



FoodHub in the News

Philanthropy News Digest – FoodHub Profile

July 19, 2011

FoodHub

URL: <http://food-hub.org/>

Mission:

To make it easy and efficient for professional food buyers and sellers to research, connect, and do business.

Background:

A project of EcoTrust, a Portland-based nonprofit think tank, FoodHub is an online platform that fosters communication among professional food buyers, wholesale producers, distributors, and industry suppliers in California, Oregon, Washington, Idaho, Montana, and Alaska. The site was launched in beta in 2010 with support from private foundations and the U.S. Department of Agriculture to help food buyers access locally grown food and help farmers get a good price for their product. Since its launch, the site has expanded to include new features and advanced tools and options.

Outstanding Web Features:

FoodHub offers three membership levels — free, monthly, and annual — and all members have access to the marketplace, where they can buy and sell products, post transportation opportunities and routes, find non-food supplies and services, and promote events. The site also offers a member directory; knowledge base; blog; testimonials; and user guidelines, including information on how to set up a profile, navigate the site, and search for products, buyers, and/or connections. Member profiles include contact information, ratings and recommendations; links to social media pages; badges for emergency food assistance (EFA) program donors; and a list of products available. Paying members also can post photos and videos, add professional references and documents to their profile, and collect e-mail addresses for mailing lists.

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