



For Immediate Release

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Cal Poly HotHouse Startup—LocalsOwn—Launches Thursday Night SLO Farmers' Market Delivery Service

SLO Residents Get Fresh Farmers Market Produce Without The Hassle Of Going Downtown

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SAN LUIS OBISPO, CA—MARCH 14, 2018—Imagine fresh produce from the popular Thursday night downtown SLO Farmers' Market delivered direct to your doorstep. LocalsOwn has just launched a new online ordering platform that enables SLO residents to pre-order select Farmers' Market items for Thursday-night delivery.

SLO residents are able to order over 80 different fresh items, ranging from fruits, veggies, eggs, and dairy to value-added products like jams and olive oil from over a dozen different producers. Orders can be made weekly at localsownmarket.com up to 4:00 p.m., Thursdays, and delivered between 6:00-10:00 p.m. that night. Delivery is free on orders of \$35 or more and \$3.99 otherwise.

Jack Niemoller, a local SLO resident said, "I like having access to super fresh food without having to worry about making it to Farmers Market. It's really nice to be able to order groceries and have them delivered right to my door, like I would order pizza or a burrito."

The startup was founded by Cal Poly alumnus, Joey Lyman, who was supported by the Cal Poly CIE summer accelerator program and who continues to operate out of the SLO HotHouse. Joey's vision is to support local farms and to promote consumption of fresh, healthy foods. According to Lyman, "LocalsOwn enables more direct payment to farmers, offers a fresh product to consumers at low prices, and supports the San Luis Obispo farm economy."

About LocalsOwn:

Founded in 2018 by Joey Lyman, LocalsOwn is a Farmers' Market delivery service based in San Luis Obispo, California. Joey graduated from Cal Poly, SLO with a Masters in Biomedical Engineering and was inspired to start LocalsOwn as a way to promote wellness and to provide SLO residents with a convenient way to shop SLO Farmers' Market.