THE FARMER AND THE DELL® TECHNOLOGIES FOR GOOD FOOD
Presentation Outline

- Technical Orientation
- NGFN Overview
- Five Tools for Increasing Good Food

Moderator
Danielle Gould
Founder, Editor
Food+Tech Connect

- Your Questions for the Panel
- Upcoming Opportunities, etc.
## Five Tools for Increasing Good Food

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All Five Will Answer the Following

- What does your system do to increase the amount of regional, healthy, sustainable food in the food system?

- Why do you feel this is an effective way to increase regional food?

- How do you expect to be a viable system in five years?
# Five Tools for Increasing Good Food

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- Five Tools for Increasing Good Food
  - AgSquared
    - Giulia Stellari
      - Co-founder
- Your Questions for the Panel
- Upcoming Opportunities, etc.
Giulia M. Stellari, Ph.D.
Jeff Froikin Gordon, Ph.D.
• Farming small is risky business
• Small farmers need tools to help them manage their businesses
Farm records impact the entire food system

- Growers gain insight into what’s going on on the farm
- Aggregators and farmers better understand supply and demand
- Growers can manage diversity more effectively

But they are hard to capture without tools...
Today: Friday, Aug 6th 2010  

First harvest for this planting.

Location: North Field D  
Staff: James Doe  
Beds 1 - 3  
Jane Doe  
Terence Doe  
Harry Doe  

Equipment: Flatbed truck  
Input/Supplies: 500 crates  

Storage Location: Walk-in cooler  
Harvest Quantity: 200 lbs.

Note: Harry observed some grey leaf spot on the tomatoes.

A mild infestation of grey leaf spot was observed during harvest. This is a reminder to keep the field observed, before the next harvest.
<table>
<thead>
<tr>
<th>Crops</th>
<th>Actions</th>
<th>View: Timeline</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Beet</td>
<td></td>
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<tr>
<td>Carrot</td>
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<tr>
<td>Heirloom Tomato</td>
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<td>Brandywine</td>
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<tr>
<td>Green Zebra</td>
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<tr>
<td>Mr. Stripy</td>
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<tr>
<td>Cucumber</td>
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<tr>
<td>Winter Squash</td>
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<td>Eggplant</td>
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<tr>
<td>Red Onion</td>
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<td>Bell Pepper</td>
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<td>Radish</td>
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<td>Salad Greens</td>
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<td>Astro Arugula</td>
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<td>Red Giant Mustard</td>
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<td>Blanca Riccia Endive</td>
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<td>Kyona Mizuna</td>
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</tbody>
</table>
Freemium business model

• Paid subscriptions
  – Farm business management functionality will be offered to paid subscribers

• Targeted advertising and sponsorships
  – Free farm production planning and management functionality will be supported through targeted advertising and sponsorships
AgSquared can impact our entire food system by helping:

- Aggregators understand supply and demand
- Growers market their crops
- Consumers understand where their produce comes from
We would love to work with you!
Join us in promoting AgSquared’s launch...

Contact Giulia and Jeff at:
info@agsquared.com
## Five Tools for Increasing Good Food

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Presentation Outline

- Technical Orientation
- NGFN Overview

- Five Tools for Increasing Good Food
  - Top 10 Produce

John Bailey
Founder

- Your Questions for the Panel
- Upcoming Opportunities, etc.
“In this new wave of technology, you can't do it all yourself, you have to form alliances.” *Quote by: Carlos Slim Helu*
Top 10
The first 100% Traceable Produce Brand

The Top 10 Trademark may only be used by independent farms with a single location. This allows the GS1 Global Trade Identification Number encoded in the Databar barcode on the item to serve as both a product code and a source identification.
Locale
The Nationwide Regional brand
(For use by individual producers, or by producer cooperatives)
ShopSavvy Mobile Transparency
Using a UPC code, Databar, or QR code.

