

THE FOOD SYSTEM AND ITS COMPONENTS

Local Food Systems: Concepts, Impacts, and Issues / ERR-97 (May 2010) Economic Research Service/USDA (http://www.ers.usda.gov/media/122868/err97_1_.pdf)

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015) Economic Research Service/USDA (http://www.ers.usda.gov/media/1763057/ap068.pdf)

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LOCAL/REGIONAL FOOD MARKETING CHANNELS

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LOCAL/REGIONAL FOOD TRENDS

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015) Economic Research Service/USDA (http://www.ers.usda.gov/media/1763057/ap068.pdf)

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New Farmer's Guide: Cultivating Success at Farmers Markets (2012) MacNear, Randii and Schelly G. Keller, Davis Farmers Market Association (http://www.davisfarmersmarket.org/new-farmers-guide)

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Building Successful Food Hubs (2012) Illinois Department of Commerce and Economic Opportunity, University of Illinois Business Innovation Services, Illinois Department of Agriculture, and FamilyFarmed.org (http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5097191)

Food Hub Business Assessment Toolkit (March 2014) Wholesome Wave (http://www.wholesomewave.org/wp-content/uploads/2014/08/HFCI-Food-Hub-Business-Assessment-Toolkit. pdf)

Moving Food Along the Value Chain: Innovations in Regional Food Distribution (2012) USDA AMS (http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=stelprdc5097504)

The Role of Food Hubs in Local Food Marketing (2013) USDA RD, Service Report 73 (http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=stelprdc5097504)

Regional Food Hub Resource Guide (2012) USDA AMS (http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5097957)

LOCAL/REGIONAL FOOD SYSTEMS AND COMMUNITY IMPACTS

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LOCAL/REGIONAL FOOD SYSTEM CHALLENGES

Local Food Systems: Concepts, Impacts, and Issues / ERR-97 (May 2010) Economic Research Service/USDA (http://www.ers.usda.gov/media/122868/err97_1_.pdf)

Trends in U.S. Local and Regional Food Systems: A Report to Congress / AP-068 (January 2015) Economic Research Service/USDA (http://www.ers.usda.gov/media/1763057/ap068.pdf)

LOCAL/REGIONAL FOOD SYSTEM SUPPORTING POLICIES AND PROGRAMS

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2014 Farm Bill Highlights (March 2014) USDA (http://www.usda.gov/documents/usda-2014-farm-bill-highlights.pdf)

<u>USDA Production Programs</u> Value-Added Producer Grant Program (http://www.rd.usda.gov/programs-services/value-added-producer-grants)

Rural Business Development Grants Program (http://www.rd.usda.gov/programs-services/rural-business-development-grants)

Local and Regional Food Enterprise Loan Account (http://sustainableagriculture.net/publications/grassrootsguide/local-food-systems-rural-development/local -food-enterprise-loans/)

Farm Storage Facility Loan Program (http://www.fsa.usda.gov/programs-and-services/price-support/Index)

National Organic Certification Cost-Share Program (http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateQ&leftNav=NationalOrg anicProgram&page=NOPCostSharing&description=Organic+Cost+Share+Program)

<u>USDA Marketing Programs</u> Farmers' Market Promotion Program (http://www.ams.usda.gov/AMSv1.0/fmpp)

Local Food Promotion Program (http://www.ams.usda.gov/AMSv1.0/lfpp)

Specialty Crop Block Grants Program

(http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateN&rightNav1=Specialty CropBlockGrant0Program&topNav=&leftNav=CommodityAreas&page=SCBGP&resultType)



LOCAL/REGIONAL FOOD SYSTEM SUPPORTING POLICIES AND PROGRAMS

USDA Consumption Programs

Food Insecurity Nutrition Incentive Grant Program (http://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program)

Healthy Food Financing Initiative (http://www.acf.hhs.gov/programs/ocs/resource/healthy-food-financing-initiative-0)

