



SEASONAL ROOTS

FOR IMMEDIATE RELEASE

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## A new addition to Scott's Addition: Local food from family farmers



Richmond, Va., April 4, 2017 – Seasonal Roots, the Richmond-based provider of locally and sustainably produced food, is relocating its operations hub from the country to the city. The reason: Richmond's hottest area, the Scott's Addition Historic District, offers unique opportunities for a trending business like Seasonal Roots.

Family farmers were dropping off their freshly harvested fare at Seasonal Roots' facility in Hanover County, where it was packed and delivered the next day to local families around Richmond, Hampton Roads, and Northern Virginia. Starting this week, farmers are dropping off at Seasonal Roots' new facility in Scott's Addition. The company will be sharing its new home with one of its longtime vendors, Rudy's Mushroom & Produce Company. Seasonal Roots also acquired four box trucks as part of the move, which will enable it to better serve its growing customer base. The trucks formerly belonged to Relay Foods, another home-delivery food company that recently closed its doors.

Unlike Relay, Seasonal Roots is thriving thanks to a business model that focuses on fresh, local, sustainable, humane food and hands-on customer service. "This new facility will streamline our operations, which means the local food we deliver to our members will be even fresher than before," says Duane Slyder, Seasonal Roots founder and head veggie fairy. "The move also gives us synergistic opportunities to expand and serve the local food scene in addition to the families we already serve."

That's because Scott's Addition is ground zero for food entrepreneurs, including Groovin' Gourmet, Tazza Kitchen, and hot new restaurants hungry for fresh, local food sources. "We can provide what chefs are looking for because we know the farmers and what they're growing. We have so many unique items chefs are going to love," says Sam Krivanec, Seasonal Roots' product developer and farmer connector. "One of our farmers, for example, grows 15 different kinds of hot peppers!"

Media are welcome to arrange to visit the facility and witness food, packers, and farmers in action.

### ABOUT SEASONAL ROOTS

Since 2011, Seasonal Roots' online farmers market has connected Virginia families with local family farmers who use sustainable, humane practices. Our veggie fairies – mostly moms who believe in living better through scrumptious, healthy eating, being kind to animals, protecting the environment, and spreading joy – home-deliver freshly harvested produce, eggs, grass-fed dairy and meat, plus artisan fare. We empower our members to eat better and live better with more nutritious, flavorful food that's good for us and good for the planet. More info at [seasonalroots.com](http://seasonalroots.com).

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