



TILL  TRADE

RESEARCH



“ We mostly participate in only farmers markets. The market is always changing. There is not really a whole lot of consistency in the produce, the numbers, and the vendors. The majority of the communication within the farming community is face-to-face at these events. It would be really beneficial to have a different platform that's easy to learn and use. ”

R&M Bischooping Farms



BEHAVIOR CHANGE THEORY

Our Peers Provide Answers

One of the most common ways for our minds to save work is by looking at what others around us are doing. If we cannot make the decision for ourselves we judge the situation by three categories:

1 Social Proof
Whether or not people seem to like it.

2 Expertise
Whether "experts" agree with it.

3 Commonality
Whether or not many peers have conformed to this idea.

RESEARCH METHOD

Support the Conscious Decision

This behavior change strategy focuses on helping the user think about the action, and take the necessary steps (consciously) to make it happen. Our services will provide opportunities for our users and visitors to consciously discover other options than shopping from large scale food distribution companies.

“ We have made some sales based on our instagram account and through personally contacting many restaurants. But, there have not been many repeats even though the chefs have raved about our produce! It's difficult to make these relationships more solid and to form new ones when we are small and have little man-power to make it happen. At this point we have dropped off samples to 15-20 restaurants, but only 2 have purchased despite chefs saying we have the best mushrooms they've found. ”



Little Sprout Farms

INSIGHTS



Farming is a lot of long hours and physical labor for little profit.



Consistency is an issue.



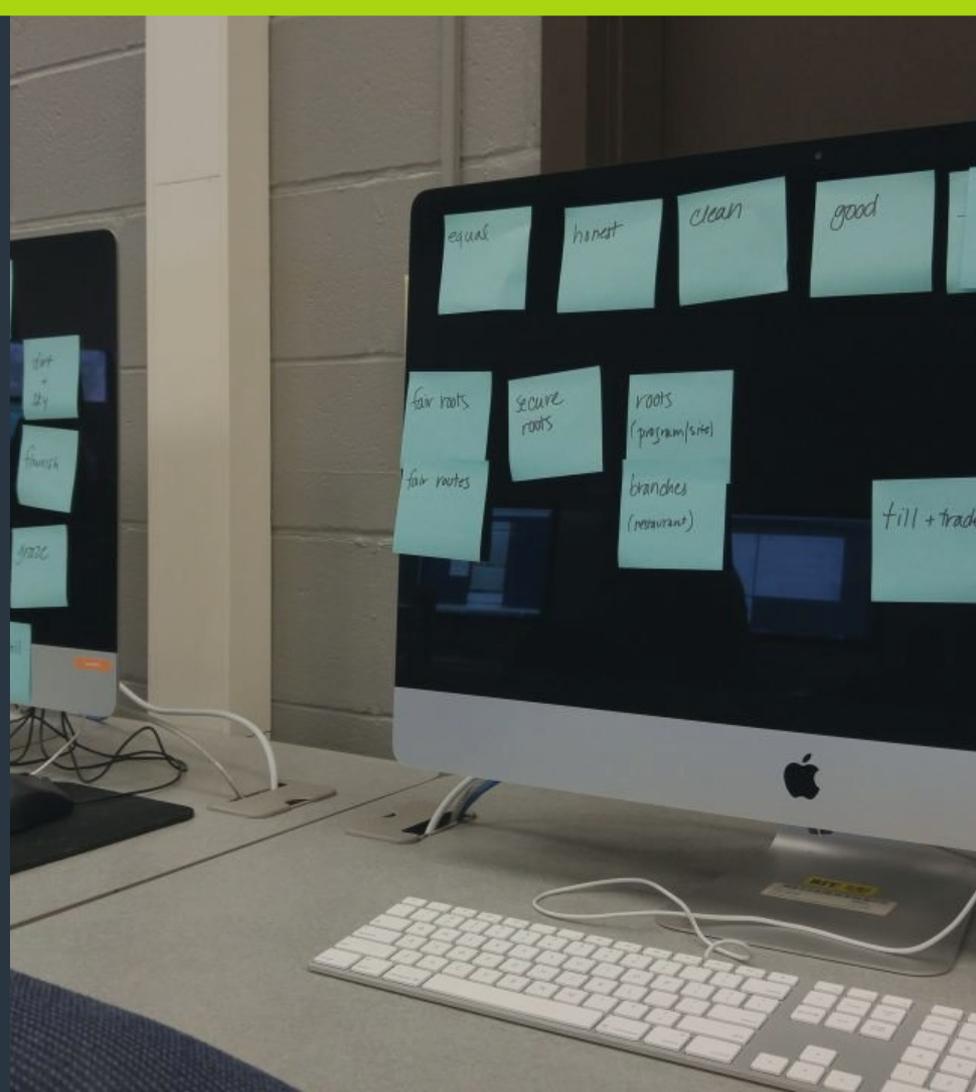
A majority within the farming community wish there was a connection service to build stronger, more solid relationships with each other as well as other small, local businesses.

In order for small, local farms to be profitable enough for a comfortable lifestyle, they need to have the opportunity to sell their produce in bulk.

Our goal is to provide an opportunity for small, local farmers to connect with small businesses, organizations, and other consumers who are interested in mass purchasing options. We will accomplish this goal through both a digital connection service and a local-farm sourced restaurant that will highlight the benefits of the program.



BRANDING



Logo

TILL  TRADE

Mark



Colors



#A9CF38
RGB (169, 207, 56)
CMYK (39%, 0%, 100%, 0%)



#293041
RGB (41, 54, 65)
CMYK (82%, 67%, 53%, 50%)



#676867
RGB (103, 104, 103)
CMYK (59%, 51%, 51%, 20%)



#F4F5F5
RGB (244, 245, 245)
CMYK (3%, 2%, 2%, 0%)

Type

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Mueso Slab

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Mueso Sans 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Mueso Sans 300



TEAM DIGITAL

Mike Burpoe

Sarah Ingerick

Melissa Ruppel

STRENGTHS

- Builds new relationships
- Strengthens old relationships
- Centralized resource
- Responsive, user-friendly
- Unified brand/style

OPPORTUNITIES

- In-person interactions/events
- Promotions/Marketing

WEAKNESSES

- Requires a lot of maintenance
- Time management
- Similar to Facebook
- Less tech-savvy users

THREATS

- Farmer's Web
- Headwater Food Hub
- Foodlink

PERSONAS





Charlotte Harris

Harris Farms

"I'd love to continue pursuing my passion for agriculture, but I honestly have no idea how to grow my business."

Charlotte has been a small, local farmer for almost ten years. When she started her family, she discovered the major concerns with the current food distribution system. She believed that she wanted her family to eat naturally grown, good quality food, she had to start growing it herself.

In order to make enough for her family to live comfortably, she has to keep her full-time job outside of the farming community. Since she does not spend as much time farming as she wishes she could, she does not have many good connections within the farming community. She especially struggles with finding consumers who are willing to her produce in bulk.

