

**Local Food Promotion Program (LFPP)
Final Performance Report**

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	10/15/2014, 03/31/2017
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Recipient Organization Name:	La Lucha Space
Project Title as Stated on Grant Agreement:	The Locals Food Hub: small town, big potential
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-AR-0005
Year Grant was Awarded:	2014
Project City/State:	Conway, AR
Total Awarded Budget:	\$68,770

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
- Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1: Establish a food aggregation hub that is able to receive, process, and aggregate large volumes of fresh local food.

Activity 1.1 Meetings with stakeholders

- a. Progress Made: We met and coordinated with numerous partners and key stakeholders, forging relationships and paving the way to increase the volume of local food circulating in Conway. These stakeholders included farmers, farmers markets, restaurateurs, university faculty and students, and other organizations such as the Arkansas Coalition for Obesity Prevention, the Conway School District Farm to School grant staff, the Arkansas Farmers Market Association, New South Farm Cooperative, and Arkansas GardenCorps. Several meetings were needed with each stakeholder in order to introduce the project, establish needs, fine tune processes, figure out logistics, and provide technical support and quality assurance. In order to get community buy in and leverage the existing resources in our city we also created a Local Food Committee. Members of this committee helped us come up with strategic plans, reach new audiences and navigate new relationships.
- b. Impact on Community: Meetings with stakeholders helped us identify and recruit participants, as well as form strategic partnerships with other organizations with similar goals, thus strengthening the local food network and infrastructure in Central Arkansas. Our relationships also helped educate the public by increasing the level of knowledge and awareness for The Locals Food Hub project in the community. The diverse nature of the stakeholders engaged helped The Locals Food Hub project’s message spread across multiple channels and reach a wide demographic.

Activity 1.2 Training food hub specialist

- a. Progress Made: In March 2015 one of our staff member participated in a Food Hub Training Camp hosted by Local Orbit, a supply chain online platform that facilitates food hub management and sales. Topics included critical business analysis, collaborative supply chains, data capture and analysis, demand and sales planning, food safety, menu development and networked logistics. Our staff also participated in a separate food safety training seminar hosted by the University of Arkansas Division of Agriculture, Research and Extension.
- b. Impact on Community: This step helped establish the protocols and procedures for food aggregation for The Locals Food Hub project which improved the viability of the program long term.

Activity 1.3 Establish cold storage

- a. Progress Made: a cold storage unit was established and placed in Downtown Conway. The food hub is a repurposed insulated trailer outfitted with a window A/C unit and a CoolBot that regulates the temperature inside. There are shelves, crates, a scale, packaging supplies, signs, tables, chairs and two canopies inside the food hub.
- b. Impact on Community: The cold storage unit serves as an aggregation point for farmers and farmer coops to deliver produce, it also serves as a pick-up location for CSA customers.

Activity 1.4 Supplies for food aggregation

- a. Progress Made: Supplies were procured or purchased and placed in the food hub. These included: shelves, tables, chairs, two canopies, signage, produce bags and crates. In order to establish protocols and procedures for food aggregation we conducted extensive research of best practices and created manuals for food hub managers, buyers and sellers based on Local Orbit's online platform (see Local Orbit user manuals attached). The protocols and procedures developed in 2015 were then re-evaluated to fit our needs in 2016 and 2017.
- b. Impact on Community: Supplies allow us to aggregate and distribute food safely and effectively. Some of the supplies are long lasting so they will be able to continue to serve the project.

Activity 1.5 Growing Season 2015-2016

a. Progress Made: Wholesale orders from restaurants and food trucks, as well as CSA shares were processed and delivered through The Locals Food Hub. In 2016 we partnered with New South Farmers Cooperative (formerly Foodshed Farms), a farmer owned cooperative working with over 20 Arkansas farmers, including produce, flower and livestock farmers. This partnership increased the number of farmers and food producers we were able to support, and the total dollar amount made by individual local farmers.

b. Impact on community: Total sales per individual farmer increased dramatically given that The Locals Food Hub helped facilitate relationships not only between farmers and restaurants, but also between farmers and CSA participants. This improved the community's access to local food and also increased the community's support for the local food movement, paving the way for continuing growth in this sector. Additionally we organized events during the growing season that connected the community with farmers and other food producers, as well as restaurants and food trucks making orders from The Locals Food Hub. These activities generated more awareness, education and excitement about local food in our community. In total we helped facilitate the sale of \$17,000

- ii. Goal/Objective 2: Develop software able to process wholesale items into retail point of sale system.

