

FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

During 2019, Virginia's small, independently-owned farms sold 25 percent more food into the local market -- a direct result of Local Food Hub and 4P Foods working together to rethink how local food gets to consumers.

This is just one of many steps Local Food Hub is taking to transform how we value, grow, and eat food, working at the intersections of small-scale farming, the marketplace, the community, and good food policy.

For despite all the advances in our food economy, small farms continue to be challenged by a warming climate, a more competitive marketplace, decreasing availability of land, and federal regulations. Local Food Hub brings 10 years of experience in farmer support, market access, and big-picture thinking to this changing landscape.

Please read on for more information about where we've been and where we're going, and learn how you can join us in supporting better food and farmers for a better world.

With gratitude,



2020 LOOK AHEAD

Local Food Hub believes that the best way to thrive in a changing world is to have a strong food economy - one that values small farms, healthy farmland, and equal access to good food for all. With the efficient distribution of local food now well in hand, we're better positioned than ever to serve Virginia's farmers and address new and emerging challenges.

Here is a sampling of our plans for the coming year:

- Provide financial assistance to farms embarking on the costly and time-consuming process of food safety certification
- Partner with the Piedmont Environmental Council on increasing markets for grass-fed beef
- Develop a graduation program for Fresh Farmacy participants to support healthy eating habits
- Build support for good food policies at the local, state & national levels
- Raise awareness of the role of local food in addressing food security issues
- Convene a network of regional food hubs to boost collaboration

We hope you'll join us! 

STAFF

Kristen Suokko, Executive Director
Jennifer Beckman, Finance Manager
Portia Boggs, Director of Advancement & Communications
Laura Brown, Director of Community and Policy
Stasia Greenewalt, Director of Grower Services
Kerry Trenor, Bookkeeper

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2019 ANNUAL REPORT AT A GLANCE

75

PARTNER FARMS
& PRODUCERS

\$66,000

OF FOOD DISTRIBUTED
THROUGH FRESH FARMACY

FRESH FARMACY
PARTICIPANTS

283

51%

LFH PARTNERS WHO INCREASED
THEIR SALES IN 2019

88

HOURS OF
DIRECT FARM
SUPPORT

ATTENDEES AT
COMMUNITY
FOOD AWARDS

130

5

LEADERSHIP POSITIONS
ON LOCAL &
STATE BOARDS

FARM SUPPORT

In 2019 we doubled down on our efforts to help Virginia's independently-owned farms survive and thrive. Local Food Hub's Director of Grower Services is an expert in new regulations affecting small farmers, including being certified to lead mandatory Produce Safety Alliance courses. She helped two partner farms achieve the highest level of food safety certification, Harmonized Good Agricultural Practices, and visited dozens of others for one-on-one assessments.



"After deciding we wanted our first food safety audit to be the challenging Harmonized GAP, I was able to work with Stasia to implement the systems and create the manual. Her assistance was invaluable. We passed with flying colors and now we are prepared to pursue new markets!"
- Radical Roots Farm

DISTRIBUTION

"To truly impact the way we feed ourselves in this country, we must continually innovate ways to get good food from family farms to market in a more efficient and cost-effective way. This acquisition helps move us closer toward that goal."
-Tom McDougall, 4P Foods

This past year, Local Food Hub and 4P Foods completed a deal that is making the connections between local, farm-fresh food and consumers more scalable, more efficient, and more able to compete with the industrial food system. In June 2019, 4P Foods acquired Local Food Hub's distribution business, marrying Local Food Hub's strengths in farmer relationships and product knowledge with 4P's strengths in logistics, market development, and sales. As a result, Virginia's family farms have seen a 25% increase in purchases over the same period last year, and several more have joined the network.



FOOD ACCESS

In 2019, the Fresh Farmacy: Fruit and Veggie Prescription Program served more people than ever before at six sites throughout Charlottesville and Albemarle County. The program increased its focus on families with children, and made materials available in Spanish for the first time. Data continued to indicate that participants increased their fruit and vegetable consumption, experienced health improvements, and made long-term changes to their wellness habits.



Fresh Farmacy bags "usually have things I had never experienced before like sprouts and veggies. It was interesting to experiment with new things... and I really liked it. The recipes helped me learn how to cook things I didn't know how to before."
-Fresh Farmacy Participant

COMMUNITY & POLICY

In 2019, Local Food Hub played an instrumental role in discussions and community efforts around food equity, our regional foodshed, public health and nutrition, and local purchasing in Virginia universities. In all of these venues we advocate for small family farms, and for better ways of growing, producing and eating food.



"Local Food Hub has been a crucial partner for the Charlottesville Food Justice Network. As collaborators they continue to bring in the perspectives of farmers and the role food hubs play in cultivating economic vitality within our local food system, while also speaking to equitable food access for low-wealth families with their Fresh Farmacy Program. Local Food Hub's leadership within the Network continues to be an important driver for the change we wish to see."
- Shantell Bingham
Charlottesville Food Justice Network