Age: 32

Occupation: Small farmer, full-time web developer

Behaviors

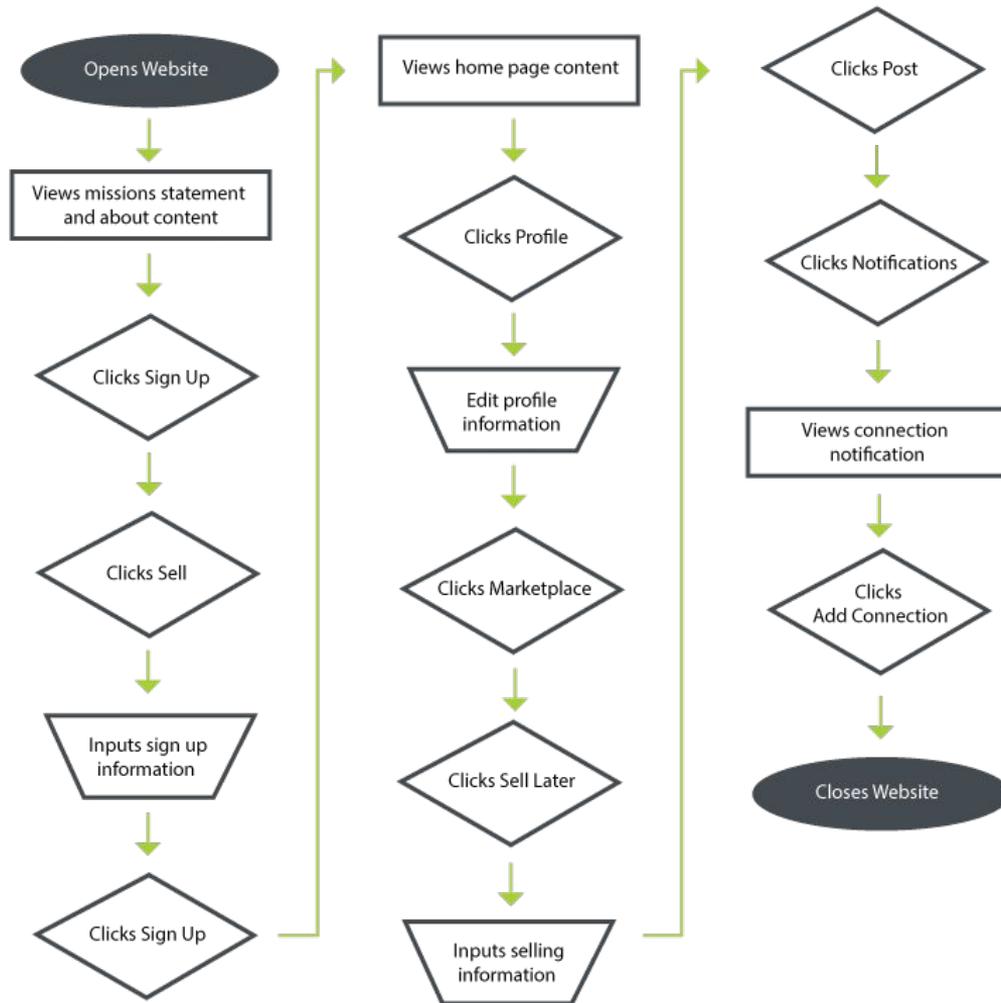
- Uses Technology Regularly
- Busy Schedule

Motivations

- Family
- Career
- Healthy Lifestyle
- Profit

Desires

- Increase in small farming profitability.
- Push for smaller, local farms.
- Better connection tools for the farming community.





Jim Hulbert

Genesee Bakery

"My customers deserve the best and I know the small farms in my community can give it to them."

Jim has managed his own restaurant for decades. He is very loyal to his town and community members. He will do anything to help other businesses in the area, including the small, local farms. He is always looking for farms to connect with and purchase produce from. Everytime he uses local produce, his customers can taste a real difference.

Jim is concerned with the ingredients he puts in his dishes. He wants only the best for his customers, which is exactly he has been pushing to find more connections with local farms. He does not have a lot of time to go out and talk to these farmers, and he also finds doing extensive Google searches to be an inconvenience.

Age: 48

Occupation: Small local bakery owner

Behaviors

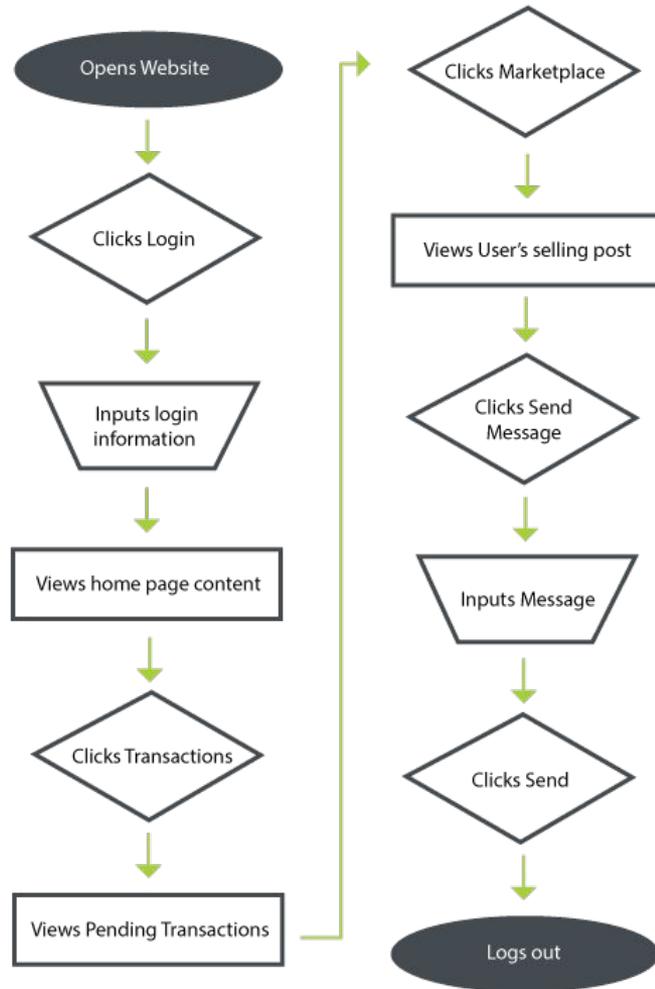
- Moderately Uses Technology
- Supportive of his Community
- Best Business Practices

