



FoodHub in the News

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By Gastronom

A Facebook for Farmers

I'm a sucker for Jamie Oliver. Food Revolution got me, and loads of other emotionally susceptible viewers, to care about 'school food.' And just when you think social media's only job in the food industry is locating the nearest food truck, out comes FoodHub.

The non-profit is a self-proclaimed "Facebook for farmers." They connect local restaurants, kitchens, chefs, etc, and large and small famers and fisheries with the marketplace. As we see in the video above, the service is as applicable to school districts as it is to high-end restaurants. The tool enables fresh, local, 'real' food in a school lunch—a previously unthinkable feat. Unfortunately, FoodHub is only up and running in the Western US at the moment, but it's working on expanding.

Social and commercial networking put to good use? Now that's a food revolution.

URL: <http://wiredinsider.tumblr.com/post/5039300558/foodhub>