

## **IFM Grower Cooperative Profile – Wisconsin Food Hub**

### **Overview**

A grower-owned cooperative, Wisconsin Food Hub Cooperative (WFHC) is an innovative, regional fresh produce food hub created to enhance access to wholesale markets for the local Wisconsin farm economy, and create private sector jobs. WFHC will enable local growers to aggregate their produce to meet the large volume requirements of intermediate buyers such as grocery stores, schools and hospitals. In doing so, WFHC will increase the profile of the Wisconsin local food brand throughout the Midwest and secure the profile of the region and the state as a local and gourmet food destination.

### **Contact Information**

Sarah Lloyd, Interim General Manager  
(608) 844-3758  
[slloyd@wifoodhub.coop](mailto:slloyd@wifoodhub.coop)  
[www.wifoodhub.com](http://www.wifoodhub.com)

### **Product Availability**

Wisconsin Food Hub Cooperative offers fresh produce, including organic options. We also feature farm-raised trout, pesto, potted plants and dog treats.

### **What Buyers Need to Know**

- Delivery Region: Wisconsin, Midwest
- Minimum purchasing requirement? Yes
- Wisconsin local foods program? Yes
- Traceability: To the farm of production
- Will you find local products for customers that you do not currently carry? Yes
- How do you define local? From Wisconsin
- Do you have point-of-purchase materials about your local producers for customers to use? Yes
- Standard packaging: Yes
- Produce grading standards: USDA Grade 1 or 2
- Billing: Net-30, credit, check
- Liability insurance: \$10M
- Food safety: All farms will have written food safety plans

### **What Sellers Need to Know**

- Minimum requirement to sell: None
- Certifications required: GAP
- On-farm storage requirements: None
- Liability insurance requirements: None
- Standard packaging: Yes
- Produce grading standards: USDA Grade 1 or 2
- Billing process for growers: Net 30
- Delivery Requirements: On farm pick up available, farmers meet at central hub
- Advance notice given: 5 days
- Contracts: Case by case basis