

FoodHub in the News



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FoodHub Launches, Matchmaking Service for Food Buyers and Sellers

PORTLAND, OR – A resource for Northwest food producers and food buyers launched Tuesday in Portland. FoodHub is an online matchmaking service that simplifies the process of connecting buyers and sellers.

The site, part of Ecotrust Food & Farms program, went live after a 90-day beta-testing period with an event featuring USDA Deputy Undersecretary Ann Wright who heralded FoodHub as an example of the USDA's Know Your Farmer, Know Your Food initiative.

Ecotrust officials behind the project say it is the only network in of its kind that accommodates food producers and food buyers of every scale and production type in the Pacific Northwest and parts of Alaska. Customizable search features allow a buyer to hone in on the exact product specifications they are seeking, in an homage to dating sites such as Match.com.

While in beta, 280 Northwest farmers, ranchers, fishers, food producers and wholesale food buyers became registered users of FoodHub. Northwest food producers promoted the availability of more than 560 products to the buying community; buyers expressed a need for 646 products from local sources. An analysis of user data during the month of January, 2010, shows 1,700 visitors and 14,000 page views from major cities in the Northwest, as well as San Francisco, New York and Canada. FoodHub will charge an annual membership fee of \$100.

URL:

http://www.sustainablebusinessoregon.com/articles/2010/02/foodhub_launches_matchmaking_service_for_food_buyers_and_sellers.html?ana=sbo