Motivations

- Community
- Good Quality Service
- Profit

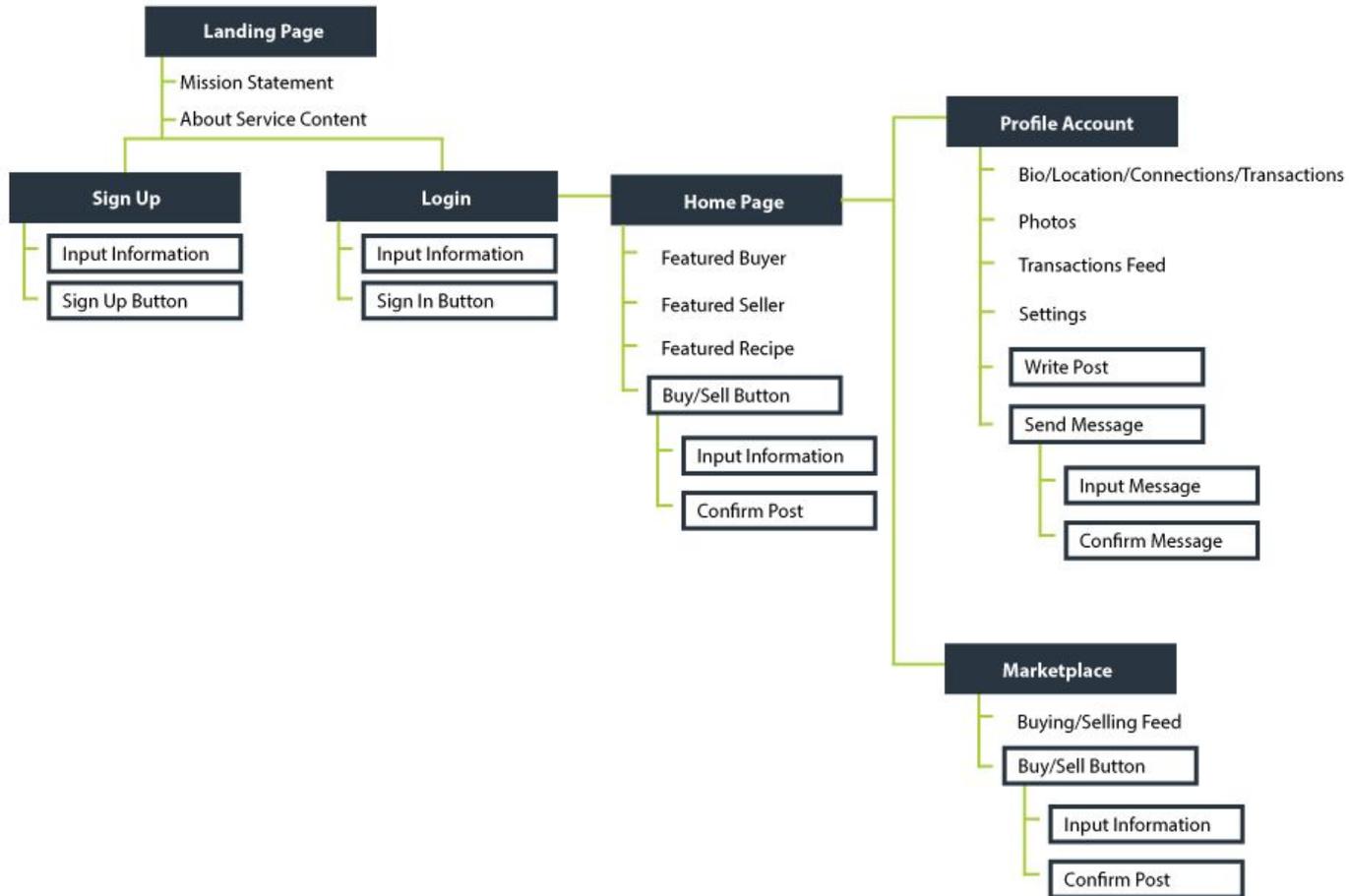
Desires

- Making connections easier
- Support other community businesses
- Make buying local, small farm produce more cost-efficient



DIGITAL ASSETS







Charlotte Harris
VIEW PROFILE

Home

Inbox

Marketplace

Transactions

Connections

LOG OUT 

UPDATES

 The Owl House bought 56 units of Strawberries from Mud Creek Farm

 Good Luck bought 116 units of Peas from Chase Farms

 Highland Diner bought 325 units of Peas from Wickham Farms

 The Red Farm bought 68 units of Carrots from Little Sprout Farms

 Lento bought 205 units of onions from Deer Haven Farms

Marketplace

Recent Transactions

RECENT PERSONAL



Little Sprout Farms

Quantity: 145
Price Per: \$0.89
Sell By Date: June 6, 2017

 Onions

 MESSAGE  ADD TO CART

BUY SELL

NOW LATER

PRODUCE

QUANTITY

SELL BY DATE

PRICE PER UNIT

POST

Weekly Trending Crops

 4,013 Strawberries  7,219 Onions

[VIEW ALL TRENDING](#)

[VIEW ALL TRANSACTIONS](#)



Wickham Farms

Quantity: 23
Price Per: \$0.67
Sell By Date: June 12, 2017

 Carrots

 MESSAGE  ADD TO CART



Eden Valley Growers

Quantity: 103
Price Per: \$1.12
Sell By Date: June 13, 2017

 Peas

 MESSAGE  ADD TO CART



Chase Farms

Quantity: 116
Price Per: \$1.02
Sell By Date: June 13, 2017

 Strawberries

 MESSAGE  ADD TO CART

Marketplace

BUY SELL NOW LATER 



Little Sprout Farms

Quantity: 145
Price Per: \$0.89
Sell By Date: June 06, 2017

 Onions

 ADD TO CART

 MESSAGE



Wickham Farms

Quantity: 23
Price Per: \$0.67
Sell By Date: June 12, 2017

 Carrots

 ADD TO CART

 MESSAGE



Eden Valley Growers

Quantity: 103
Price Per: \$1.12
Sell By Date: June 13, 2017

 Peas

 ADD TO CART

 MESSAGE



Chase Farms

Quantity: 116
Price Per: \$1.02
Sell By Date: June 13, 2017

 Strawberries

 ADD TO CART

 MESSAGE



Mud Creek Farm

Quantity: 116
Price Per: \$1.02
Sell By Date: June 13, 2017

 Strawberries

 ADD TO CART

 MESSAGE



Mud Creek Farm

 ADD TO CART

BUY SELL NOW LATER 

 Little Sprout Farms
Sells by: June 06, 2017
Quantity: 145 Price: \$0.89

 Wickham Farms
Sells by: June 12, 2017
Quantity: 23 Price: \$0.67

 Eden Valley Growers
Sells by: June 13, 2017
Quantity: 103 Price: \$1.12

 Chase Farms
Sells by: June 13, 2017
Quantity: 116 Price: \$1.02

 Mud Creek Farm
Sells by: June 13, 2017
Quantity: 116 Price: \$1.02

 Mud Creek Farm



Little Sprout Farms

WRITE POST



Little Sprout Farms

JUN 1, 5:36 PM • Posted in Marketplace

Quantity: 145
Price Per: \$0.89
Sell By Date: June 6, 2017

Onions

ADD TO CART

54 Following 108 Followers 82 Posts

67 Transactions CONNECTED



Little Sprout Farms

MAY 30, 12:12 PM • Attending an Event



Brighton Farmers' Market
Saturday, June 12 • 10:00 AM to 3:00 PM

ATTEND EVENT



Location
4074 Redman Road
Brockport, NY 14420
Phone
(585)-637-9360
Email
John@littlesprout.com

MESSAGE



Little Sprout Farms

54 Following 108 Followers 82 Posts 67 Transactions

WRITE POST

SEND MESSAGE



Location
Brockport, NY
Phone
(585)-748-3631
Email
John@littlesprout.com

Little Sprout Farms

Quantity: 145
Price Per: \$0.89
Sell By Date: June 06, 2017

Onions

ADD TO CART

MESSAGE

Little Sprout Farms

12:12 PM • Attending an Event



Brighton Farmers' Market
Saturday, June 12 • 10:00 AM to 3:00 PM

ATTEND EVENT

Little Sprout Farms

12:12 PM • Updated Profile Picture





TILL + TRADE

LOG IN SIGN UP

FARM TO FORK

Buy and sell produce in bulk.

