



LOCAL ROOTS NYC

We bring the farm to you.





Local Roots NYC connects New Yorkers with real food that's always local and always fresh.

Our mission is to inspire a new home cooking culture in NYC and heal our food system through community and convenient access to fresh produce.

We offer subscription-based produce markets integrated in a New Yorker's social life located inside bars, cafes, and offices.

Other services include institutional sourcing for dining halls, culinary workshops for team building, farm trips, and more.



GET TO KNOW US



- Established in 2011
- Certified NYC Minority Women Business Entrepreneur
- 25 market locations throughout Brooklyn and Manhattan with home delivery done on bicycle
- Supporting 15 local, small-mid size producers.
- Over 60,000 lbs of local food distributed every year with 1,000 weekly customers per year.





- Provides culinary education and farm tours
- An Earth friendly company that utilizes minimal packaging, creates no food waste, composts, does home delivery on bicycle, and offers a Zero Food Waste option where customers receive items that do not fit into traditional markets and would normally be thrown out.
- Corporate Partners:



RECOGNITIONS



- Local Roots NYC Founder and Director Wen-Jay Ying was awarded Entrepreneur of the Year by Former Mayor Bloomberg.
- Alumni of The Good Work Institute and speaks at the International Culinary Center Farm to Table School.
- Named New Yorker of the Week by NY1 and was a special guest invited to attend the 50th year anniversary UN Global Goals Gala.
- Quoted in the NY Times and Huffington Post, published in Civil Eats, panelist speaking on topics such as food waste and food as medicine
- Local Roots NYC was a finalist in Martha Stewart's American Made competition and is a Best for NYC participant. Listed as one of the nation's best CSAs by Blackboard Eats.



SETTING UP A LOCAL ROOTS MARKET IN YOUR OFFICE



1. Gauge interest by sending out a survey to employees. Have employees leave emails so you can follow up directly when you're ready to begin promoting. If you have less than 10 people interested, it might be best to explore a different option with your Local Roots rep.
2. Set up a market day and time on either a Tues, Wed, or Thursday with Local Roots NYC. Your market day and time will stay consistent throughout the season.
3. Designate one place in your office for the market. See the "Logistics" page for ideal locations.
4. Schedule an info session and product tasting with Local Roots NYC and continue to advertise the market to employees.



HOW IT WORKS



Local Roots NYC markets are a one-stop-shop for local, fresh vegetables, fruit, bread, milk and more

1. Employees subscribe at LocalRootsNYC.com for a 3 month season. If they are traveling, your employees can put their order on hold on the Local Roots website.



2. Employees will go to one place in the office to pick up their freshly harvested food.

3. A Local Roots NYC site leader will check members in and guide them through the pickup process, keep the bins bountiful and beautiful, offer recipe ideas, and clean up at the end of the market. With Local Roots NYC, grocery shopping is convenient for customers and an easy service to offer employees for our corporate partners.

Our markets are all-year round, organized into 3 month long seasons.



FAQ



- Why do companies enjoy working with Local Roots NYC?

Your Local Roots food travels from farm to city in just 2 hours, which means it tastes fresher, more flavorful, and is more nutritious. Local Roots NYC offers attentive customer service and has a caring staff eager to meet the needs of your company. We have the professionalism of a large company, but can personalize offerings like a small company. We have strong relationships with our farmers which means your employees can come visit the farm as a corporate event, see where their food is grown, and meet their hard working farmers. Through Local Roots NYC markets, the farm is brought directly to you and your employees and company are a huge support to our local farmers.

- Is everything organic?

Our vegetables are USDA certified organic and all of the food we offer is grown sustainably and responsibly from small, local farms that provide their staff with a happy work environment and are kind people.

- What if someone can't pick up their order?

They can put their order on hold on our website or have a coworker pick up their food. Your office can also opt to have leftover items left in a central location such as a staff lounge or managerial office to be picked up later in the day.



FAQ



- What is the minimum order we need to have a Local Roots NYC market?

A weekly total order of \$700 or 25 vegetable orders. If this min is not met, there is a \$35 per week delivery fee. We can not move forward with a market under 10 members.

- Is the food dirty?

Our farmers wash their produce multiple times so they do not carry dirt or bugs when brought to the city. On rare occasions, some varieties might have some dirt but our staff will make sure to clean up. Many of our partners are grade A buildings.

- How much does it cost?

Our local and sustainably grown foods are priced fairly for members and for our farmers.

- Vegetables \$15-22.99 per delivery

- Fruit \$10.49 per delivery

- All prices can be found at LocalRootsNYC.com. Early bird orders receive approx 5% discount.

- Do you do corporate events?

We offer events such as pickling parties, cooking workshops, and trips to our local farms for a day of fun, learning and team building. Prices are quoted per person.



Logistics



Excited to be a corporate partner and set up a market in your office? So are we! Local Roots NYC promises to bring a seamless and wonderful service to your company and ask for just a few things on your end.

_ Provide an area in your office/building for the market. Ideal locations have good foot traffic. Our markets are a gorgeous display of fresh produce that adds natural beauty to your office/building's decor. Bringing nature into the workplace can help reduce stress and increase creativity and focus, research shows. High traffic areas also help gain new members throughout the season.

Common areas for a market are break rooms or lobbies.

_ Provide 1-2 tables for the market each week

_ Storage for stackable display bins, our market toolkit approx 2ft L x 1.5ft W and a cooler that we provide, an in-house fridge can be used too

_ Promote the Local Roots Farm Share to employees before and throughout the season. What are some ways to do promotion? See the next page!



SPREAD THE WORD



Corporate partners have found these to be successful ways to promote the Local Roots Farm Share

- Schedule an info session and product tasting with Local Roots NYC. This includes an intro by a Local Roots rep to our Farm Share program, how it works, and q+a.
- Follow up directly with employees who left their email with your initial survey
- Put flyers up in your office and send out digital versions. A flyer can be provided by Local Roots NYC
- Schedule a Local Roots happy hour and ordering party! For a nominal fee depending on how many employees you have, we can bring some delicious snacks and beverages and have employees order on the spot
- Set up a Slack team for employees who expressed interest in your initial survey. Send out farm, produce, and dish photos provided by Local Roots NYC to build excitement
- Bring a Local Roots cooking workshop to your office



TESTIMONIALS



"Local Roots NYC has totally changed my life! I spend so much less time in the supermarket wandering the aisle, I plan my meals better and overall spend so much less money."

– L. Regan, Ridgewood Local Roots NYC Member

"I don't say thank you enough to you or the gang. The Local Roots NYC markets are one of the highlights of my week! If i had one word to describe Local Roots NYC it would be 'Pukka' which means first class""

– P. George, Boerum Hill Local Roots NYC Member

"This is the best part of my day. I look forward to it every week. Thank you for bringing it to our office"

-Local Roots NYC Member at NYULMC



Corporate farm trip to Upstate, NY





@localrootsnyc #madewithlocalroots