



4P FOODS



**INNOVATIVE
SOLUTIONS
FOR THE FOOD
SYSTEM**

Mid-Atlantic Food Port Feasibility Study

Summary & Findings

MWCOG Food & Ag Supply Chain Movement Summit

June 24, 2019

Thesis

“The concept of a Mid-Atlantic food port is an **aggregation, processing, and distribution network** that creates opportunity and efficiencies across the supply chain, anchored by both physical infrastructure and robust technology.”

Summary of Goals



Goal to Determine:

- 1) What kind of processing facilities and other infrastructure, if any, will best support small and mid-size farmers.
- 2) If / how technological systems could improve communication and logistics to buoy the region's food and agriculture sector.

REGION OF STUDY





14 High Level Findings

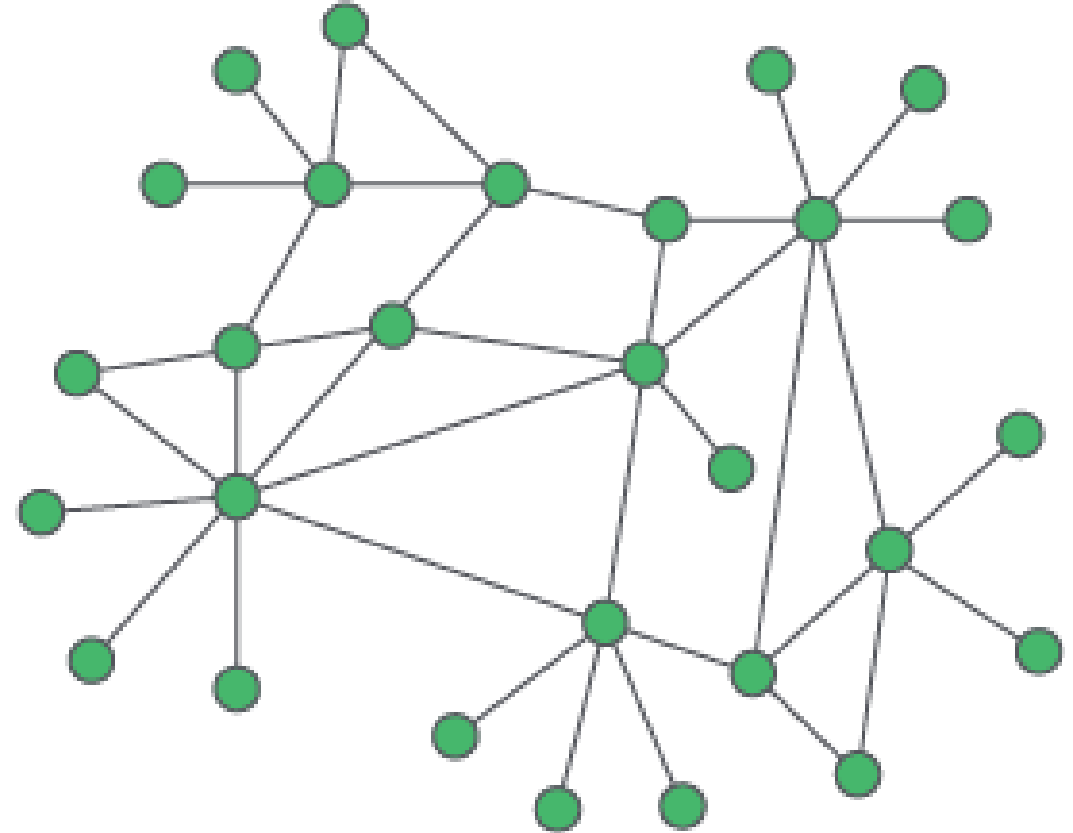
24 Recommendations for
next steps

Finding / Recommendation # 1: Technology

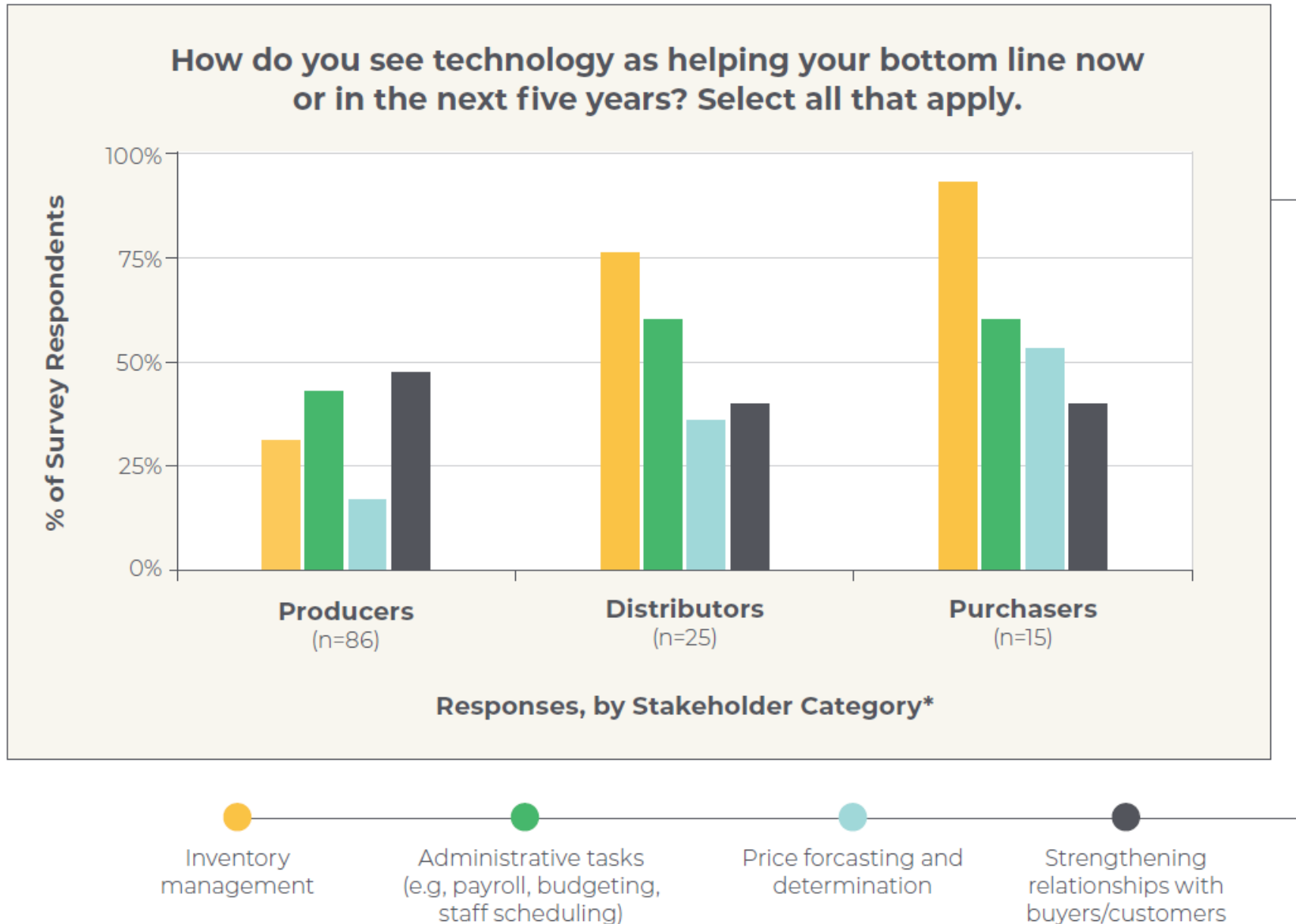


Technology

- Comprehensive engagement across the sector with stakeholders.
- A hybrid decentralized-distributed network (with nodes that might connect in only one place) is the strongest fit to fulfill the region's needs.



