

# U.P. FOOD EXCHANGE

growing local food systems

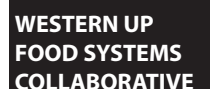


## What is the U.P. Food Exchange?

The U.P. Food Exchange is a resource portal for farmers, businesses, and individuals looking to connect with and actively participate in their local food system. Community partners across the Upper Peninsula coordinate and support local food projects of all kinds, including policy work, community education, food safety, business development, farm to school, and more. Key to the work of the U.P. Food Exchange is the online marketplace, a food hub that aggregates local food products for institutions in Michigan's Upper Peninsula.

## Who is running the Exchange?

The beauty of the U.P. Food Exchange is that it is not one single organization but many organizations from different parts of the food system working together. This collaboration ensures that local food activities, resources, and services are better shared across the Upper Peninsula. All businesses and organizations involved play a role in the ongoing success of the U.P. Food Exchange. Active members of UPFE are listed below.



## Services of the U.P. Food Exchange

**U.P. Food Exchange Website & Social Media-** Access resources and stay up-to-date on the latest local food news.

**Plowshare Newsletter-** Receive email updates on local food happenings on the local, regional, and federal levels.

**Online Marketplace-** An ordering platform where U.P. farmers and food producers list their products and institutions (restaurants, hospitals, schools) purchase these products. Aggregation, marketing, relationship brokering, and some distribution services available all in one place!

**Community Education-** Events, classes, and volunteer opportunities are offered to the public by UPFE partners all across the Upper Peninsula.

**Food Summits-** Meetings in each region to engage participants with local food system issues and make face-to-face connections.

**Speakers Bureau-** Find speakers to present on nearly any food topic you can think of in our speakers bureau.

**Professional Training & Resources-** Our partner organizations can help businesses from all parts of the food system. Connect with experts on food safety and certifications, business development, marketing, creating online farm stores or farm markets, environmental sustainability, and policy work.

**Farm to School Assistance-** Members of the UPFE network can provide assistance with the procurement of local food, resources for curriculum, or school garden technical support. We also offer a unique opportunity for fundraising through our Farm to School Fundraising Program. An alternative to traditional fundraisers, we can help you create a fundraising program that uses items grown, harvested, or raised in the Upper Peninsula.

Call Sarah at 906-225-0671, x723 or email [info@upfoodexchange.com](mailto:info@upfoodexchange.com) to learn more about the U.P. Food Exchange.

[www.upfoodexchange.com](http://www.upfoodexchange.com)

# U.P. FOOD EXCHANGE

## online marketplace



The UPFE Online Marketplace is a virtual food hub. Food hubs help local and regional producers sell products to wholesaler, retail and institutional purchasers by providing aggregation, distribution, and marketing services.

Our marketplace allows farmers and food producers to market their products to multiple customers through a single online platform which maintains a live inventory. Products are aggregated so sellers can deliver orders for multiple buyers to one location with a single invoice. Buyers are then able to pay for products from multiple farms with a single payment and receive a single order.

### The Online Marketplace streamlines local food purchasing for all participants.

#### Benefits of the UPFE Online Marketplace for Sellers *Farms & and Food Businesses*

- Expand your market reach with access to many different customers
- Promote your products and business to new customers
- Access your sales and financial reports - manage your inventory in one place
- Stay organized with email reminders, picklists, and packaging slips
- Customize which products and pricing are available to which buyers
- Save time, energy, and money through aggregation! You can sell products to multiple customers on one website. Aggregation is even available at the Marquette Food Co-op so you only need to make one delivery.
- The marketplace acts on your behalf to monitor and track down payments from buyers

#### Benefits of the UPFE Online Marketplace for Buyers *Institutional Purchasers, Retailers, & Restaurants*

- Ability to purchase from many farms and food businesses through a single platform
- Aggregation is offered through the Marquette Food Co-op. You can receive orders from multiple food producers at the same time, with only one payment
- Access order history and run reports
- Online marketplace manager can help you find the products you want and develop relationships with local farms
- Weekly fresh sheets will alert you to seasonal items, great deals, and new vendors
- Give your food a story, meet demand for local, and invest in your community all at the same time!



Call Alex at 906-250-4507 or email [localfood@marquettefood.coop](mailto:localfood@marquettefood.coop) to learn more about the U.P Food Exchange.

[upfoodexchange.localfoodmarketplace.com](http://upfoodexchange.localfoodmarketplace.com)