

ANNUAL REPORT

2022 / 2023

Local Roots Market & Café



**LOCALLY ROOTED,
REGIONALLY CONNECTED,
GLOBALLY INSPIRED**

BOARD MEMBERS

1.

Board Members

Beth Ladrach
Daniel Baker
Rachel Relle
Matt Knight
Doug Streeval
Morgan Lang
Seth Fiekert

Thank you to Outgoing Board Members

Tom Rumbaugh



BY THE NUMBERS

2.

<i>Market Sales</i>	\$1,811,037.70
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<i>Returned To Producers</i>	\$1,055,037.33
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<i>Net Income</i>	\$19,964
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<i>Awarded in USDA Grant Funding</i>	\$348,460
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<i>Active Members</i>	2980
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<i>Active Producers</i>	300
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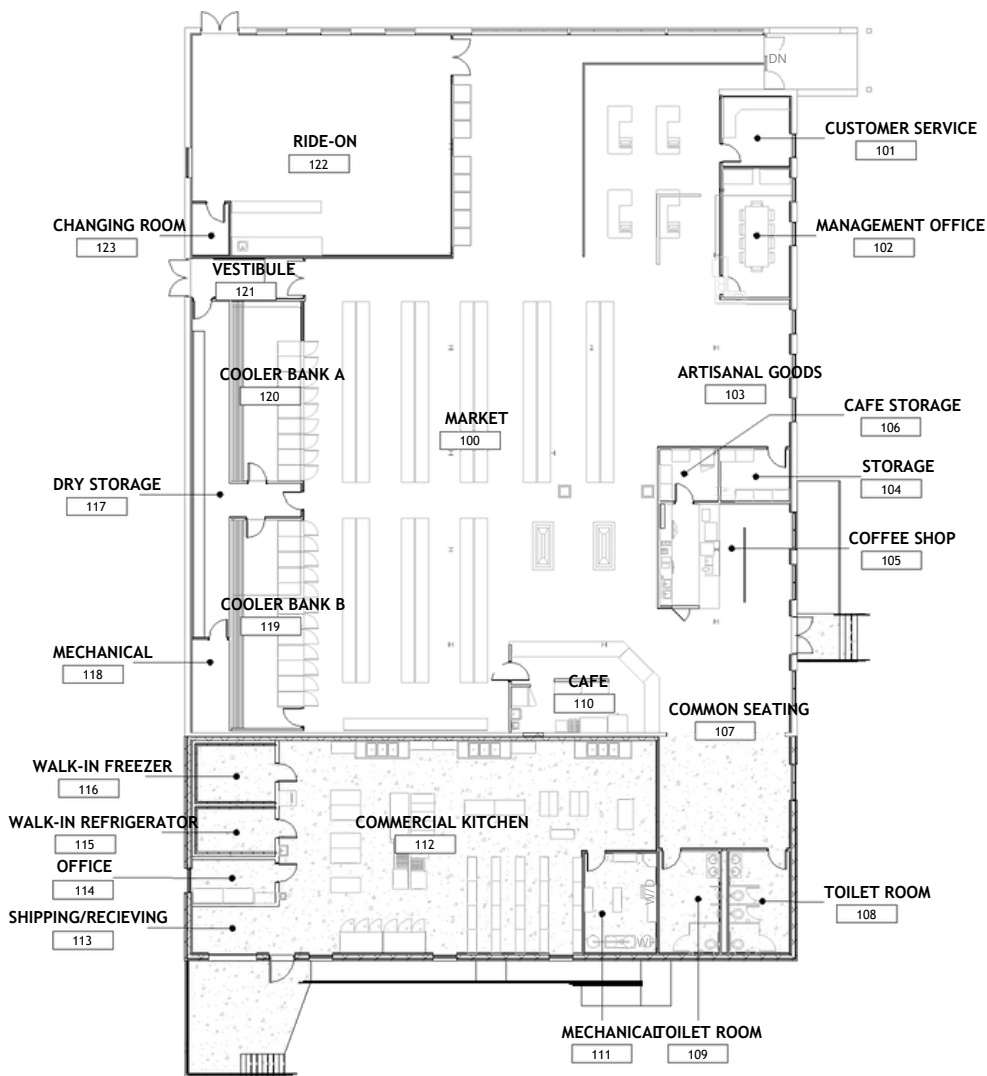
<i>Employees</i>	22
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<i>New Members</i>	222
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<i>Member Renewals</i>	790
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A LOOK AT THE NEW SPACE

3.



2 FLOOR PLAN
1/16" = 1'-0"

Market Space

7,500 SQUARE FEET

Commercial Kitchen

2,600 SQUARE FEET

Backstock & Offices

1,800 SQUARE FEET

Indoor Dining

850 SQUARE FEET

Outdoor Space

12 SEATS & HERB GARDEN

Onsite Parking Spaces

19 PARKING SPACES

FUNDRAISING GOALS

4.

Dream Goal

(includes larger dining and educational space)

\$4,000,000

Target Goal
\$3,665,616

\$106,858

Market Income Committed

\$221,122

Philanthropic Donations to Date

\$348,460

Grant Funding to Date

\$750,000

Bank Loan



KITCHEN UPDATES

5.

Kitchen and Storage Rent Collected: **\$39,114**

Catering Sales: **\$10,034**

LR Branded Cafe Kitchen Cooler Sales: **\$64,342**

\$49,174 LAST YEAR

**+ \$15,168 FROM
LAST YEAR**

Thanksgiving pre-order sales more than doubled from last year.

