Lulus Local Food
Growing Local Markets One Acre at a Time

A Program of:

Virginia FAIRS Foundation for Agriculture
Innovation & Rural Sustainability
Our Mission

The Foundation for Agriculture, Innovation and Rural Sustainability will assist rural Virginians in developing and advancing their agricultural, economic and social interests to enhance their quality of life.
In the last three years:

• 100+ Producers Assisted
• 45+ Business Plans
• 15+ Feasibility Studies
• 40+ Grant Applications
• $6 million grant dollars to rural communities
• Numerous publications and resources
• Began offering Lulus Local Food as an online marketing and sales tool for farmers
Lulus Local Food
Growing Local Markets One Acre at a Time

GROW, LIST, SELL
Lulus Local Food is a cloud based ecommerce solution designed to simplify online sales for farms, farmers markets, food hubs and CSAs - a single solution tool for online sales, easy inventory management, financial reporting, reaching new customers and markets, and so much more.

ONLINE SALES
Make sales directly from the farm with ease. No initial investment to license the software, and farmers set their own prices to control the marketplace. Lulus accepts multiple payment options and tracks sales and tax payments.

MARKET YOUR BUSINESS
Lulus software makes creating your own website and online storefront easy. Add your own graphics, post updates and recipes on your blog, post detailed descriptions of products and more.

INVENTORY
Lulus is a turnkey platform making managing your inventory simple.

CUSTOMIZE
Easily start or join food hubs, CSAs and online farmers markets. Food hubs can create an online marketplace, develop producer and customer networks, customize sales cycles, map delivery locations and manage volunteers.

Welcome new farm! Lakota Ranch Farm, Remington, VA
Welcome to the Lakota Ranch Farm Store!
Opened in late summer of 2015, we invite you to visit us at 9272 Big Horn Road in Remington, Virginia. The store is located on Lakota Ranch, home of America's top herd of Devon Cattle.

We've been selling our beef since 1980 to retailers, restaurants, local and long distance customers. We are proud to now offer the public the opportunity to purchase our high quality beef products at our farm store.

Powered by VA FAIRS
Virginia FAIRS
Lulus Local Food Software
Connecting Producers to Retail Consumers

- Innovative online sales platform with **no initial investment**
- Software that is user friendly and puts the farmer in control of the marketplace
- Farmers set their own prices allowing for maximum returns
- Product descriptions are posted by the farmer to give transparency to the customer
- Products sold are inventoried and traceable back to the farm of origin
- Well suited to reaching food deserts and underserved areas
FARMERS MARKETS

Are you a new farmer manager thinking about having an online presence but finding yourself overwhelmed as to launching a website?

Do you have a website but would like to add an online shopping cart and do not want to start over? You could sell your market bags and tee shirts and also invite your vendors to set up an account and have pre-sales to the market.

Is your market seasonal? Have you considered staying open through the winter but are having trouble finding a winter market location?
Our Veteran owned and Family Operated Market

Veteran Owned and Family Operated, we offer farm fresh products as well as a wide variety of other locally produced goods. Meats, honey, baked goods, granola, ice cream, pickles, pizza, popcorn, nut butters, salsa, olive oils, vinegar, coffee & tea, gourmet prepared meals, dog treats, soaps & other personal care products, hot foods, worm poop and a whole lot more!

Special Thanks to our 2018 Market Friends!

- Aid Our Veterans
- American Legion Post 290, Stafford, Virginia
- Bellissimo Ball
- Dr. Bob Mills of Stewart Family Chiropractic
- Mrs. Quantico 2019 - Anna Kerry
- The Ruffugees Foundation
- University of Mary Washington - Stafford Campus
Do your vendors ever say their customers always ask for that one item that always sells out first?

Are you finding it challenging to get your vendors to keep you up to date on what they will have for sale at the market?

Or do they inevitably ask for the one item that you left back on the farm?

Have you ever considered expanding your market’s geographic reach with a satellite market either in another location or at another time of day?
Welcome Wingstem Farm
Wingstem Farm is sustainable farm located in Montvale. They will be with us from time to time with various mushrooms and other delights. Keep checking back for more offerings.

Market is OPEN
You can sign up now for our market. Click Join to set up an account.

Our store "opens" on Wednesday mornings, and "closes" on Sunday night. Your products will be delivered to the market on Tuesday, ahead of our opening at 3:00. You can pick up until 6:00. If you need other arrangements, please contact the manager at BedfordFarmMarket@gmail.com

Continue to Check with us during the season, as we will continue to add vendors. We have 2 more getting their products ready now.

