

# FOOD HUBS

## WHAT THEY ARE, HOW THEY WORK, AND EXAMPLES IN KANSAS

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# ASSESSING THE LANDSCAPE

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- How would you characterize your local food system?
  - Undeveloped
  - In its infancy
  - Developing
  - Robust/Mature



# THE ROLE OF FOOD HUBS

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- First Step or Next Step
  - Regardless, there is plenty of room for growth of your local food system



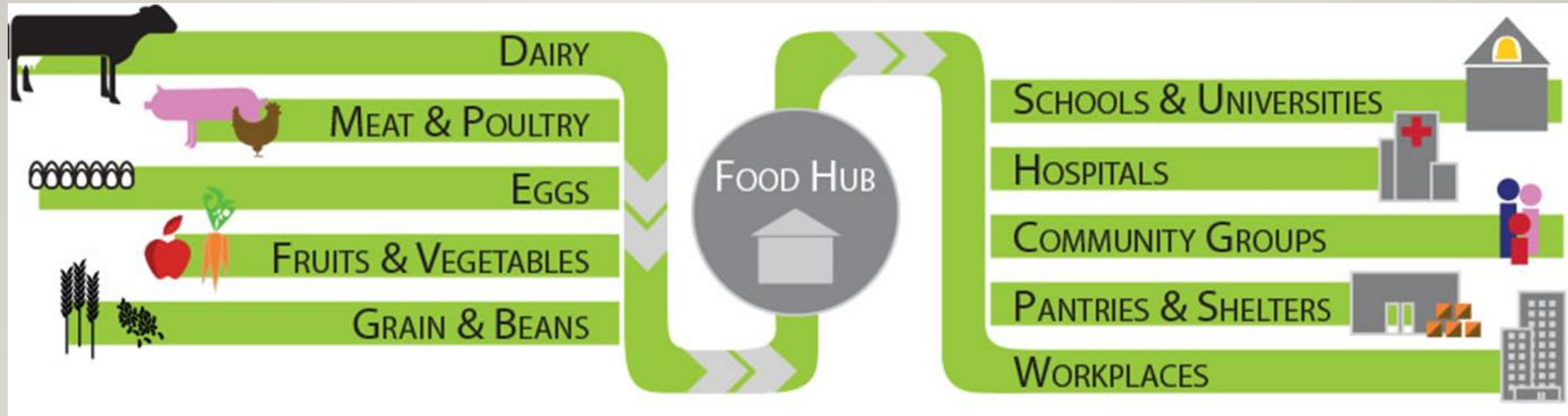
# THE LOCAL FOOD MOVEMENT...

