



the wild ramp
a local food market

ANNUAL REPORT

2022

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OUR MISSION



The Wild Ramp (Tri-State Local Foods, Inc.) is an indoor, year-round, nonprofit farmers market based in Huntington, West Virginia with a mission to grow and support a vibrant economy and community for local food, food products, and artisan goods.

We believe that locally produced food is healthier for people and kinder to our planet. It's also better for the economy. We work to keep local food accessible to everyone in our community, and it is our strongest belief that local food demand should be met as completely as possible within our region.



WHERE WE ARE



As a nonprofit 501(c)(3) organization, we rely on the public for support. Our market started as a grassroots effort to combat the rising climb of obesity in our area by making fresh, local food accessible to all. In 2012, our vision was clear: to grow and operate a sustainable farmers market for locally grown and produced food and artisan items. As we have grown, we have expanded our retail market, added new programs to include The Harvest Kitchen and SNAP Stretch, and implemented new services through our Online Food Hub. It is most important to us that we provide the opportunity, support, and space for local producers and the community to come together for a common goal of growing and supporting our local food economy. We will continue to focus on our mission through everything we do, and further our vision through our market, Online Food Hub, programs, and events.

2022 BY THE NUMBERS

\$571,720

Revenue Generated Through
Producer Sales



\$40,000

in Snap/EBT Dollars



\$484,192

returned to local producers



\$30,000

in SNAP Stretch food vouchers



33,000

CUSTOMERS WALKED
THROUGH OUR DOORS

150

VENDORS SELLING
UNDER ONE ROOF

the wild ramp
CENTRAL • CITY • MARKET

555



Farm to Table Dinner
OCTOBER 8TH
5:30 PM
FOOD
BEER & WINE
MUSIC
WILDRAMP.ORG

ONLINE FOOD HUB

The Online Food Hub started as a way to meet the needs of the community during the uncertain times of the pandemic. In 2020, at the height of the pandemic, shelves at grocery stores were empty, and restaurants were shutting down. Thankfully, we had an existing local food community in place. Our farmers were bringing in all of their backstock and cold storage trying to keep up with the demand for food. We were overjoyed and overwhelmed by the support of the community. As they say, change is inevitable. As the world shut down, everything moved online. We quickly realized that if we wanted to stay relevant and continue building a strong, local, food economy, we had to follow suit and move the farmers market experience to the web.

THE HUB
SINCE SEPTEMBER

over
100

people shopped online
more than

\$4,845

in sales

over
40

turkeys sold at Thanksgiving
more than

\$500

in Harvest Boxes sold



I am estatic to be a producer for The Wild Ramp. I would not be able to do the amount of business that I am doing now if it were not for the number of cusotmers that shop at the market everyday. I credit the staff with helping me to grow my business, and give me the confidence that I needed to launch my own E-Commerce Website.

Lisa Turley
Lisa's Jars of Love

As we move into this new era, we have to ask ourselves, how can we encourage people to continuously source their food locally? How do we compete with box grocery chains that not only offer a lower price point but also convenience? The answer is, we don't compete. Instead, we offer something entirely different; something that's personal and familiar. We tell the stories of our community and let the food do the talking. We market your neighbor who raises chickens or promote your old bus driver's tomatoes that he grows on the side simply because he loves doing it. We believe there is something special about the work we do, and we hope you do to.

Earlier this year we received funding from the Reinvestment Fund Healthy Food Financing Initiative to expand the Online Food Hub through the purchase of a delivery van and other necessary supplies. Adding a delivery component to our Online Ordering System will help those households with limited transportation, limited mobility, and others who live in underserved areas. The HFFI Reinvestment Program supports projects that are designed to improve access to fresh, healthy food by providing one-time catalytic investments in ongoing sustainable business models.

HARVEST BOX



The Harvest Box is a weekly CSA style box packed full of the freshest produce the season has to offer. Each week, subscribers will be introduced to an array of fruits and vegetables and everything in between. Each box is guaranteed to contain 7-10+ produce items with detailed information of where your food came from and who grew it.