Activity 2.1 Perform an information assessment to define project scope

a. Progress Made:

The information assessment was completed by Dan Decker and Shawn Goicoechea. The project scope, data needs and integration points of the minimum viable product were established, documented, and vetted in 2015. In order to achieve this the software developers created sample layouts and mock ups to match the technical needs of the projects and create a prototype. Research was conducted to determine which existing point of sale system would work best with the software being developed. In particular to ensure a low barrier to access for any future community that may benefit from the software tool.

b. Impact on Community: This step in the process had little impact to the community beyond ensuring that the finished product is useful and help users address real needs.

Activity 2.2 Establish work-flow and user interface

a. Progress Made: In conjunction with market managers a work-flow integrated with the point of sale system (Square app) was created for processes associated with having multiple sellers (farmers) easily enter products into a system that a single person can manage—a market manager with a point of sale device at pop-up or aggregation point. It was determined it would be best to model the product less after a wholesale to retail model, and orient it more toward supporting cooperative models whereby

each vendor (farmer) manages their own products and market managers can easily sell those via the retail point of sale.

b. Impact on community: This activity was intended to ensure that the software workflows reflect the needs of market managers and farm sellers when implemented.

Activity 2.3 Collaborate with local programmers to develop software

- a. Progress Made: The software tool is called “Pop Hub” and is specifically designed for multi-seller markets. The software was completed to include functionality that enables market managers to invite vendors (farmers) to use the tool for entering inventory. Farmers can create a login and enter products each in their own portal. Farmers are able to submit inventory to the market manager for approval. Market managers are able to review new inventory, make adjustments and accept that inventory into the store. The platform syncs with an existing, commonly used app (SquareUp) for checking out customers in person. This app provides secure payment processing and other features commonly used in a retail context. Once items have been sold each vendor is able to see their sales, and a breakdown of what they are owed (including calculation of any commissions due to their market). Market managers are able to easily see the same reports of what each vendor is owed and track their payments to vendors to ensure that markets are able to operate efficiently and there is a good baseline of transparency for vendors and market managers. This tool can eliminate tedious data entry and ineffective paper processes allowing markets and farmers to easily do their work on mobile devices.
- b. Impact on community: Now that the software has been completed the organization (market managers and farmers) will yield future time savings, ease of operation and improved transparency for as long as they continue to use the tool. Additionally the organization has begun to accept requests from outside cooperatives who are interested in using this software to improve their operations. We hope in the future other organizations will adopt, and benefit from, this software.

Activity 2.4 Solidify best practices for new software tools

- a. Progress Made: Testing was done on the software to add appropriate help text and support to those using it. Baseline documents and processes for recording issues and updates were established to monitor progress and ensure that future users of the software were able to understand each task or operation, how it works and what it does. Testing was done to ensure that features and calculations work properly and any limitations are appropriately communicated to market manager users.
- b. Impact on community: At this stage the primary impact was on the market manager who was able to begin experimenting with and testing the software. Dozens of end users will now benefit from the ability to manage the process of selling their goods at Pop-Up markets, the Locals Food Hub, and other markets using the software.

- iii. Goal/Objective 3: Plan and coordinate activities that promote The Locals Food Hub and increase the awareness and demand for local food.

Activity 3.1 Develop outreach and advertising campaign

a. Progress Made:

We created marketing materials in several different mediums, including: informational videos, web content and blog posts, e-newsletters, press releases for diverse media outlets, social media posts, printed pamphlets and postcards, posters, menu cards highlighting local ingredients and register ads featuring farmer profiles to be used online and in print. See attached promotional materials.

The Locals Food Hub project was also featured in local newspapers, magazines, and on a television spot. We participated in numerous outreach activities such as college and community service fairs, recruited volunteers, interns and a service-learning class to further the goals and objectives of The Locals Food Hub project. We also organized many events to keep the community of Conway engaged with The Locals Food Hub project including pop-up farmers markets during community festivals, a farm to table dinner, and other special events featuring local food.

We created and distributed marketing materials in print and online for restaurants, farmers and the general public. We were invited to speak to different college classes, student groups and in professional conferences where we were able to discuss the Locals Food Hub project and its goals. We created educational materials for the general public about the importance and benefits of consuming local food, as well as marketing materials for the “Ask for Local” campaign that encourages people to ask the restaurants they patronize if there are any local ingredients in their menu in order to demonstrate the public’s demand for local food.

