



# Sales and Funding Sources for Food Hubs

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

We heard back from 187\* operations connected to **food hubs**.

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

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

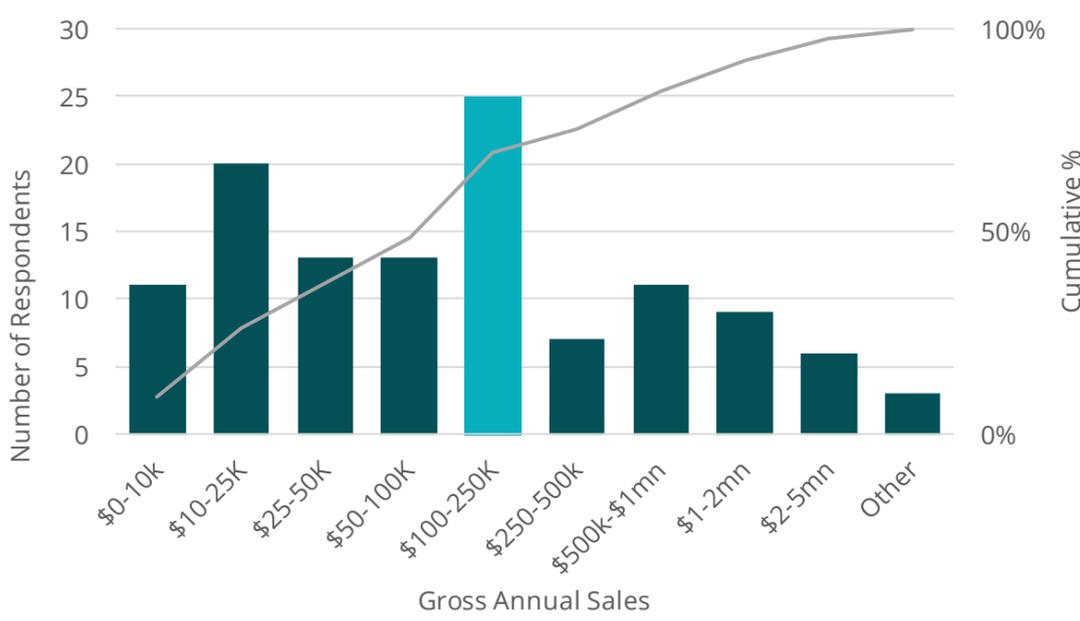
*Food hubs can also provide space for other activities including food preparation, handling, processing, education and/or training.*

\*Our overall sample was 187; response rates for each question may be lower or slightly higher

## Sales



The **median gross annual sales** for respondents was between **\$100-\$250k**. Almost a third of our respondents sold less than \$25k annually.



About **75%** of **average total sales** are from **point of sale** (to final customer) and **farm retail**.

Another 20% of sales come from food processors, distributors and aggregators.

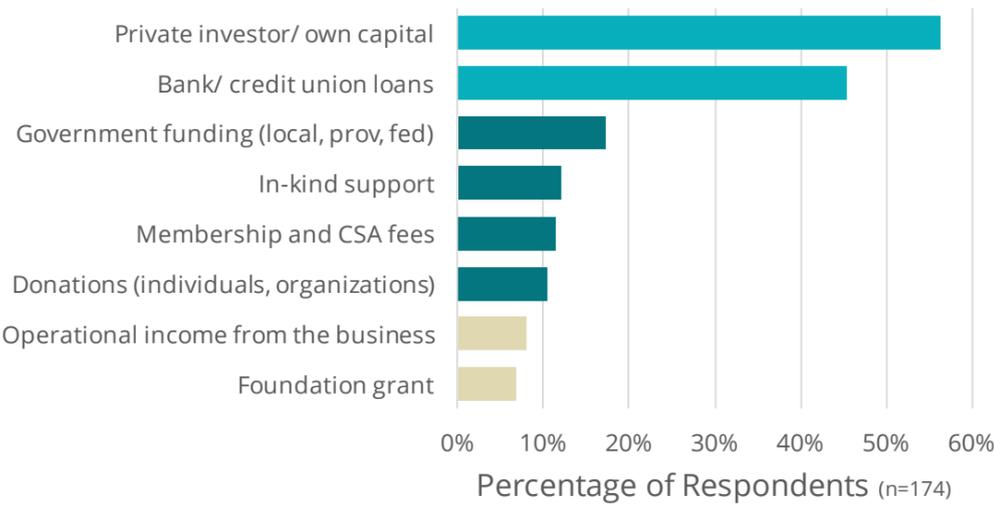
## Funding Sources and Barriers



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

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

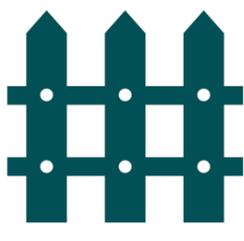
Top start-up funding sources



Almost all respondents (84%) reported that **sales revenue** was a top source of day-to-day operating funds in 2014.



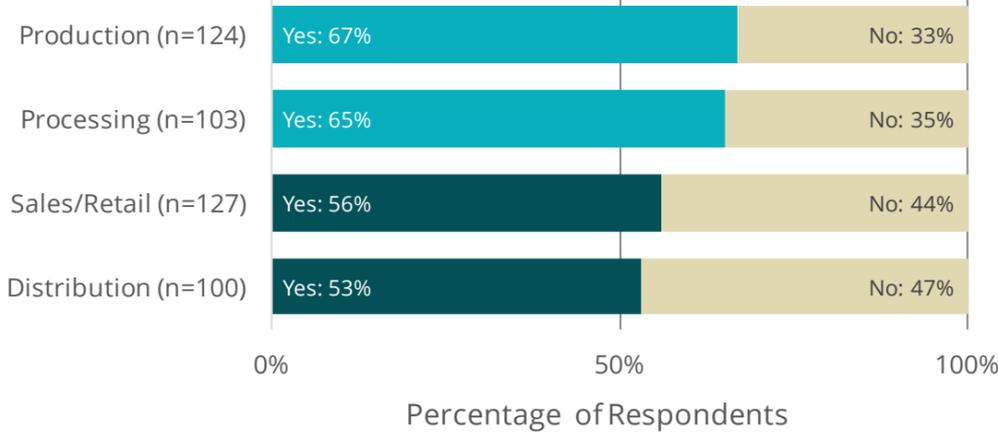
**Loans from banks or credit unions and private capital** were other top sources of **operating funds** for about 40% of respondents.



About two thirds of **producers and processors** reported funding as a barrier to expanding their distribution and retail sales.

About half of respondents reported funding barriers to expanding their **distribution and retail sales**.

Is funding a barrier to...?



Learn more about Ontario food hubs and sustainable food:

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