GET STARTED

Buy and sell with ease.

Till + Trade drives for business lasting connections between small farms and businesses. Our simple takes the hassle out of struggling to sell your goods to bulk or finding quality local produce.

Something for everyone.

BUYERS

The Till + Trade platform makes purchasing a simple, efficient, and personal experience.

SELLERS

Sellers enjoy increased exposure which leads to increased profitability.

Website Features

- Marketplace**
A personal farmers' market at your fingertips.
- Connections**
Early help with the connections you've made.
- Transactions**
Your transactions are listed and concisely formatted.

Introducing the first Till + Trade Café.

Eat Local

The first Till + Trade Café is here.

Our Mission brings you seasonal dishes made with produce from the farms of the Finger Lakes Region.

Visit us in our Rochester location!

ROCHESTER, NY LOCATION: 770 E. Main Street, Rochester, NY 14609
HOURS: MON-SAT 10 AM - 7 PM, SUN 11 AM - 5 PM

From our kitchen to yours.

FEATURED RECIPES

Roasted Salmon with Summer Squash

1 Recipe
4 Serves
4 Ingredients: Roasted Salmon, Summer Squash, ...
5 Steps: Roasted Salmon, Summer Squash, ...

READ MORE

Let's grow together.
Join Till + Trade today.

SIGN UP

A close-up photograph of a person's hand pouring water from a glass bottle into a glass containing lemon slices. The scene is set at a restaurant table with a menu, a plate of food, and a jar of sugar. The text 'TEAM RESTAURANT' is overlaid in large, bold, yellow-green letters.

TEAM RESTAURANT

Jennifer Dami
Voltaire Hardy
Austen Langley

SEASONAL INFO



Local Seasonal Eating + Cooking

Out of season

- Shipped from around the world to get to you
- Usually picked before the peak of their flavor
- More expensive
- More people need to be paid

Local Seasonal Eating + Cooking

Local/seasonal

- You know where it comes from
- Fruits and vegetables haven't lost their flavor or health benefits
- Community connections
- Supporting local farmers and businesses
- Chance for experimentation
- Highlight the best parts of that season's available stock

SWOT ANALYSIS



STRENGTHS

Freshly sourced ingredients
Open all season
Seasonal Menu
On site greenhouse
Farm partnerships

OPPORTUNITIES

Community outreach
Menu expansion
Growing farm to table market

WEAKNESSES

Limited menu
Limited interior space

THREATS

Rustic Table
Table Green Cafe
Blue Hill

PERSONAS





Jason Toddson

Super Dad

"I want only the best for my family, I want them to be happy and eat healthy. I make sure that the meals I cook are made with fresh ingredients from the local farmers market."

Jason is a stay at home Dad of two boys ages 4 and 6. He wants to ensure that his boys stay happy and healthy. He frequently visits local farmers markets and buys the majority of his groceries from there. When he is not at home being super Dad he is busy volunteering at his children's schools. He is dissatisfied with the food his kids receive at school and avidly campaigns to the school board to find more healthier options and alternatives.

He would hope through a service that schools could become connected with local farms to help create more healthier options, not only his kids but the rest of the kids in the school.

Age: 26

Occupation: Stay at home Dad

Behaviors

- Volunteers at school
- Shops at Farmers markets

Motivations

- Learn about food
- Keep his family healthy

Frustrations

- Low-nutrition in schools
- Changing schools perception



Charlotte Harris

The Small Farmer

"I'd love to continue pursuing my passion for agriculture, but I honestly have no idea how to grow my business."

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- Profit

Desires

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- Push for smaller, local farms.
- Better connection tools for the farming community.



Lee Matthews

The Chef

"The perception of food is changing for the better. It only makes sense that great food is made with great ingredients."

Lee runs a small local restaurant downtown. He is passionate about food, but also had a skill for business and thus took the leap and became an entrepreneur. Lee so far has found success with his small restaurant.

He is interested in the growing farm to table movement and is trying to find an easier way to locate locally sourced ingredients so he can expand his menu. Having a service that could connect his business to small farms would be of great interest to Lee.