- b. Impact on community: As The Locals Food Hub Project attracted more attention, more people learned about the importance of growing, cooking and eating local food, as well as the many ways to participate in the local food movement. Marketing and educational materials reached our online audience of approximately 2,500 individuals, and roughly 3,000 individuals in person. We distributed 1000 printed educational postcards, 24 posters, 50 menu cards and 50 register ads.

Activity 3.2 Develop Local food cart

a. Progress to Date: We worked with a company based out of Philadelphia called HaleyTrikes to design a cargo tricycle that serves as our mobile market which we dubbed “The Locals pop-up market”. We explained our needs not only for transportation but also for safely moving and displaying local food around town to the staff of HaleyTrikes. With our input they were able to design a front load cargo box with two different levels and foldable shelves that adjust for display and travel. These shelves fold up neatly which makes “setting up and tearing down” the pop-up market very easy. The design of the trike also makes it easy to transport heavy loads.

We received The Locals pop-up market trike in September 2015. Throughout the grant period the trike was used to participate in events all around the city of Conway, transport and market local food, as well as increase community awareness of The Locals Food Hub project. The trike will continue to be used for this purpose.

b. Impact on community: The trike allows us to sell local food on behalf of local farmers and food producers in very diverse locations, therefore reaching new audiences and customers every time we rode it out in the town. The attractive trike not only transports local goods, but it also serves as a display at markets, and attracts attention from onlookers while riding around Conway. The Locals trike is the first of its kind in the city and perhaps the state. Its originality led us to be invited to participate in several events in order to sell, talk about, and promote local food. Overall “appearances” with the trike allowed LFPP staff to have meaningful interaction with roughly 2,200 individuals during the grant period to promote local food.

Activity 3.3 Forge relationships with pop-up market locations

a. Progress Made: We strengthened past and forged new relationships with many businesses and organizations in Conway in order to coordinate and find locations for our pop-up markets. Our strategy was to collaborate with partners to implement pop-up markets during community activities and events.

In that way we ensured there would be an existing audience and diverse participants in all of our pop-up market locations. We also recruited volunteers to help advertise for, and help during the events. We were always in the look out for community gatherings and after implementing our first few pop-up markets we were sought after as participants.

b. Impact on community: collaborating with other community organizers reinforced the relationship between The Locals Food Hub project and the community at large. Community organizers often reached out to The Locals in order for us to participate in their events as our presence contributes to their efforts to showcase our diverse, vibrant community. We implemented pop-up markets in 20 different locations in conjunction with other events. We implemented multiple pop-up markets in some of the locations including the Conway Food Truck Park and several annual community festivals.

Activity 3.4 Implement pop-up markets

- a. Progress Made: We implemented 40 different pop-up market events throughout the duration of the grant period. We rode our trike to many diverse locations including events held in Downtown Conway, the public library, Hendrix College, local churches, the food truck park, among others. We packed up the trike with local products, rode to the pop-up market locations, and set-up the trike in its display mode from which we marketed products and made sales. Pop-up markets also allowed us to advertise for events, distribute educational materials, and raise awareness about The Locals Food Hub projects and the local food movement in general.
- b. Impact on community: each time we implemented a pop-up market event was an opportunity for us to feature and promote small local producers, make sales on behalf of local producers, and for the community to learn about The Locals Food Hub Project. Each pop-up market also provided a point of connection for the community to learn about and engage with the local food movement. Diverse pop-up locations allowed us to engage with a multitude of people, from dozens at some events to hundreds at others.

Activity 3.5 Host training sessions for farmers and restaurants

- a. Progress Made: We gave one-on-one trainings to farmers and restaurateurs as we on-boarded them as new participants to the project. We continued to give them technical support throughout the duration of the project.
- b. Impact on community: Participating farmers were able to receive and fill orders from diverse customers from a single point of contact. Restaurateurs were able to place weekly orders from several farmers from a single point of contact. Participants became familiar with the process of selling and buying wholesale food.

Activity 3.6 Recruit farmers and wholesale buyers to participate in The Locals Food Hub project

- a. Progress Made: We were able to recruit a total of 27 farmers and 6 restaurants to participate in The Locals Food Hub project. We were met with some resistance from farmers who already had restaurant customers established and did not want to disrupt those relationships. Others were weary to introduce yet another market stream to their business; while the service we offered would allow them to sell products to multiple customers, the time required to learn how to use, continually update and manage a new system made the proposition less attractive for farmers who already participate in conventional farmers markets, online farmers markets, CSAs, retail and/or on-farm sales. On the other hand restaurateurs were usually enthusiastic about the idea of featuring local ingredients on their menus, however many lacked follow-through and did not place regular orders. In a couple instances changes in management also affected the consistency of ordering. In general we found that it was easiest to work

with smaller restaurants with flexible menus, seasonal specials, and general managers or chefs with sufficient autonomy to make purchasing decisions.

