



Why Local Food?

- **>90% of our food dollars go to outside of Maryland**
 - Very few food dollars go to our local farmers
 - Most small farm operators have other careers by necessity
- **Without increases in demand, local consumer/ institutional/ wholesale markets, & market infrastructure, little incentive for local farmers to grow more food**
- **2015 survey of 54 growers/ranchers from Frederick, Carroll and Washington Counties**
 - **>72% had additional land (>1,000 acres) they could farm if there was more demand and market infrastructure for their products**
- **Food Security/Community Resilience**
 - **We can build capacity to feed ourselves should crops fail elsewhere or food distribution networks fail (e.g. Covid, TX freeze)**
- **Local food is more nutritious!**

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FARE



Frederick
Fresh
Online

FrederickFreshOnline.luluslocalfood.com

- Year-round virtual “Farmers Market”
- Currently partnering with 18 producers
- No Membership Fee; \$3 order aggregation/processing fee
- Online ordering window Thursdays 8 a.m. through Sundays at noon
- Farmer drop-offs and order aggregation at Bar-T Mountainside
- Crowd-free drive-through pickup, Wednesdays, 5:30 – 6:30 pm
 - * Frederick
 - * Urbana
 - * Point of Rocks

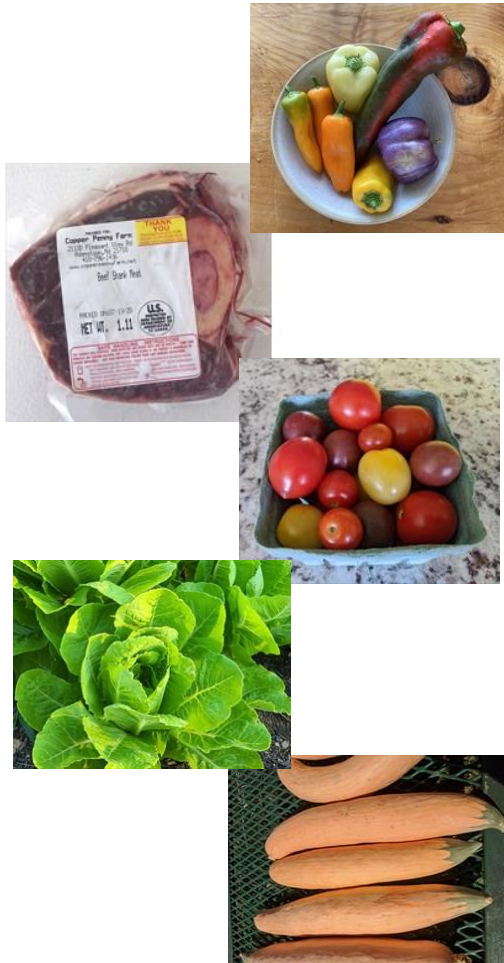
DEMO



What We Offer



- Veggies & Fruits
- Meat
 - Beef
 - Pork
 - Chicken
 - Dog treats
- Eggs
- Cheese
- Baked Goods
- Rice
- Chocolates
- Honey
- Herbs & Herb Seedlings
- Flowers
- Spices & Sauces
- Teas
- Personal Care
 - Soaps
 - Insect Repellents





Current FFO Producers

- AMAC Foods International
- Bar-T Mountainside Grows
- Capricorn Farms
- Chocolate & Tomatoes
- Copper Penny Farm
- Daddy Boy Bakes
- Dandelion & Rust Farm
- Deer Run Farm
- District Farm
- Kim's Urban Homestead
- Loudoun Center Apiaries
- Piece of Harmony Farm
- Pleasant Hill Produce
- Serenity Grove Farm
- Sundreams Farm
- Wait, What? Sauce Company
- Walking Wild Herbs & Teas
- Westhills Manor





How FFO Helps Producers

- **Provides sales certainty; reduces risk as all products presold**
- **Open Year Round; Expands local markets for small farmers; Can supplement CSAs**
- **May save farmers time compared to setting up and manning booths at farmers markets**
- **Supports production planning and expansion to make more local food accessible to more people**



How FFO Helps Customers

- **Convenient & Covid-safe**
 - On-line shopping with access to multiple local producers
 - Touchless, drive-though pickups
- **3 pickup locations and growing**
- **Very high quality nutritious fresh food grown using regenerative and organic practices**
 - No loss of nutrients through transport
- **Feel good knowing you are**
 - Supporting local farmers, sustainable and regenerative farming practices, and local Ag economy
 - Building local markets and community resiliency



Vision & Origins



Janice Wiles

Community FARE Mission:

Diversifying, expanding and safeguarding a healthy local food economy that will preserve the integrity and biodiversity of farmland and ensure food access to the regional population.

Frederick County Food Council Mission:

Promote efforts that support our local agricultural economy, equitable food distribution networks and education about local food and food system change. **Working Groups:**

- **Agricultural Economy → Frederick Fresh Online**
- **Food Equity & Access**
- **Education & Outreach**



FFO Implementation Team

Janice Wiles



Lisa Orr



Melanie Smith-Bell



Nick Miller



Lee Babcock



Monica Miles



How Did We Make This Work?



- **Community FARE**
 - Financial Support for Pilot (June – Dec. 2020)
 - Part-time marketing/outreach coordinator
- **Bar-T Mountainside**
 - Aggregation and pickup site, refrigeration, freezer, set-up supplies
- **Point of Rocks Volunteers**
 - Initiated Point of Rocks pickup site
 - Solid Rock Assembly of God
- **Frederick Friends Meeting House**
 - Frederick pickup site
- **VOLUNTEERS**
 - Order Aggregation & Distribution
 - Drivers
 - Outreach

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- Questions?
- Want to Volunteer?
- Interested in forming a pickup site near you?
- Know a producer who might want to join?

Contact Lisa Orr
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