ShopSavvy Price Comparison

Locale Source Identification

Top10Produce.com
1-888-669-2010
Creating Leverage: Independent Farms

GS1 Standards Are the Key

- GS1 Standardized datacarriers (GTIN, GLN) + enterprise class software = granular Meta data to differentiate products.
- Multiple small farms are able to co-market under a single label.
- Our Label or Grower/Coop Label works equally well with our system.
- Wholesale buyers can purchase from multiple independent regional producers simultaneously.
- Growers input data in any system to be used by other systems.

Technology & Marketing Alliances.

A. Technology
   1. ShopSavvy, Inc: [http://shopsavvy.mobi](http://shopsavvy.mobi)
   2. Hana Innosys, Inc: [www.hanainnosys.net](http://www.hanainnosys.net)

B. Nationwide Marketing
   1. University of Oklahoma Ag. Economics Department: [http://agecon.okstate.edu](http://agecon.okstate.edu)
   2. University of Illinois MarketMaker: [www.marketmaker.uiuc.edu](http://www.marketmaker.uiuc.edu)
Our Brands vs. Grower/Coop Brands

Our Brands (Top 10, Locale)

1. Our Trademark
2. Our GS1 number
3. Regional Identification via our GTIN. (Global Trade Identification Number).
4. Open source data can be accessed through our API.
5. Mobile Click to Pay through our GS1 barcodes & Quick Response Codes.

Allied Brands (i.e. Farmpak)

1. Their Trademark
2. Their GS1 number
3. Regional identification via our GLN (Global Location Number).
4. Data accessed through their enterprise software link.
5. Mobile Click to Pay through our Quick Response Codes.
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- Idaho’s Bounty
  - Laura Theis
    Business Manager
- Your Questions for the Panel
- Upcoming Opportunities, etc.
Building a Regional Foodshed, Online

Presenting: Laura Theis, Founder, Current Operations Manager
Idaho’s Bounty Co-op

A COOPERATIVE OWNED
by producers
(74 members)
AND
by customers
(790 retail members)
(26 wholesale members)

OUR FOCUS
Develop a sustainable and seamless distribution system for local foods in Southern Idaho
Funding

- Started with $60,000 FMPP grant, private donations for vehicles
- Numerous in-kind staff donations for first two years
- Continued grant funding and private donations = $80,000 / year
- Continued funding received to continue development (backend & visuals)
- Sales = ½ of operating expenses
Idaho’s Bounty Logistics

1.5 hours

Six Rivers Market

2 hours

Idaho’s Bounty

1.5 hours
Why online?

• Low overhead (open source software)
• Easy start up
• Access for numerous partners across large geographic region
• Pre-sold orders
• Succinct way to compile relationships & large amounts of information from customer & producers
• ‘Pick-up’ model allows for growth to reach many customers
Idaho’s Bounty
Quick Summary

• Provides logistics and pick-up for 45+ farmers on a weekly basis
• Provides weekly retail pick-ups for 120 customers
• Provides twice weekly wholesale delivery for 15 restaurants, 5 groceries stores & one retail market
• Provides producer payouts once per month
• 2010 gross sales of $482,770
Lessons learned, moving forward

• Able to learn our business with low software cost
• Some retail & wholesale customers still want that face to face or phone call sale, online is used as invoicing
• Need to hit $1.3 million for break even
• Continuing to search and develop software solutions
  – Wholesale end of software needs further development
  – Multiple overlapping cycles
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- Erika Block
  Founder
- Your Questions for the Panel
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Exploding Demand

CHEF SURVEY: What's HOT in 2010

Top 20 Trends

1. Locally grown produce
2. Locally sourced meats and seafood
3. Sustainability
Outdated Tools

Communications are inefficient

Distribution channels are disconnected
Online supply chain management, transaction and marketing platforms have helped small businesses in most sectors of the economy become more efficient and responsive to customer needs and opportunities.

This innovation hasn’t yet been applied to the unique needs of local food systems.
Online tools for local & regional food networks

Local Orbit makes it easy for buyers and sellers to connect and transact, helping independent food producers build sustainable, profitable businesses.
Back Office in a Box

- Simple interfaces
- E-commerce
- Complete payment management: credit card processing, invoicing to institutions, payments to producers
- Inventory management
- Fulfillment & logistics tools
- Marketing & messaging tools
- Dedicated, trackable customer service and issue resolution
Streamlined ordering and 24/7 convenience.