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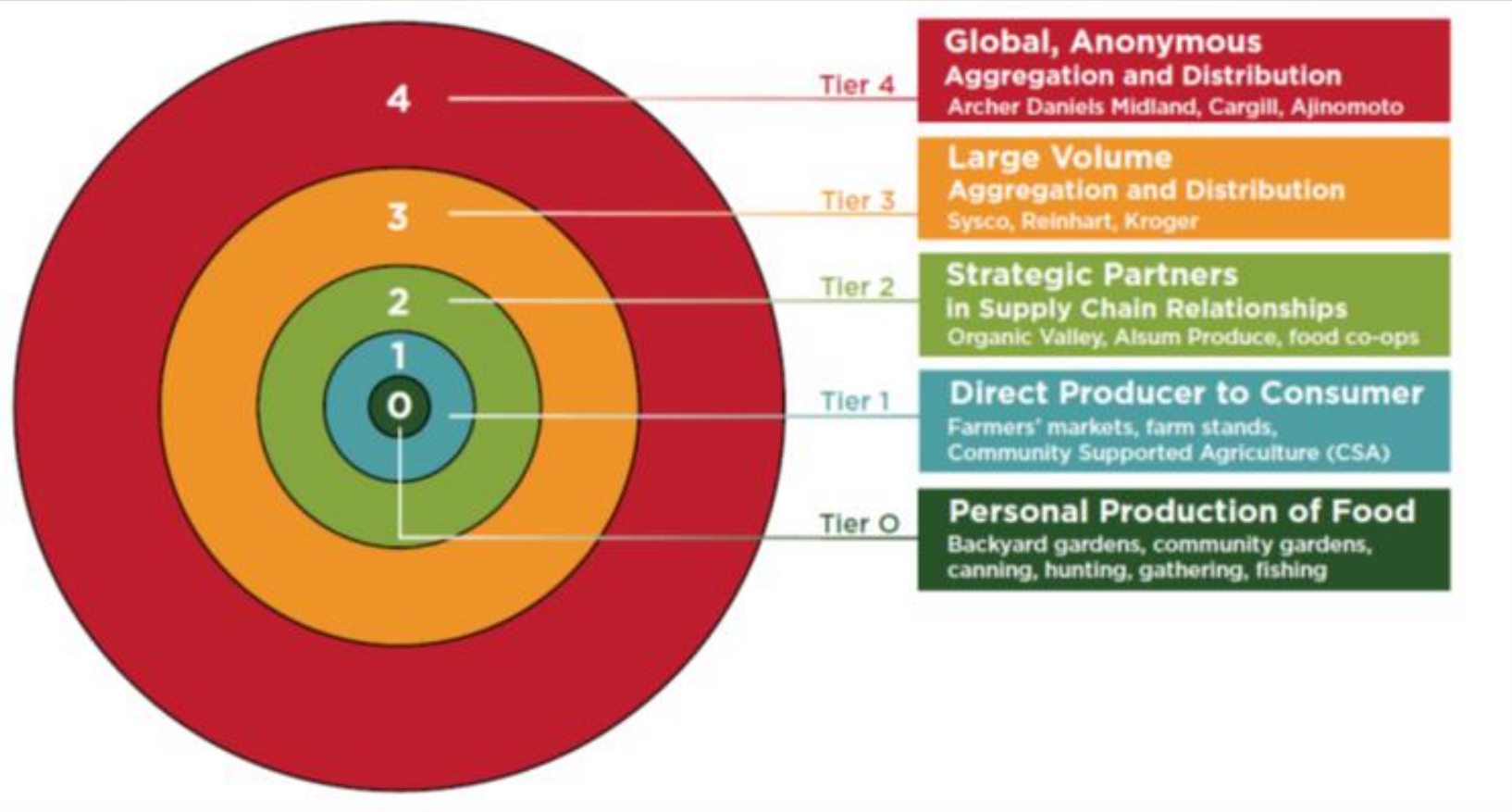
- ...runs the risk of stalling, or being absorbed by larger, non-local food corporations, unless a concerted, locally rooted initiative is launched to overcome current obstacles and build a new base of customers and supporters.\*

*\*vaguely concerned, sporadically motivated consumers*

# DEFINING FOOD HUBS



# TIERS OF THE FOOD SYSTEM



# MOVING BEYOND TIER I

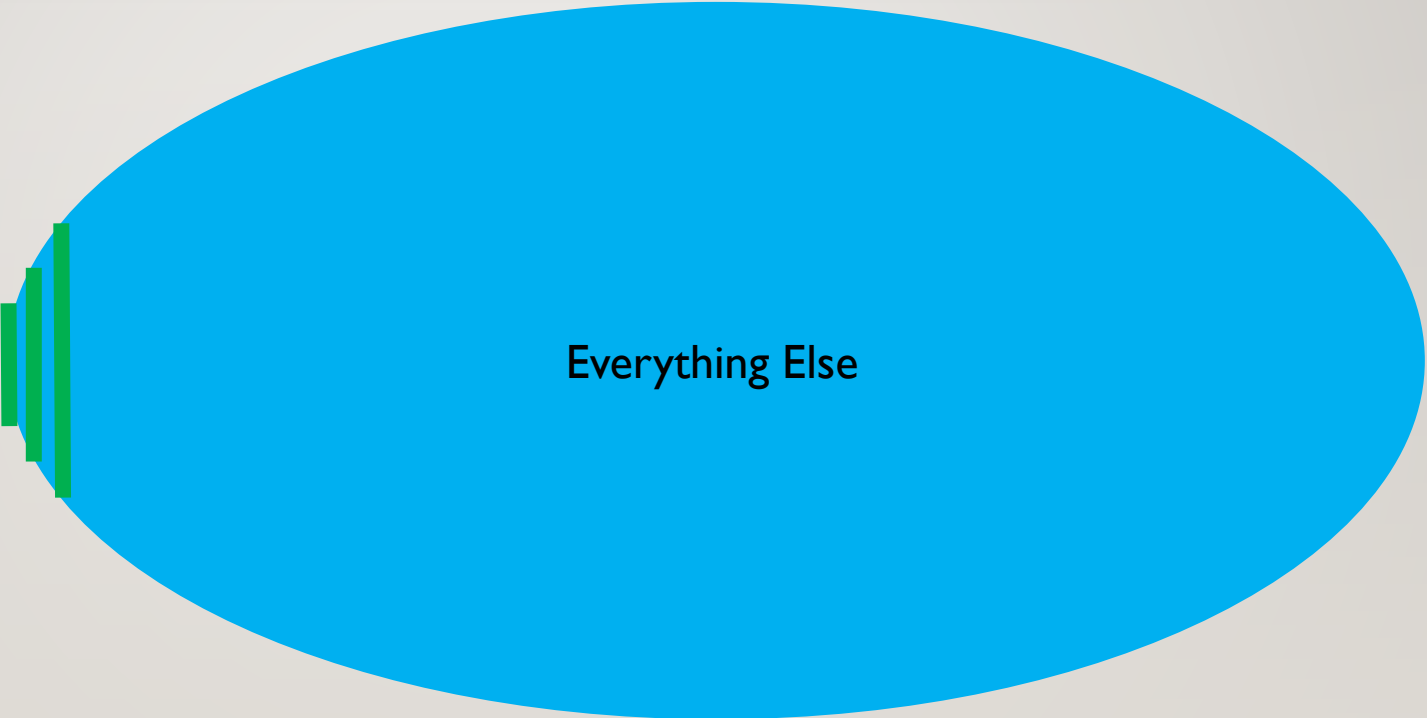
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Can the local foods movement enter the mainstream while maintaining its fundamental values of health, land stewardship and sustainability, and economic viability for small to mid-size farmers?

