

# The Chesterhill Produce Auction:

Asset Based Development in Appalachian Ohio

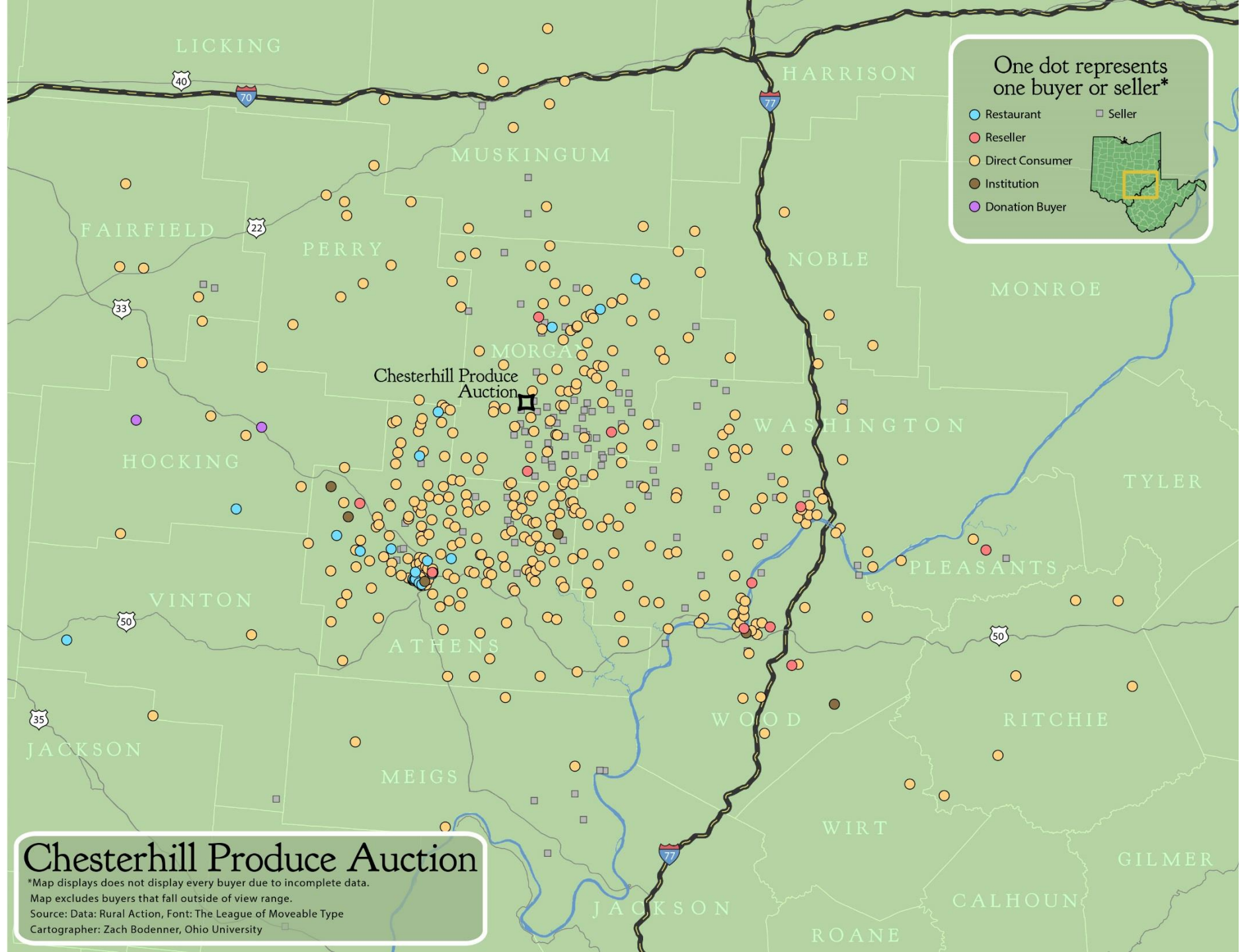


**Tom Redfern**  
Director of Sustainable  
Agriculture and Forestry

 **Rural Action**  
Working Together to Revitalize Appalachian Ohio