Age: 47

Occupation: Chef

Behaviors

- Workhorse
- Visits Farmers markets

Motivations

- Use fresh ingredients
- Expand his menu

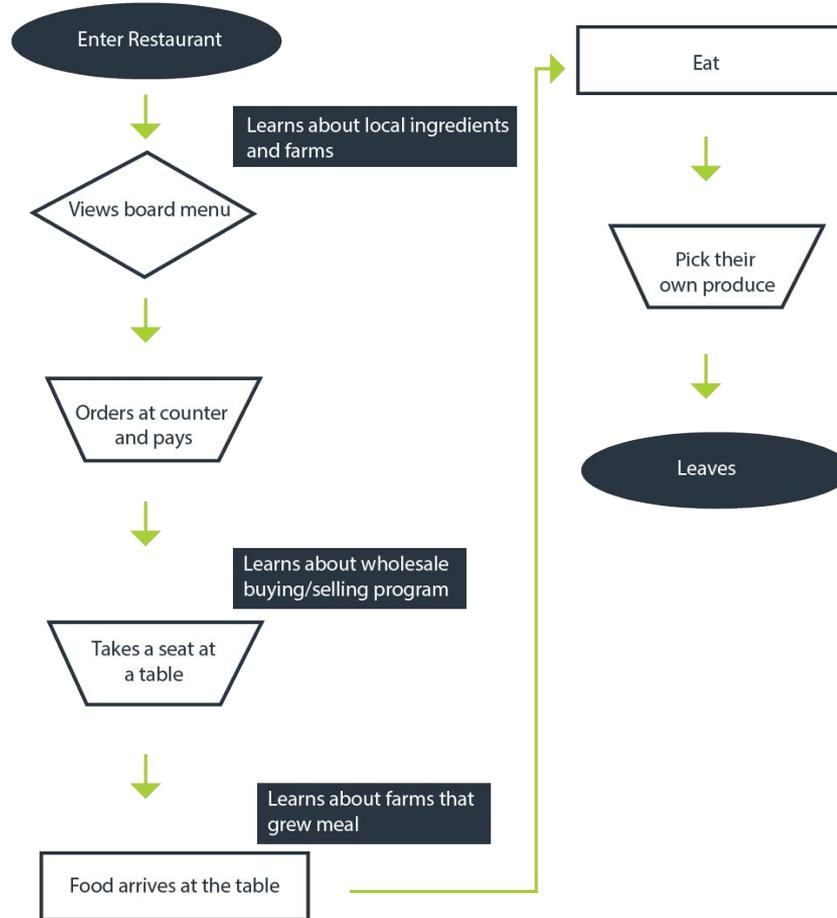
Frustrations

- Finding local ingredients

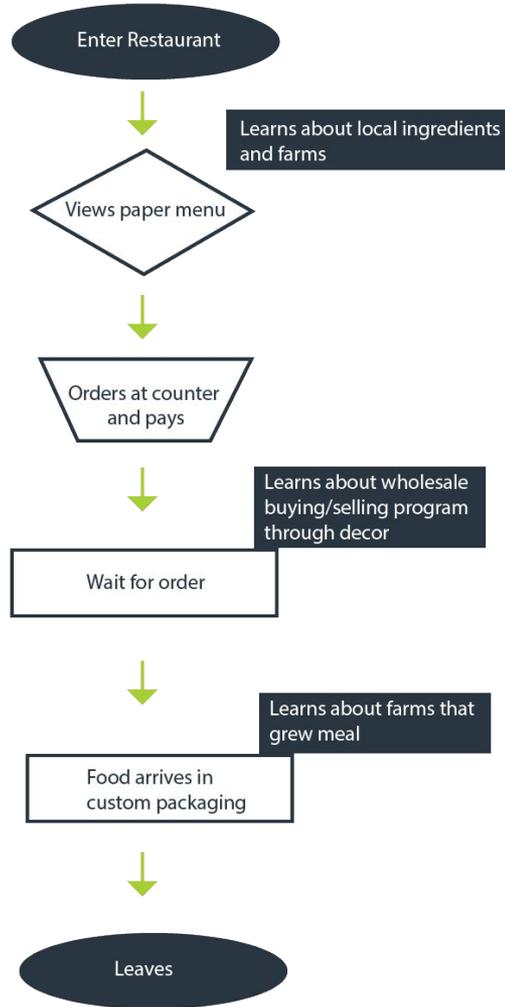
USER FLOWS



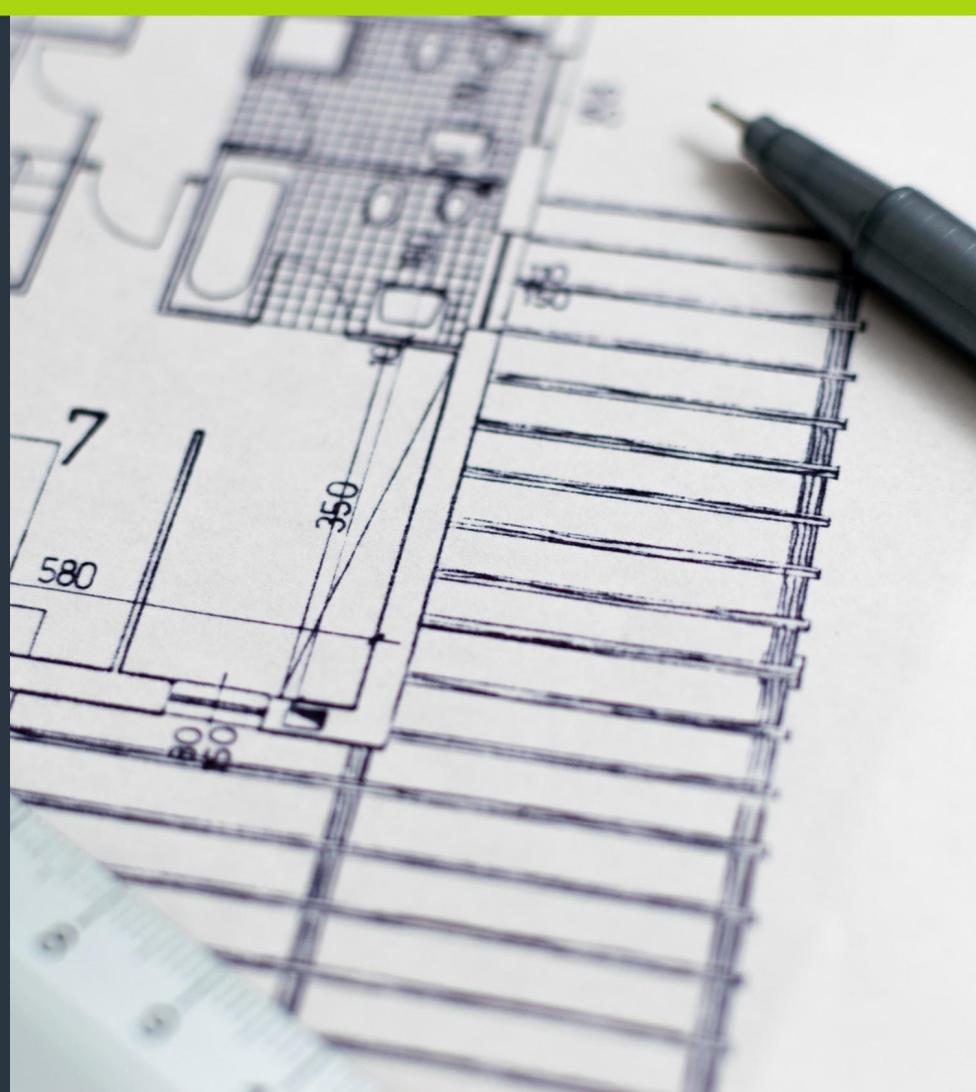
SIT-DOWN



TAKE-OUT



INTERIOR CONCEPT



Goals

- Inspired by Greenhouse Cafe's layout
- Keep focus on local ingredients
- Don't adhere to a typical 'restaurant experience'
- Be as transparent as possible
 - Reveal all recipes and make ingredients easily available
- Inspire people to connect with the online service
- Educate through experience
 - Do what an online service cannot



Components

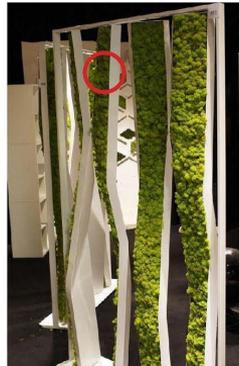
- Online Recipe Book
- Pick-Your-Own Section
- Wall Posters
- To-Go Packaging
- Server Uniforms
- Table Decoration



Trend Board



utilize the space • using plant as visual divider • dual function • encourage personalization • create emotion • increase green awareness

