



New Company Revolutionizes Local Food Movement & Markets Across the Country

Direct Local Food Meets Growing Consumer Demand for Locally-Sourced Food by Creating a National Directory and Network of Producers

Tech start-up Direct Local Food is changing and streamlining the way farmers and buyers do business. [Direct Local Food](#) has created a wholesale online market connecting farmers and their products to restaurants and grocers seeking fresh, local food. The company, which already has more than 1,000 farmers signed up, aims to increase sales of local farm products by making it easier for buyers to find and order what they need.

Direct Local Food creates additional revenue for local food producers, while reducing time and labor costs for the many restaurants and grocers that purchase local food products. "This technology saves precious time and money for both the buyer and the seller, which makes sourcing locally more sustainable and affordable," said Christina McAlpin, CEO of Direct Local Foods. "It's a win for farmers, grocers, restaurants and consumers."

The service allows buyers to search for produce, meat, dairy, poultry, and bakery items, making their choices based on whether the food is GMO-free, organic and more. Buyers order online and track all orders in their account. Food producers update their inventories, list products for sale, receive orders online, and manage orders—all in one place.

"Direct Local Food was conceived when I learned how hard it is for grocers and chefs to find the local farm-grown products they want. I spoke with a produce manager at a grocery store who makes over 50 phone calls a week just to order local produce," said McAlpin. "I talked with a peach farmer who was driving his peaches around town in the back of his truck in order to find buyers."

Direct Local Food tested its technology and model in Boise, Idaho during summer 2013. Both farmers and buyers found the site made doing business easier. "Direct Local Food absolutely helps me keep a direct connection with the farmer even when using Direct Local Food's convenient tools," said Christine Reid, Owner and Chef of Locavore. Karen Evans, owner of Rollingstone Chevre, added: "Direct Local Food is like having my own sales rep and the online ordering saves me so much time."

Based on its success in Boise, Direct Local Food launched nationally in late 2013 and more farmers are joining Direct Local Food every day. The company is building mobile apps for iPhones and Android phones that will make it even easier for farmers and buyers to do business out in the field or on the line.

###

208-724-1959
brianc@strategies360.com

[Direct Local Food](#)™ provides an online wholesale marketplace for local food. Direct Local Food™ makes it both easier and more profitable for grocers and restaurants to offer the best local food on the market. Farmers are able to easily market current inventory to all current buyers and advertise to many new buyers, resulting in increased sales and the ability to sell product at maximum freshness.