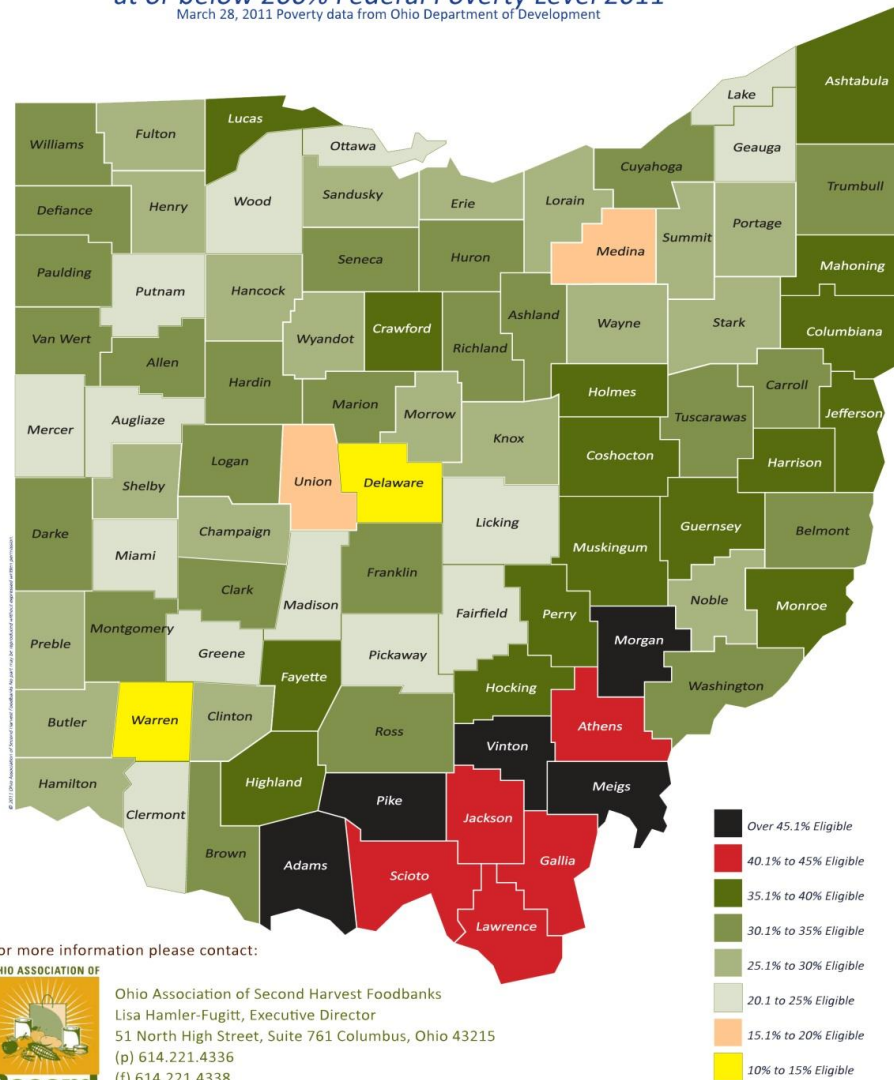


# Buyers and Sellers



## Population by County at or below 200% Federal Poverty Level 2011

March 28, 2011 Poverty data from Ohio Department of Development



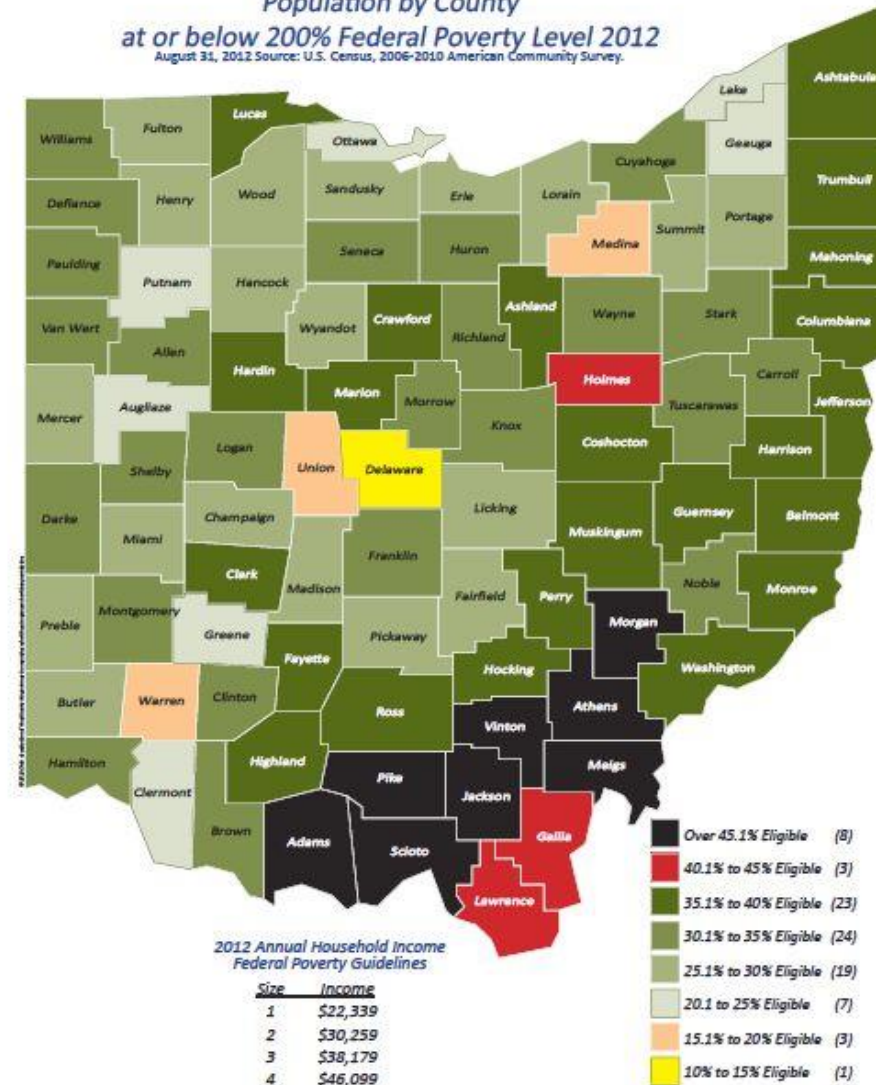
For more information please contact:



Ohio Association of Second Harvest Foodbanks  
Lisa Hamler-Fugitt, Executive Director  
51 North High Street, Suite 761 Columbus, Ohio 43215  
(p) 614.221.4336  
(f) 614.221.4338  
(c) 614.271.4803  
www.oashf.org  
www.ohiobenefits.org

## Population by County at or below 200% Federal Poverty Level 2012

August 31, 2012 Source: U.S. Census, 2006-2010 American Community Survey.



### 2012 Annual Household Income Federal Poverty Guidelines

Size	Income
1	\$22,339
2	\$30,259
3	\$38,179
4	\$46,099



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# Rural Action, Community Supporters & Farmers



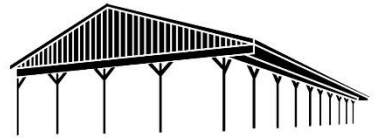


# History of the Chesterhill Produce Auction





# Intentionally Targeted Markets



**CHESTERHILL  
PRODUCE AUCTION**

8380 Wagoner Rd. | Chesterhill, OH | 43728

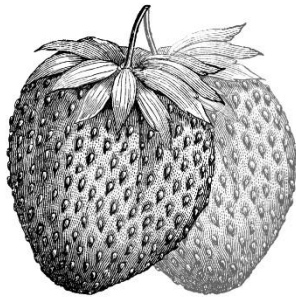
Between St. Rt. 555 & St. Rt. 377  
Southwest of Chesterhill, OH

**STRAWBERRIES!  
ASPARAGUS!  
GREEN ONIONS!**

bedding plants, flowers,  
hanging baskets & more!

**\* SAVE THE DATE!**

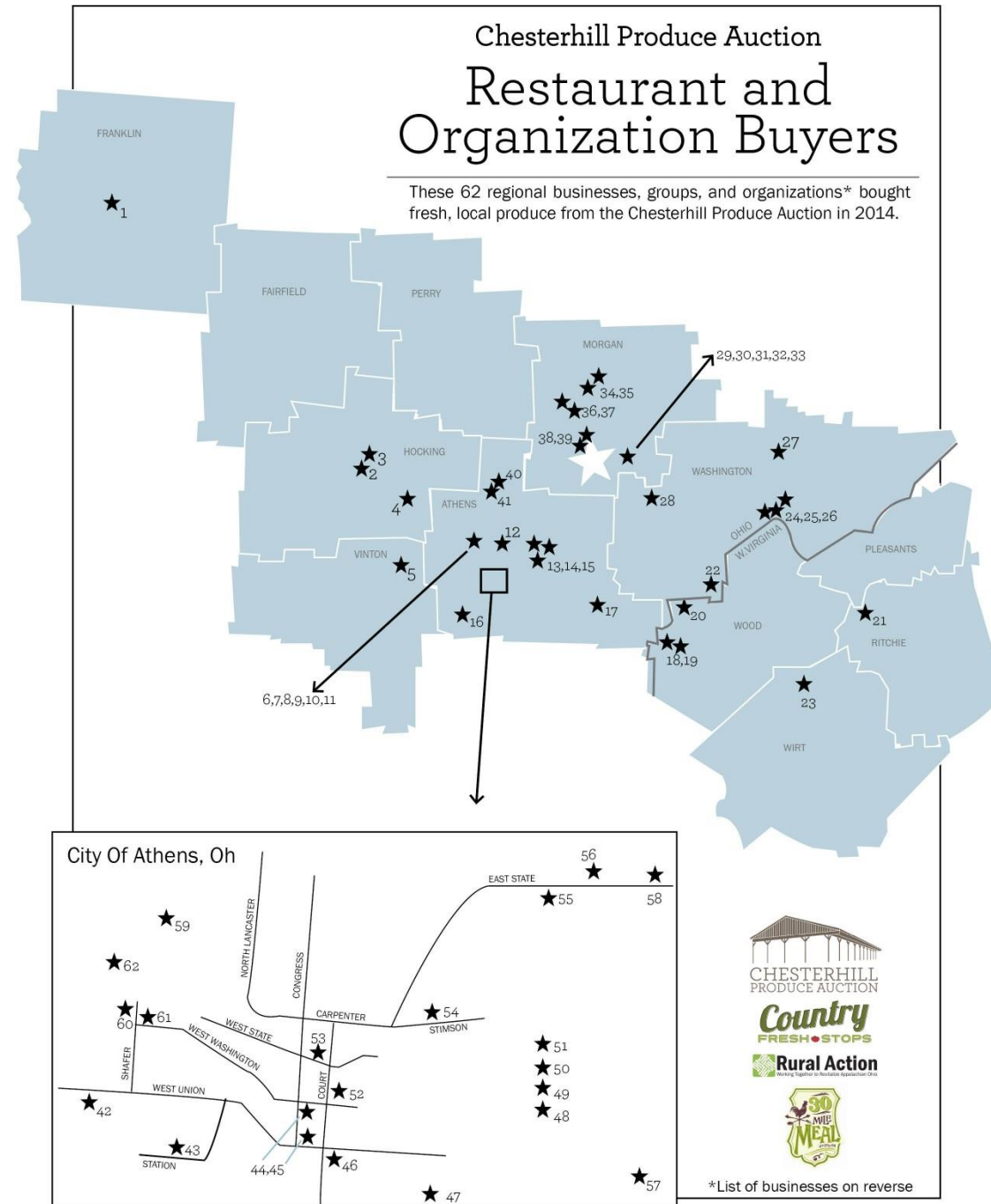
Strawberry Day at the CPA!  
Thursday, May 28! Berries Galore!  
Call 740.677-4047 for more info



