

Eat Local, Think Global

local & sustainable update

June 2023



*Farm tour at Gamble Creek Farms
in Parrish, FL*

FARM TOURS, FEATURING TENNESSEE!

As the local season kicks off throughout many parts of the country, we are putting together farm tours to connect chefs and customers with our local farmers. In Central Florida, 4 farm tours were held this spring. In Central California, the team visited 2 local farms. Our team in Pittsburgh will be holding a farm tour on June 19.

FreshPoint Nashville held 3 farm tours at a local indoor farm throughout June. The farm, Cheekee Greens Farms, is located just outside of Nashville city limits and has been a great partner for sourcing artisan lettuces and specialty mushrooms. By growing indoors, Cheekee Greens has eliminated the need for pesticides and has increased their yields per acre due to the controlled growing environment.

BIPOC SOURCING IN THE CAROLINAS

In 2020, the FreshPoint Carolinas Region began an initiative to source from more local BIPOC farmers. A pilot program began in May 2021 after crop planning with 3 BIPOC farmers that winter. The farmers focused on growing core crops such as zucchini, yellow squash, cucumbers, and tomatoes, as well as a few specialty crops like heirloom rattlesnake beans, Easter egg radishes, and rainbow carrots.

After a successful pilot year, we saw a 54% sales increase with the program in 2022 as we partnered with 3 additional BIPOC farmers. We are also working with the farmers to get them a price premium over market price to help them invest back in their farms. Now in 2023, we just began our 3rd year with the BIPOC program, and we are excited to have added another farmer to the program.



*Donald Hines of
Hines Family Farms*



*Local organic cherry tomatoes
from Jacobs Farm del Cabo*

NON-PLASTIC PACKAGING IN CALIFORNIA

To kickoff Earth Month, we worked with our suppliers at FreshPoint San Francisco and FreshPoint Central California to stock sustainable alternatives to products that are typically packaged in plastic packaging. We particularly focused on cherry tomatoes and onions. Cherry tomatoes are often packaged in pint clamshells, and onions come in plastic mesh bags.

We put together an assortment of bulk cherry tomatoes and bulk red and yellow onions in corrugated recyclable boxes. We also worked with a local organic farm, Jacobs Farm del Cabo in Santa Cruz, CA, to package cherry tomatoes in a compostable paper pint with a plant-based cellulose window. We are looking at more non-plastic options in the future with local blueberries.