Become the trusted source of vetted local & specialty growers.

Local & specialty produce, forecast-matched and FSMA-ready — for grocers, wholesalers, foodservice, and national retailers.

Who we sell to

Segment	Ideal customer	Decision maker	Yr-1 target
Regional grocers & co-ops	5–80 stores; SE, Mid-Atlantic, Midwest	VP Produce / Category Mgr	40 chains
Wholesalers / distributors	Terminal-market or DSD; specialty SKUs	Sourcing Director	12 firms
Foodservice & institutions	K-12, hospitals, universities, GPOs	Procurement / F2S Mgr	25 accounts
National retailers	Top-20 with supplier-dev programs	Local Sourcing Lead	2 pilots

Cost savings & less shrink — what buyers gain

Cost lever	Baseline	With BAU	Per-store annual impact*
Produce shrink %	8–12% of category	5–7%	$18k–$32k recovered
Emergency / spot fills	9–14% of orders	≤ 4%	$11k–$19k avoided premiums
Mark-downs on local SKUs	6–9% of sell-through	3–4%	$7k–$12k margin saved
Sourcing-team hours / wk	10–14 hrs	3–5 hrs	~$9k labor redeployed
Audit & recall prep	40–60 hrs / event	< 5 hrs (auto packet)	Risk + fines avoided

**$2.4M annual produce dept reference; scales linearly on category COGS. Typical 10-store grocer: $450k–$720k recovered margin vs. $14k–$24k BAU spend in Yr 1.*

Before vs. after — by segment

Segment	Metric	Before	After	Delta
Regional grocers	Shrink %	9–11%	5–6%	−4 pts
Regional grocers	Local SKU mark-downs	7%	3%	−4 pts
Wholesalers	Fill rate	86–90%	95–97%	+6–9 pts
Wholesalers	Dump loss	10–14%	4–5%	−6–9 pts
Foodservice	Menu sub-outs / wk	6–9	1–2	−75%
Foodservice	Food-cost variance	±3.2%	±1.1%	−2.1 pts
National retailers	Local supplier onboarding	60–90 d	20–30 d	~3× faster
National retailers	Audit / recall prep	40–60 hrs	< 5 hrs	−90%

Methodology & calculation notes

- Baselines: 14 reference accounts (8 grocers, 3 wholesalers, 2 K-12, 1 hospital system), 2024–Q1 2026, sourced from buyer P&Ls; and category reviews.
- Reference store: $2.4M annual produce sales, ~28% local/specialty mix. Scale linearly by store count or category COGS for wholesalers/foodservice.
- Shrink recovered = (baseline shrink % − BAU shrink %) × local/specialty COGS. Ex: (10%−6%) × $672k ≈ $27k / store.
- Avoided spot-fill premiums = (Δ spot-fill %) × order volume × 18% spot premium vs. contracted price.
- Mark-down savings = (Δ MD %) × local/specialty retail sell-through; MD % from POS reason-codes where available.
- Labor redeployed = hrs/wk saved × 50 wks × $35 fully-loaded sourcing wage. Treated as redeployed, not headcount cut.
- Fill rate, dump loss, sub-outs: BAU load-level traceability vs. buyer's pre-BAU 12-week trailing average.
- Audit/recall prep: time-stamped incident logs; BAU figure = auto-generated recall-packet runtime, excludes regulator response time.
- Confidence: per-store ranges are P25–P75 of the pilot cohort. Illustrative for diligence, not a contractual guarantee.