

FoodHub in the News



OPB Radio

February 3, 2010

By Rob Manning

Online 'Food Hub' Connects Farmers With Buyers

PORTLAND, OR – *A top federal agriculture official helped launch a web site in Portland this week intended to connect Northwest farmers with cafes and markets looking for locally grown food. Rob Manning reports.*

Food hub, as it's called, works like this: Farmers put up web pages that are part of a network, sort of like a facebook page. Only the farmers emphasize what they grow and when it'll be available.

Wholesale customers – like chefs and food buyers for grocery stores – sign on and contact the farms when they find something they like.

Agriculture deputy undersecretary Ann Wright says the program matches supply with demand.

Ann Wright: "Food hub is all about making those connections and all about creating real income opportunities for ranchers and farmers. So it's happening here – it's probably a much more mature effort than it is other places around the country."

Portland-based non-profit, Ecotrust, developed the web site. Officials say farms and buyers were already using the site to close sales – even though the web site only just launched officially, and it's not really harvest time.

Listen to the audio clip: <http://news.opb.org/article/6656-online-food-hub-connect-farmers-buyers/>