

Aggregation, Distribution and Marketing

www.highplainsfood.org
We Bring the Family Farm to You!
Chris Iramela, VP of Consumer Development



**High Plains
Food Coop**



KRO Specialty Crop Workshop- March 21, 2018

HPFC Mission & Background

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 is Expanding from an On-line Farmers Market to a NWKS Food Aggregation and Distribution Center

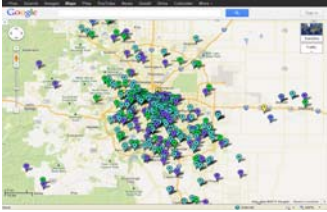
A **Food-Hub** is a business or organization that actively **manages the aggregation, distribution, and marketing** of source-identified food products primarily from **local and regional producers** to strengthen their ability to **satisfy** wholesale, retail, and institutional **demand**.



HPFC Journey


- March 23, 2005 - Lindsborg, KS, Bob Waldrop, spoke at gathering **sponsored by Kansas Farmers Union (KFU)** about OFC attended by Chris and Sherri Schmidt.
- April 1, 2006 - Atwood, KS, Bob Waldrop, OFC, Darryl Birkenfeld & Kim Barker, Ogallala Commons and Bob Mailander, RMFU spoke at *A Real Deal, Building Local & Regional Businesses in Entrepreneurial Agriculture*.
- October 10, 2007 - Atwood, KS, Darryl, Kim & Bob presented HPFC at **Ogallala Commons Fall Conference about starting a regional food co-op, modeled after Oklahoma**, to provide locally grown items from small family farm to the Denver market
- November 2007 - Yuma, CO, HPFC was awarded a \$40,000 USDA RBEG grant , hosted by RMFU for business plan and market study and connecting consumer groups with producers.
- March 29, 2008 - Atwood, KS, HPFC Producers Workshop; **Organized by Suzanne Mikkelsen with RMFU, OC, KFU, and 30+ producers** from CO, KS and NE; Organizing steering committee was formed.
- 1st delivery May 15, 2008 has 21 orders and \$785.39 in total sales . 9 seasons later 2017 annual sale near \$300,000 and 2018 expanding to weekly deliveries and installing an aggregation & distribution center in Bird City, KS.

HPFC Service Area



Customers

Aggregation, Distribution & Processing



Q&A - Contact Info





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