Purchase from multiple vendors in a single shopping cart, with a single payment.
Just add the quantities of each item you want and check out when you’re done. It’s on one simple interface designed to make sourcing quick for chefs and food service buyers.

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Retail Price</th>
<th>Wholesale Price</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits</td>
<td>Empire Apples</td>
<td>$2.75/Pound</td>
<td>$1.75/Pound</td>
<td>50</td>
<td>$13.75</td>
</tr>
<tr>
<td></td>
<td>from Boettcher Farm</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>from Sunset Farm</td>
<td></td>
<td></td>
<td>150</td>
<td>$150.00</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berries &amp; Cherries</td>
<td>Blueberries</td>
<td>$8.00/Quart</td>
<td>$6.00/Quart</td>
<td>50</td>
<td>$300.00</td>
</tr>
<tr>
<td></td>
<td>from City Harvest</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Cranberries</td>
<td>$6.50/Pound</td>
<td>$5.00/Pound</td>
<td>100</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td>from City Harvest</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Melons</td>
<td>Casaba Melon</td>
<td>$2.00/Pound</td>
<td></td>
<td>400</td>
<td>$400.00</td>
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### Rogowski Farm

**Who:** A second generation family farm in the magnificent black dirt region of Pine Island in the Town of Warwick in Orange County, NY. Transitioned from the typical onion farm to a diverse operation consisting of 150 acres of fertile muck soil.

Known for our expertise in low-income, ethnic markets we continually strive to uphold the high levels of quality and diversity our customers have come to know and expect from us. We are able to custom grow many special ethnic varieties of produce for our CSA clients and farmers markets and are working to offer this unique feature of our farm to other clients.
Supersweet Sungolds

Without a doubt, the sweetest tomato you'll ever taste.

They're ripening buy the bushel this month and Boettcher Farm has a great deal.

Eat 'em like candy or toss into pasta. Buy extra and put them in ziplocs to freeze for the winter.

Enter TOMSUN at checkout for 20% off Boettcher's Sungold Tomatoes.

Feature a product, a seller or a recipe.
Create discounts to promote new items or move excess inventory.
Meet Our Sellers

- City Harvest
- Boettcher Farm
- Sunset Farm
- Rogowski Farm
- Pregitzer Farm
- Back Forty Acres
- Britannie's Thyme
- Clancy's Fancy

It's a direct, traceable supply chain. Buyers know how and where their food comes from.

Rogowski Farm

Currently Selling

- Oakleaf Lettuce (Green)
  (Head)
- Collards (Bunch)
- Maple Syrup (Gallon)
- Turnips, Purple (Pound)
- Goats Milk (Quart)
- Goats Milk Gouda (Pound)

Who

A second generation family farm in the magnificent black dirt region of Pine Island in the Town of Warwick in Orange County, NY. Transitioned from the typical onion farm to a diverse operation consisting of 150 acres of fertile muck soil. Known for our expertise in low-income, ethnic markets we continually strive to uphold the high levels of quality and diversity our customers have come to know and expect from us. We are able to custom grow many special ethnic varieties of produce for our CSA clients and farmers markets and are working to offer this unique feature of our farm to other clients as well.
Check Out

My Order

<table>
<thead>
<tr>
<th></th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boettcher Farm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli</td>
<td>3 Heads</td>
<td>$2.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>Rainbow Mix Eggs</td>
<td>15 Dozen</td>
<td>$4.50</td>
<td>$67.50</td>
</tr>
<tr>
<td>Empire Apples</td>
<td>50 Pounds</td>
<td>$1.75</td>
<td>$87.50</td>
</tr>
<tr>
<td>Sungold Tomatoes</td>
<td>40 Pounds</td>
<td>$3.50</td>
<td>$140.00</td>
</tr>
<tr>
<td>Chestnut Growers, Inc</td>
<td>20 Pounds</td>
<td>$10.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>Sunset Farm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunflowers</td>
<td>10 Bunch</td>
<td>$8.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>Casaba Melon</td>
<td>50 Pounds</td>
<td>$1.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Black Beans</td>
<td>30 Pcs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Harvest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

