



Sales and Funding Sources for Local and Sustainable Food Hubs

We sent a survey to food producers, processors, and distributors involved in local and sustainable food across Ontario, Canada.

We heard back from 125* operations connected to **food hubs**.

Here's what we learned about their **sales** and **key funding sources**.

What is a food hub?

Food hubs are actual or virtual spaces that collect and distribute food to processors, retailers, restaurants, and/or consumers.

Food hubs can also provide space for other activities including food preparation, handling, processing, education, and/or training.

What do we mean by "sustainable food"?

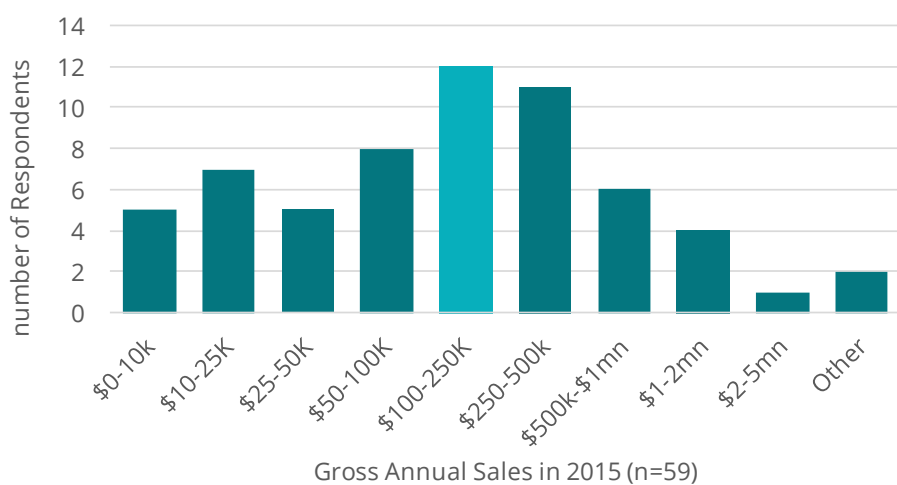
Sustainable food systems demonstrate varying degrees of economic viability, social justice/equity, and ecological regeneration from seed to plate

*Our total sample was 125; response rates for each question may be lower.



Sales

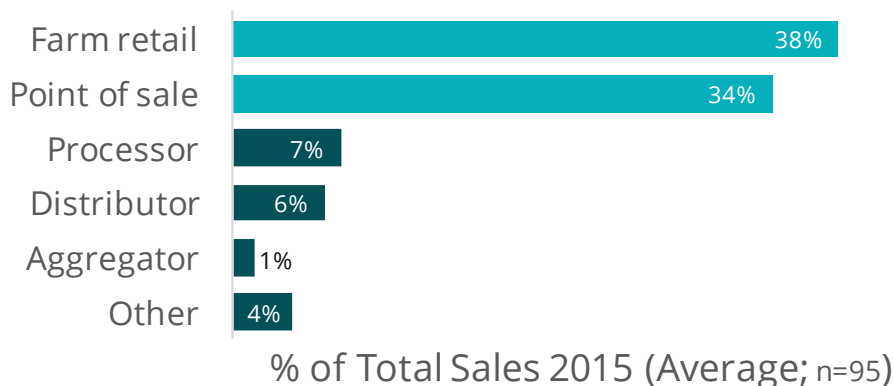
The **median gross annual** sales for respondents was **\$100-250k**. About 1 in 5 respondents earned \$25k or less annually.



About **70%** of **average total sales** are from **farm retail** and **point of sale** (to final customer).

The remaining sales come from food processors, distributors, aggregators, and other groups.

Total Sales From:



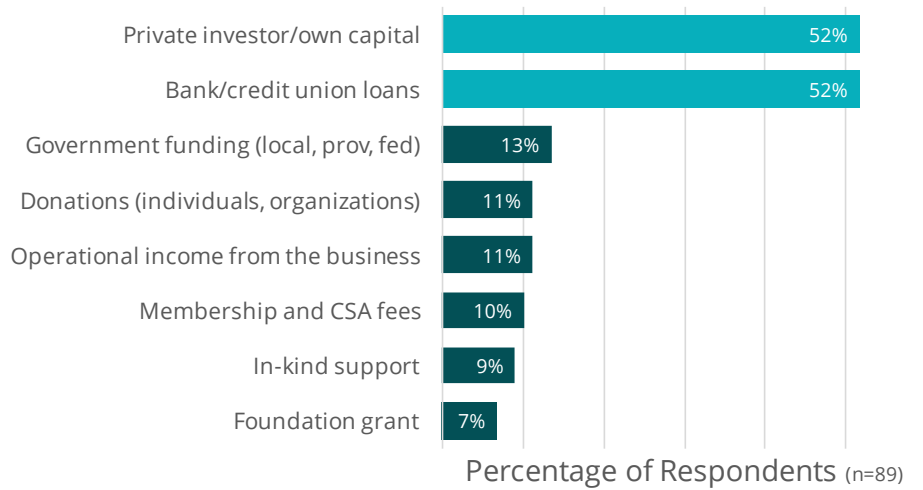
Funding Sources and Barriers



For about half of respondents, start-up funds were secured from **private capital**, and **loans from banks/credit unions**.

Government funding, donations, operational income, membership fees, in-kind support, and grants were other important **start-up revenue** sources.

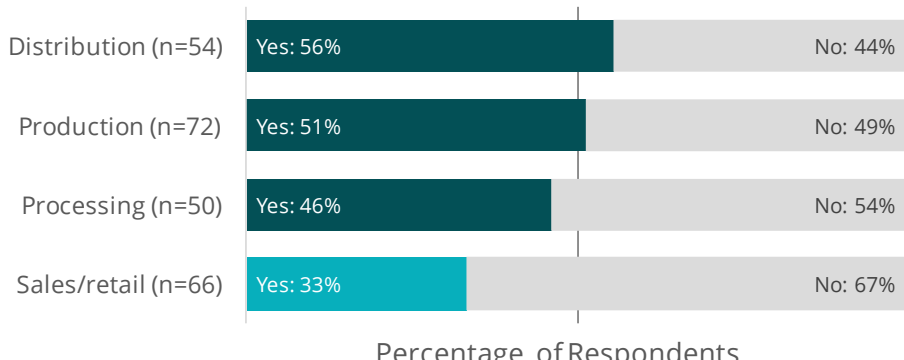
Top start-up funding sources



About half of respondents reported lack of funds as a barrier to expanding their **distribution, production, and processing**.

Sales and retail was a smaller barrier to expansion.

Has lack of funding prevented expansion into:



Learn more about Ontario food hubs and sustainable food:

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