



“Midsize farms in the Northeast are primary suppliers of a sustainable regional food system.”

501©3

No trucks, No warehouse

45+ wholesale farms

Fresh produce only

New England, NY, NJ, PA

~10% net margin

50/50 produce sales/grant income

\$5.26 million in gross sales in 2016

100% growth in 2010-2015

87% - Chain Grocery (DC or substantial store count)

10% - Distributors (minimal contact with end customers)

1% - Institutional (colleges and universities, independent and via food service management cos)

2% - Independent retail (independently owned or pilot level)



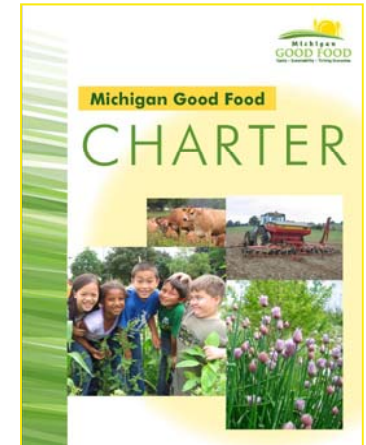
National Co-op Grocers

Purchasing and business services co-op

- 148 retail food co-ops
- 200 stores in 38 states
- Serving 1.5 million consumer owners
- Annual sales of \$2 billion

MSU Center for Regional Food Systems (CRFS)

Mission: Develop regionally integrated,
sustainable regional food systems



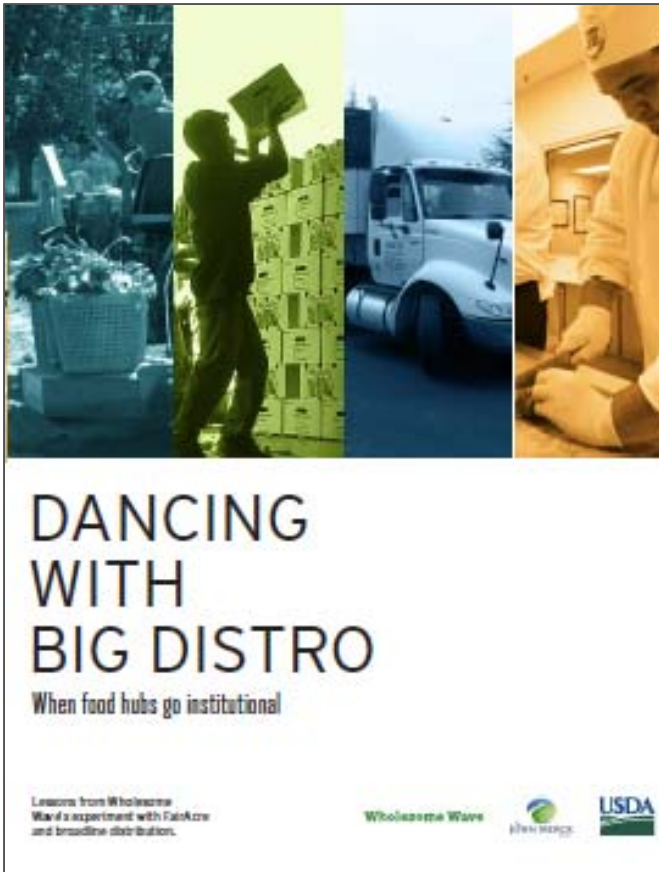
Michigan-based work:

- Michigan Good Food Charter
 - Michigan Food Hub Network
 - Michigan Farm to Institution Network
 - Michigan Good Food Fund (30 million)
 - Michigan Local Food Council Network

National work includes National Food Hub Survey



Lessons harvested from the FairAcre Traders experiment



10 Takeaways Every Food Hub Should Know

Getting into Big Distro

1. Solve your customer's problem, don't preach local food
2. Good value chain facilitation has a huge impact
3. Show them the quality goods! Lead with liability and availability
4. Legal structure matters, but only at first. Emphasize your experience

Selling into Big Distro

5. Sell yourself to Sales, then prepare to pulse pulse pulse!
6. Ask for real trade partnership
7. Traceability tools show good hygiene
8. Brace for pricing! And beware the operating redundancies!

Cautions for future network efforts

9. Choose your partners wisely
10. Preserve pathways to governance