



Fact Sheet

Localcrop.com is an online farmers market, where locally grown ingredients are collected and delivered to chefs and restaurants through a unique partnership between farmers, artisan producers, and Sysco Foodservices.

Headquarters: 1400 W. Sixth St., Cleveland, Ohio 44113

Founders: Steve and Jackie Schimoler

Launch date: July 2008

Market season: Year 'round

Market locations: Markets currently operate in Northeast Ohio and Central Ohio.

Suppliers: Our local products come from a variety of sources, including small Amish farms, artisanal cheese and sausage makers, chefs-turned-herb-growers, and family farming cooperatives.

Products: More than 300 seasonal items in four distinct categories, including Produce, Pantry, Meats, and Dairy.

Customers: Any restaurant or institution with a Sysco customer number can register to purchase from Localcrop. Current registered users in the Northeast Ohio market number more than 300.

Distribution: Suppliers and consolidators bring their products to a central Sysco distribution center. Orders are then transported to customers as part of their regularly scheduled Sysco delivery, via temperature-controlled trucks traveling over already established routes.

Key Concepts

Time was, locally grown foods were an indulgence reserved for the wealthy elite. But today -- thanks to pressures ranging from food-safety scares to skyrocketing fuel costs -- access to local foods is being transformed from a luxury to a necessity.

While the growing “farm to fork” movement is clearly a boon for the average consumer, it also has the potential to revive local agriculture, bringing small farmers back to the land and keeping all-important food dollars in the regional economy.

Against this backdrop of far-reaching change in the way America eats, Localcrop.com provides a timely and illustrative distribution model.

- Thanks to our partnership with Sysco Foodservices, Localcrop.com creates a vast and significant market for locally grown and produced foodstuffs, thereby supporting and stabilizing the local economy.
- By documenting actual demand, Localcrop.com can help suppliers “grow” their businesses to meet the expanding market.
- By using Sysco trucks traveling along already established routes, Localcrop.com reduces fuel consumption, carbon emissions, and transportation expenses.
- Localcrop.com delivers assured quality. All suppliers meet Sysco Foodservice guidelines for safety and wholesomeness, and all goods are transported in refrigerated trucks, strictly maintaining the cold chain. Furthermore, our products are always harvested to order, and product shelf life generally far surpasses that of conventional commodity products.
- Localcrop.com assists chefs in meeting the growing demand from diners for locally grown foods. Online ordering is easy and convenient, and the website includes detailed supplier profiles and product descriptions, making it easy for chefs to understand the provenance of their ingredients and share that knowledge with consumers.
- Localcrop.com helps restaurants market their commitment to locally grown foods, by providing downloadable menu logos and door decals that identify them as Localcrop.com members.
- Look for additional Localcrop.com markets to launch nationwide in 2009.



Key Staff



Localcrop.com founders Steve and Jackie Schimoler

In 2007, Steve and Jackie Schimoler launched **Rolling Fire Enterprises**, the parent company for LocalCrop.com and other current ventures, including **Rolling Fire Foods**, specializing in prepared foods development; and [Crop Bistro & Bar](http://CropBistro.com), the Schimolers' critically acclaimed restaurant in downtown Cleveland.

Steve Schimoler -- co-founder

Chef, product-development specialist, and entrepreneur, Steve has more than 25 years of food-service expertise under his belt, including time with Sysco Foodservices, Cabot Creamery, and Nestle Food Services.

Along the way, Steve has founded a string of successful enterprises, including restaurants in Long Island, N.Y., Waterbury, Vt., and Cleveland, Ohio; and ChefEx.com, an online marketplace connecting artisan food producers with chefs across the country.

While he eventually sold ChefEx.com to Sysco, his commitment to local agriculture has never wavered, leading to the inspiration for Localcrop.com.

Contact Steve at steve@localcrop.com

Jackie Schimoler -- co-founder

Sales, marketing, and communications pro, Jackie has a long history in the food-service industry, dating back to her college days at the University of Florida, where she financed her studies in Agriculture Economics by waiting tables and managing restaurants for Outback Steakhouse.

Since then, she has built an enviable career in the field, including sales and marketing positions with Heinz and Nestlé Food Services, where she served as marketing manager for the Stouffers and Lean Cuisine brands.

Contact her at jackie@localcrop.com

Elaine Cicora -- communications director

Longtime gardener, food writer, and award-winning journalist, Elaine joined the Rolling Fire Enterprises team in 2008, where she oversees website content and assists in program marketing and outreach. Contact her at elaine@localcrop.com

Adcom Optiem -- website design and maintenance

As Northeast Ohio's largest digitally based agency, Adcom Optiem is a leader in leveraging the power of the internet to develop and execute great ideas in marketing and communications. To find out more, go to www.adcomoptiem.com.

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