

TIMELINE

January 2008—Representatives from River Country RC&D and Sacred Heart Hospital met at the Wisconsin Value Added Conference and Wisconsin Local Food Summit. Barriers to purchasing local food (seasonal production, quantity, transportation, processing, pricing and delivery) were discussed.

February 2008—The first meeting of local farmers and River Country RC&D staff was held at Sacred Heart Hospital to discuss solutions to barriers of institutions buying local food.

June 2008—Sacred Heart Hospital's CEO pledged 10% of the hospital's \$2 million food budget to local food, providing a stable new market to local farmers.

July 2008—Governor James Doyle visited Sacred Heart Hospital to announce a Buy Local, Buy Wisconsin grant to pioneer the best way to get local food to local institutions with food services.

March 26, 2009—After over a dozen planning meetings, the Articles of Incorporation were accepted by the State to create the Producers & Buyers Co-op.

May 2009—To date, the Co-op facilitated the purchase over 26,000 pounds of locally grown product from over 14 local rural communities.

June 12, 2009—Public launch of the new organization with information on how to purchase stock held at the Eau Claire Chamber of Commerce Breakfast in the Valley.

Thank You!

A special thanks to all of our farmers and business partners who contributed their time and in-kind gifts to organize and launch the Producers & Buyers Co-op.

Please contact us if you are interested in an information packet for:

- **Stock investment opportunities**
- **Becoming a producer member**
- **Becoming a buyer member**



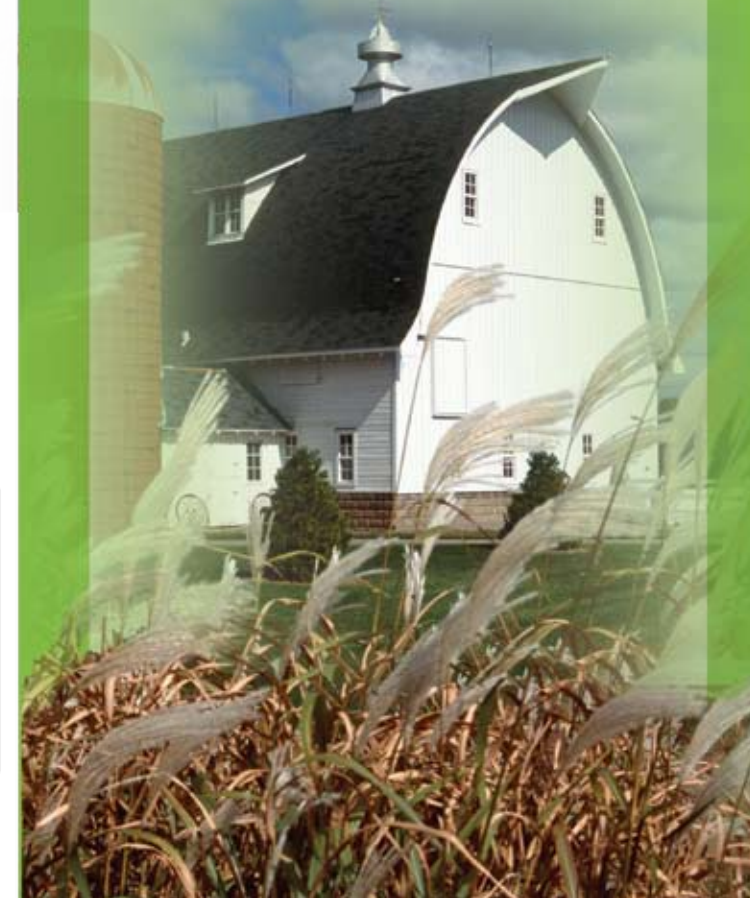
Producers & Buyers Co-op
P.O. Box 207
Altoona, WI 54720-0207

Phone: (715) 834-9672

ANNOUNCING



*Opportunities to invest
in your local community*



Investment Opportunities

The Producers & Buyers Co-op is authorized by the State of Wisconsin to issue 500 shares of Capital Non-Voting (Preferred) Stock with a Par Value of \$500 (the rate of dividend will be fixed by the board).

A preferred share of stock is an investment in the Co-op. Stock helps cover start-up costs and build the business.

Currently, the Co-op is organizing its stock sale. Stocks are an opportunity for you to invest in your local community and to support sustainable products, local farms and jobs. Support of the Co-op also helps rebuild the local processing infrastructure (i.e. for processing meats, dairy, etc.), and expand local food production by providing a stable market.



Buyers Membership Opportunities

The Co-op intends to bring new buyers on board as we are able to source products. Currently, the Co-op serves institutions such as:

- **Schools**
- **Universities and colleges**
- **Hospitals**
- **Businesses that provide cafeteria services**



"We've had a tremendous outpouring of warm compliments from patients and employees about our food. Being fresher, local food has a longer shelf life, is more nutritious, tastes better and is environmentally sustainable. So far, we've purchased more than 26,000 pounds of locally grown product through the Co-op, including beef, pork, chicken and produce, and we intend to spend even more..."

-- Rick Beckler, Director of Hospitality Services, Sacred Heart Hospital

Producers Membership Opportunities

The Producers & Buyers Co-op is working to facilitate the production and purchase of locally produced and processed products such as:

- **Meats (Beef, Buffalo, Chicken, Fish, Pork)**
- **Fruits & Vegetables**
- **Dairy & Eggs**
- **Dry Goods**
- **Other Locally-Produced Food**

If you are a producer or processor and are interested in joining the Co-op, contact us for a membership information packet.

"Having a stable market price allows me to do more long-range planning with my farm operation."

--Darrel Lorch,
LorCrest Farms, Inc.
Blair, Wisconsin