My Delivery Info

Your order will be delivered to:
Cherry Bay Orchards
10850 E. Traverse Hwy., Ste. 4460
Traverse City, Michigan 49684
333-333-3333

Your order will be delivered on:
Thursday, September 15
Between 11am - 3pm

My Payment Info

Order Summary
$991.00 Order Subtotal
$0.00 Discounts
Free Delivery
$991.00 Total

Payment Method
- Pay by Credit Card
- Pay by Purchase Order

Farmers retain their brand throughout the purchasing process.

Simple, one-step checkout. Sites can be configured to accept Purchase orders or credit cards.
Sellers manage their business from a simple, intuitive dashboard.
Product Details

Name: Black Beans
What: Black Turtle Beans are smooth and smokey and a staple of Latin American cuisine. We simmer them in chicken stock until they're "al dente" (a little chewy).

How: Certified organic.

Buyers want to know how you grow or prepare your products, tell them how you do it!

Pricing

Units: Pound/Pounds

Units Available: 200
Retail Price: $3.50
Wholesale Price: $2.00
Wholesale Min Qty: 25

Product Image

Current Image: Upload new image:

Choose File: No file chosen
Note: images can not be larger than 400x400. For best results, use images that are exactly 400 pixels wide by 400 pixels high.

My Products

<table>
<thead>
<tr>
<th>Name</th>
<th>Retail</th>
<th>Wholesale</th>
<th>Wholesale Min Qty</th>
<th>In Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Beans (Pound)</td>
<td>$3.50</td>
<td>$2.00</td>
<td>25</td>
<td>200</td>
</tr>
<tr>
<td>Casaba Melon (Pound)</td>
<td>$2.00</td>
<td>$1.00</td>
<td>30</td>
<td>499</td>
</tr>
<tr>
<td>Cayenne Pepper, Long Red (Dozen)</td>
<td>$1.00</td>
<td>$0.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Round Gold Apple (Case)</td>
<td>$7.00</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Stock: 326

Enter a product once, then click to change pricing and inventory as needed.
Tools for Hubs & Market Managers

- Manage one hub or a network of hubs from a single dashboard
- Manage individual user accounts and product listings
- Manage communications to buyers and sellers
- Create weekly specials to move surplus product or feature a producer
- Create discount codes
- Robust reporting
Manage orders, users and marketing from one dashboard.
Built for:

- Food hubs and farmers markets
- Independent distribution entrepreneurs
- Farmers’ co-ops that need sales and inventory management
- Institutions looking to streamline local purchasing
- Community groups, buyers clubs and co-ops
- No Start-Up Costs
- Transaction fees on sales
- 10% of profits will go to a micro-loan fund for producers in the network
Local Orbit is a facilitator

Cost-effective, localized, quick to launch.

We help food hubs, producers and buyers leverage their existing physical resources and networks.

Individual markets on the platform can be linked, creating robust regional food networks and diversifying sales opportunities for producers.
Fertile Ground

People
- Experienced team & advisors
- History of building and managing businesses, non-profits, cross-sector partnerships
- Track record of generating revenue and sales, creating online communities, developing complex, secure and highly usable web applications.

Built to scale
Nimble business model and platform, designed to respond to evolving markets and technologies.

Connection & Integration - No Silos
Integration with other web services and social media enables users to meet all their buying, selling and business management and online marketing needs.

Support from High-Impact Social Innovation Networks
- Clinton Global Initiative
- PopTech
Impact

Making local, sustainably produced food widely available and easy to buy.

