

# GRASSHOPPERS

Local Food For Local People

## **Grasshoppers: the one-stop shop for Local Food, All Year**

### ***Local, Sustainable Grocery Service***

- Grasshoppers is *the* one-stop shop for local food *year-round*. Our food is sustainably grown and family-farmed. Our animals are raised on pasture and do not receive prophylactic antibiotics or added steroids and hormones.
- Grasshoppers provides fresh produce, meats, cheeses, eggs, dairy, pastas, soups and other value-added foods from local farmers and artisans 52 weeks a year.
- Grasshoppers has over 1,200 subscribers to our grocery program serving Louisville, Kentucky & Southern Indiana.
- Grasshoppers' customer base is unusually engaged: we have over 2,300 Facebook Followers and over 500 people *read* our twice weekly e-newsletters.
- Grasshoppers is committed to education and customer service, and is continually ranked high in customer service by our customers, both current and former.

### ***Wellness Programs***

Grasshoppers works with over a dozen employers to provide access to healthy food for their employees as well as the support they need to be successful: recipes, meal plans, storage tips and nutrition information.

### ***Partners***

- Grasshoppers partners with over a dozen local food entrepreneurs to bring their foods to a larger market and to introduce local sourcing to their operations.
- Grasshoppers receives support from the Kentucky Agricultural Development Fund, Kentucky Proud, the USDA, the Wholesome Wave Foundation, and multiple private social investors.

### ***Commitment to Farmers and Food Systems Development***

- Grasshoppers has paid over 70 family-scale producers in Kentucky and Southern Indiana more than \$2.25 million.
- Grasshoppers pays family farmers approximately sixty-three cents on every dollar. Nationally, farmers are paid twenty cents on every dollar.
- Grasshoppers conducts seasonal crop planning with farmers, and coordinates training of farmers around food safety, quality, packing, and transportation.
- Grasshoppers is farmer-owned.
- Grasshoppers is working across sectors to build first-mile aggregation points for clusters of family-scale farmers to reduce their transportation costs, improve their product quality, and provide a center for training, best practice sharing, group purchasing, and crop planning.

### ***Commitment to Affordable Access to Healthy Food***

- Grasshoppers delivers fresh, local produce to over 17,000 elementary school kids, over 90% of whom receive free or reduced-price lunch.
- Grasshoppers is located in one of Louisville's food desert neighborhoods, and we accept food stamps.

### ***Green Initiatives***

- Grasshoppers, a grocery service, remarkably produces zero food waste.
- Grasshoppers is employing Cool-Bot technology to manage our energy utilization in our coolers.
- Grasshoppers is working to reduce food waste in the home by providing meal planning services and facilitating home composting.
- Grasshoppers encourages sustainable agricultural practices through pricing, marketing, and coordinating the provision of technical assistance and capital for farmers engaged in sustainable agricultural practices.

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## ***Food Processing***

- Grasshoppers has a food manufacturing license and operates our processing out of a certified processing facility. We continue to develop a line of value-added products including vegetarian and omnivore soups, pestos, hummus and other dips, apple butter, tomato sauce, and much more.

## ***Food Safety***

- Grasshoppers is thoroughly committed every day to transparency in food sourcing and to food safety. We know where all our food originates and to whom that food is sold. We visit our farms to confirm agricultural practices, and we insist on transparent sourcing and clear labeling from all of our producers.

## ***Gratitude***

- Grasshoppers was founded with a USDA value-added producer grant coupled with a grant from the Kentucky Agricultural Development Fund.
- Grasshoppers exists today because of the immense generosity and commitment of its financial supporters and grocery service members.
- We hope to return this support and vote of confidence by helping to build a healthy and resilient regional food system.