# WHERE CONSUMERS PURCHASE FOOD

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Farm Direct





# FOOD HUBS FOR FARMERS

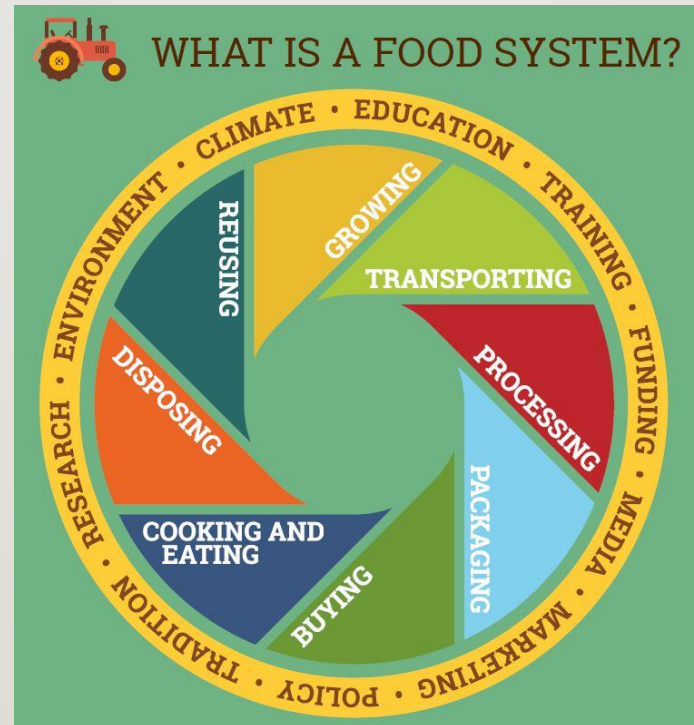
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- Competition?
- More diversified market outlets
- Reduced marketing effort
- Meeting standards
- Crop Selection (and quantity)
- Labor
- Manager more than farmer
- Equipment needs
- Efficiencies
- Packing house
- Transition over time
- Stay away from the middle



# LOCAL FOOD SYSTEM GROWTH IS FACED ON MANY FRONTS

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Food Hubs can play a role in this growth, but should not be considered THE answer.

# Why Food Hubs?

Buller  
Family Farm  
↓ Certified ↑  
Organic  
1.5 miles from  
market

# ROLLING PRAIRIE FARMERS ALLIANCE

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[www.rollingprairiecsa.com](http://www.rollingprairiecsa.com)