Senior Farmers' Market Nutrition Program (http://www.fns.usda.gov/sfmnp/senior-farmers-market-nutrition-program-sfmnp)

Fresh Fruit and Vegetable Program (http://www.fns.usda.gov/ffvp/fresh-fruit-and-vegetable-program)

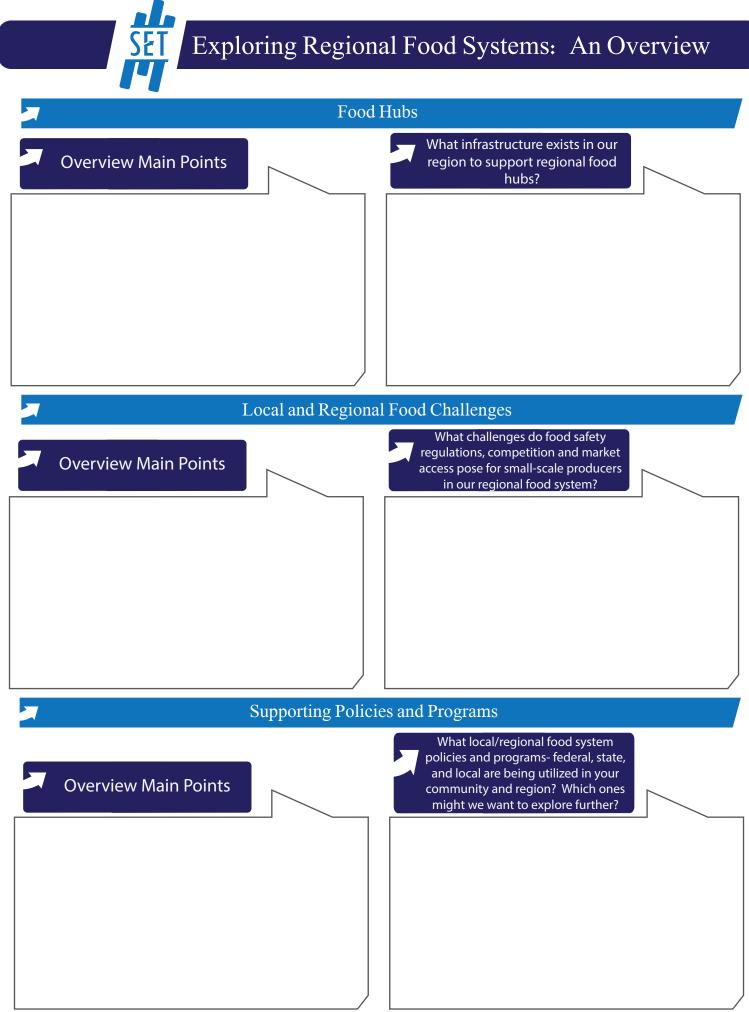
National Farm to School Program (http://www.farmtoschool.org/)



*Recruit vendors	*Monitor compliance with relevant regulations and codes	
*Secure necessary permits and licenses	*Track food, store, and wholesale prices to guide pricing for the market and vendors	
*Keep vendors updated regarding competition	*Make stall arrangements	
*Review the budget and maintain records of market expenses and income	*Coordinate opening and closing of the market	
*Assist at stalls when necessary.	*Handle emergencies and complaints	
*Serve as the quality control person for market products, as well as the market's general appearance and cleanliness	*Monitor USDA program transactions (WIC Farmers Market Nutrition Program (FMNP), Senior Farmers Market Nutrition Programs (SFMNP) and the Food Stamps Program/EBT cards)	
*Maintain an information booth, guest book, recipe postings, etc.	*Hold vendor meetings as necessary	
*Develop a positive relationship with vendors, consumers, and community partners	*Educate and assist vendors with merchandising, pricing, and marketing and business skills	
*Coordinate and encourage volunteerism from community partners	*Maintain communication with city and county officials, the health department, the site owner, and others connected with the market	
*Follow instructions from and maintain communications with the board of directors	*Work with the board of directors to develop strategic plans	
*Create an annual calendar of events and market website	*Develop new promotional ideas	
*Represent the market in meetings with community members and farmers/gardeners	*Arrange for media coverage and present the market to the media	
*Review logos and marketing tools with the board of directors and others as necessary	*Conduct periodic surveys to assess customer opinions and satisfaction	
*Invite, listen to, and use input from vendors and others to improve the market	*Lead in monitoring and, when necessary, revision of the market's mission, goals, and strategies	
*Evaluate and improve the effectiveness of meetings and other team activities	*Debrief participants after board meetings, workshops, and other market activities.	

