



*We are your Source for
Local Food!*



2017 Order Guide

Why Eat and Purchase Local Food? Here Are The Top 10 Reasons Why.

- Supports local farms: Buying local food keeps our local farms healthy and creates local jobs at farms and in local food processing and distribution systems.
- Boosts local economy: Food dollars spent purchasing local products stays in the our local economy, creating more jobs at other local businesses.
- Less travel: Local food travels much less distance, therefore using less fuel and generating fewer greenhouse gases and reducing the overall carbon footprint.
- Less waste: Because of the shorter distribution chain, less food is wasted in distribution, warehousing and merchandising.
- Freshness: Local food is fresher and tastes better, because it spends less time in transit from farm to your plate.
- Healthier For You: Due to the reduced travel time, food loses fewer nutrients and incurs less spoilage, which means more minerals and nutrients.
- Good for the soil: Local food encourages diversification of local agriculture, which reduces the reliance on monoculture—single crops grown over a wide area to the detriment of soils.
- Builds more connected communities.
- Preserves open space: Buying local food helps local farms survive and thrive, keeping land from being redeveloped into suburban sprawl.
- Builds more connected communities: Local foods create more vibrant communities by connecting people with the farmers and food producers who bring them healthy local foods.





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The One Stop Shop for Local Products!



Now in its fifth season, the Wisconsin Food Hub Cooperative (WFHC) is a farmer-led cooperative owned by the producers and the Wisconsin Farmers Union. The hub makes it easy for the retail and foodservice sectors to buy locally. Purchase your standards or create a niche market.

WFHC is now coordinating a diverse mix of great Wisconsin and Illinois products to add to your local offerings. We are building a one-stop shop for Wisconsin fresh and processed products.

WFHC is committed to building an economically sustainable local food system. Please join us at the table!

Food Safety

Wisconsin Food Hub is serious about food safety...

- GAP or Primus Audited Farms
- Produce Traceability Initiative (PTI)
- Owner & management commitment to food safety
- Food Safety & Quality Management System
- HACCP and GHP certified warehouses
- SQF Compliant



We sell everything from A to Z!

Conventional Produce		Organic Produce		
Asparagus	Peppers	Beets	Lettuce	Rhubarb
Basil	Peppers, Variety	Brussel Sprouts	Leeks	Rutabaga
Beans	Potatoes	Cabbage	Melons, Cantaloupe & Watermelon	Shallots
Cabbage	Pumpkins	Chard	Onions	Squash
Corn, Ornamental	Rhubarb	Cilantro	Parsley	Tomatoes
Corn, Sweet	Squash, Winter	Collards	Peas	Turnips
Cucumbers, Slicing	Squash, Yellow	Cucumbers	Peppers	
Cucumbers, Picking	Tomatoes	Dill	Potatoes	
Eggplant	Watermelon	Eggplant	Pumpkins	
Gourds	Zucchini	Fennel	Radishes	
Romaine Lettuce		Kale		

From Our Farms to Your Table

*Information Credit: <http://ecowatch.com/2015/04/09/why-you-should-eat-local/>





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Conventional & Organic Produce Division

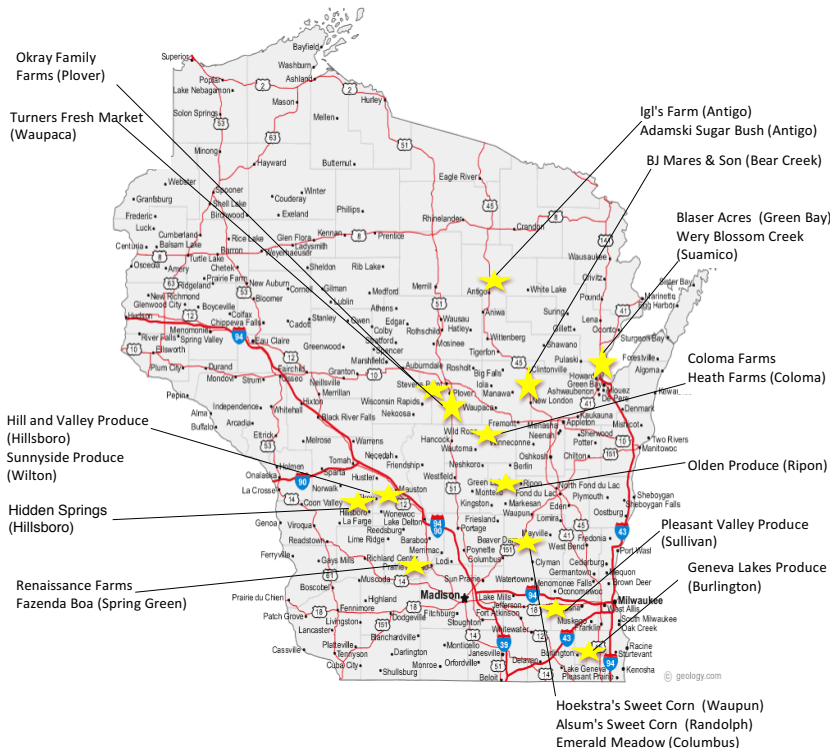
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Post-Production

