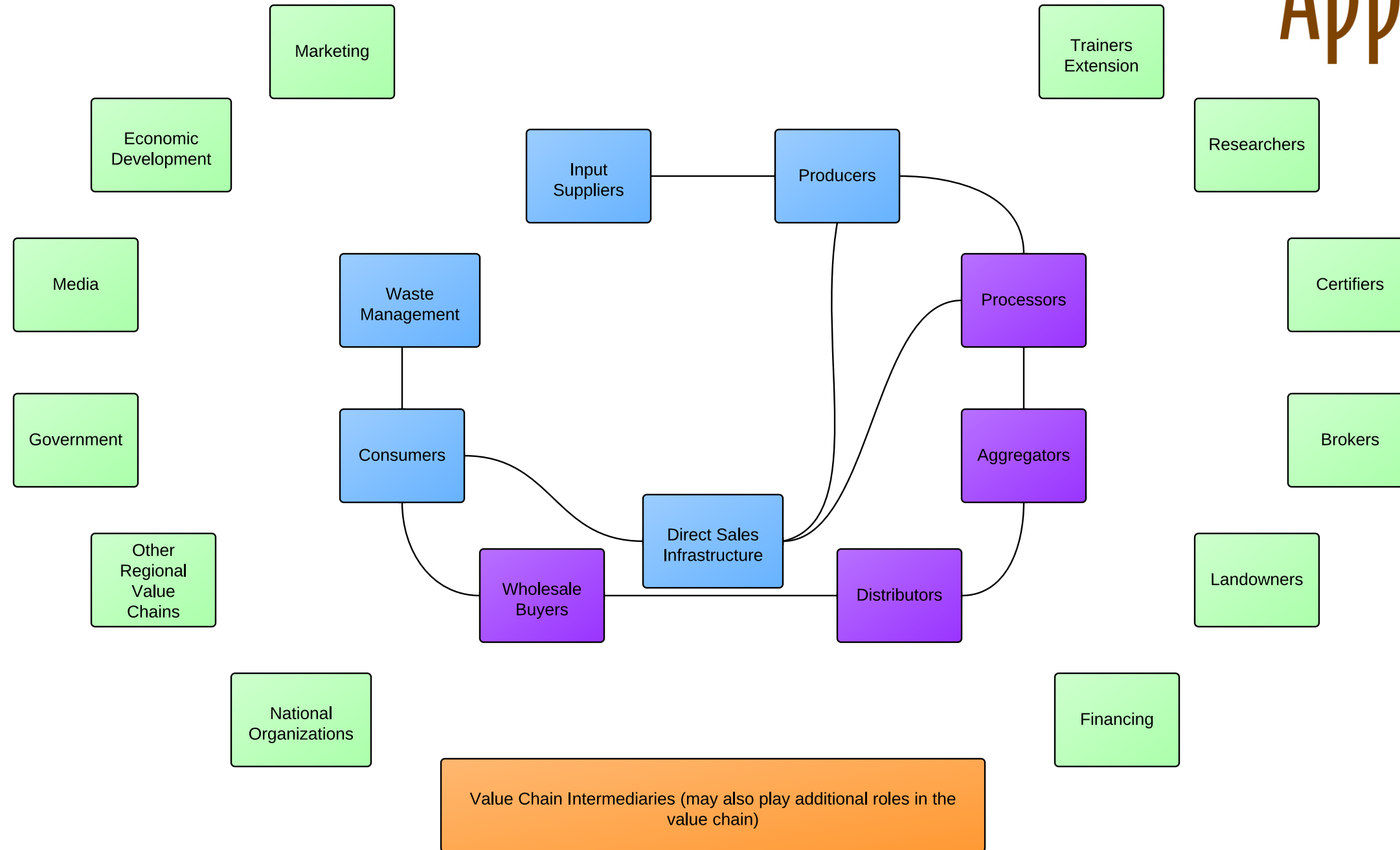


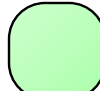



A Local Food Value Chain March 2012



 The most basic elements of the core value chain: need to be in place for sales to begin

 Wholesale elements of the value chain: need to be in place to bring the value chain to scale

 The enabling ecosystem: support the core value chain in various ways to allow it to thrive

 Value chain intermediaries: keep the big picture in mind and facilitate connections within the value chain