Economic Development:
- Keeps food dollars in communities to support the growth of local economies and create new jobs.
- Micro-loans will provide low-interest capital to help producers expand capacity

Health:
- Better nutrition
- Transparency and traceability

Waste Reduction:
- Sales data, demand-driven planning and pre-ordering reduce post-harvest waste
- Communications tools to leverage underutilized transportation resources
www.localorb.it

Erika Block
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twitter: @localorbit
## Five Tools for Increasing Good Food

<table>
<thead>
<tr>
<th>Name</th>
<th>Primary (secondary) audience</th>
<th>Description</th>
</tr>
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<td>AgSquared</td>
<td>Producer</td>
<td>Farm management system</td>
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<td>Top 10 Produce</td>
<td>Producer (consumer)</td>
<td>Farm to consumer traceability system</td>
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<tr>
<td>Idaho’s Bounty Oklahoma Food Co-op</td>
<td>Food hub (all)</td>
<td>Open source food hub management system</td>
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<td>Local Orbit</td>
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<tr>
<td>Real Time Farms</td>
<td>Consumer (restaurant)</td>
<td>Accessible database of Good Food producers and purveyors</td>
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Presentation Outline

- Technical Orientation
- NGFN Overview
- Five Tools for Increasing Good Food
- Real Time Farms
  Cara Rosaen
  Founder
- Your Questions for the Panel
- Upcoming Opportunities, etc.
What Is Real Time Farms?
A crowd-sourced, nationwide food guide
We make it easy to know where your food comes from so you can find food you feel good about eating.
Our hypothesis:
The more people know about the food they eat, the healthier, more sustainable choices they will naturally make.
The key

Create a non-judgmental, open, and engaging platform.
Collectively, we can tell the stories of every farm and food artisan.

Know Farms.
Know Food.

?’s Answered:
Who produces is? How? Where can I find it?

We can find food that fits our own values.
Tantre Farm has been a certified organic farm since 1993. We are located about 20 miles west of Ann Arbor, Michigan. Our fruit crops include strawberry. ... read more

address 2510 Hayes Road, Chelsea, MI web tantrefarm.com
contact 734.475.4323 tantrefarm@hotmail.com
Have info to add or update about this farm?

FIND OUR GOODS

At these Restaurants
Darcy's Cart
Grange Kitchen & Bar
Harvest Kitchen
Homegrown Festival
Jolly Pumpkin
The Ravens Club
The Royal Park Hotel
Zingerman's Roadhouse
At these Farmers Markets
Ann Arbor Farmers Market
Chelsea Farmers Market
Lunasas Market
St. Joseph Mercy Ann Arbor Farmers' Market

WHAT'S FRESH
PEOPLE
OUR STORY

Recent Photos

Post a Photo

Tag This Photo
But how can I know where my food comes from when I’m out to eat?
We’ve made it easy for restaurants to tell the story of their ingredients.
Where to Eat

Eateries nationwide use Real Time Farms to easily share exactly which farms and artisans their ingredients come from. From the hipster food cart to your favorite restaurants and caterers - know where your food comes from! Click blue pins below to see the sources of an eatery.

Zingerman’s Roadhouse
View menu
2501 Jackson Rd, Ann Arbor, MI
23 SOURCES show all >

Pasta Martelli
Lari, Italy

Snow’s Sugarbush
3188 Plains Road, Mason, MI

Sunrise Poultry
17495 P-Drive South, Homer, MI

Tantre Farm
2510 Hayes Road, Chelsea, MI

American Spoon
411 East Lake Street, Petoskey, MI

Ann Arbor Tortilla Factory
727 W Ellsworth Rd Ste 6, Ann Arbor, MI 48108

Anson Mills
1922-C Gervais Street Columbia, South Carolina 29201

Jump to
Show Nationwide

Pasta Martelli
Lari, Italy

Zingerman’s Roadhouse sources martelli family’s artisanal macaroni from Tuscany (the best pasta in the world!), martelli pasta and martelli family’s artisanal macaroni from Pasta Martelli in 9 menu items
Really Good American Food.

**Zingerman's Roadhouse**

**EATERY**

**2501 Jackson Rd, Ann Arbor, MI**  
**web** [zingermansroadhouse.com](http://zingermansroadhouse.com)

**Phone** (734) 663-3663

**Hours**  
Mon-Thu 7am-10pm, Fri 7am-11pm, Sat 9am-11pm, Sun 9am-9pm

**Drive-up & to-go**  
Mon-Thurs 6am-10pm, Fri 6am-11pm, Sat 7am-11pm, Sun 7am-9pm

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**Dinner**

**Starters**

**Real Chesapeake Bay Crab Cakes**  $12.50  
Traditional recipe with real Maryland jumbo lump blue crab meat, a touch of mayonnaise and spices, served with Roadhouse tartar sauce. Additional cakes $6.25 each.

