



# **Our Business Strategy**

**Is Market Based & Based  
on the Success of Others**



# LOCAL FOOD AND ECONOMIC DEVELOPMENT

A Guide for Local Governments  
March 2014



*"Interest in local and regional food has transcended many geographical and demographic barriers on its journey to the mainstream. By 2011, over 85 percent of customers polled by the National Grocers Association said that they chose a grocery store in part based on whether it stocked food from regional producers."*

*- US Department of Agriculture  
Know Your Farmer, Know Your Food<sup>58</sup>*



## **Ploughboy's Local Foods Market, Salida, Colorado:**

**Generates over \$700,000 in annual revenue selling locally produced Foods from a single store operating out of approximately 3,000 SF in a town of 5,000 people at prices in direct competition with a Safeway directly across the street. Their primary year-round customers are the normal residents of the small town doing their normal every-day groceries.**



**Generates approximately \$5 Million in annual revenue, operating only portions of 3 days a week for only 7 months a year.**