Food Truck Fridays
Food Truck Fridays are back at the market with Brother Jake's Brick Oven Creations most Fridays. Stay tuned and sign up for our newsletter for updates on food truck schedules, the latest on our live market.

2018 Season Schedule at the CenterTown Pavilion
What Is A CSA?
CSA Stands For Community Supported Agriculture

CSA allows individuals and families to have a direct access to a reliable source of fresh produce grown by local farmers. When you subscribe to become a member of 17th St Market CSA, you’re are purchasing a “share” from a local farmer. Most CSA memberships have you pay for an entire season of produce upfront (typically $400-$700)

This early bulk payment enables your farmer to plan for the season, purchase seeds, make equipment
What if your vendor’s customers could go online and order products from you in advance of the market and arrange to pick the order up from one of your markets you are already attending?

What if your website not only instigated these sales but also kept detailed records of all transactions and created a customer database that tracked all of your sales history?
Launching: Farmers Market Online Shopping

Do you like to plan out your shopping trip in

Every Friday through September 28, 2018 from 11am to 1pm at the corner of Governor and E. Grace Streets.
Getting Started
The Application
Setting up Inventory
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price Details</th>
</tr>
</thead>
</table>
| Hearty Mix                                   | A mix of baby kale, tatsoi, and mizuna (the last two are milder and less   | $3.49 per Bag - 1/2 oz, 1/6 lb  
Sign in to start shopping                  |
| Lettuce - Mix                                | leafy greens). This mix is fabulous eaten raw (salad, juice, or smoothie)   | $3.39 per Bag - 1/2 lb, 1 oz, 2 oz, 3 oz  
Sign in to start shopping                  |
| Parsley                                      | It is used to add flavor and nutrition to any dish! Salads, cocktails,      | $3.24 per Bag - 0.5 lb, 1 lb, 2 lb, 3 lb  
View Details                                |
| GMO-Free Chicken Breasts                     | These birds are moved ahead to fresh, lush,                              | $15.00 per Pound, Size 0.50: Cost $10.40  
Sign in to start shopping                  |
| GMO-Free Chicken Leg Quarters                | Delicious leg quarters (leg and thigh). These birds are                    | $10.00 per Pound, Size 0.50: Cost $6.50  
Sign in to start shopping                  |
| GMO-Free Chicken Wings                       | Fresh wings. Six per package. These birds are moved ahead to fresh,       | $6.00 per Pound, Size 0.50: Cost $3.80  
Sign in to start shopping                  |
| GMO-Free Pastured Eggs                      | These eggs are from hens fed GMO-free feed. The hens are                   | $4.00 per Dozen, Size 0.50: Cost $2.40  
Sign in to start shopping                  |
| Non-GMO Whole Chicken                        | Fresh whole chicken. These birds are moved ahead to fresh, lush,           | $4.00 per Pound, Size 0.50: Cost $2.40  
Sign in to start shopping                  |
Access to the market using Lulus Software
Farmers

**Elim Springs Farm**

**FRESH EGGS ANYBODY?**

When we say fresh, this is the image that comes to my mind, how about yours? The picture captured by Farmer Rich shows chickens foraging for all the yummy eggs they love. This is why our eggs are so popular. It is why our eggs sell out so quickly.

We will do our best to keep up egg production. The days of the year when we can grow everything, we will naturally go down...until spring production picks up again!

It’s our plan to have an additional flock coming this spring, so we can all continue to have this little nugget of protein.

---

**Thistledowne Farm**

Welcome to our new SHOPPING CART - order here for Farmer’s Market or Farm Store Pickup

Features about the Shopping Cart

Some details you may need to know about the cart:

1. Membership is free! It’s a feature of the software that we can’t change. It is useful if I should need to call you about your order.
2. You have to join to shop.
3. You have to choose a pick up location in order to shop.
Welcome to the Avery's Branch Farms Shopping Cart

Thank you for visiting the Avery's Branch Farms shopping cart where you can purchase local, grass-fed, pasture-raised, GMO-free meats and dairy products. We deliver our products weekly and free of charge to pickup locations all throughout Virginia.

Here's how our shopping cart works...

You'll need to sign up the first time you place an order. The system will remember you from then on.

Welcome to Avery's Branch Farms Online Store!

We are a small, multi-generational farm offering all-natural eggs, grass-fed poultry and beef, woodland raised pork, seasonal produce, and rich, nutritious milk.

New to Authenticity Farms? Here's what we're all about.

We provide families across Virginia with reliable access to tasty, healthy, naturally raised foods. Maintaining a consistent commitment to sustainable agriculture and humane farming practices. Partnering with you to build a health environment, both locally and globally.