Technology

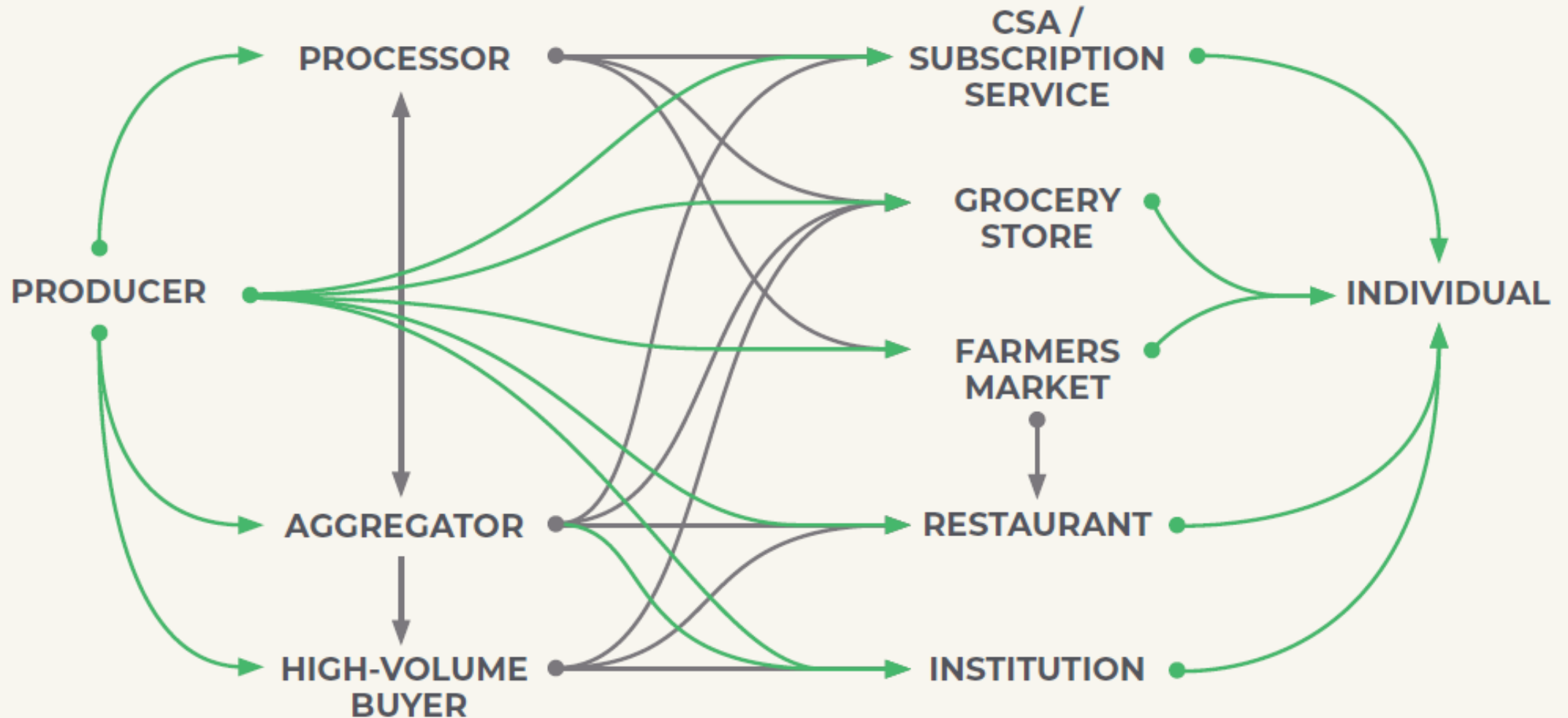


Finding / Recommendation # 2: Data and Production Planning



Data & Production Planning

FOOD SUPPLY CHAIN



Finding / Recommendation # 3: Processing Infrastructure



Processing Infrastructure

- Data indicate the need for additional large-scale processing and warehousing in Virginia, with satellite warehousing and cross-docking integrated throughout the region.
- Priority for poultry and livestock processing, co-manufacturing / co-packing, and light processing and freezing of fruits and vegetables.

“There are a lot of food companies that have not been able to grow locally. They either leave, or they headquarter here and do all their manufacturing out of state ... all over the map, but not here.”

– **Sophia Maroon**, Founder and CEO,
Dress It Up Dressing

Finding / Recommendation # 4: Market Channels & Standards



Market Channels & Standards

- To reach institutions and other high-volume wholesale purchasers, a food port must engage as many wholesale market pathways as possible.
- Integrate into existing ordering systems and meets larger industry expectations regarding product quality, packing, delivery turnaround time, and food safety.



Suggested Next Steps



Next Steps

- a comprehensive business plan
- community engagement and inclusive design process;
- generate requirements for an online platform / application;
- an expanded audit, to inform a site selection process;
- final determination of the type(s) of processing for a central facility;
- business development with high-volume buyers; and
- initiating a blended stack capital raise.

Summary

High consumer demand for regionally produced foods, the existing technological systems from which to build, and the strong potential for partnership all make the **timing right for a Mid-Atlantic food port.**



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