

# 2014 Food Hub Interviews

Homegrown Minneapolis Food Council

# Purpose of the One to Ones

- ❖ The Homegrown Minneapolis Food Council seeks to facilitate a discussion among producers, food aggregators and others involved in the local food system to find out how the Council can support and uplift local food production and increase efficiency in the food system so that farmers can sustain a livelihood and community members can have access to fresh, local food.

# Loose Food Hub Definition

## ❖ USDA Definition

- ❖ *A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products*

## ❖ Alternate Definition

- ❖ *Food hubs are entities- sometimes physical warehouses, sometimes logistical organizations, that help get local food to local people. They come in lots of shapes and sizes and may handle everything from aggregation to storage, processing, distribution or marketing. (Good Egg)*

# Who we Interviewed



- ❖ Community Table Co-op
- ❖ Good Acre
- ❖ Harvest 2 Go
- ❖ Hmong American Farmers Association
- ❖ Hungry Turtle Farmers Co-op
- ❖ Midwest Pantry
- ❖ Minneapolis Public Schools
- ❖ Minnesota Food Association
- ❖ Plovgh
- ❖ Provender/Linden Hills Farmers Market
- ❖ Russ Davis
- ❖ Shared Ground Farmers Co-op
- ❖ Southeast MN Food Network
- ❖ Twin Cities Local Food
- ❖ Urban Oasis
- ❖ Urban Ventures

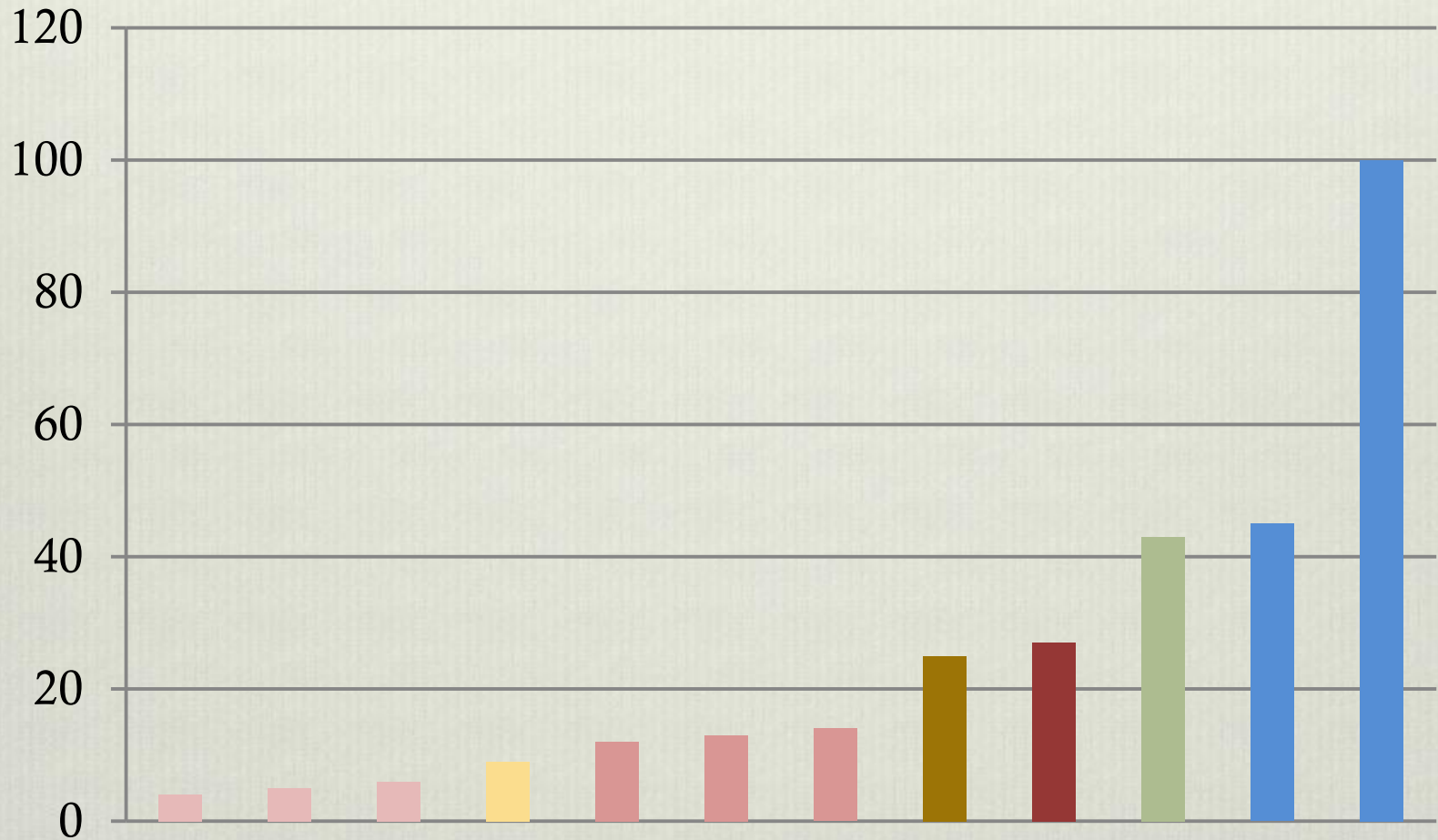
# Getting at the *why*.