*Preserved Fruit/Veg for
Off Season Sales*

- Tomatoes
- Corn (non-organic/organic)
- Red Raspberries
- Blackberries
- Black Raspberries
- Blueberries
- Rhubarb
- Peaches
- Strawberries
- Pumpkin
- Applesauce
- Various Soups

*Estimated Pulled
Produce Saved from the
Landfill:*

1,969 lbs

Were turned into broths, soups, frozen for resale, composted or sent to local farmer's pigs.

*This is not counting many gallons of milk, cream, cheese and eggs that we use that are pulled for being close to expiration dates.

Outlook

We are always looking for new chefs and kitchen renters. Interest has increased recently and we are looking forward to having more space for these renters.

New building!

With the increased kitchen space, we are potentially looking to hire a dedicated baker to make daily pastries, bread and help with pot pies and other baked goods.

Success stories

Due to an increase in sales we were able to hire a third part-time employee to help out in the kitchen.

New this year

- There are now 24 different renters of the kitchen space- this number is doubled from last year.
- We started serving breakfast sandwiches in July and have estimated next year's sales at \$15,000 (based on the first 3 months of sales).
- We have branched out to include a lot of new products: nut butters, holiday sweets (homemade marshmallows, vegan and regular gingerbread, chocolate dipped pretzels, rice crispy treats), caramel sauce, vegan pot pies, weekly pastries and many new offerings in the takeout cooler.



EVENTS & HAPPENINGS

7.

Holiday Bazaar 2022

Last winter on Dec. 17th for the first time since 2019, Local Roots' Holiday Bazaar returned to the market! This was a festive celebration of the Holidays where multiple producers set up tables with samples and specialty items in Boo Bears, we had live music, special snacks from New Moreland Farm, and special lunch service. We also announced the winner of our annual producer basket.

Wayne Winter Hiking Challenge 2023

This past year's challenge ran from Jan. 16 - Mar. 13. Participants who hiked 6 out of 8 featured local trails received a goodie bag of special items from our market. Every year we use this challenge as a way to promote health, movement, and enjoying the outdoors in our community during a time of year that can be challenging for many. For the first time we included a raffle prize for a Local Roots gift basket, and specialty gifts donated by Flex Yoga and Ride On. Participants could enter this raffle by completing the challenge and adding additional entries with bonus activities to promote mental and physical wellness. We had 134 hikers complete the challenge, more than doubling our participants from the year before!

Drive Electric Earth Day (DEED) 2023

To help celebrate Earth Day, every year we invite the community to view and learn about a range of electric vehicles in the south parking lot and on Walnut St. This year we had live music from the band Honeytown and a special breakfast and lunch service that day. It was our biggest DEED event yet with 40 vehicles and 26 different model types!

June Member Appreciation Month & Annual Member Party

Every summer Local Roots takes the month of June to celebrate our Co-Op members. During this time we offer discounts on memberships, bonus loyalty dollars and 'Meet the Makers' series on Saturdays where visitors can meet with our producers. This year on Fri. June 30th we brought back the Member Appreciation Party where we were open late and hosted live music from Upstream Drifters and Shākē Ground as well as food from Umami Bites in our South Parking lot.

College of Wooster Faculty & Staff Benefits Fair

Local Roots was invited by the College of Wooster to set up a table and engage folks about the benefits of what Local Roots offers the community and contribute to a mocktail station teaching the college community about 'Sober Curiosity'. This was a great way to increase our visibility in the community and share about our Capital Campaign and future plans.

New Day Cleveland

Recently, New Day Cleveland paid a visit to the market to interview our executive director, Adam Schwieterman about all things Local Roots. They featured clips from every facet of our market: the artisan space, produce coolers, pantry items, Boo Bears, and our commercial kitchen. This was set to air on 11/13. Adam will be returning for a special live feature on 11/15.





Gift Boxes

We are currently selling two sizes of Holiday Gift Boxes through the end of the year. These boxes contain mostly specialty food items made by local food entrepreneurs. You can buy these on our website, over the phone, or in person. Whether this is a gift for employees at your business or your friends and family, there's no better way to show your appreciation for someone than a gift of hand-curated specialty food items, many of which are locally made!



Upcoming Events:

- **November 17 - Main Street Wooster's Window Wonderland** Maia Krain, one of our high school staff members, will be painting our windows with a winter forest theme. We have also invited Abe from New Moreland Farm to share his famous maple cotton candy. Andio Sisters will be offering up some delicious mini piadinas, cookies and hot cocoa and we will have a cookie decorating station for kids with help from College of Wooster student volunteers.
- **November 25 - Small Business Saturday** We will feature our 'Meet the Makers' sessions where customers can have a meet and greet with some of our producers.
- **December 16 - Holiday Bazaar** We will host live music in the market and a longer 'Meet the Makers' session 10a - 4p where producers will be hosted in Boo Bears and on the market floor. Thank you to Seth Feikert for sharing his space! Expect some festive holiday treats, unique speciality gift items, and to get to know our producers.
- **Looking Ahead to 2024** Keep your eyes peeled for a new Seasonal Eats CSF and our next Wayne Winter Hiking Challenge.



140 S. WALNUT STREET WOOSTER, OH 44691
(330) 263-5336 / WWW.LOCALROOTSWOOSTER.COM