Subscribers will be delighted to find inspiring stories from farmers, and detailed recipes to make tasty meals from the contents of your box.

Scan to Shop





OUTREACH

We know running a small business can be trying. It takes tremendous amounts of hard work, dedication and the desire to make a difference. Over the course of 2022, we increased our marketing efforts to further support our vendors. We saw an increase in followers and interactions across all platforms.

Another way we increased our marketing efforts was by opening an online market. By launching the Online Food Hub, we provided additional outlets for our vendors to connect to a broader range of customers than ever before. By shopping online, customers can really dive into the key details of their favorite products and discover new ones along the way.

+12%



Facebook
Likes

+8%



Instagram
Followers

+42%



Newsletter
Subscribers



Each month, more than 885 subscribers received a newsletter with market updates, new product alerts, upcoming events, recipe ideas, and more!



We couldn't do this without our

Volunteers

20

INCREDIBLE VOLUNTEERS

500+

VOLUNTEER HOURS



200+

BOARD COMMITTEE HOURS

PG 6





Moving into 2023, it is the primary focus of the Harvest Kitchen program to continue expanding access to local food and promote healthy eating, especially those in underserved communities.

In 2023, we are expanding the efforts of the kitchen by going out into the community to host pop-up cooking demonstrations. Those attending will take a deep dive into farm to table cuisine and learn how to cook seasonally.

We will partner with senior centers, schools, and other neighborhood organizations to set up cooking demonstrations in the areas that need them the most.

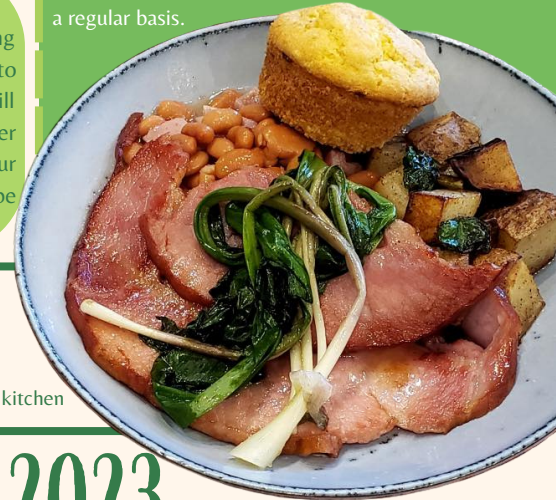


Through The Harvest Kitchen program, The Wild Ramp utilizes excess seasonal ingredients from our market producers to create our own branded assortment of prepared food and value-added products — think freezer meals, side dishes, desserts, soups, broths, snacks and baked goods. Since The Harvest Kitchen began in 2019, The Wild Ramp has used over 1,500 POUNDS of surplus product. It's a win-win all around: less food is wasted, which benefits both our producers and our market, and our customers are able to try new, convenient recipes on a regular basis.



What is Rescued Food?

Rescued food is the practice of gathering edible food that would otherwise go to waste. The food is completely fresh and still very tasty, but cannot compete with fresher produce that is brought in. Therefore, our kitchen program rescues the food to be turned into value-added meals.



1000+ \$3,322

pounds of rescued food

of local food purchased through the kitchen

60

farms/food producers working with the kitchen

PUBLIC MARKET EVENTS 2023

Subject to change

February 7 - Local Foods Day at the Capitol

February 13 - Valentine's Day Charcuterie Masterclass*

February 17 - WV Maple Days Kickoff w/Chef Jedediah Dinner*

February 25 - Winter Blues Farmers Market Charleston Civic Center

March 18 - WV Maple Days Pancake Breakfast w/Chef Jedediah

April 22 - Annual Ramp Festival "Stink Fest"

