Weaver Street Market History

- 21 Year-old natural food co-op with large prepared foods business
- Three stores, a restaurant, and a Food House production facility
- Located in small towns in central NC: Carrboro, Hillsborough, Chapel Hill
- Worker and consumer-owned Co-op—13,000 owner households
- Annual sales $25 million
- 15% grocery market share
How local fits into strategy

• Used to be only source for natural and organic foods.
• Today face substantial competition--sales down 6%
• Challenge is to redefine niche
• “Authentic Food”: small producer, organic, local
Sales are 30% Local Products

Biggest local categories:

- Produce
- Milk and Eggs
- Beef and Pork
- Products we produce ourselves in Food House: Baked goods, deli items
Produce
Beef & Pork
Milk and Eggs
Products we produce in our Food House
Marketing Local

• Local sells best when it is the main (or only) choice
• Posters/website/newsletter featuring local producers
• Restaurant farm dinners
Expanding Local

- Poultry
- Expand local produce including season extension
- Collaborate with support organizations on more capital intensive product lines
- Use our Food House to make more homemade products (import substitution)
- Build new food culture moving away from convenience foods