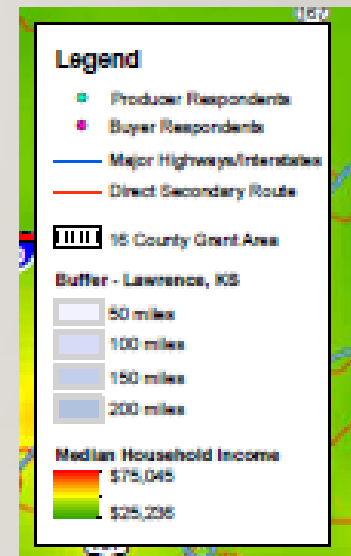
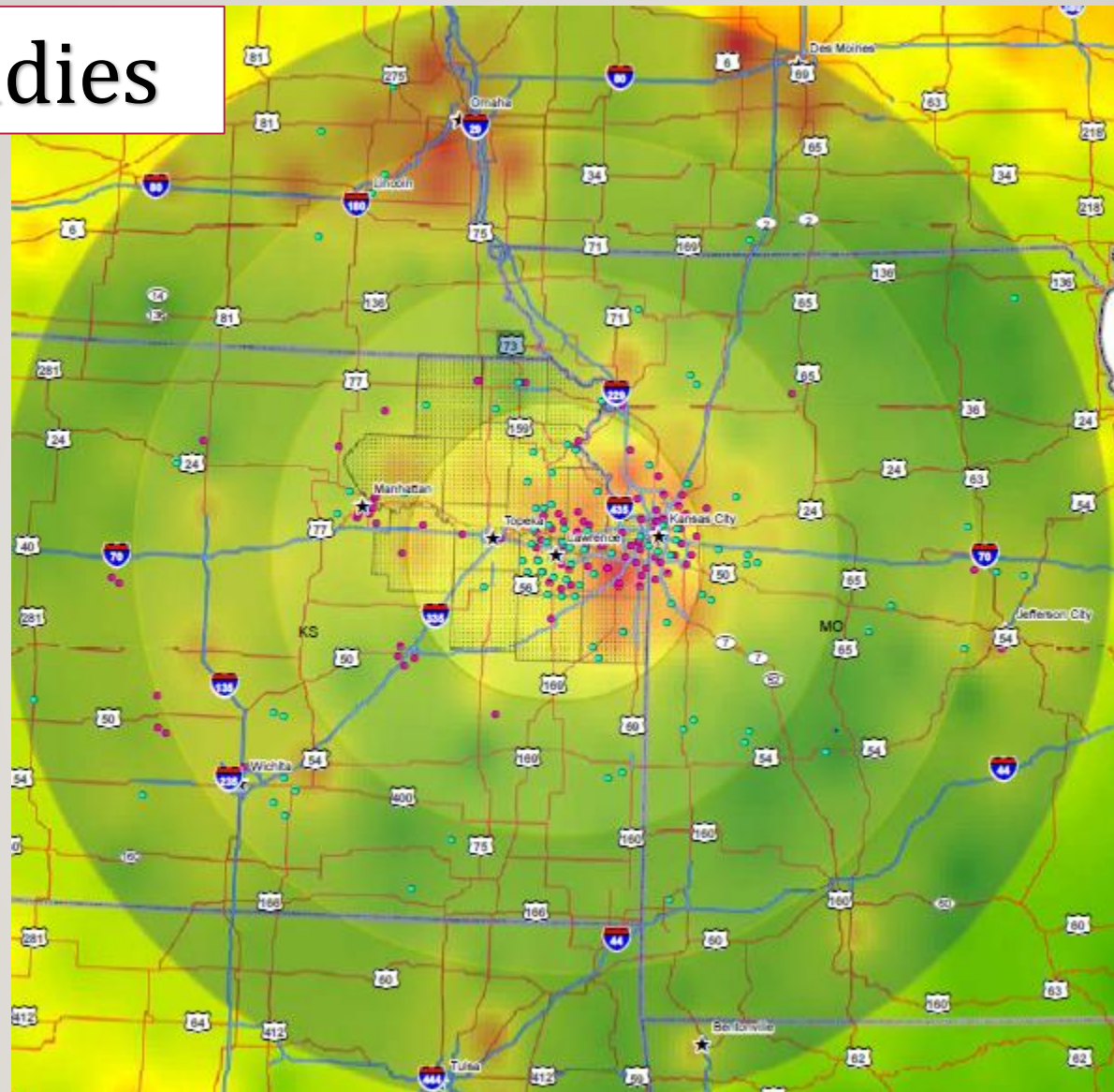


**Cooperative Association**

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[www.freshfarmhq.com](http://www.freshfarmhq.com)

