

BULL CITY COOL

A LOCAL FOOD HUB

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FOR IMMEDIATE RELEASE

LOCAL FOOD HUB ADVANCES FOOD SYSTEM INNOVATION BY PUBLISHING ITS “SUCCESS THROUGH FAILURE” STORY

Durham, North Carolina (March 31, 2016) – Local food hub success, Bull City Cool, has published their “success through failure” story in a report aimed at educating fellow food system innovationists. *Learning from Limits*, produced by Community Food Lab of Raleigh, chronicles the hard lessons learned by local nonprofit Reinvestment Partners as it sought to break into in the local food system.

Bull City Cool is unique in that it was conceived as both a historic preservation community development project and food hub. This dual intention was the cause of many of the mini-failures that led to its ultimate success, as both a beautifully preserved historic building and a bustling food hub.

It is also, however, a prime example of food hubs around the country that start out with big ambitions and learn quickly that they’ve bitten off more than they can chew. The ones that survive realize this early on and learn from their mistakes, as Bull City Cool did. The ones that don’t die off and leave their communities with an unfilled need the hub had hoped to fill.

Reinvestment Partners, founder of Bull City Cool, is presenting *Learning from Limits* at the 2016 National Food Hub Conference in Atlanta today during the “More Profit, Less Stuff” workshop. They hope that sharing their experiences will show fellow food system advocates how to prosper while navigating the road less traveled. Learn more about Bull City Cool’s renovation project, community involvement, and business at www.bullcitycool.com. ###

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