Local Foods in rural Ohio

www.LocalRootsWooster.com
The Local Roots Mission

“To establish a year-round market place for the purpose of connecting consumers and producers of locally grown foods and other agricultural products. Our goals are to encourage healthy eating, expand local economic development, promote community involvement, and sustainable living.”

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Innovative Business Structure

• Producer AND Consumer Cooperative
• Focus on Local – Ohio
• Producers only – no brokers, no reselling
• Allow producer to retain most of the sale
  – Producers set price
  – Sell on consignment
  – Encourage volunteerism

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Making it a Reality: Community Support/Funding

- Membership
- County Commissioners
- ODA/USDA Specialty Crop Block Grant
- Local Businesses
- ODA Grant

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Future Developments

• Rural Development/USDA (RBEG) Grant Processing Kitchen
  – Preserving & value add
  – Increasing variety

• “Sprouts”
Community Impacts

Local Roots’ Proposed Business/Consumer Connections

Consumers

Existing Connections

Farmers

Processors

Prepared Food Entrepreneurs

Product

Income

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