



Yolo Food Hub

The problem

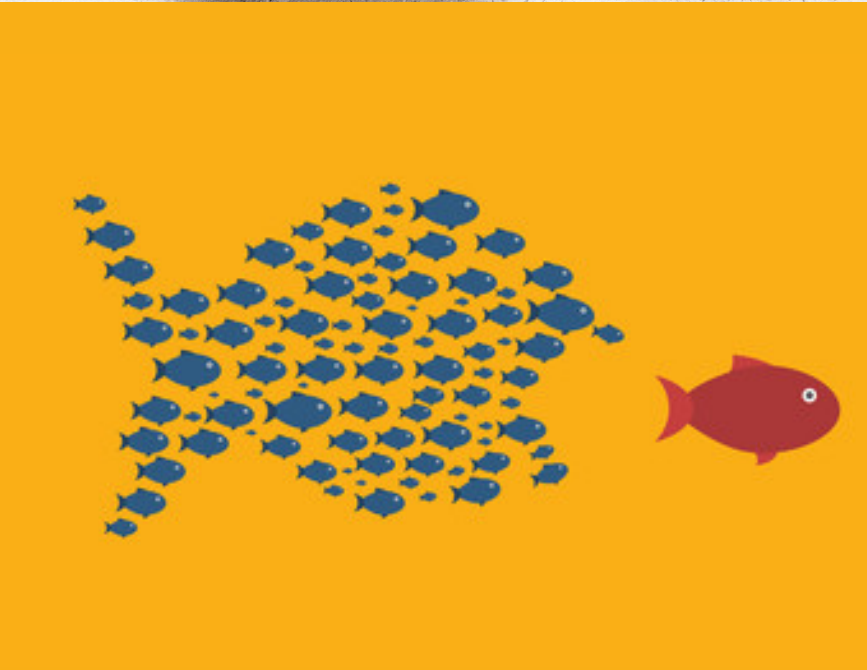
Corporate contracts and market consolidation block farmers and food hubs from selling to institutions.

Even when value chain pilots enable family farmers to sell to institutions, we hit a wall:

Institutions need much more **pre-cut and value-added foods** than whole and fresh.

They also need **coordinated volumes, pricing, planning, and reporting** to achieve their sustainability goals.





The solution

Instead of individual food hubs trying to enter institutions in vain, we can adopt our own **values-based consolidation** and meaningfully compete with corporate vendors.

We can coordinate farmers' production and make our own **values-based, value-added product lines** sourced from all over Northern California.

We can negotiate **as a larger web of businesses** so that all NorCal food hubs benefit.

How it works



A San Mateo coast grower sells chiles and onions to Coastsides Food Hub

Coastsides Food Hub delivers product to the Yolo Food Hub



Yolo Food Hub processes the chiles and onions with tomatoes from a Sacramento grower and makes pico de gallo

Any NorCal food hub can now backhaul and sell pico de gallo to any institutional customer



What we have

- An acquired 5-acre site with a design plan that includes a processing building
- Prospective processing and aggregation/distribution operators
- An RFSP grant funding multiple convenings, and a business planning consultant to map out the financial and trade models
- Purchasing data and interest from colleges and hospitals across NorCal, including UC campuses
- A network of partners ready to help



What we need



- Participation and commitment from farmers and food hubs to maximize the business planning process
- A compelling pitch with one voice representing all partners, to raise funding for the site buildout