healthy eating, and volunteer participation.

Using the resource of our Educational Farm and amplifying our efforts through strategic community partnerships, we are expanding access to fresh food throughout Central Virginia and encouraging all citizens to participate in their local food system.

How it Works

One of our most exciting outreach efforts is our Farm to School Program. We have built dynamic partnerships with public schools in Charlottesville and Waynesboro cities, as well as the counties of Albemarle, Nelson, and Greene. We work directly with nutrition directors and staff to create purchase plans

that meet nutritional and budgetary needs, and provide a range of fresh fruits and vegetables for lunch and snack programs. Field trips, volunteer projects, and school visits supplement these efforts and ensure that students learn the value of farming and healthy food choices.

Our Pop-Up Market program brings fresh, healthy food directly to underserved locations. A partnership with the Boys & Girls Club has enabled us to host this weekly market at the Cherry Avenue center, and we hope to expand the market to additional locations in 2013.

Our food donation program ensures that even the most vulnerable members of our community are able to enjoy fresh, local food. Each year, we donate thousands of pounds of food to organizations like The Haven, Bread of Life, and the Blue Ridge Area Food Bank.

Finally, we host two seasonal events to celebrate local food with our community. Each spring we host a family-oriented open house and plant sale at our Educational Farm. And in the fall, we honor farmers and community leaders with the Community Food Awards.

2009-2012 Highlights

- ✎ Since 2009, we have donated more than 130,000 pounds of fresh, local food to regional food banks and nonprofit organizations.
- ✎ Our Pop-Up Market with the Boys & Girls Club is entering its fourth year, and we hope to expand this program in future years.
- ✎ More than 350,000 pounds of fresh, local apples have been delivered to more than 52 local schools.



More than 500 people joined us for the Taste of the Farm open house in May 2012.



Our weekly Pop-Up Markets bring fresh, local food directly to neighborhoods that need it most.

Partner Producers

Our partner producers are truly the backbone of our organization. We are proud to work with a diverse group of family farms who are committed to growing fresh, healthy fruits, vegetables, meat, and eggs for our community.

ALBEMARLE:

Bellair Farm
Best of What's Around
Crown Orchard
Down Branch Farm
Free Union Grass Farm
Hardy Farm
Henley's Orchard
Highland Farm
Iona Farm
New Branch Farm
Oakencroft Farm
Porcello Farm
Seven Hills Farm
Sharondale Farm
Sherwood Farm
Steadfast Farm
Stonewall Farm
Tall Cotton Farm
Tinder Cattle & Vineyard
Wineberry Farm
Woodridge Micro Farm
Vintage Virginia Apples

AMHERST:

Morris Orchard

AUGUSTA:

S&S Family Farms
Serenity Hill Farm
Singing Earth Farm
Stover Shop Greenhouses

BUCKINGHAM:

Grunt N Gobble Farm

CAMPBELL:

Auburnlea Farms
Eby's Produce
Yoder's Hydroponics

CHARLOTTE:

Goldman Farm

CUMBERLAND:

Prospect Farm

FLUVANNA:

Layz S Ranch
Three Sisters Farm

GREENE:

Planet Earth Diversified
Shady Lane Family Farm
Shepherd's Hill Farm
Spring Gate Farm

HANOVER:

Agriberry

LOUISA:

Hill Farm
Twin Oaks Community
Vanguard Ranch

LYNCHBURG CITY:

Lynchburg Grows

NELSON:

9th Chapter Farm
Appalachia Star Farm
Borrowed Ground
Critzler Family Farm
Dickie Brothers Orchard
Double H Farm
Heart Root Farm

Hungry Hill Farm
Saunder's Brothers
Spruce Creek Figs
Twin Springs Farm
Woodridge Farm

PITTSYLVANIA:

Jolly Pond Farm
Walnut Winds

ROCKBRIDGE:

Holland's Three Rivers Farm
Sunflower Flats

ROCKINGHAM:

Radical Roots Farm
Valley Farming

SURRY:

Edwards of Surry, VA

WARREN:

Liberty Farm

YORK:

Willie Mae Farms



“Local Food Hub is one of our largest customers and buys a lot of our produce. Once we started growing for Local Food Hub, we had to rent 30 more acres to keep up with demand!”

–Jose Calixto, Farmer, Singing Earth Produce

Local Food Buyers

Local Food Hub partners with a range of institutions, schools, restaurants, and retailers in the Charlottesville region to supply them with fresh, locally grown fruits, vegetables, eggs, and meat from Central Virginia's finest family farms.