May 13 - Mother's Day Charcuterie

May 27 - Annual Plant Sale & Seed Swap

July 12- Wild Ramp Birthday Celebration

July 16- Jeni's Splendid Ice Cream Tasting*

August 6 through 12 - National Farmers Market Week

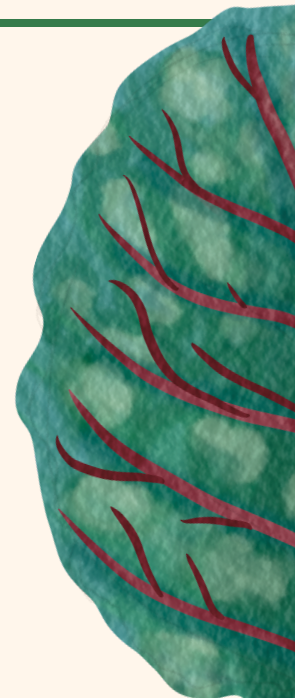
September 10 - Let's Make Mooncakes Class *

September 30 - Annual Farm to Table Dinner *

October 28 - Annual Halloween/Day of the Dead

December 9 - Wild Ramp Holiday Lights & Chocolate Bites

*Ticketed Event



MEET THE TEAM

WE ARE A MARKET LED BY A TEAM OF
INDIVIDUALS PASSIONATE ABOUT LOCAL FOOD



DEVYN MESSINGER
ONLINE FOOD HUB
MANAGER



SHELLY KEENEY
MARKET DIRECTOR



LEAH LOWE
DEVELOPMENT
COORDINATOR

BOARD OF DIRECTORS

Craig Zappin, Alexander Arrington, Roy Ramey, Jennifer Ball, Shawna Adkins, Eric Grandon, Martha Evans, Emil Witherell

a note from our Market Director

One of the most important resources we can give our community is access to healthy food.

Since our inception in 2012, The Wild Ramp has prioritized the need for nutritious food that is grown closer to home; foods such as fresh fruits, vegetables, meats, dairy, and other food necessary to support a healthy lifestyle. In doing so, we have continued to support small family farms located here in our region; most of which are within 50 miles of our market. We have made the conscious decision to not support large commercial farms that produce food that travels hundreds, or even thousands of miles in order to reach our dinner table. Instead, we advocate for the well-being of both our farmers and community by way of a year-round local market that reinvests in our farmers keeps food dollars in our own economy, and promotes healthy eating.

As I reflect over the past decade, and more importantly this past year, I think about how much our organization has accomplished. We have a beautiful storefront market that is an essential anchor business and that continues to be a constant for the Revitalization of Central City. We also host the Central City Farmers Market during the summer months that offers our community more access to fresh, local produce. Most importantly, we serve the community through various programs that help increase food access such as our Harvest Kitchen program, Snap Stretch program, and community educational programs that benefit both consumers and farmers. In late 2021 and August 2022, we received funding that helped us create an online presence. The opening of our Online Food Hub website has allowed us to meet the needs of more consumers and underserved communities by offering convenient in-home ordering with the choice of curbside pickup or home delivery.

As a nonprofit organization, The Wild Ramp's mission is to increase consumer access to locally produced food while helping our farmers increase their viability. The Wild Ramp itself is not a profit-seeking entity, but as with any nonprofit organization operating as a business, we must make enough to cover our expenses and sustain our market. The Wild Ramp continues to grow and meet the community's needs, but we haven't done it alone. Community involvement is essential for our success, and for furthering the development of programs that help us reinvest in the well being of those we serve. It is only through the cultivation of new relationships and continued collaboration with foundations, community organizations, business leaders, and concerned citizens that we can continue our mission of building a vibrant local food economy.

Thanks for believing in and supporting
The Wild Ramp,

Shelly Keeney



5 WAYS YOU CAN SUPPORT YOUR LOCAL food ECONOMY

1 Shop the Market

Try a new vegetable, treat yourself to ice cream, or talk to a farmer about their goods. You'll be glad you did!

2 Share on Social

This is an easy one! Follow us on Facebook and Instagram and share our posts with your friends!

3 Get Involved

There are so many ways to get involved. Volunteering is a great place to start. You can volunteer for special events or on a regular basis.

4 Make a Donation

Even the smallest donations make a difference. Want to give on a regular basis? Set up reoccurring monthly donations. Plus, they are tax deductible!

5 Stay Informed

Subscribe to our monthly newsletter and check other local agriculture news

OUR PARTNERS



Veterans in Agri-Therapy