

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