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
16 Contributions

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.
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?

Kristen Suokko
Local Food Hub Board Chair
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

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. Our role is to take care of getting food from farm to wholesale customer as efficiently and cost-effectively as possible: one order, one delivery, one bill.

2009-2012 Highlights

利物 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.
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 varietals, 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.

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

Our Educational Farm is a certified organic training and testing ground for new crops and new farmers.
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.
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.
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
- Critzer Family Farm
- Dickie Brothers Orchard
- Double H Farm
- Heart Root Farm
- Hungry Hill Farm
- Saundar’s Brothers
- Spruce Creek Figs
- Twin Springs Farm
- Woodridge Farm

**PITTSLYVANIA:**
- 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
- 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

**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 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, Integral Yoga Natural Foods
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 Dalgliesh
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  
Compass Group  
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
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

Staff:

Anna Emery
Lisa Reeder
Luke Kidwell
Will Smith
Brian Moss
Sha Tamang
Chris Payne
Tul Tamang
Kedar Paudel
Steve Vargo
Yadu Poudel

Board of Directors:

Kristen Suokko, Chair
Holly Edwards
Kathryn Barker
Eric Gertner
Karen Beauford
Kathleen Glenn-Matthews
Doug Burns
Julie King
Kedar Paudel
Carl Tinder
Lisa Collier

info@localfoodhub.org          P.O. Box 4647          Charlottesville, VA 22905          (434) 286-2176          www.localfoodhub.org