OUR GOALS

Provide access to nourishing and life-giving local foods for every family and restaurant.
Food Hubs

Have you been considering starting a Food Hub in your region?

Are you considering a feasibility study to determine if your area could support a Food Hub?

Have you wished you could talk with other Food Hub operators and learn from their experiences?

Are you concerned with how to attract producers to your Hub and once there, how to evaluate their products and practices?

Are you concerned with traceability of products and being transparent to your customers in that they know who is growing their food and details about the farmer’s practices?

Have you considered distribution and allowing customers to pick up from various locations across your region or from one site at various times throughout the week?

Have you considered starting your Food Hub online where there is little to no overhead and upfront investment and little opportunity to lose?
About Fall Line Farms & Local Roots

New Customers -- Try us with a one month free membership: use the promotion code "ONE_Month_Free"

Fall Line Farms & Local Roots is a non-profit online farmers market in Central Virginia. We are a producers' co-op of small family farms and local businesses providing fresh local food year round to our members.

As a member you order when you want - there is no requirement to order every week. You shop by the item and there is NO MINIMUM ORDER. With one order and one payment, you are able to order directly from 40+ producers.

Welcome to Fall Line Farms & Local Roots!
Opening Soon!
Check back soon for online sales!

Welcome to JMD Farm!
We are a locally owned, family farm specializing in grass-fed beef and lamb, pork, and free range eggs. All products are hormones free, antibiotic free*, and raised with sustainable farming practices.

Summer CSA

We are excited for our upcoming Summer Veggies at the Farm and Garden Center. It has been a busy planting year already with new vertical growing system installed in our greenhouse & putting in new raised beds at the Garden Center. Wonderful to be able to harvest beets, collards, carrots.

Spring is in the air!
With our recent snowstorm, it doesn’t seem as if spring is near at hand. However, we are heavily preparing and planning for garden season here at JMD Farm.
Opening Soon!
We are opening soon!

Welcome to Maker's Market!
Southern Virginia Food Hub is excited to introduce Maker's Market. This is the name of our new facility opening later this year that will house our market, shared kitchen, bakery and cafe.

Thank you to Dann of Iconic Group for donating his time and talent on our gorgeous branding.

Join us in support of Maker's Market! Enjoy a delicious meal at the cafe and support local businesses.

Fresh produce available Fall 2018!
The Southern Virginia Food Hub is excited to announce we will have fresh local produce coming soon!
Welcome to Floyd Food Hub

Our partnership with small scale farmers, artisan foodmakers, and local artists means you'll always get the freshest, tastiest food available and have access to the most amazing collection of beautiful and unique items.

Every penny you spend with Floyd Food Hub goes directly to the local families who share their talents with us! Make a difference in supporting our local economy - shop local!

Sell your goods with us

Floyd Food Hub can help you feed people!

Interested in selling your goods on Floyd Food Hub? We'd love to hear from you!

At Floyd Food Hub we're on a mission to help grow and sustain local food systems. Since our founding...
Rocky Fork Food Hub

Spring is moving into summer! We now have fresh local Produce

Thanks to hard-working Kate Rosetto at Kate’s Garden, we are able to offer more fresh produce this week. Also, Androllas have whole chickens listed again. All of this available for delivery Wednesday from 3:30-5 at Honey’s.

Contact Us
We want to hear from you!
Email: rockyforkfoodhub@gmail.com
Call/Text:

Jo Daviess Local Foods

We are officially open!

Jo Daviess Local Foods
Hello, and welcome! Thank you for visiting our site! Think of us as an online farmers' market, connecting you with local family-owned farms and businesses.

If you are new to us and would like to give us a try, use the Membership Code: "One_week_free" when you register. Thanks for shopping local!
Online Food Hub Opening Soon!
We are excited to announce an Online Food Hub opening soon. Stay tuned for details and register to purchase fresh local food from your favorite vendors.

Welcome to the Two Creeks Marketplace!
The Two Creeks Marketplace is an online farmers market that serves the North Texas area by working directly with local farms, ranches, and businesses to provide fresh local food and products year round to our members. You won't find these in the Amazon!

We personally screen and approve each vendor to ensure that all products offered in our marketplace are of the highest quality.

Try us for Free!
Click "Join" to try us for a month for free! Register now and enter the promotion code "TCM-Trial".
As a member, you can order when you wish as often or as little as you wish. You can search and browse by item or vendor and there is NO MINIMUM ORDER requirement!

If you find that you love the Marketplace and you wish to remain as a member after your free trial period,
Together for all farmers of Virginia