



For Immediate Release

Contact:

Michael Brownlee, Localization Partners LLC, tel 303.494.1521, michael@transitioncolorado.org
Steven Hoffman, Compass Natural Marketing, tel 303.807.1042, steve@compassnatural.com

New Venture to Catalyze Investment in Boulder County Food and Farming Enterprises through Joint Ventures and Slow Money Investments

Launching during EAT LOCAL! Week as a for-profit initiative of Transition Colorado, Localization Partners LLC is dedicating its first \$1.5 million in funding to catalyze investment in local farms, food sourcing, production, distribution, and “foodshed” infrastructure in Boulder County.

Boulder, Colo. (August 22, 2011) – In a move that will broaden its efforts to encourage thriving local food systems in Boulder County, the state of Colorado, and throughout the region, [Transition Colorado](http://TransitionColorado.org) announces the launch of Localization Partners LLC, a new for-profit company that will help fund local food and farming enterprises, including sustainable farms, food producers that source local ingredients, and local food distribution systems.

Investing in such enterprises “[Slow Money](#)” style, the new Localization Partners is launching with \$1.5 million in funding to catalyze scalable and replicable local food systems by developing the Boulder County “foodshed” as a model for improving local food economies in the region, and ultimately across North America.

The first strategic investment of Localization Partners is LFS Enterprises LLC, a joint venture with Boulder-based [recycOil](#)—a company that repurposes used restaurant and food oils into biofuel—to establish a local food distribution hub. The first phase of the project will leverage recycOil’s IT logistics management system, now serving more than 1,700 Front Range customers, to establish an online transaction platform where restaurant, retail and foodservice buyers can connect with local producers. The new system will be completed in first quarter 2012, in order to be ready for next year’s growing season. At the same time, the organization is developing the brick-and-mortar side of the distribution system, with a distribution center including a warehouse and small fleet of refrigerated delivery trucks.

“We envision the distribution center as a connecting place where people can meet with buyers, connect with local food producers, and learn about the food business,” says Michael Brownlee, co-founder of the nonprofit Transition Colorado and Localization Partners.

LFS Enterprises will be officially unveiled at an investors briefing on Thursday, September 1, 5:00 pm, at the Millennium Harvest House in Boulder as part of the upcoming [EAT LOCAL! Week](#), a series of educational and interactive events produced by Transition Colorado. The session is sponsored by Pax World Investments, and attendees will have an opportunity to connect personally with the principals of LFS Enterprises and other businesses aligned with Localization Partners. Also featured during this session will be Woody Tasch, founder and executive director of Slow Money, who will deliver a public keynote presentation at 7:00 pm.

“According to USDA data, Colorado citizens currently spend \$12 billion per year on food, 97% of which is imported from outside the state,” says Brownlee. “In Boulder County, food expenditures total \$947 million per year, yet we estimate that less than 2% of food consumed here is produced within the county. As we strive to achieve 25% food localization by 2020, we believe local food systems represent enormous investment and economic development opportunities.”

In a separate joint venture, Localization Partners is collaborating with Vancouver-based [Foodtree](#) to provide powerful online tools and processes for catalyzing local food sourcing for communities across North America. The first of these, an online 10% Local Food Shift Pledge system, now being beta tested in conjunction with the Boulder County Farmers Markets, will be announced at the investors briefing on September 1.

About Localization Partners LLC

Localization Partners LLC is a new for-profit company launched by Transition Colorado that seeks to catalyze investment in local food and farming enterprises through joint ventures and small-scale investments.

About Transition Colorado

Transition Colorado is a nonprofit 501c3 organization committed to fostering self-reliance among local communities in Colorado and beyond. Transition Colorado is the producer of the annual [EAT LOCAL! Week](#), held this year in Boulder on August 27 – September 4, to educate the community and celebrate and promote the development of local food economies. Additionally, Transition Colorado is coordinating the development of a comprehensive strategic plan with a goal of achieving an average of 25% food localization in Boulder County by 2020.

For more information on Localization Partners LLC, LFS Enterprises, Transition Colorado, and EAT LOCAL! Week, visit www.transitioncolorado.org or contact Michael Brownlee, 303.494.1521, michael@transitioncolorado.org. For information on Slow Money, an organization promoting long-term investments in local food systems, visit www.slowmoney.org.

###