- b. Impact on community: Farmers and food producers who participated or needed additional marketing channels benefitted from the sale of their goods. Local restaurants benefitted from the increased marketing they received when they purchased locally grown items and participated in events. The community is benefitting from an increased availability and diversity of local food options in Conway.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, October 15, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: 0
 - ii. Number of jobs retained: 2
 - iii. Number of indirect jobs created: unknown, we support a number of small producers but are only one outlet of their overall sales. These producers cannot exist without multiple outlets, and no single outlet represents all sales for most of our producers. Sales from our market and other similar markets are an important part of the income of small local producers.
 - iv. Number of markets expanded: 2 (Farmers Coop CSA and Wholesale food program)
 - v. Number of new markets established: 7 (6 restaurants, as well as pop-up market operation)
 - vi. Market sales increased by \$17,000
 - vii. Number of farmers/producers that have benefited from the project: 27

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

By hosting pop-up markets in multiple locations and during hours outside of the conventional farmers markets hours we reached a demographic of people who do not normally participate in conventional farmers markets in Conway.

4. Discuss your community partnerships.
 - i. Who are your community partners?

Partners include Conway's Downtown Partnership, local businesses, the City of Conway, Hendrix College and the University of Central Arkansas, Arkansas Grown, Conway Locally Grown, Arkansas Coalition for Obesity Prevention, Central Arkansas New Agrarian Society, Arkansas GardenCorps, the Faulkner County Public Library, the Faulkner County Coop Extension Office, New South Farmers Coop (formerly Foodshed Farms Cooperative), and the Arkansas Farmers Market Association.
 - ii. How have they contributed to the overall results of the LFPP project?

Partners have contributed in a variety of ways: meeting with The Locals staff and sharing information to inform the Locals Food Hub project, helping us with outreach and marketing, forging relationships with local businesses and organizations by making connections, volunteering at events, providing restaurant and farmer leads, and developing relationships between similar projects around the state. Partnerships also

help strengthen the relationships between local food initiatives and infrastructure across the state.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

Our partnerships will help continue developing support for and awareness about The Locals Food Hub project. Events organized by partners provide additional opportunities to implement pop-up markets allowing us to continue to reach new audiences. By collaborating we are able to cross-promote with wholesale buyers and some sellers, and thereby benefit from the diverse strategies those different partners have in place. Partner organizations will continue helping us spread the message of The Locals Food Hub initiative across Central Arkansas. Our collaboration with New South Farmer Cooperative will continue allowing us to benefit more farmers through the CSA program and wholesale to Conway area restaurants. University partners will continue to help us reach and engage volunteers, and inform the next generation of consumers. Overall our partnerships are a key aspect in our overall strategy to further cultivate the activities of this grant after the grant period has ended.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Yes, we worked with Delta Land Enterprises (DEN) to develop a comparative case study and a participatory evaluation system design focused on resilience. In the comparative case study DEN outlined lessons to be learned from six local food system case studies, including quantitative indicators of progress. The participatory evaluation system allowed us to establish indicators of progress, and the eight qualities of a resilient food system that our project was evaluated through: modular connectivity, locally self-organized, increasing productive infrastructure, responsive redundancy, complementary diversity, conservative innovation, ecological integration and periodic transformation. See full reports attached.
6. Have you publicized any results yet? Yes
 - i. If yes, how did you publicize the results? Online
 - ii. To whom did you publicize the results? General Public
 - iii. How many stakeholders (i.e. people, entities) did you reach? unknownPlease see attachments
7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? In partnership with The Locals Food Hub Project, University of Arkansas Honors students who participated in the service-learning class conducted an on-campus survey of 115 individuals about the awareness and perception of local food.
 - ii. What feedback was relayed (specific comments)?

The results indicated that 56% of people agree or strongly agree that they think it is important that restaurants source from local farmers. Another 27% were neutral on the idea. Only a small percentage disagreed or strongly disagreed (10%).

73% of people agreed or strongly agree that they would choose a restaurant that sources local produce over one that doesn't. 82% of people care about where the food they eat comes from.

52% of people surveyed eat at local restaurants more than chains, 23% said their choice of restaurant was about equal, and the last quarter said that they choose chains more than local restaurants.

82% of people agree or strongly agree that it is important to support local farmers.

