



REPUBLIC FOOD ENTERPRISE CENTER CASE STUDY 2010 – 2012

In 2010, Hollymead Capital was requested to evaluate the opportunities for the reuse of a former 50,000 square foot IGA warehouse and distribution center outside of Uniontown, PA. The Fayette County Community Action Agency (FCCAA) had owned the property and had put a small shared-use kitchen facility in the building but it clearly was not proving to be a sustainable economic development project for them.

In response, we organized a team of highly experienced consultants who were themselves practitioners in every phase of a development project of this scale. Our team included an active organic and sustainable farmer in the region, commercial chefs and kitchen operators, planning and architectural design, logistics experts and capital development resources.

Together we were able to re-purpose this facility to become one of the region's first food hubs. Our comprehensive business plan included a detailed multi-year financial model, a detailed product matrix of which food products could be converted and at what direct cost by the center, a full schedule of equipment required to move the center forward and a go-to-market strategy that is still unique in the field.

Our assistance enabled FCCAA to raise over \$1 million in public investment and to launch the facility in 2012 as the Republic Food Enterprise Center. Today it functions as a co-packing resource, a regional food aggregation hub and a center for support to area food entrepreneurs (www.republicfoodenterprisecenter.org).