**Roadhouse Corn Dogs**  $6.50  
Kosher, all-beef hot dogs dipped in a homemade batter of Anson Mills organic corn meal. Served with a selection of sauces.

**Chili and Cheddar Fries**  $7.50  
Our ancho beef chuck chili over hand-cut, twice cooked fries with our grated 2-year-raw-milk Vermont Cheddar.

**Ari's Pimento Cheese**  $7.50  
A classic starter all over the South. A creamy spread of aged Vermont cheddar, Hellmann's mayo and chopped pimentos.

**Blue Hill Bay Mussels (GF)**  $9.50  
Steamed in white wine with garlic, shallots, tomatoes, lemon and fresh herbs.

**Sea Island Sweet Potato Fries**  
small $5.00/large $6.50  
Sweet and hand-cut, twice cooked and served with spicy mayo. Can be gluten-free (GF).

**Fried Green Tomatoes**  $9.50  
Corman Farms' heirloom tomatoes fried in cornmeal, served with ranch and hot sauce.

**Artisanal Cheese Board**  
*Market Price*

See our extensive list of artisanal cheeses from all over the U.S. and put together a one-of-a-kind cheese board appetizer. Ask us what our favorites are today.

**Cheese and Beer Flight**  $13.50  
Cabot Clothbound Cheddar, Flagship Cheddar, and Snow White Goat paired with three delicious Midwestern beers — Short's Hum-Luna-Licious IPA, Bell's Pale Ale and Sprecher's Pub Ale.

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**About**

Niman Ranch, Cornman Farms

**Dinner**

Starters  
Salads  
Vegetarian  
Soups  
Fish  
Macaroni & Cheese  
Burgers & Sandwiches  
Sides  
Meat  
BBQ Meat  
Meat and Three

**Lunch**

**Breakfast**

**Brunch**

**Dessert**

---

**Source From**

Community Farm of Ann Arbor  
Cornman Farms  
Dry Bucket Farm  
Miller Amish Poultry  
Niman Ranch  
Pasta Martelli  
Snow's Sugarbush  
Sunrise Poultry  
Tantre Farm

---
Cornman Farms

James Beard-winning Chef Alex’s garden began in 2004 as a way for Chef Alex Young to spend more time with his family while creating really good and fu ... read more

address Dexter, MI web View Website

Have info to add or update about this farm?

FIND OUR GOODS

At these Restaurants
Zingerman's Roadhouse

At these Farmers Markets
Westside Farmers' Market

WHAT'S FRESH

PEOPLE

OUR STORY

Recent Photos

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Tag This Photo
Menus

Zingerman's Roadhouse partnered with Real Time Farms to help you understand where your food comes from. Click on the highlighted ingredients from your favorite Roadhouse menu items to learn more about where we source our foods. You can learn about farms in your area, and see where you can get their goods at farmers markets, farm stands, and locally sourced restaurants around you.

Our chefs change the menu everyday. Lunch menu is posted at 11am, dinner menu at 4pm.

Dinner    Lunch    Breakfast    Brunch    Dessert
Roadshow    Blue Plate Specials    Just For Kids
Fridge to Fridge    Bourbon    Classic Cocktails

Starters

Real Chesapeake Bay Crab Cakes $12.50
Traditional recipe with real Maryland jumbo lump blue crab meat, a touch of mayonnaise and spices, served with Roadhouse tartar sauce. Additional cakes $6.25 each.

Roadhouse Corn Dogs $6.50
Kosher, all-beef hot dogs dipped in a homemade batter of Anson Mills organic corn meal. Served with a selection of Zingerman's mustards.

Chili and Cheddar Fries $7.50
Our ancho beef chuck chili over hand-cut, twice cooked fries with our grated 2-year raw-milk Vermont Cheddar.