- Quality control staff
- Cool Chain kept from farm to buyer
- Cooling Lines to pull field heat out of product



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Conventional Produce Spring Availability (May–June)



Asparagus

- 28 lb. box, 28—1 lb. bunches
- Mid-June—September



Lettuce

- Green & Red Leaf, Romaine, 24 ct. box
- Mid-June—September



Rhubarb

- Red, 15 lb. bulk
- May–June

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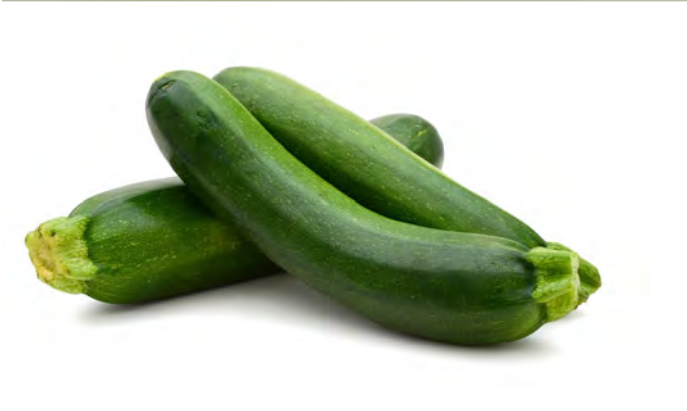
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Conventional Produce Spring Availability (May–June)



Summer Squash—Yellow

- Gold Bar, 20 lb. box
- Mid-June—September



Zucchini

- 20 lb. box
- Mid-June—September

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Conventional Produce Summer Availability (July–Aug.)



Basil

- 1 lb. bags of basil tops (less stems)
- August—September



Green Beans

- bushel & 1/9th or crated
- July—September



Cabbage, Green or Red

- Medium (Market) or Large in bins or boxes
- July—December

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Conventional Produce Summer Availability (July–Aug.)



Sweet Corn

- Wisconsin's best, commercial quality with farmer's market taste
- Bi-color super sweets, Non-GMO seed
- 4 dozen RPCs, crates, bags; 50 dozen bins
- Love-Me-Tender Bin with dozen grab & go bags
- July—October



Tomatoes

- Large Slicing and Salad



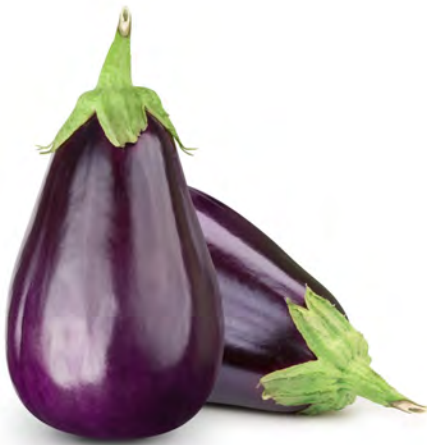
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Conventional Produce Summer Availability (July–Aug.)



Cucumbers, Slicing & Pickling

- bushel & 1/9th
- Pickling: July–August; Slicing: July–mid-Sept.



Eggplant

- bushel & 1/9th
- July–August



Peppers

- Choppers, Bell, & Jalapeno; bushel & 1/9th
- August–September

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Conventional Produce

Fall Availability (Sept.-Dec.)



Ornamental Gourds

- Bushel & 1/9th
- September—October



Ornamental Corn

- Bushel & 1/9th
- September—October



Pumpkins—Mini

- Bushel & 1/9th
- September—October

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Conventional Produce

Fall Availability (Sept.-Dec.)



