



S.M.A.R.T Community FOOD Initiative 2014-17

KEY FINDINGS FROM THE 2013 NATIONAL FOOD HUB SURVEY:

Food hubs are businesses or organizations that actively manage the aggregation, distribution and marketing of source-identified food products. In 2013, the Michigan State University Center for Regional Food Systems in association with the Wallace Center at Winrock International conducted the largest national survey of food hubs to date. The survey investigated food hubs' financial viability, economic impact, healthy food access, challenges faced, and emerging market opportunities. Some of the survey's major findings are:

FOOD HUBS ARE FINANCIALLY VIABLE BUSINESSES:

- Food hubs with varying years of service and operational structures (including nonprofits) were observed generating a positive cash flow.
- The average food hub's 2012 sales exceeded \$3.7 million.
- Sixty-six percent of food hubs operate without grant funding.

FOOD HUBS ARE CREATING JOBS:

- The average food hub houses 19 paid positions.

FOOD HUBS ARE GROWING TO MEET MARKET DEMAND:

- Food hubs' three most commonly reported customer types were restaurants, small grocery stores and kindergarten through 12th grade school food service.
- Over 95% of food hubs are experiencing an increasing demand for their products and services.
- Sixty-two percent of food hubs began operations within the last five years.

FOOD HUBS ARE CREATING MARKET OPPORTUNITIES AND PROVIDING CRUCIAL SERVICES FOR SMALL AND MIDSIZED PRODUCERS:

- Seventy-six percent of food hubs indicated that all or most of their producers were either small or midsized.
- Seventy-four percent of food hubs indicate that the majority of their customers are located within 100 miles.

FOOD HUBS ARE SUPPLYING LOCAL FOOD TO COMMUNITIES:

- About half of food hubs are equipped to accept Supplemental Nutrition Assistance Program (SNAP, federal food assistance) benefits.
- Nearly half of all food hubs have operational commitments to equity, increasing food access, and/or community development.

A full report of the survey findings can be found on the Center for Regional Food Systems' website at www.foodsystems.msu.edu.

COLLABORATIVE LEARNING:

The www.NationalFoodHub.com (NFH) online Education and Living Lab program highlights how to improve efficiency through technology, collaborative hands-on learning, and unique new business models. The program will start in fall 2015, and offered at NO COST to all online participants 24/7.

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