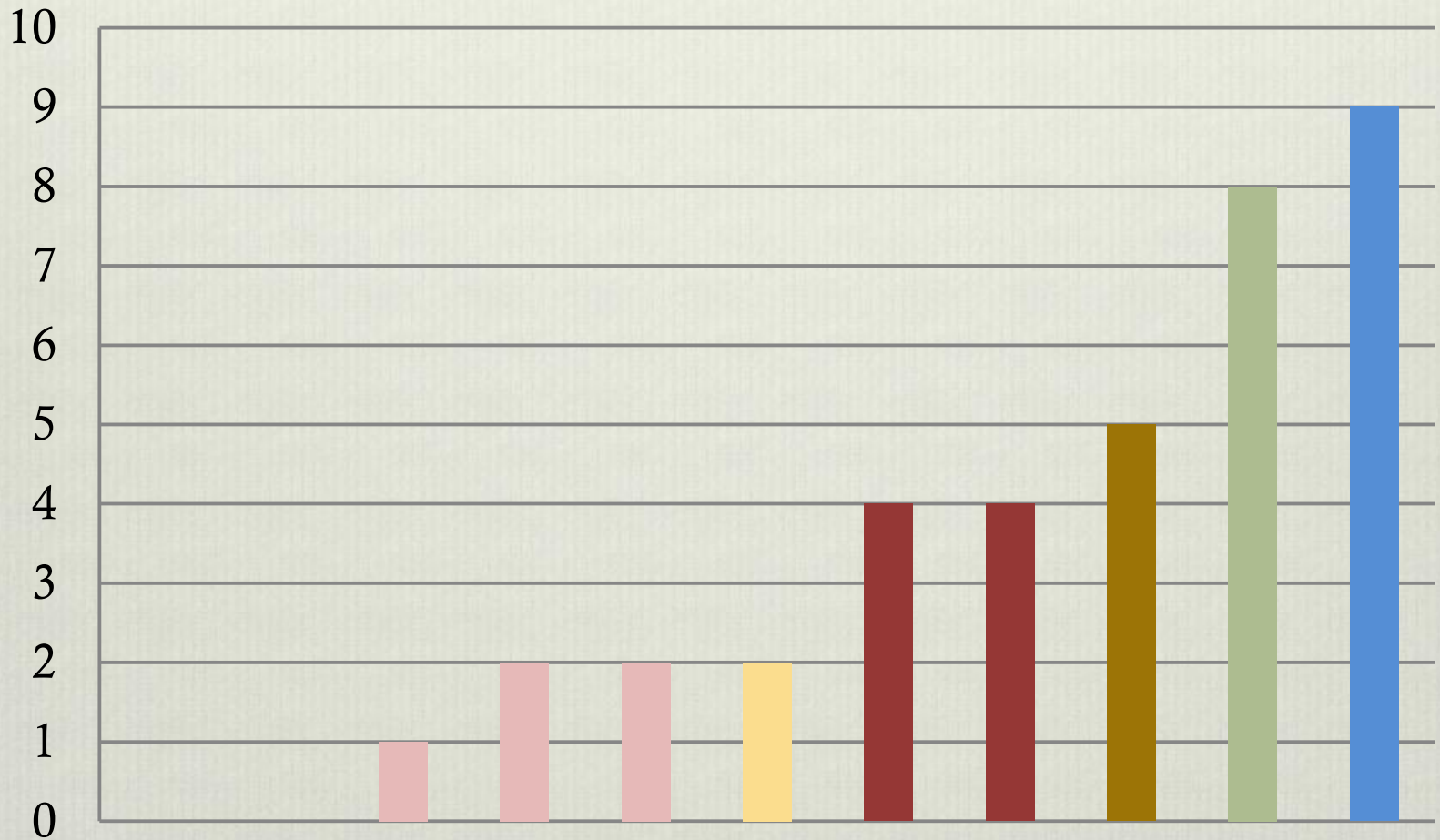
- ❖ Interest in all aspects of local food- growing, processing, distributing -as a livelihood
- ❖ Desire to explore how farmers can better pool resources to improve financial interests and leverage reach and impact
- ❖ Mission of increasing market share for farmers
- ❖ Mission of increasing market share specifically for underserved farmers
- ❖ Entrepreneurial spirit— independence and self-reliance
- ❖ Driven by personal values around health, sustainability, community, social justice