Pumpkins—Specialty

- Mixed Bins—Autumn Color or single color
- Blue, Pink, Warty, White
- September—October



Pumpkins—Carving

- 30, 45, or 60 ct. bins; specialty fall bins
- September-October



Watermelon

- 45 ct. seedless bins August—September

WISCONSIN
**FOOD
HUB**
COOPERATIVE

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Conventional Produce

Fall Availability (May–June)



Potatoes

- Red, Gold, Russets bagged to order
- #1 & #2
- Box loose potato counts, all sizes
- October—March



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Conventional Produce Fall Availability (Sept.-Dec.)



Pumpkins—Pie

- Bushel & a 1/9th or bins
- September—December



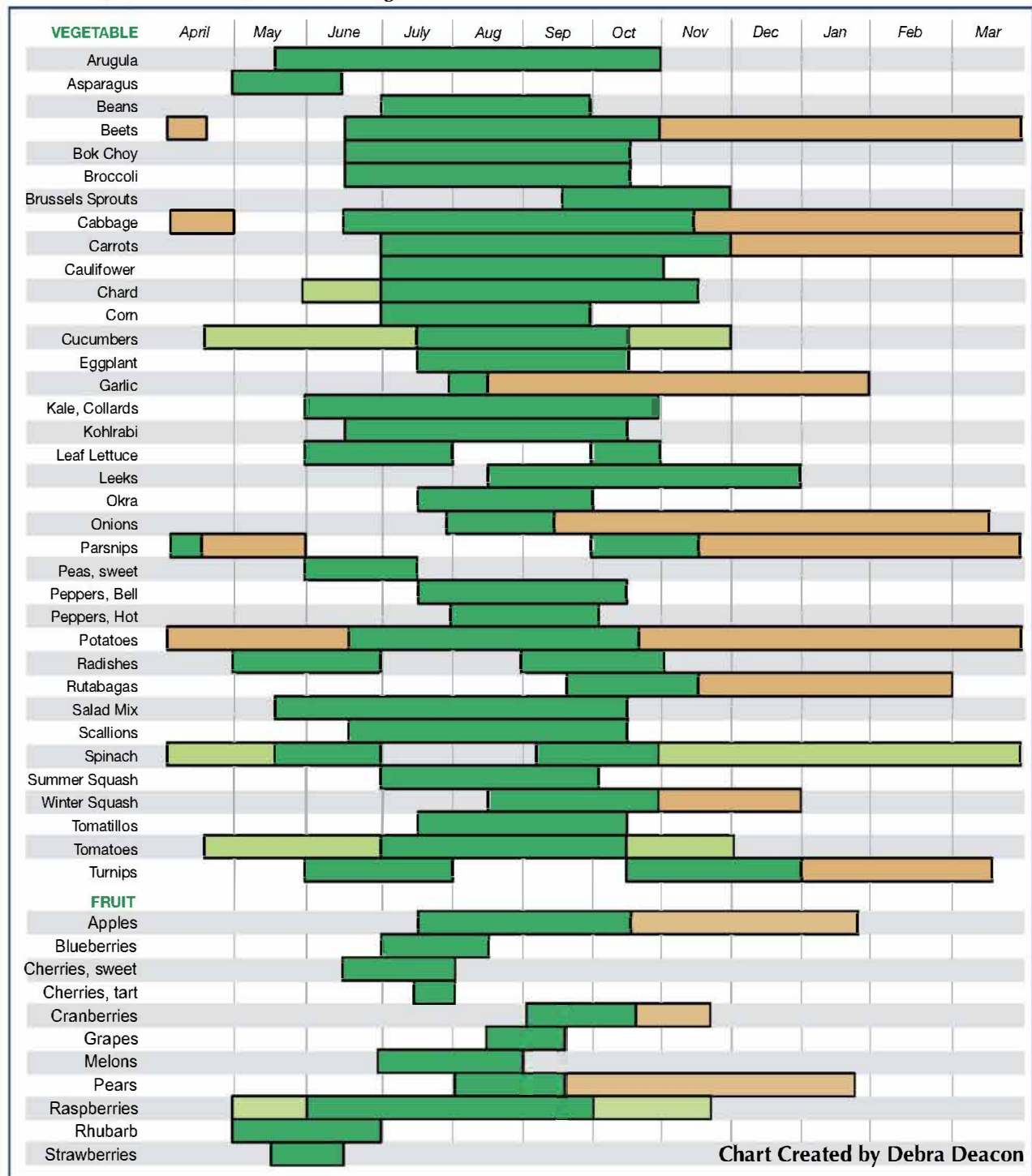
Squash

- Spaghetti, Acorn, Kabocha, Butternut
- Specialty Squash: Carnival, White Acorn, Golden Nugget, Turbans, Sweet Dumpling, Delicata
- Bushel & a 9th or bins (Quad or Specialty Mix)
- September—December

From Our Farms to Your Table

Seasonal Availability of Wisconsin Produce

The bars represent average dates of harvest and availability which can vary with such factors as weather conditions, farm location, and varieties grown.