**FRESH  
LOCAL  
PRODUCE  
EVERY MONDAY  
+  
THURSDAY 4 PM**

★ for PRICES & VARIETIES: [WWW.OHIOFOODSHED.ORG](http://WWW.OHIOFOODSHED.ORG) ★  
Contact Tom or Bob at 740-677-4047 | 740-554-7927 during auctions  
Absolute Auctions w/ Auctioneer Mike Nichols

 **Rural Action**  
Working Together to Revitalize Appalachian Ohio







# Local Food Demand





# Cooperative Value Chain

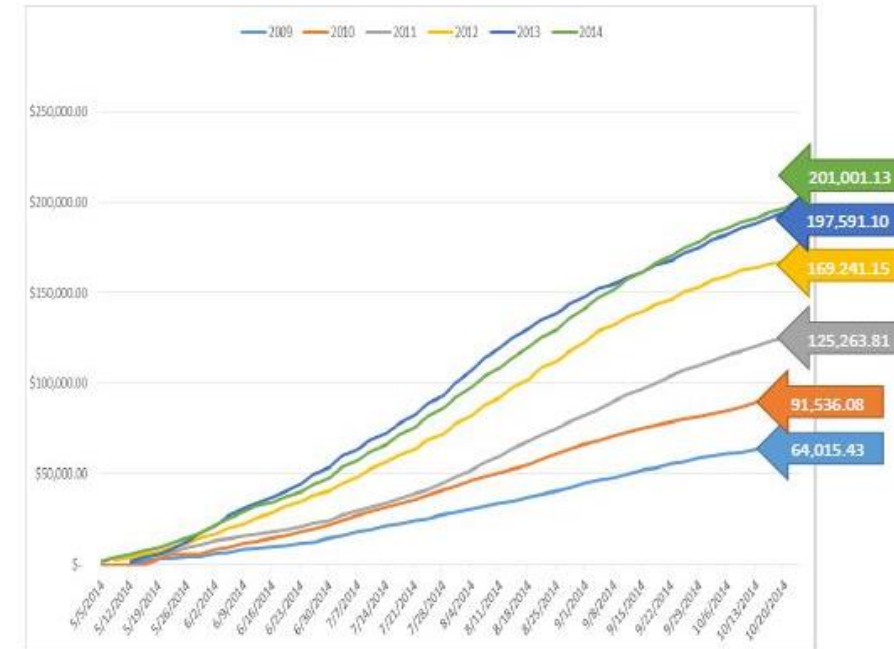


## Sustainable Agriculture Partners





# Asset Based Production = Increased Local Capital



In 2014, the Year-End Gross of Chesterhill Produce Auction is \$201,001.13, not including the Consignment Auctions.

This is a 1.73% increase from 2013's Year-End Gross of \$197,591.10.



# Moving Forward





# Our Advice: Listen