86% of people surveyed agree or strongly agree that it is important to be conscious of the environment.

Lastly, 87% of people want to eat the most nutritious food that they can.

8. Budget Summary:

- i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? \$645
 - i. If yes, how much was generated and how was it used to further the objectives of the award? The income was generated by a Farm to Table dinner and the percentage commission charged by The Locals sale of farmer products. The income was used to purchase extra supplies needed for The Locals Food Hub project.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

The biggest lesson learned was that this type of project thrives on partnerships. The Food Hub benefitted the most people when being used as part of the larger local food infrastructure of Central Arkansas, as opposed to an atomized project. Being at the forefront of the local food initiative in our city was very exciting and opened many doors; on the other hand, some of our efforts were met with some degree of skepticism and reservation. It takes persistence and consistency to establish working relationships that outlast the grant period. This grant allowed us to explore different strategies to open new markets and increase the access and availability of local food in our community. We found that educating and increasing awareness amongst the general public are paramount to the success of any project seeking to further the mission of the local food movement. For the local food movement to gain traction and grow in our community the number of people informed and interested in local food needs to reach a critical mass. In other words, only sufficient demand for local food will increase its availability, so creating and demonstrating demand is essential, especially in the food service context.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: n/a
All our goals were achieved.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
Circumstances often change between the time a grant proposal is written and the time it is implemented. Remaining flexible about what the activities that are required to achieve goals look like is very important. There was also some personnel turn over during our grant period. Organizations need to be ready to create new scope of work descriptions, recruit, train and supervise personnel who replace the original people working on grant objectives in the event of any turnover.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

We will continue to facilitate the distribution of CSA shares and wholesale food orders for restaurants. We will continue to implement pop-up markets with our trike at different community events. We will continue our #askforlocal campaign in order to increase consciousness and demand for local food. We will continue distributing educational material to the general public. We will make use of the software tool created and on-board partners to use this system in order to facilitate sales from multi-vendor market places as interest dictates. Overall the operation will continue to benefit dozens of farmers and producers, as well as the countless community members participating in future events.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

Future activities will be geared towards increasing the visibility and demand for local food. We realize we need to increase consumer demand in order for restaurants to increase their interest in purchasing local ingredients on the scale necessary for it to be a meaningful segment of farmers' sales. Creating and growing the community of "local foodies" will be an important step towards creating a more sustainable local food movement in Conway.

QUESTION 6: PUBLICITY INFORMATION ATTACHMENT



Federal funds for this program were awarded under the Local Food Promotion Program of the Agricultural Marketing Services, USDA





eat Locally

What's on the menu?
menu item

Made with local product

grown in Conway

The Name at
of Farm



Federal funds for this program were awarded under the Local Food Promotion Program of the Agricultural Marketing Services, USDA



support
local businesses



Restaurant

participates in

TheLocals

food hub



thelocals.be

Ask about
local dishes

Federal funds for this program were awarded under the Local Food Promotion Program of the Agricultural Marketing Services, USDA



What is



The Locals

food hub
Conway, AR

A food hub helps get fresh, local food into the community by connecting farmers to wholesale buyers.

From
the farm...



...to The Locals
Food Hub...



to local
restaurants
and you!

To learn
more visit
thelocals.be

Federal funds for this program were awarded under the Local Food Promotion Program of the Agricultural Marketing Services, USDA



WHY SHOULD YOU EAT LOCAL FOOD?

1 IT'S FRESHER



LESS MILES TRAVELED TO YOUR PLATE
MEANS HEALTHIER & FRESHER TASTING FOOD.

2 BETTER FOR THE ENVIRONMENT

MOST FOODS ARE SHIPPED THOUSANDS OF MILES
ACROSS THE COUNTRY USING FOSSIL FUELS.
WHEN YOU BUY LOCAL YOU REDUCE TRAVEL
TIME AND THE AMOUNT OF POLLUTION PUT
INTO OUR ENVIRONMENT.



3 YOUR MONEY STAYS LOCAL

MORE OF YOUR DOLLAR STAYS IN YOUR
COMMUNITY WHEN YOU BUY LOCAL. INSTEAD OF
PAYING A LARGE CORPORATION YOU ARE
SUPPORTING THE LOCAL ECONOMY.



4 IT BUILDS COMMUNITY

BUYING LOCAL FOOD HELPS YOU TO DEVELOP
MEANINGFUL RELATIONSHIPS WITH THE
PEOPLE WHO GROW AND LOVE LOCAL FOOD.