Year round Wisconsin foods include meats, poultry, cheese, eggs, milk, dry beans, mushrooms, popcorn, hickory nuts, maple syrup, honey, and sorghum. HARVEST SEASON EXTENDED SEASON AVAILABLE FROM STORAGE

Please tell the farmers, businesses and farmers' markets that you found them in the Farm Fresh Atlas of Southeast Wisconsin!



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Organic Produce Spring Availability (May–June)



Chard

- Green, Red, & Rainbow, 24 ct. bunched
- Mid-June—September



Cilantro

- 30 ct. bunched
- Mid-June—September



Kale

- Green, Red, & Lacinato, 24 ct. bunched
- Mid-June—September

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Organic Produce Spring Availability (May–June)



Radishes

- Red, 24 ct. bunched, Red or Daikon 25 lb. bulk;
- Mid-June—July



Lettuce

- Green & Red Leaf, Romaine, 24 ct. box
- Mid-June—September



Rhubarb

- Red, 15 lb. bulk
- May—June

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Organic Produce Summer Availability (July–Aug.)



Fennel

- 12 ct. bulk
- June—September



Parsley

- Curly & Italian, 30 ct. bunched
- June—September



Peas

- Snap & Snow, 10 lb. bulk
- June—July

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Organic Produce Summer Availability (July–Aug.)



Beets

- Chioggia, Gold, & Red
- 12 or 24 ct. bunched, 25 lb. bulk
- July—September



Cabbage

- Red, Green, or Savoy, 35 or 50 lb. bulk
- July—October



Collards

- 24 ct. July—October

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Organic Produce Summer Availability (July–Aug.)



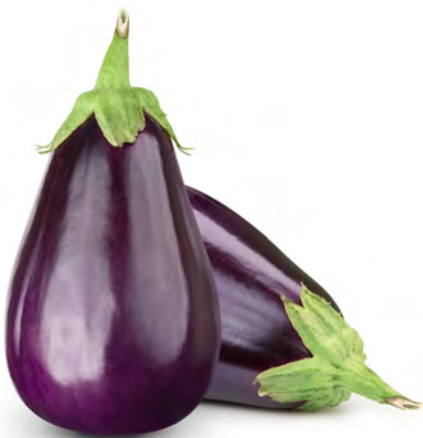
Cucumbers

- 20 lb. bulk
- July—Mid-Sept.



Dill

- 24 ct. bunched
- July-August



Eggplant

- 25 lb. bulk
- August

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Organic Produce Summer Availability (July–Aug.)



Melons, Cantaloupe

- 35 lb. bulk
- July–September



Melons, Watermelon

- Sugar Baby, 55 lb. bulk
- July–September



Summer Squash—Yellow & Green

- Gold Bar, Yellow Straightneck & Green, 20 lb. box;
- July–September

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Organic Produce Summer Availability (July–Aug.)



Tomatoes, Specialty

- Mixed Heirloom, 10 lb. bulk
- Red & Yellow Cherry, Grape, and Pear, 12 pints
- July - September



Peppers, Bell

- Green Bell, 15 or 20 lb. bulk
- July - September

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Organic Produce Fall Availability (Sept.–Nov.)



Onions

- Candy, Red, White, Yellow; 10 lb. bulk
- September—November



Potatoes

- 50 lb. bulk
- 10/5 reds & yellows, 16/3 reds & yellow, 10/5 russets, cartons
- September—November



Pumpkins—Pie

- 35 lb. bulk; September—November

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Organic Produce Fall Availability (Sept.–Nov.)



Brussel Sprouts

- 10 lb. bulk
- Mid-October—November



Squash

- Acorn, Buttercup, Butternut, Spaghetti
- Baby Blue Hubbard, Carnival, Delicata, Green Kabocha,
- Red Kuri, Sweet Dumpling
- 35 lb. bulk box
- September—November





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