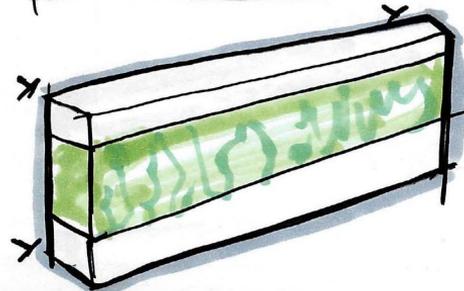
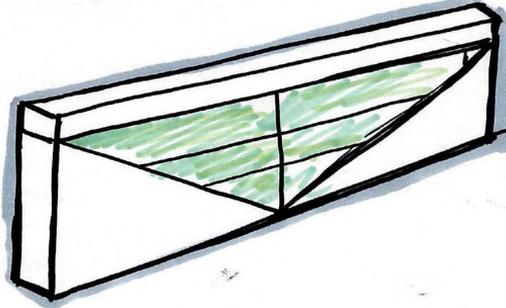
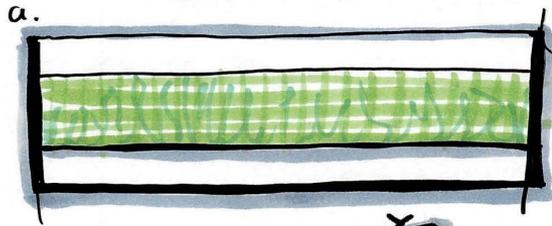
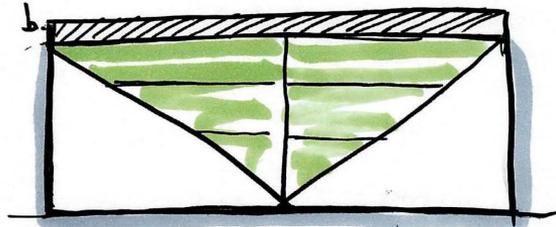
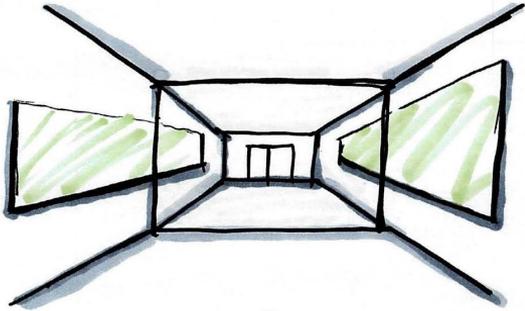


Space Analysis

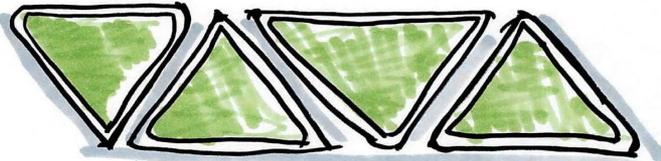


too crowded • inconsistent furniture combination • lighting • missing order desk • unorganized • door separate the space