SCHOOLS:

Albemarle County Schools
Charlottesville City Schools
Darden School of Business
Field School of Charlottesville
Greene County Schools
Mountaintop Montessori School
Nelson County Schools
St. Anne's-Belfield School
University of Virginia
Waynesboro Public Schools
Woodberry Forest School

INSTITUTIONS:

Jefferson Area Board for Aging
Martha Jefferson Hospital
Mountainside Senior Living
University of Virginia Hospital
Westminster Canterbury

GROCERS & RETAILERS:

Bedford Avenue Meat Shop
The Farm Cville
feast!

Greenwood Gourmet Grocery
Integral Yoga Natural Foods
Native Harvest
Rebecca's Natural Foods
The Virginia Shop
Whole Foods Market

DISTRIBUTORS & BUYING

CLUBS:

Cavalier Produce
Dominion Harvest
Farm to Family
Farm to You
Keany Produce
Off the Vine Market
Relay Foods
Sysco Virginia

RESTAURANTS & CATERERS:

A Pimento Catering
Afton Mountain Vineyards
Albemarle Baking Company
Beer Run
Blenheim Vineyards

Blue Moon Diner
Blue Mountain Brewery
Blue Ridge Country Store
Brookville Restaurant
C&O Restaurant
Camino
Cardinal Point Winery
Carpe Donut!
Chef Ted Catering
Citizen Burger Bar
Clifton Inn
Dinner at Home
Duner's
Great Harvest Bread Company
Greenie's
Harvest Moon Catering
Hot Cakes
Ivy Inn
Keswick Hall Club & Estate
King Family Vineyards
Maya
Michael's Bistro
Mike Lund Food

Mudhouse
Omni Hotel
Pippin Hill Farm & Vineyard
Plank Road Exchange
Revolutionary Soup
The Rock Barn
South Street Brewery
Tavola
Village Catering
The Whiskey Jar
The William Cox Inn
Zinc

OTHERS:

Boys & Girls Club
Camp Holiday Trails
The Haven at First and Market
Innisfree Village
PB&J Cooking Club



“I have been told by many customers over the years that we have the best produce in town. The secret is that we buy so much local. Local Food Hub has been a great asset to our store because it made local food more available. That’s good for us and the farmers.”

–Waheguru Singh, General Manager, IntegralYoga Natural Foods

Contributions

With much gratitude, Local Food Hub presents the names of individuals, families, foundations, and businesses that have supported us since 2009. While we do not have the space to honor everyone, we are extremely grateful for the generosity of our community.

INDIVIDUALS (\$100+)

