



SEASONAL ROOTS

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## Sell-out sales mark vegan meals debut at local online farmers market, revealing high demand

Vegan entrepreneur's business dream was born out of tragedy



*Tracy Flitcraft founded Yummvees as a 100% vegan/plant-based food service/catering facility.*

Richmond, Va., January 31, 2018 – Virginia's biggest and oldest online farmers market, Seasonal Roots, has begun offering vegan meals, desserts, and snacks made by Midlothian-based Yummvees.

Since Seasonal Roots' start seven years ago as a provider of local produce, its market has expanded to include local eggs, dairy, meat, and artisan fare. The partnership with Yummvees marks a further expansion into ready-to-heat meals.

"We know our customers want to eat more healthy but they want it to be convenient, too. Plus it has to be local so that it's fresh," explains Sam Krivanec, Seasonal Roots' product developer and crop coordinator. "My sense was that locally prepared vegan meals would check all those boxes."

Sam's sense was apparently right: Yummvees made its debut last weekend, and the prepared meals sold out within hours. That's despite the fact that most Seasonal Roots customers are not vegan.

"Which I particularly love," says Tracy Flitcraft, the woman behind Yummvees. "Because we are exposing them to foods that they may not have otherwise tried, and adding more veggies, beans, and legumes and different protein sources to their diet."

Yummvees got its start in 2016 after Tracy Flitcraft lost her son at birth. She recalls, "I had a true life wake up call. I'd had a dream in the back of my head of making the world a better place through plant-based food. I had to act on that dream to honor my son." Read Tracy's story at: <https://www.seasonalroots.com/blog/vegan-dream>

### 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, pastured 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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