Exploring Regional Food Systems: An Overview SE Marketing Channels What Marketing Channel activity **Overview Main Points** do we see in our region? Trends What are the trends in the **Overview Main Points** number of local food farms in your community and region? Farmers' Markets What is the trend with farmers markets in your community and **Overview Main Points** region? Are they growing in number? What challenges are they facing?

Handout 3-1 | Foods

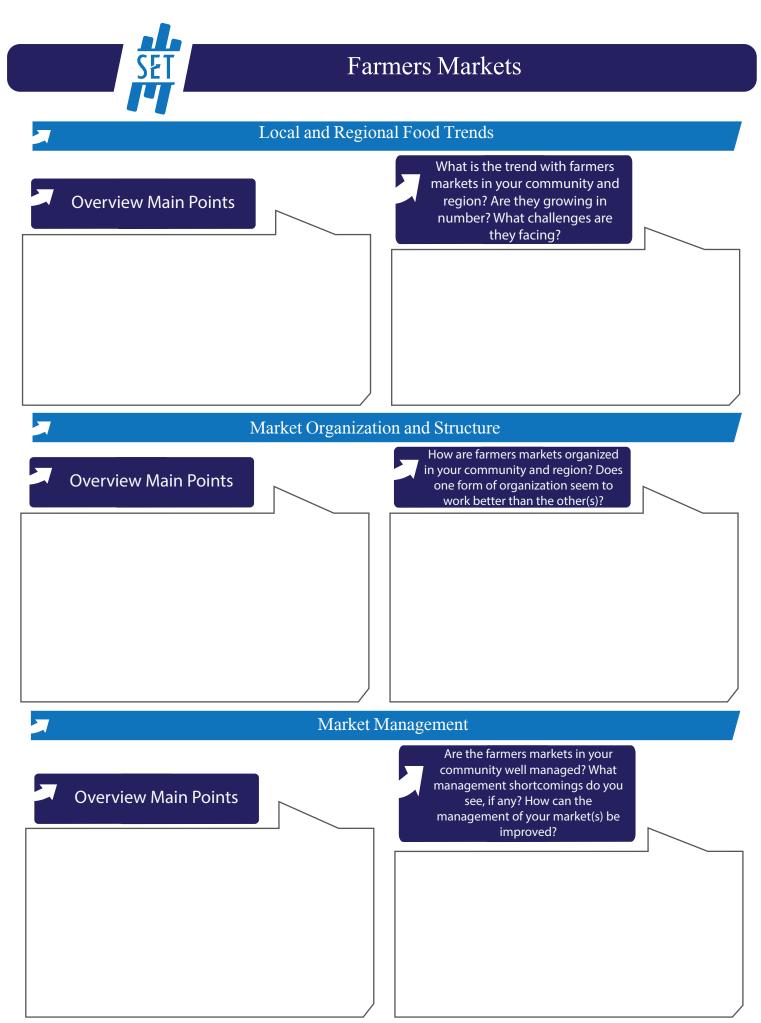


Handout 3-2 | Foods



Exploring Regional Food Systems: An Overview

Summary Thoughts and Actions

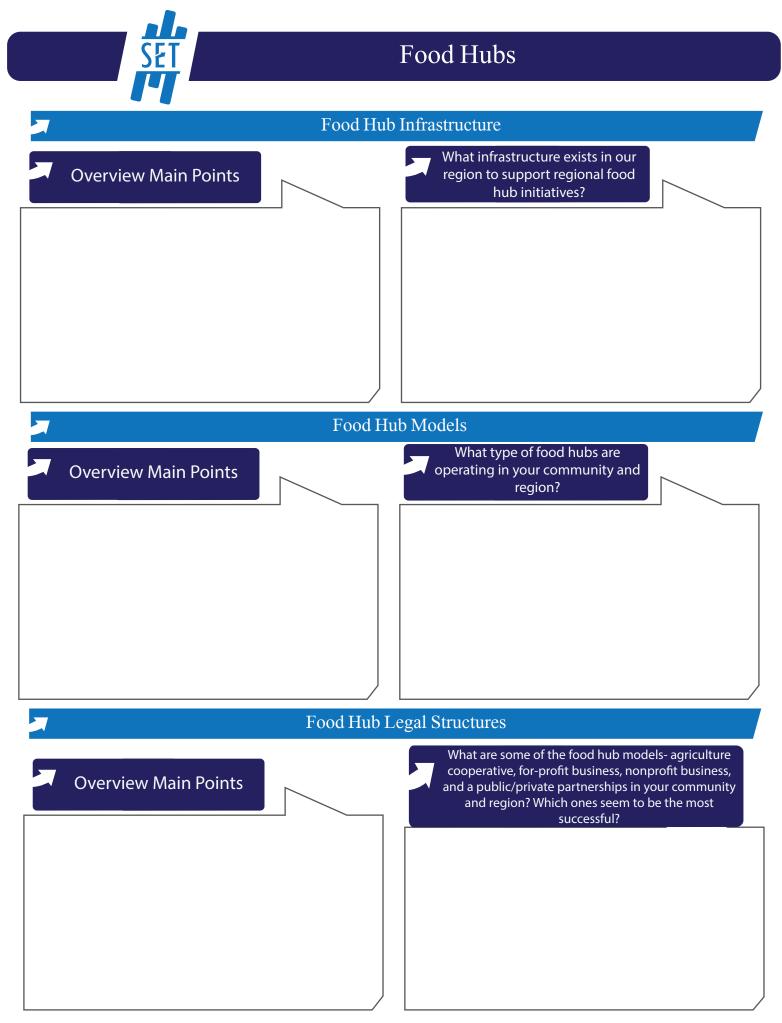


Handout 3-4 | Foods

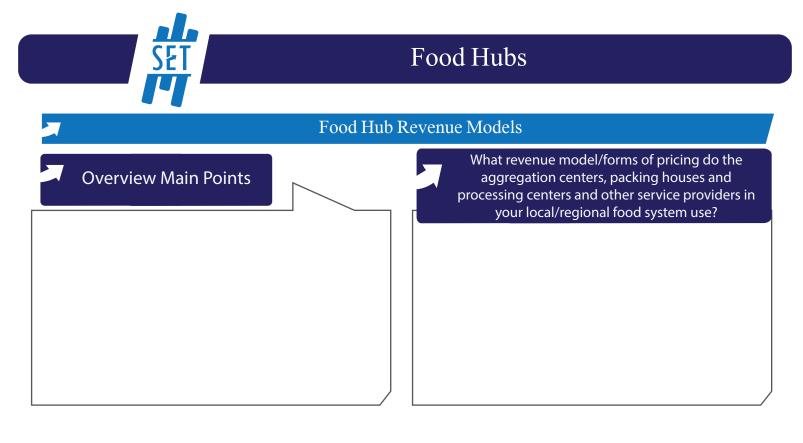


Summary Thoughts and Actions





Handout 3-7 | Foods



Summary Thoughts and Actions	
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Farmers Markets