Jonathan Auerbach

Michelle Anderson

Kimberly Andretta

Michael Anello

Janice Aron

Jan Aronson & Edgar Bronfman

Amy Ballenger & Paul Hahn

Kathryn Barker & Jenn Sword

Louisa Barrett

Dorothy Batten

Ellie-Wood Baxter

David Beach

Karen & Carter Beauford

George Beller

Elizabeth Birdsall & Eric Young

Katharine Birdsall

Mary Scott & John Birdsall

Kelli & Andy Block

Mr. & Mrs. John Wood Bolton

Veronica & Kenneth Bowles

Antoinette & Ben Brewster

Nan & Dan Brody

Kara & Chris Burke

Charlotte Buttrick &

Forbes Reback

Coran Capshaw

Millie & Rip Cathcart

Robert Cheek

Mary Jane Chisholm

Suzanne Chitwood

Margaret Barker Clark

Kate Collier & Eric Gertner

Lisa & Jason Colton

Mr. & Mrs. James Covington

Elizabeth Crawford

Candace Crosby

Joy & Pete Cross

Patricia & David Crowe

Kater & Soleio Cuervo

Pat & Madison Cummings

Betsy & Jay Dalglish

Courtney & Terry Daniels

Cynthia Davis

Dr. Christina Della-Coletta &

Mr. Michael Thrift

Ann & Les Disharoon

Lisa & William Drake

Laura Easter

Robin Eastham

Rose Burks Emery

Lynda Fanning

Elizabeth & Temple Fennell

Melinda & Henry Frierson

Pamela & Christopher Gale

Jennifer Gilliland

Kathleen Glenn-Matthews &

Peter Matthews

Kathryn Goodson &

Randolph Byrd

Ann & Alex Gould

Ginger & Greg Graham

Jennifer & Lee Hale

Alta & Peter Hallock

Gina Haney & Glenn Foulds

Jennifer & Lee Hale

Cassandra Hanley

Ashley Harper &

David Matthews

Bertie Heiner

Kathy Heiner

Achsah Henderson

Jane Heyward

Mary & E.D. Hirsch

Mary & Frederick Hitz

Diana Hollister

Hillary & Jack Horn

Elvira Tate Hoskins

Mary Hughes

Kirby Hutto

Dale Johnson-Raney

Cri Kars-Marshall &

John Marshall

Lee & Neal Kassell

Jessica Kastin

Harrison Keevil

Louis Keller

Elyssa Kellerman

Janemarie & Donald King

Barbara Korol

Anna Lane

Andrea Larson

Audrey & John Lewis

Terri & Barry Long

Ann Lynch

Ann Mallek

Valerie Matthews
Ann May & Harold Via
Janet & Jay McDonald
Carter & Wick McNeely
Glen Michael
Diane & Ethan Miller
Steve Murray
Marsha Musser
Jessica Nagle
Judy & Dick Nunley
Harma Nyhof
Beatrix Ost & Ludwig Kuttner
Hayley Parrish
Dee & Rick Pietsch
Dee & Michael Polito
Jessica Primm
Christina Proenza-Coles &
George Coles
Judy Rasmussen
Jennifer Rinehart & Edward Foss
Felicia Rogan
Anne & Stephen Runkle
Caleb Sancken
Elizabeth Sidamon-Eristoff
S. Sonjia Smith
Ann & John Snyder
Charles Stick
Betty Strider
Kristen Suokko & Bill Antholis
Elizabeth & Jay Swett

Tobey & Alex Stultz
Elsie & Mac Thompson
Ann & Tony Vanderwarker
The Vargo Family
Barb & Rit Venerus
Marisa Vrooman &
Nate Braeuer
Elizabeth Waters
John Watterson
Sheila & R. Ted Weschler
William Whitaker
Kari Williams
Margaret & Fenton Williams
Linda Winecoff
David Wood
Thomas Woltz
Carrie & Zack Worrell

FOUNDATIONS:
1772 Foundation
Ballyshannon Fund
BAMA Works
J.M.R. Barker Foundation
blue moon fund
Charlottesville Area Community
Foundation
Claneil Foundation
GRACE Communications
Foundation
Hartfield Foundation
Heiner Family Fund

Horton Foundation
LeRoi Moore Fund in CACF
The Maxwell Fund
MLG Foundation
Oakwood Foundation
PECO Foundation
Perry Foundation
Red Light Fund
Hunter Smith Family
Foundation
WestWind Foundation

BUSINESSES:
Advance Stores Inc.
Albemarle Baking Company
Alloy Workshop
Ashtanga Yoga
Best of What's Around
Compass Group
Eagle Corporation
feast!
Hill & Holler
Mountain Lumber
MusicToday
New Dominion Bookshop
Peace Frogs
Rebecca's Natural Foods
Red Star Merchandise
Sysco
Virginia Farm Bureau
Wildwoods Hickory Syrup

GOVERNMENT:
Albemarle County
City of Charlottesville
Nelson County EDA
USDA-NRCS
USDA



"As a mother, I know that good food grows good kids. As a farmer, I know that support for local food builds a strong economy. Local Food Hub is close to my heart because it brings good, local food to our community."

—Jennifer Gilliland
highlandorchardfarm.com

Local Food Hub

Program Directors:



Director of Outreach & Communications

Emily Manley

emily@localfoodhub.org



Director of Distribution

Alan Moore

alan@localfoodhub.org



Director of the Educational Farm & Farm Services

Adrianna Vargo

adrianna@localfoodhub.org

info@localfoodhub.org

P.O. Box 4647

Charlottesville, VA 22905

(434) 286-2176

www.localfoodhub.org

Staff:

Anna Emery

Luke Kidwell

Brian Moss

Chris Payne

Kedar Paudel

Yadu Poudel

Lisa Reeder

Will Smith

Sha Tamang

Tul Tamang

Steve Vargo

Board of Directors:

Kristen Suokko, Chair

Kathryn Barker

Karen Beauford

Doug Burns

Kate Collier

Lisa Colton

Holly Edwards

Eric Gertner

Kathleen Glenn-
Matthews

Julie King

Carl Tinder