Grafton Village Cheese Company $7.50
Aged Vermont cheddar, Hellmann's mayo and chopped pimentos.

Blue Hill Bay Mussels (GF) $9.50
Steamed in white wine with garlic, shallots, tomatoes, lemon and fresh herbs.

Sea Island Sweet Potato Fries $5.00/large $6.50
Sweet and hand-cut, twice cooked and served with spicy mayo. Can be gluten-free (GF).

Fried Green Tomatoes $9.50
Cormman Farms' heirloom tomatoes fried in cornmeal, served with ranch and hot sauce.
Food transparency made simple.
So much data!
How do we keep it up to date?

Build incentives for people to contribute

Open API - share the data so people have an investment in contributing

Create tools for all users that encourage them to contribute

Excite people by priming a region (Food Warriors!)

Partnerships with other “data” organizations where we share & compare data and cross promote one another

Make it fun! Make it colorful! Make it human!
We’re Here to Stay

Free for general users, farmers & food artisans

$40/month subscription fee for restaurant software

Since launch of restaurant software 18 weeks ago, we have almost 50 eateries nationwide using our software. (Mario Batali’s Casa Mono, The White House, Zingerman’s Roadhouse, Equinox, and many many more)
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Five Tools for Increasing Good Food
- AgSquared
- Top 10 Produce
- Idaho’s Bounty
- Local Orbit
- Real Time Farms

Your Questions for the Panel

Upcoming Opportunities, etc.
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<tr>
<td><strong>Danielle Gould</strong></td>
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Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

- 3rd Thursday of each month
  3:30p EST (12:30p PST)

- October 20
  Food Hub Financing Workshop

- November 17
  Two Revolutionary Tools for Beginning Farmers

http://ngfn.org/webinars
Two New Websites

- **www.FoodHub.info**
  - Food Hub “hub”
  - Research, case studies, list and map of hubs across the country, much more.

- **www.HUFED.org**
  - About the initiative
  - Grantee profiles
  - Library of many of the best food access resources
Partner Announcements

- October is National Farm to School Month
  http://farmtoschoolmonth.org

- Niche Meat Processing Assistance Network presents:
  To Build or Not to Build: Is a New Processor Really Needed?
  Wed, Sep 28: 1p ET / 10a PT
  A few minutes before start time, go to: http://connect.extension.iastate.edu/nichemeat

- Slow Money’s 3rd National Gathering
  Oct 12-14, San Francisco
  http://www.slowmoney.org/national-gathering
Get Connected, Stay Connected

http://ngfn.org/database

National Good Food Network Database
Click to learn more

Search for: Wallace Center

YouTube

contact@ngfn.org

twitte

@ngfn
http://ngfn.org

contact@ngfn.org
“Extra” slides follow...
Future Software Needs?

• Current software does not fit all of our business needs
  – Wholesale end of software needs further development
  – Multiple overlapping cycles (wholesale 2x, retail 1x)
  – Needs to handle inventory & distribution logistics
  – Seamless user shopping experience

Contact Idaho’s Bounty if you have addresses this problem or are also investigating solutions
info@idahosbounty.org
Board, Staff & Member Workers

- Six member board (two producers, one restaurant owner, three community members)
- Three full-time staff members and one ¾ time staff member
- Four sub-contractors (bookkeeping, website, grant writing, driving)
- 20 dedicated member workers for sorting and pick-up
Local farmers have:

- Large increases in plantings / ability to sell products in state
- Offered to custom plant acreage based on individual demand
- Ordered three times as many laying hens
- Worked with chefs to create recipes using locally grown foods
- Invested significant dollars to build a winter storage facilities to meet the demand for local sales
Supporting regional Farmer’s Markets -- building a thriving regional food system together…

These following producers participate in the Ketchum Farmer’s Market and Idaho’s Bounty

• Home Sweet Homemade
• MM Heath Farms
• Prairie Sun Farm
• Rolling in Dough
• The Ecology Patch
• Waterwheel Gardens
• Wood River Organics