# Size and Scale

# Number of Farmers



# Number of Staff

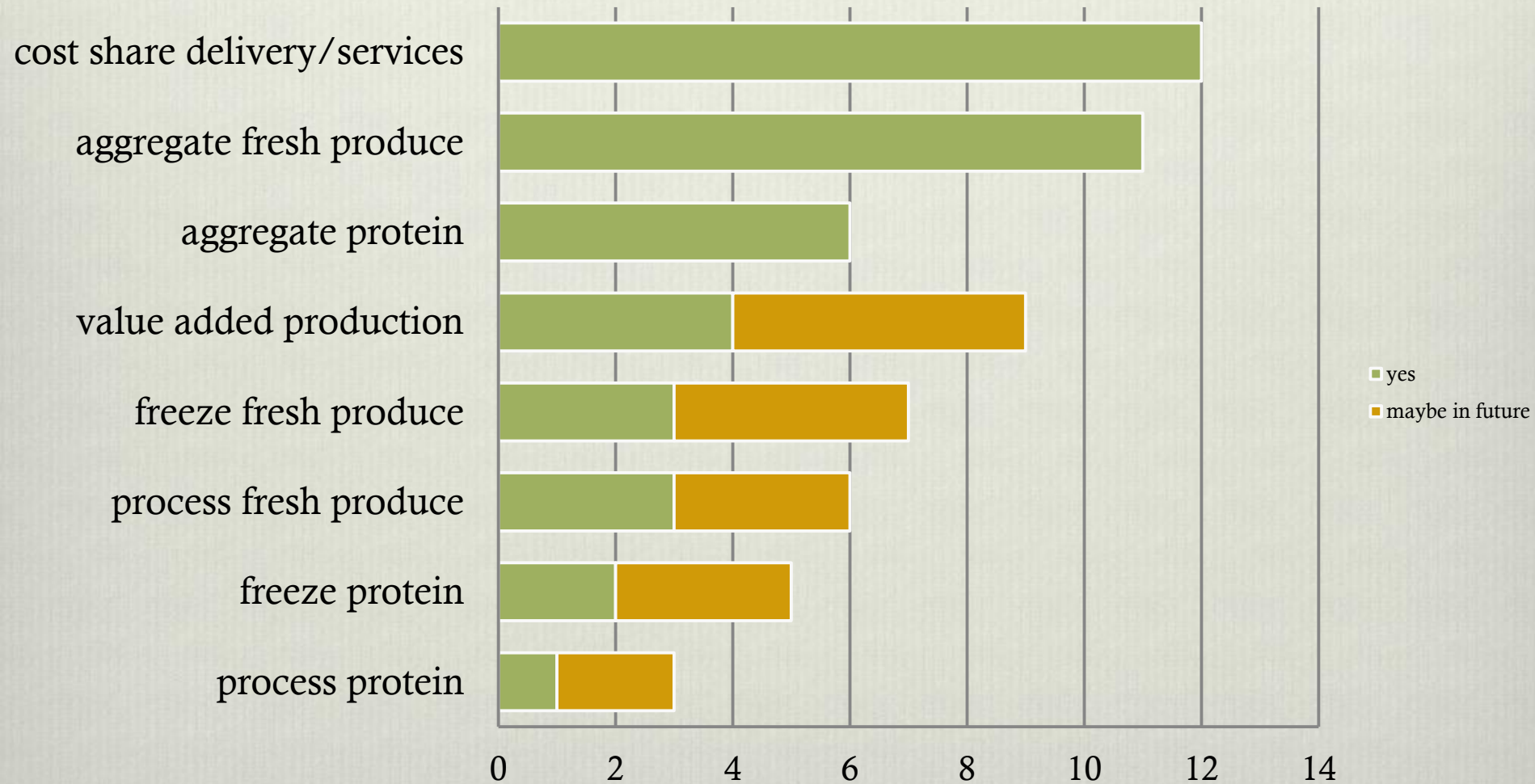




# Annual Sales

# Production Focus & Operations

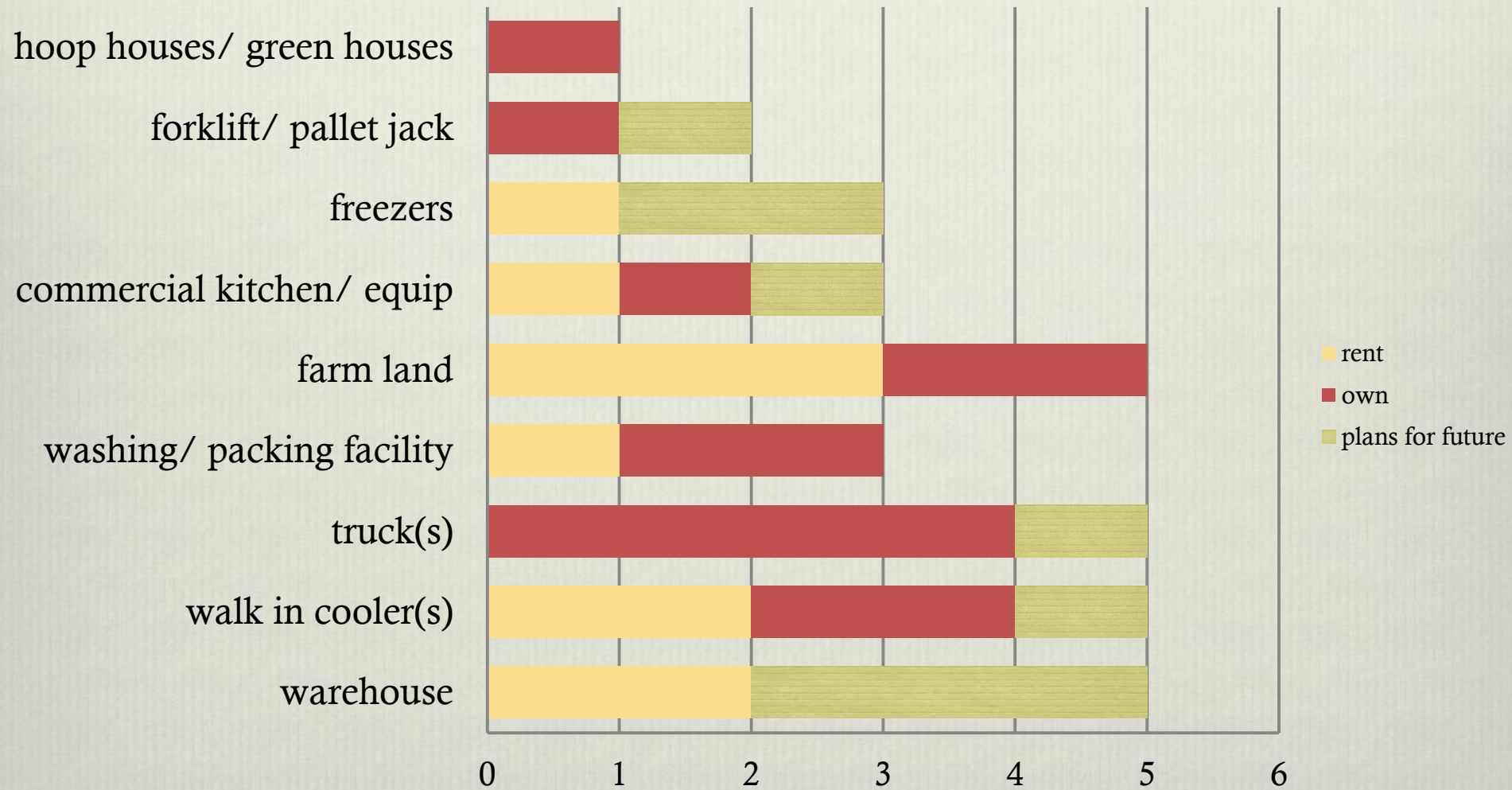
# Production Focus



# Markets

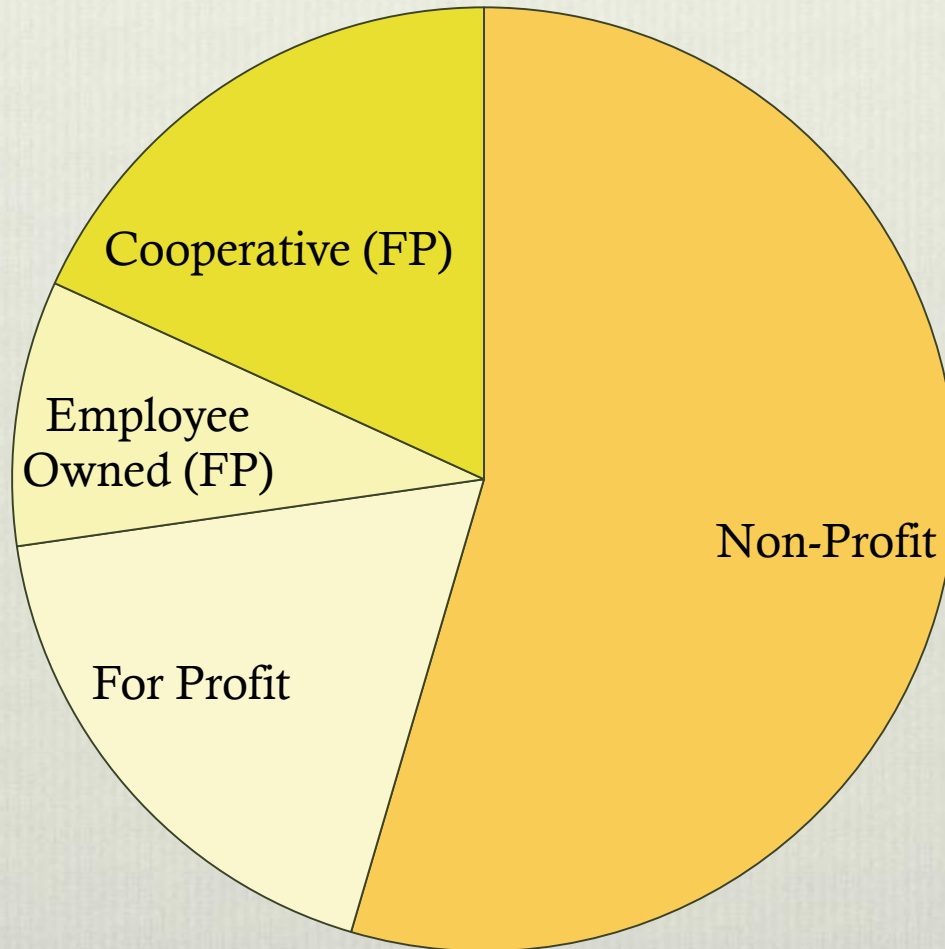


