

# Our First Space



# Wild Ramp vs. Traditional Farmers Market

- Non-Profit Indoor Farmers Market, open year round, 6 days/week.
- Sell only produce grown within a 250 mile radius of our market. Although, 75% of our producers are within 100 miles.
- Consignment Model offering a 90/10 split with farmers. The Wild Ramp retains only .10 cents out of every dollar with .90 cents going back to the farmer. With some additional fees.
- Unlike a traditional Farm Market, our Farmers do not sit with their product. Instead they drop their goods off and the staff provides the service of marketing and selling it for them.
- We rely on volunteers to help staff the market. We use on average 500 volunteer hours/month.
- Our Farmers must disclose their growing practices (Vendor Transparency) This is kept on file at the market.

# Regionally Grown Produce



# Meats, Eggs & Dairy



Beef  
Pork  
Chicken  
Lamb  
Turkey  
Goat  
Bison  
Yak  
Rabbit  
Eggs  
Cheese  
Milk  
Ice Cream

# Baked Goods and other products

## Jams, sauces, flour, pasta, dried herbs



# Meet our Kentucky Farmers



# West Virginia & Ohio Farmers



We also showcase local artisans at our market.  
Artisans donate beautiful works of art



Local artisan replicates our  
logo using WV made glass

Potter donates clay wall plaque





# How it works/Farmer responsibility

1. Farmer calls or emails our staff 24 hours in advance with what he/she is bringing in. The farmer sets the price.
2. We print off market labels that include a scan UPC that works with our Point of Sale system.
3. Farmer comes in and affixes our labels to their product. With the help of market staff, the products are placed on the floor for sale.
4. We do ask that the farmer provide baskets, signage, and marketing materials for his/her goods.



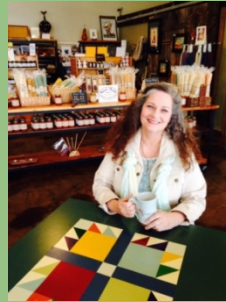
# The Wild Ramp May 2014



How did we do it? What contributed the success of our market?



# Dedicated Staff and very involved Board



# Market Volunteers

It takes about 500 volunteer hours to help staff the market



Retired women looking for a way to make a difference in their community.



Local Foodie that enjoys cooking and writing about food



Marshall University Professor. She places importance on eating fresh, healthy food.

# Volunteer Duties

Lifting Heavy Equipment



Restocking Product



Product Sampling



Sewing market aprons



Christmas Gift Baskets



# Help a Farmer Day

## Growing our Farming Community



# Access to grant money and working with local extension to expand opportunities for farmers




the wild ramp  
a local food market

WVU

## SEASON EXTENSION

with  
**Lewis Jett**  
WWU Commercial Horticulture Specialist



Friday, **February 21, 2014**  
5pm  
**Central City Market**  
with build-your-own low tunnel  
mini-workshop  
cost: \$5  
(free to Wild Ramp Producers)

Register by calling: (304)523-7267 or  
email [farmer@wildramp.org](mailto:farmer@wildramp.org)



We worked with WVU extension to help our farmers learn how to build low tunnels and high tunnels. This was made possible thanks to a grant from the WVFMA.

In less than 1 year, a new business was created. This farmer was able to supply The Wild Ramp with greens all winter long.



# Finding other venues to help farmers profit



Direct Marketing through demonstrations



Teaching Classes



Community Supported Agriculture

# Collaborating with area Local Businesses



Working with Civic groups and Service Organizations in an effort to promote, market, and educate others on the importance of buying local and supporting our farming community



Events help bring people to our market that may have not otherwise known about us. Facebook is a free and easy way to market an event



# What we accomplished/Plans for the future

- The Wild Ramp opened in July 2012 in downtown Huntington in a 1500 square ft. building with 15 farmers and a volunteer staff.
- In May 2014 our market won a proposal to lease a 2500 sq. ft building from the City of Huntington for \$1/year.
- We now have 3 paid staff and over 150 Food Producers at our market. 75 % of our farmers are located within a 100 mile radius of The Wild Ramp.
- We have helped jumpstart 30 new food businesses.
- Since opening in July, 2012 we have given back over \$750,000 to the local farming community
- We are in the process of upgrading our small kitchen. We will be able to have more classes in house and our plans are to distribute weekly meals made with local food from our farmers by means of a worker owned cooperative.
- Find even more venues for our farmers to sell their goods. Such as restaurants, hospitals, schools and more.

# Big picture numbers

- West Virginians report spending \$7.2 billion on food each year.
- Farmers capture only 19 cents of every dollar spent on food in West Virginia.

A big thank you from your future local food enthusiasts!

