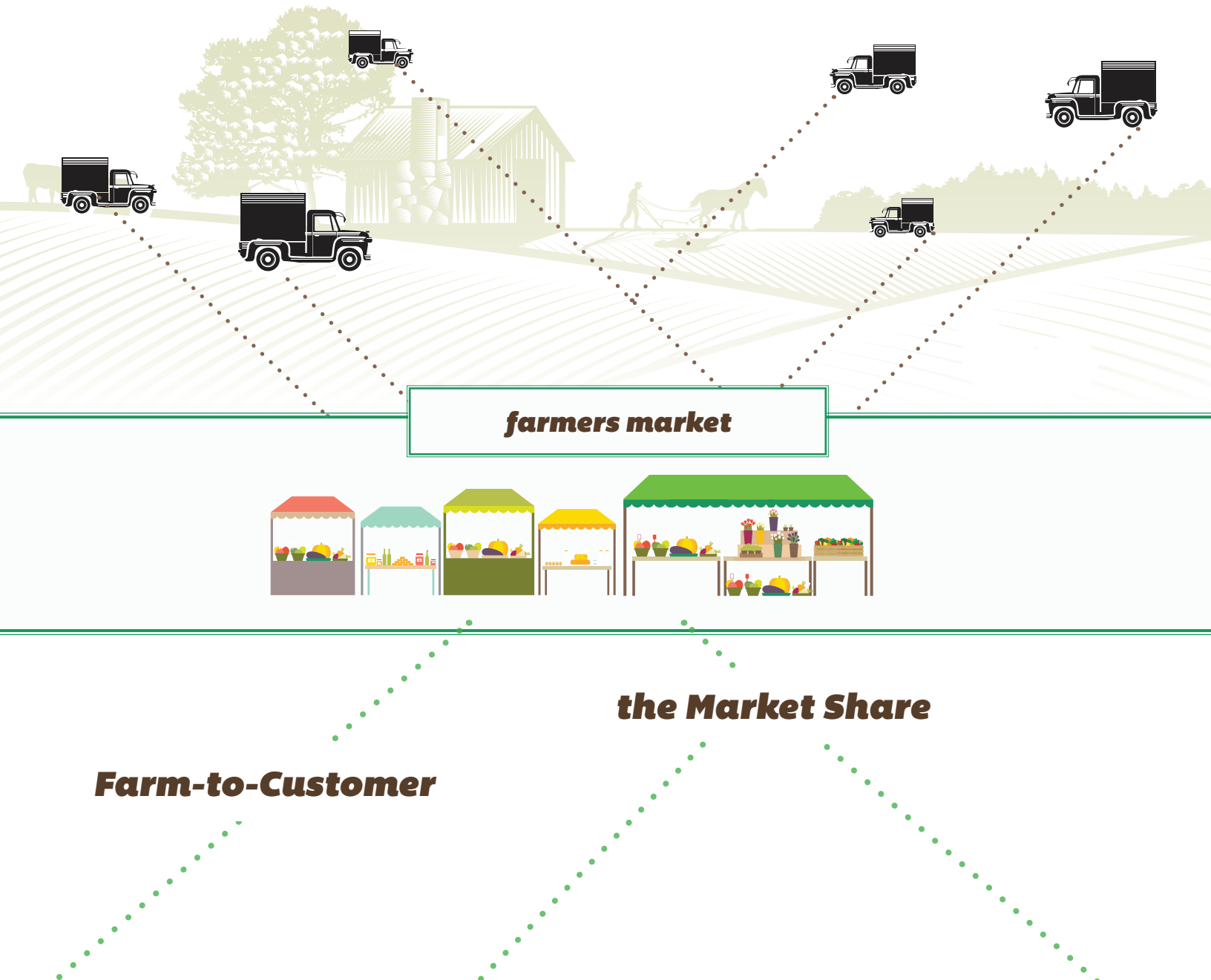


## ***Community Foodworks believes farmers markets have untapped potential.***

Our farmers markets are the platform for an innovative model of local food distribution that increases access to healthy, fresh, local food for underserved populations and creates new and diversified income streams for farmers.

### ***We call this model the Pop Up Food-Hub.***

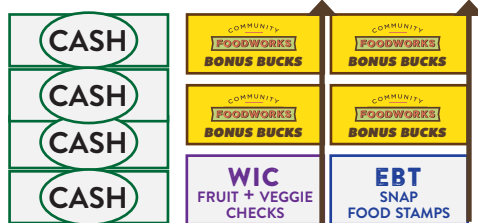
Here's how it works:



## Farm-to-Customer



### PURCHASING POWER

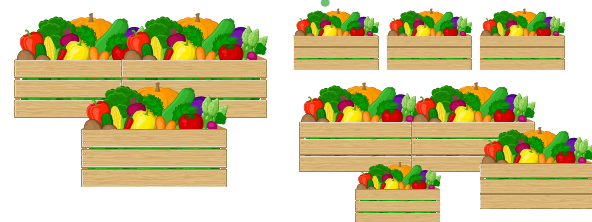


### Retail

Farmers sell fresh produce, dairy, and meat and other local goods directly to retail customers at our farmers markets. CFW's Bonus Bucks program and other innovative incentive programs ensure low-income customers are able to shop at the market as well: at many of our markets, a significant percentage of sales come from participants in these programs.

CFW consolidates demand across a variety of individual and institutional customer types, increasing their collective purchasing power.

CFW then aggregates food from market vendors to fulfill these orders, diversifying sales and generating new revenue for local farmers.



### Wholesale

CFW's Market Share enables community organizations, small businesses, and health clinics surrounding the market to source fresh food for their programs and services. By purchasing food from the Market Share, these organizations can access competitive wholesale pricing while providing the highest quality, fresh, local produce to their clients. CFW proactively identifies wholesale customers that serve vulnerable populations who lack access to fresh, local food.



### Subscription

Individual CSA customers who use federal nutrition benefits like SNAP and WIC pay a discounted price, which ensures low-income community members have equal access to the Market Share program.



Some Market Share customers pick up their orders at the market, while CFW delivers other orders offsite.

## *Impacts*

FARMERS | COMMUNITY BASED INSTITUTIONS | LOW-ACCESS CUSTOMERS

### FARMERS

New market growth  
“Subsidized” farmers markets  
Increased revenues

### CBI'S

Ability to purchase bulk  
Access to services (delivery)  
More fruit and veg access  
Better food services

### CUSTOMERS

More exposure, awareness,  
consumption of local produce  
More purchase choice  
Higher quality foods @  
CBI food services

## 2015-6 Pop-Up Food Hub at a Glance