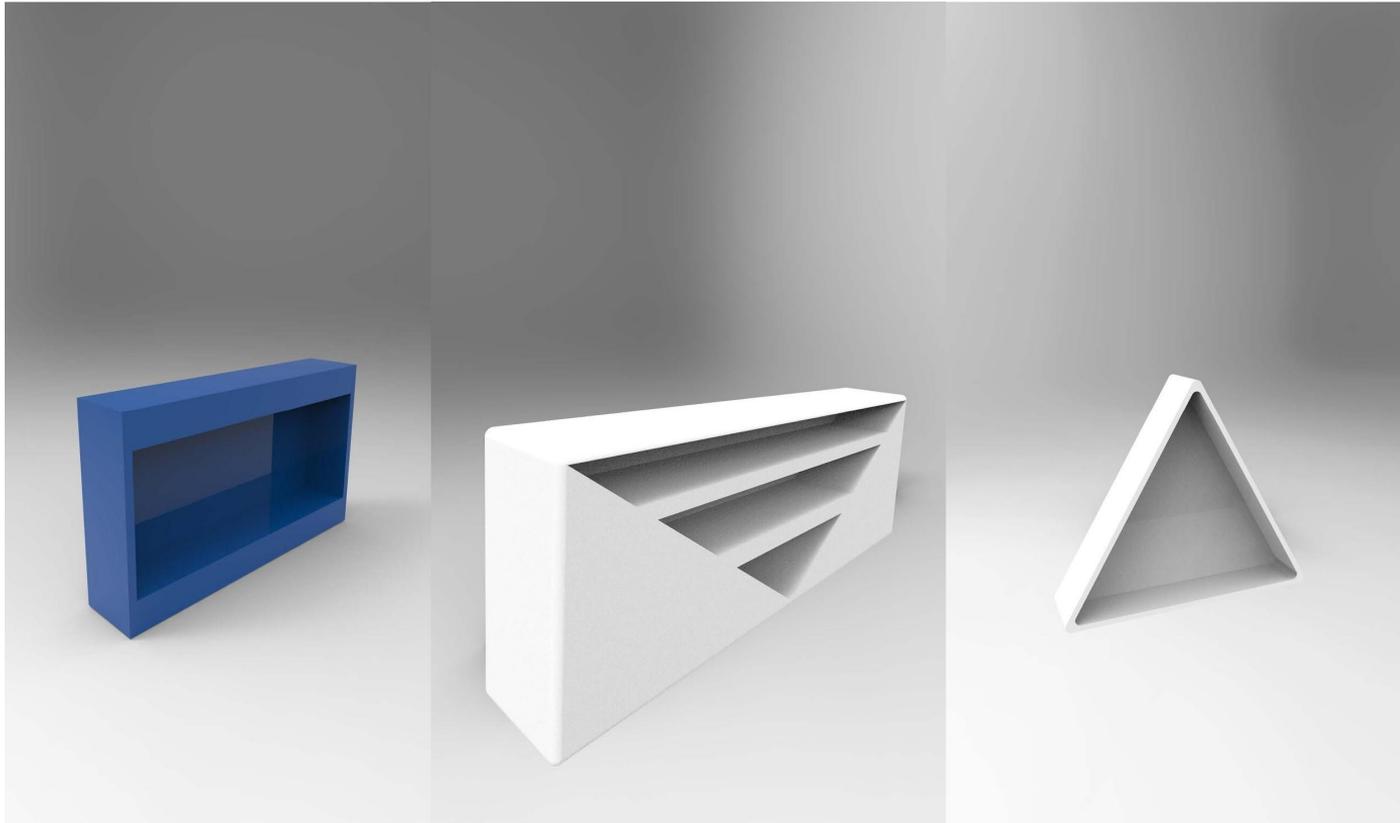
Direction



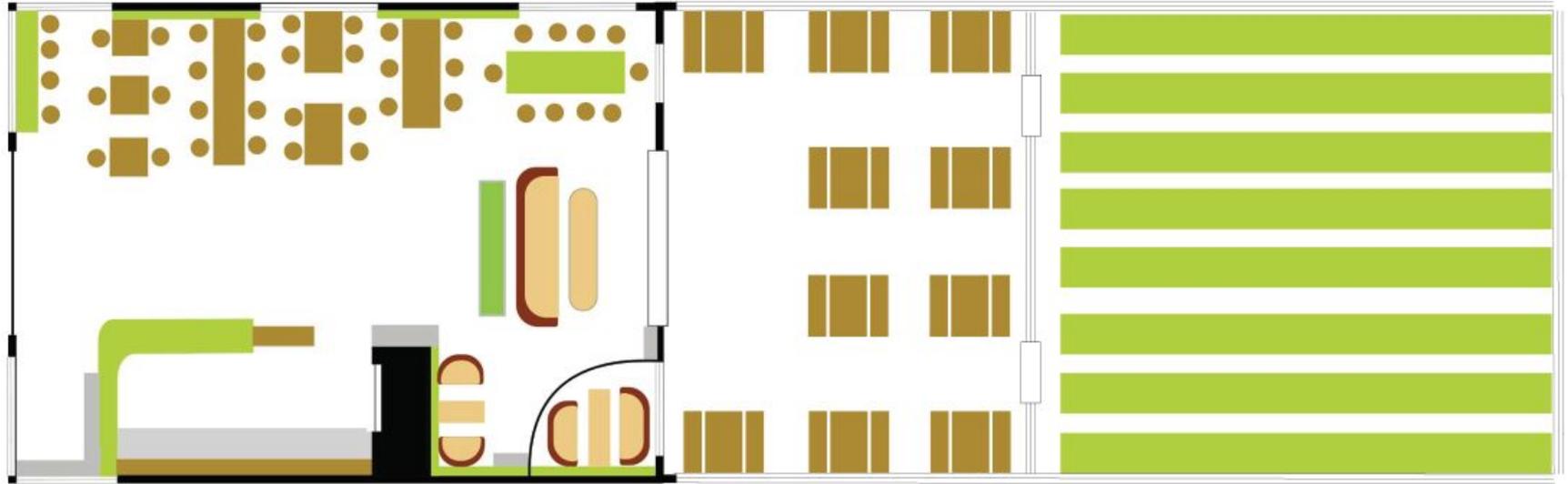
c.



CAD Mockups



Layout



INTERIOR ASSETS





Soups

Asparagus and Spinach   \$7.80
asparagus, olive oil, unsalted butter, onion, garlic,
vegetable stock, creme fraiche, asparagus, chives

Summer Pea Soup   \$6.80
shallot, unsalted butter, vegetable broth, mint, peas,
creme fraiche, salt, pepper

Cold Corn  \$5.80
corn, olive oil, onion, thyme, salt, garlic, avocado,
radish, cilantro, lime juice, and red pepper



Salads

Watermelon + Cucumber  \$7.80
red onion, watermelon, cucumbers, dill, mint,
in an olive oil dressing

Macaroni Salad    \$6.80
macaroni, mayonnaise, red wine vinegar, sugar,
salt, garlic, pepper, bell pepper, onions

Garden Veggie   \$5.80
half, mint, corn, pickled cauliflower, mushrooms,
bell pepper, and cashew dressing with a cashew dressing

   
Lentils, Peas, Corn, Beans, Potatoes, Onions

Mains

Baked Fish + Squash   \$15.80
salmon, zucchini, yellow squash, tarragon, lemon

Lamb + Mint Burgers   \$16.80
yogurt, mint, clove bulb, parsley, onion, salt,
pepper, artichoke, tomatoine

Mushroom Grilled Cheese   \$5.80
crispy mushrooms, butter, thyme, salt, pepper,
crisped bread, cheese, onion, mustard

Summer Squash "Pasta"   \$10.80
thinly sliced summer squash, pasta, tomatoes,
garlic, herbs

Extras

Roasted Veggies  \$1.80
peppers, zucchini, corn, mushrooms,
potatoes, carrots, basil, onion

Stuffed Tomatoes   \$5.80
tomatoes, parsley, bread/crumbs, cheese, basil,
salt, pepper



Desserts

Strawberry Panna Cotta   \$7.80
strawberries, cream, sugar, gelatin, vanilla, milk

Berry Shortcake   \$6.80
biscuits, blueberries, raspberries, cherries,
cream, yogurt, sugar

Chocolate Cherry Tart   \$5.80
chocolate cookie crumb tart, bittersweet chocolate,
cherries, eggs, salt, butter, cornstarch

Fresh Fruit Sherbet  \$2.80
summer fruit, lemon juice, maple syrup



Interested in bringing some of our fresh ingredients home?
Then stop by the You-Fork station to get started!
For more details on Till and Trade, check out
tillandtrade.com

TILL + TRADE

Like our food?
Try it yourself . . .

ROASTED SALMON + SUMMER SQUASH

1 lemon	1 tbsp. tarragon
1 salmon fillet	¼ tsp. salt
4 medium squash	¼ tsp. pepper

Preheat oven to 400°F.

Zest ½ teaspoon peel and squeeze 3
tablespoons juice.

Place salmon in baking dish and sprinkle with
lemon zest, 1 tablespoon lemon juice,
¼ teaspoon salt, and ¼ teaspoon freshly
ground black pepper.

Roast salmon 14 to 16 minutes or until just
opaque throughout.

Place steamer basket and 1 inch of water in
4-quart saucepan. Heat water to boiling on
high.

Add squash; cover and reduce heat to
medium.

Steam vegetables 8 minutes or until tender.

Transfer to medium bowl and toss
with tarragon, ¼ teaspoon salt, ¼ teaspoon
freshly ground black pepper, and remaining
2 tablespoons lemon juice.

[find more at tillandtrade.com](http://findmoreat.tillandtrade.com)

TILL + TRADE
8am-7pm

TILL + TRADE
CAFE

June Menu

We at Till+Trade are committed to transparency in the food system. We support local farms by providing them with both a service and a restaurant to support and promote their products. While the restaurant has a rotating, monthly collection of featured farms, the service helps small farms get connections. The Till + Trade program is a digital connection service which presents an opportunity for small, local farmers to connect with small businesses, organizations, and other consumers who are interested in mass purchasing options.