# Feasibility Studies



# OWNERSHIP

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## Current Owners/Members

1. Buller Family Farm, Lawrence, KS
2. Red Ridge Farms, Odessa, MO
3. Moon on the Meadow, Lawrence, KS
4. Green Gate Family Farm, Wheatland, MO
5. Pat & Rachel's Gardens, Olathe, KS
6. Jet Produce and Meats, Leavenworth, KS
7. County Line Produce, Bates Co, Mo
8. Green Thumbs Up, Leavenworth, KS
9. Bud's and Berries/Wisely Farms, Adrian, MO



# HOW FFHQ WORKS NOW

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# KEY TASKS

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- **Marketing & Sales**
- **Aggregation & Delivery**
- **Crop/Stock Planning**
- **Food Safety Planning**
- **Bulk Packaging Supply**
- **Technical Training**

# PRODUCTS

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- Conventional and Organic
- Mix of Vegetables
- Fruits
- Proteins

# OPPORTUNITIES

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- Support
- Demand
- Some farmers have surplus capacity
  - Storage and Processing cap
  - Land to Grow

# CHALLENGES

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- Supply and Demand- the chicken and the egg

Farmers

- Small size of many producers in the region
- Scale up

Buyers

- Right markets/right pricing

- Logistics



## **Food Hubs:**

***What are they, how do they work and examples in Kansas?***

**Kansas Rural Center  
Conference 2016**

**Leon Atwell**



**Food Systems Development**

# HPFC MISSION & BACKGROUND

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## HPFC Mission

1. Producers and consumers uniting interests in locally grown food
2. To be environmentally sustainable, economically viable, and socially just
3. Cultivate farmer-consumer relationships
4. Enhancing overall rural sustainability

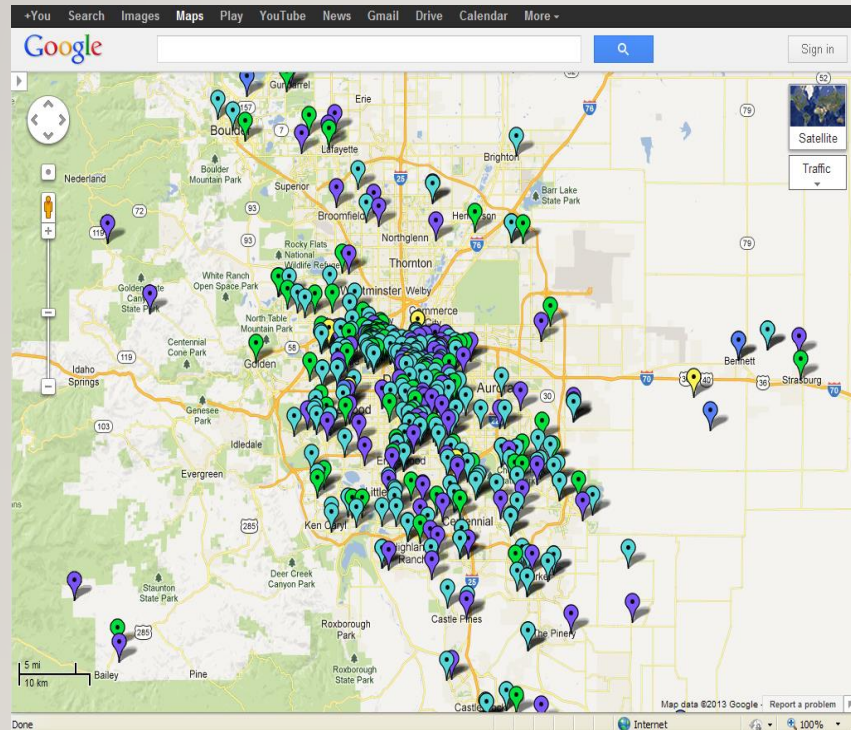
## HPFC Background

1. A Rocky Mountain Farmers Union supported cooperative
2. A regional food aggregator for nearly 50 producers and over 300 customers
3. Experiencing over 30% annual growth utilizing on-line ordering system
4. Distributing over 750 locally grown food or value added agricultural items



