



STRATEGIC PLAN 2023-2027

LOCAL FOOD HUB

Strengthening local food systems by advocating for fairness in farming, advancing equitable access to local food, and providing support to small, independent farmers.

Our Vision

A network of diverse, independent farms providing communities with fresh, nutritious, locally grown food.

Plan Overview

This strategic plan was developed with input from key stakeholders, including the board, staff, partners, farmers, donors, foundations, and Fresh Farmacy participants. It will be the driving force for action over the next five years - giving clarity of purpose, and connecting daily efforts to desired impacts within Local Food Hub and the communities Local Food Hub serves.

About Us

Local Food Hub was founded in 2009 with the goal of increasing access to fresh, healthful, locally grown foods by working with Virginia farmers. It is a vital part of the community in Charlottesville, throughout Virginia, and across the East Coast, connecting farmers with consumers and promoting the benefits of and equitable access to locally grown food.

Our Values



Authentic

We are genuine and honest in all we do, and ensure that our actions align with our words



Belonging

We are committed to creating an environment where everyone feels welcome, valued, and respected.



Collaboration

We embrace the belief that, by working together, we can achieve more than we ever could alone.



Service-Oriented

We seek to set the standard for service in all we do.

GET IN TOUCH

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Key Objectives

Operational Excellence

Ensuring long-term sustainability is key to supporting and serving local farmers and increasing accessibility to local food. We are committed to intentional organizational development and performance management against the strategic plan.

Culture of Belonging

Racial Equity will be incorporated into all aspects of the organization. We will embed racial equity into operations, collaboration, and service.

Exemplary Farmer Support

Farmers of all sizes should be able to thrive, not just survive. We will always meet small, independently owned farms where they are and will continue developing creative and accessible programming to advance those farmers.

Equitable Food Access

Access to healthy, local food should be a right, not a privilege. We will continue to offer high-quality food access programming, while exploring creative solutions to long-term, sustainable food access programming.

Trusted Convener

Local Food Hub fills a unique niche in food systems, supporting end-to-end regional food systems development. When requested, we will step into the role of convener, bringing together groups and stakeholders for productive conversation.

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