FARM TO FORK

Soups

Asparagus and Spinach ^{LSF} ^{TF} \$7.80

asparagus, olive oil, unsalted butter, onion, garlic, vegetable stock, crème fraiche, spinach, chives

Summer Pea Soup ^{WF} ^{TF} \$6.80

shallot, unsalted butter, vegetable broth, mint, peas, crème fraiche, salt, pepper

Cold Corn ^{WF} \$5.80

corn, olive oil, onion, thyme, salt, garlic, avocado, radish, cilantro, lime juice, and red pepper



Salads

Watermelon + Cucumber ^{WF} \$7.80

red onion, watermelon, cucumbers, feta, mint in an olive oil dressing

Macaroni Salad ^{WF} ^{TF} ^{LSF} \$6.80

macaroni, mayonnaise, red wine vinegar, sugar, salt, garlic, pepper, bell peppers, onions

Garden Veggie ^{LSF} ^{WF} \$5.80

kale, mint, corn, grilled tomatoes, mushrooms, bell peppers, and carrots drizzled with a citrus dressing

^{WF}
Wickham
Farms

^{LSF}
Little Sprouts
Farm

^{TF}
Teacup
Farm

Mains

Baked Fish + Squash ^{LSF} \$15.80

salmon, zucchini, yellow squash, tarragon, lemon

Lamb + Mint Burgers ^{WF} ^{TF} \$16.80

yogurt, mint, clove, lamb, parsley, onion, salt, pepper, allspice, romaine

Mushroom Grilled Cheese ^{LSF} \$5.80

oyster mushrooms, butter, thyme, salt, pepper, crusted bread, cheese, dijon mustard

Summer Squash "Pasta" ^{WF} \$10.80

thinly sliced summer squash "pasta", tomatoes, garlic, herbs

Extras

Roasted Veggies ^{LSF} \$1.80

peppers, zucchini, corn, mushrooms, potatoes, carrots, basil, onion

Stuffed Tomatoes ^{WF} ^{TF} \$3.80

tomatoes, parsley, breadcrumbs, cheese, basil, salt, pepper



Desserts

Strawberry Panna Cotta ^{WF} ^{TF} \$7.80

strawberries, cream, sugar, gelatin, vanilla, milk

Berry Shortcake ^{WF} ^{TF} \$6.80

biscuits, blueberries, raspberries, cherries, cream, yogurt, sugar

Chocolate Cherry Tart ^{WF} ^{TF} \$5.80

chocolate cookie crumb tart, bittersweet chocolate, cherries, eggs, salt, butter, cornstarch, sugar

Fresh Fruit Sherbet ^{WF} \$2.80

summer fruit, lemon juice, maple syrup



Interested in bringing some of our fresh ingredients home?
Then stop by the You-Pick station to get started!

For more details on Till and Trade, check out
tillandtrade.com.

TILL + TRADE

Featured Farms



Little Sprouts Farm

We are passionate about growing quality food and passing the products on to our community and doing it all with a sense of love and care, in the plants and in our customers. That is why we have created a farm for vegetables of many varieties and our gourmet mushrooms and microgreens.



Wickham Farms

Wickham's Fruit Farm is a family enterprise which has taken pride in producing and marketing the choicest of fruit. Wickham's fruit is grown on some of the oldest continually cultivated land in the country, much of the farm dating from 1661.



Teacup Farm

Teacup Farm has been New York State Certified to sell raw goat and cow milk since 2007. Providing our family and customers with the highest quality dairy products is our passion. At Teacup Farm, we milk our animals with our own hands, bottle it and hand it to you.

MILK
COFFEE
TEA
MINT WATER
HOT CHOCOLATE

TILL+TRADE CAFE

SOUPS

Asparagus and Spinach \$7.80
asparagus, olive oil, unsalted butter, onion, garlic,
vegetable stock, crème fraîche, spinach, chives

Summer Pea Soup \$6.80
shallot, unsalted butter, vegetable broth, mint, peas,
crème fraîche, salt, pepper

Cold Corn \$5.80
corn, olive oil, onion, thyme, salt, garlic, avocado,
radish, cilantro, lime juice, and red pepper

SALADS

Watermelon + Cucumber \$7.80
red onion, watermelon, cucumbers, feta, fruit
in an olive oil dressing

Macaroni Salad \$6.80
macaroni, mayonnaise, red wine vinegar, sugar,
salt, garlic, pepper, bell peppers, onions

Garden Veggie \$5.80
kale, mint, corn, grilled tomatoes, mushrooms,
bell peppers, and carrots drizzled with a citrus dressing

MAINS

Baked Fish + Squash \$15.80
salmon, zucchini, yellow squash,
tarragon, lemon

Lamb + Mint Burgers \$16.80
yogurt, mint, clove, lamb, parsley, onion, salt,
pepper, allspice, romaine

Mushroom Grilled Cheese \$5.80
oyster mushrooms, butter, thyme, salt, pepper,
crusted bread, cheese, dijon mustard

Summer Squash "Pasta" \$10.80
thinly sliced summer squash "pasta", tomatoes,
garlic, herbs

EXTRAS

Roasted Veggies \$1.80
peppers, zucchini, corn, mushrooms,
potatoes, carrots, basil, onion

Stuffed Tomatoes \$3.80
tomatoes, parsley, breadcrumbs, cheese, basil,
salt, pepper

DESSERTS

Strawberry Panna Cotta \$7.80
strawberries, cream, sugar, gelatin,
vanilla, milk

Berry Shortcake \$6.80
biscuits, blueberries, raspberries, cherries,
cream, yogurt, sugar

Chocolate Cherry Tart \$5.80
chocolate cookie crumb tart, bittersweet chocolate,
cherries, eggs, salt, butter, cornstarch, sugar

Fresh Fruit Sherbet \$2.80
summer fruit, lemon juice, maple syrup



Amount of local food sold
directly to consumers in 2012.



- < \$123k
- \$123k–\$1M
- \$1M–\$2.5M
- > \$2.5M

You're not alone; Rochesterians
overwhelmingly feel that eating
locally sourced food is important!



Say eating local is
important to them.

TILL+TRADE

ORDER THIS WAY 

 **ORDER THIS WAY**

PICK-UP ORDER 

ORDER HERE 

PICK-UP ORDER 

YOU PICK STATION

Are you interested in bringing some of our fresh ingredients home? Then stop by the You-Pick Station to get started!

Till + Trade Cafe's You Pick station is located in our attached greenhouse.

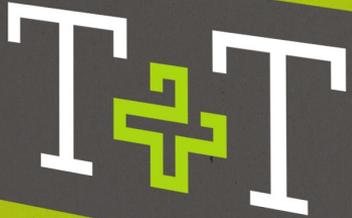
For your benefit, and for the safety of the crops in the greenhouse we ask that you always have our stationed tiller help you.

They will find, and harvest what ingredients you would like to take home.

Thank you 



TILL+TRADE
CAFE



We at Till+Trade are committed to transparency in the food system. We support local farms by providing them with both a service and a restaurant to support and promote their products.

The Till+Trade program is a digital connection service which presents an opportunity for small farmers to connect with small businesses, organizations, and other consumers who are interested in mass purchasing options.



INGREDIENTS MATTER

It all comes down to where a dish starts. It's impossible to make dishes that taste fantastic without using ingredients that taste fantastic, and unfortunately the current supermarket system doesn't always provide consumers with the freshest, best tasting food to eat.

Since the food has to travel properly from all over the world it often has to be harvested too early, and doesn't reach your table for weeks after it's been picked. By purchasing locally produced food instead, you can ensure better tasting, better quality food for you and your whole family, every meal.

That's TILL+TRADE

Visit tillandtrade.com to learn more.





THANK YOU