



# FoodHub in the News

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**The Furrow**  
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## **Online Food Marketplace**

Western farmers and restaurateurs are meeting online through FoodHub, where farmers can post profiles of their farms and lists of their products. Buyers can search by commodity, variety, or distance, or they can zero in on specific farms.

“It’s like Facebook for farmers,” says Amanda Osborne of Ecotrust in Portland, Ore., which developed the site. Cutting clutter. “Chefs, food buyers, and food service directors told us that if they were looking to find suppliers on Google, typing ‘blueberries, Oregon’ would generate 7,000 results, and half of them would be recipes and other stuff,” Osborne notes.

Through searches, weekly “fresh sheets” listing immediately available products, and e-mail alerts, FoodHub cuts the clutter. Basic membership to the online site is free to buyers, sellers, and distributors from California to Alaska at [food-hub.org](http://food-hub.org).

URL:

[http://www.deere.com/en\\_US/CCE\\_promo/furrow/online\\_brochures/2011/furrow\\_nov2011.html?id=3612f12c&page=20](http://www.deere.com/en_US/CCE_promo/furrow/online_brochures/2011/furrow_nov2011.html?id=3612f12c&page=20)