



## Local Roots' Business Incubator Feasibility Study

A recent study found that Local Roots is already having an impact on the entrepreneurs that sell products through their market and use their commercial kitchen. This suggests that investing in a formalized business incubator could be an opportunity to increase support for workforce development and job creation while continuing to support regional farms.

Survey was sent to current Local Roots' 194 food and non-food producers in June-July 2020, and got a 38% response rate (73 entrepreneurs responded). Responses were based on the status of the businesses as of March 1, 2020.

### Economic impact from having a relationship with Local Roots

Local Roots contributes to at least 175 part time and seasonal jobs

Of those jobs, 47 part time or seasonal employees have been hired because of Local Roots

25% rely on Local Roots for the majority of their income (for the business that has a relationship with Local Roots)

Local Roots contributes to more than 100 full time jobs

29% have received technical assistance from Local Roots and considered it "critical for helping my business succeed"

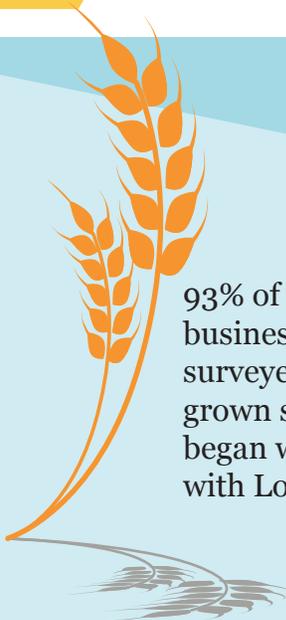
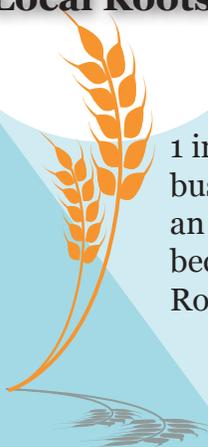


### Spotlight on Food Entrepreneurs Working With Local Roots

1 in 7 food businesses hired an employee because of Local Roots

93% of food businesses surveyed have grown since they began working with Local Roots

Almost half of food businesses reported that they grew because of help from Local Roots



## How do you see your business changing in the next 5 years?

- 70% of food businesses want to expand over the next 5 years, as compared to only 40% of non-food businesses want to expand

## What are your biggest challenges to profitability?

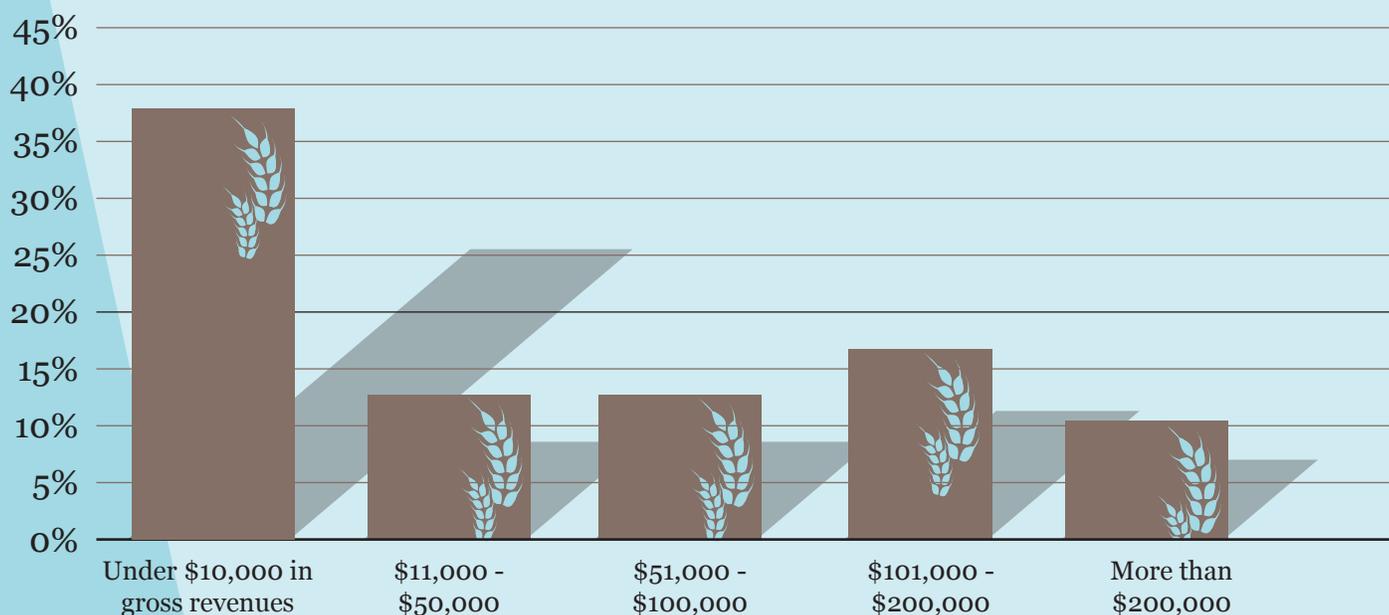
- Finding outlets for my products
- Competition from other growers and producers

## What services would you be most likely to use in a business incubator?

- Promotion and access to new markets
- Support with technical assistance, especially around health codes and regulatory guidelines
- Support with developing innovative new products

### Spotlight on Food Entrepreneurs

2019 Gross Revenues, Food Businesses  
Working with Local Roots



*“I would not be in business without Local Roots. I transitioned from farming to producing value-added products in Local Roots commercial kitchen and continue to expand which products I’m making there.”*  
– a food entrepreneur working with Local Roots

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