# HPFC SERVICE AREA

## Customers

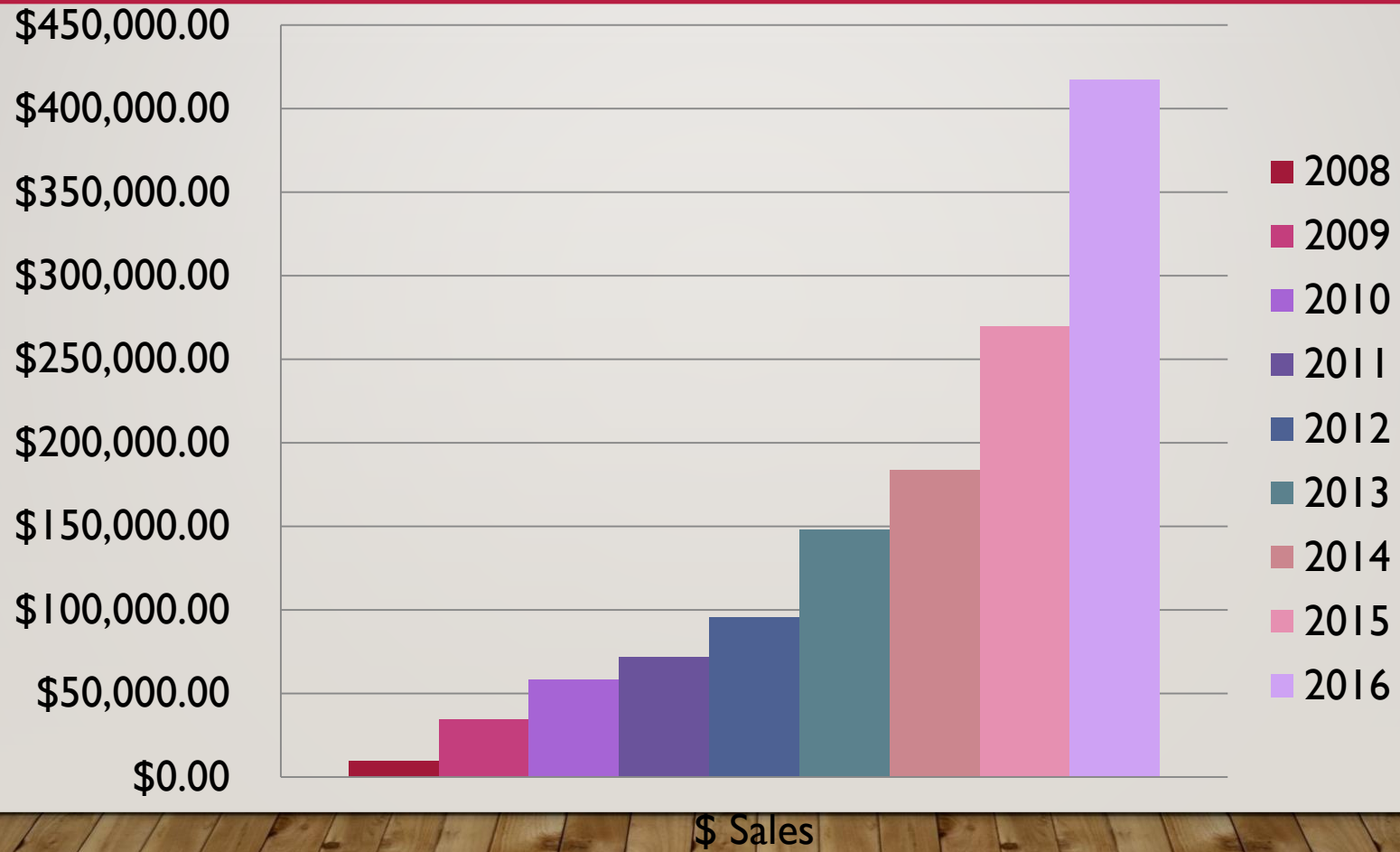


## Aggregation, Distribution & Processing





# ANNUAL SALES



# HPFC DIFFERENCE

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- Virtual
- Geographic coverage
- Producer based and led
- Values chain
- Linked with other similar coops



# HUB OPERATIONAL MODELS

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- Direct from producers to consumer
  - *Direct Retail*
- Source from producers to stores, distributors, restaurants or institutions then to consumers
  - *Wholesale*
- Both models
  - *Hybrid*



# FOOD HUB ROLES

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- Sourcing
- Aggregation
- Processing/Packaging
- Distribution logistics and coordination
- Markets and Marketing



# HPFC GROWTH CHALLENGES

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- Retail – wholesale continuum
- Production
- Logistics
- Hold to purpose
- Timing of production to market need
- E-commerce back office



# PANEL QUESTIONS

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- Importance of food hubs in food system?
- Overall future of food hubs in Kansas?
- Next steps with food hub examples?



# Q & A

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# Thank You!



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[advancingruralprosperity.org/foodsystems](http://advancingruralprosperity.org/foodsystems)  
[latwell@nckcn.com](mailto:latwell@nckcn.com)

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