# Facilities

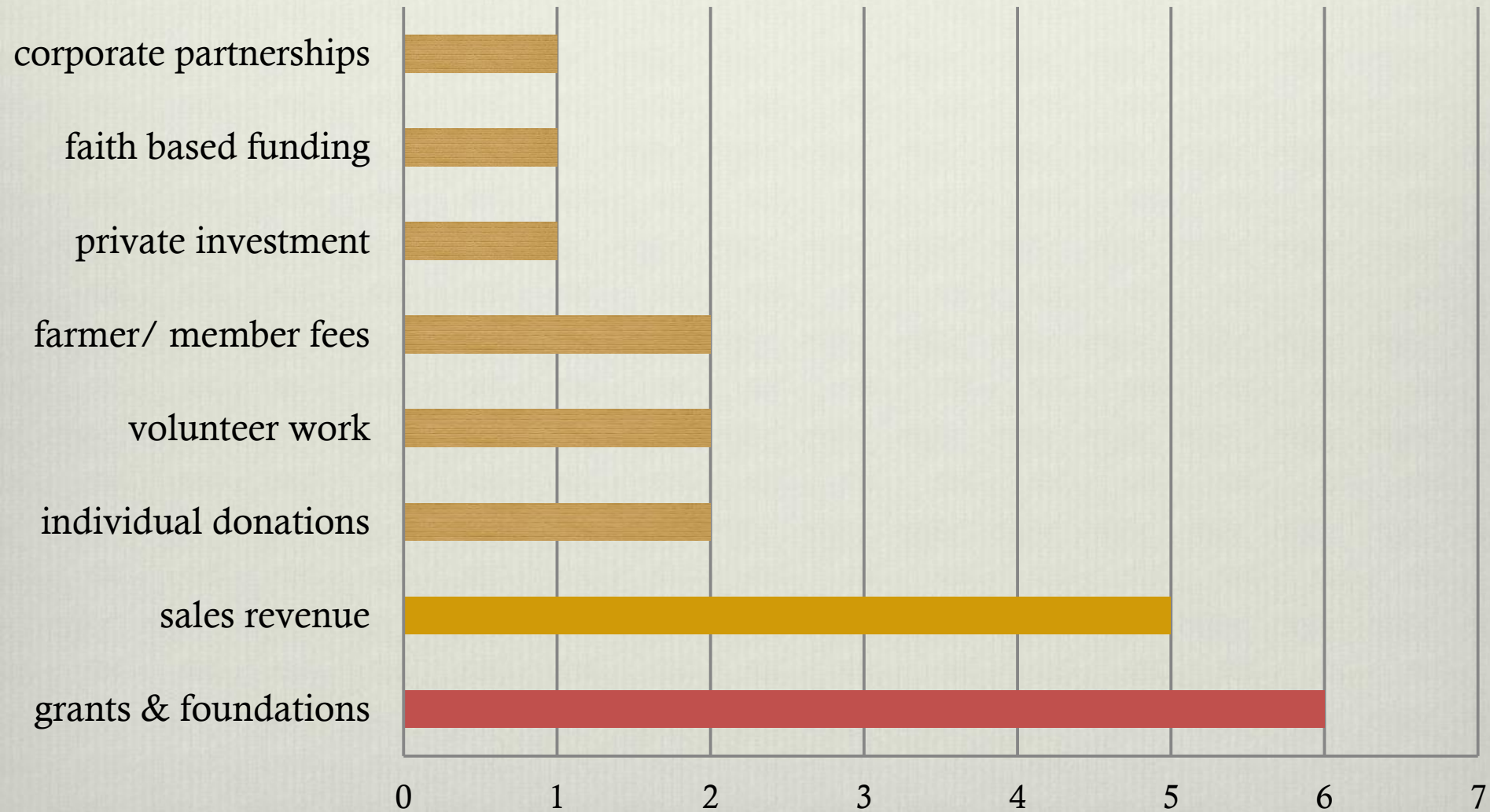


# Financing & Business Type

# Business Type



# Funding Sources





# Successes & Challenges



# Successes

- ❖ Product
- ❖ Relationships
- ❖ Systems
- ❖ Infrastructure & Facilities
- ❖ Events & Programs



# Challenges

- ❖ Marketing & Increased Market Access
- ❖ Buy In/Engagement from Farmers & Producers
- ❖ Financing
- ❖ Business Training & Technical Assistance
- ❖ Facilities & Infrastructure
- ❖ Product
- ❖ Regulations & Permits
- ❖ Need for Networking

# What's Next

“we’re very interested in collaborating with other food hubs and fostering a culture of abundance vs. a culture of scarcity”

“how can we all connect and collaborate?  
collaboration is the only way we’ll get past the business model and market saturation challenges facing food hubs”