Needs and Opportunities for a Community Marketplace in Anchorage

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Overview

- Southcentral Agricultural Market Analysis
- Statewide Seafood Market Survey
- Future Opportunities
Objectives

- Needs
- Marketplace/Food Hub

- Relationships
- Access
$2 billion is spent annually on food purchased in Alaska – 95% of that is imported

32% of produce is obtained from Alaskan producers

Driven by organizational leadership
Southcentral Purchasers

- 100% of business can scale up
- 89% will pay more
Farms vary significantly

75% of farmers can grow more

50% plan to grow
Fisherman -> processor model = disconnect

Half live where they sell
Does Anchorage Need a Food Hub?

- What is a Food Hub?
- Who wants them?
future of a food hub

- 93% of produce buyers
- 80% of farmers
Give the People what they Need

Agricultural Needs
- Aggregation
- Community Space
- Processing
- Storage
- Distribution
Seafood Needs

Lack of:
- Affordable shipping
- On-the-ground delivery
- A seafood market
- Time and complexity around logistics
- Cold storage
- Product diversity
- Processing and storage
Self service and full service options provided by the market:

- Distribution and shipping
- Combined sales
- Fish pick-up and retail
- Filleting and processing, flash freezing, vacuum packing, labeling
- Cold storage
Contact

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Project Reports Available
SporkAK.com
AlaskaFoodPolicyCouncil.org