



Path to Plate

Local Food Made Accessible

Patent-pending B2B marketplace streamlining direct sales between local food producers and institutional and retail buyers by automating inventory, ordering, food safety, and distribution, while supporting real-time and future purchase planning.



The what & how

Path to Plate is a novel, end-to-end marketplace built to make selling and purchasing local food simple and quick. Unlike existing systems, Path to Plate is designed to serve small, medium and large-scale producers, and provides a Live Marketplace for immediate product needs, and a unique Forward Agreement Marketplace for future procurement agreements. For the past three years, countless meeting with farmers, ranchers, buyers, nonprofits, and government agencies have collectively shaped a product that local food to be accessible to all.

Path to Plate Features & Automations



**Real-time
Inventory
Management**



**Forward
Agreement
Marketplace**



**On Demand
Distribution**



**Secure, Direct
Payments**



**Automated
Invoices**



**Automated
Notifications**



**Food Safety
Verification**



**Secure
Messaging
Portal**

The Why

How can we expect a generational transition of farmers to feed our nation if the best we can give them is, “hope you sell out at the farmers’ market?”

Despite the growth of local food demand, significant challenges persist in inventory management, distribution, and payment processes. These inefficiencies create substantial barriers for both producers and buyers, hindering the full realization of local food systems’ potential.

Currently, this process requires buyers and producers to independently find each other, undergo endless phones calls and emails to navigate procurement, logistics, and distribution. All of this just so that a farmer can sell their products and for a buyer to source fresh, local food. There's a need for modern solutions to enhance efficiency, procurement, distribution, and planning.

Without a robust, integrated system, local farmers will struggle to sell to profitable markets and buyers will struggle to source fresh, local food. This is the untapped market.

It's simple.



Farmers



Ranchers



Value-Added



- 1 Producers **list** their products, and buyers list products they need
- 2 Buyers browse and place **orders**.
- 3 Logistics and payments are **streamlined** through the platform.
- 4 Fresh, local food **delivered** directly to buyers.



Schools



Hospitals



Restaurants



Food Banks



Grocery



Food Hubs

Producer Benefits

- Access to more, larger markets
- Forward contracts for scalability
- Simple, quick, direct payments
- Integrated distribution networks
- Self-serve food safety verification

Buyer Benefits

- 15% cost savings, on average
- 30% estimated time savings
- Secure and predictable supply
- Simplified procurement
- Food safety verification

Current Market

74,433

schools included local foods on the menu in SY 2022-23

\$304B

The 2024 value of U.S. food e-commerce markets, including platforms for local food, and is projected to reach \$1.19 trillion by 2033, growing at a CAGR of 16.35%.

30% increase

demand in farm-to-table restaurants over the past five years
(2017-2022)

\$4.1B

Direct farm sales to institutions, such as schools, hospitals, and universities, rose from \$3.4 billion to \$4.1 billion between 2015 and 2020