



# LOCAL FOOD ACTION PLAN

## CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

### Action B-3 Project Team Meeting

Monday, March 26, 2018, 3:00-4:30 pm

Columbus Public Health - 240 Parsons Avenue, Columbus, OH 43215

<b>Meeting Objectives</b> <ul style="list-style-type: none"><li>• Orient the Project Team to the objectives, timeline, and team members</li><li>• Provide an overview of current work and practices; draft our model</li><li>• Review and identify opportunities to house and to fund the Collaborative</li><li>• Identify grant applicant</li></ul>	
3:00pm-3:10pm	<b>Welcome and Introductions</b> Check In Question: How do you or your organization benefit from a farmers' market management collaborative?
3:10pm-3:20pm	<b>Action B-3 Implementation Overview</b> <ul style="list-style-type: none"><li>• Project Team Purpose</li><li>• Deliverables</li><li>• Tasks &amp; Timeline</li></ul>
3:20pm-3:25pm	<b>Best Practice Review</b> <ul style="list-style-type: none"><li>• Review &amp; Note</li></ul>
3:25pm-3:35pm	<b>Farmers Market Promotion Program Grant Overview</b> <ul style="list-style-type: none"><li>• RFP Overview</li></ul>
3:35pm-4:10pm	<b>Draft Model Discussion</b> <ul style="list-style-type: none"><li>• Team Discussion</li><li>• Group Discussion</li></ul>
4:10pm-4:20pm	<b>Grant Applicant Discussion</b> <ul style="list-style-type: none"><li>• Identify potential applicants</li></ul>
4:20pm-4:30pm	<b>Next Steps and Closing</b> <ul style="list-style-type: none"><li>• Review and finalize</li></ul>

# Farmers' Market Management Collaborative Meeting Notes

**Meeting 1- March 26, 2018, 3:00-4:30 pm**

16 attendants total

**Question: Benefit of a farmers' market management collaborative.**

- Bring awareness about farmers' markets
- Increase opportunities for farmers and producers
- Ensure healthy and local food is available to everyone (stated twice)
- Benefit the farmers
- Educational programs run through a consistent program and organization
- Learn how to start a farmers' market. They want to be connected to successful markets
- Want to learn and share best practices, training, and a resource guide.
- Increase access for producers to other markets. Increase the number of consumers (stated twice)
- Increase the market's potential and purchasing incentives
- To place more markets in lower access areas

An overview of the Columbus & Franklin County Local Food Action Plan and the action (Farmers' Market Management Collaborative) were provided. (view presentation for more details)

Summary of best practice research from Grow NYC Greenmarket, Vital Communities in Vermont, Ohio Farmers' Market Management Collaborative, Southland Farmers' Market (Los Angeles), and the California Alliance of Farmers' Markets. (view presentation for more details)

Overview of the Farmers' Market Promotion Program grant due date, application requirements, and project types (view presentation for more details).

**Three groups of ~4 were given the task to draft a model of the farmers' market management collaborative they would like to see. They were told to address the following items:**

- Purpose of the collaborative
- Participants in the collaborative
- Collaborative governing and operation structure
- Collaborative Activities in addition to those listed
  - a. Marketing plan to increase consumer demand and support
  - b. Toolkit to support farmers in other direct sales opportunities outside of farmers' markets
  - c. Community report on the role of farmers' markets in ensuring fair access to food resources

# Farmers' Market Management Collaborative Meeting Notes

- d. Resources to support healthy food purchasing incentive programs  
Post FMPP Collaborative funding

**After a 20 minute discussion, the groups were asked to share what their group came up with the following ideas:**

Group 1:

- Purpose: strengthen the quality of markets and align and increase resources. They want to increase awareness of markets, their locations, and the benefits to shopping at Farmers' Markets (FMs).
- Participants in the collaborative: market managers and producers. A steering committee for community members, vendors, and community organizations
- There should be a working committee of managers to agree on things for marketing.

Group 2:

- They would like to see the markets that participate in the collaborative seen as an incubator for farmers. They should be able to grow into other markets or get contracts with larger distributors. The collaborative's purpose should also be to strengthen markets, increase awareness of FMs, and align resources of the participating markets.
- They would like whoever is a key player(s) in the collaborative to be paid.
- The collaborative should ensure participating markets have a diversity of items.
- Participants: Managers, producers, community members, and community organizations
- The vision is for the market demand exceeds the existing supply.
- They would like to see innovative approaches to getting food to people. Create some hybrid design for emerging markets

Group 3:

- Purpose: To meet the needs of producers and the markets.
- Stipend for the steering committee, which includes managers, producers, and consultants
- Pool marketing materials and staffing
- Draw farmers and customers from all around. A tourist destination of sorts.
- Have volunteers to help meet some of the staffing needs
- Standardize application for vendors
- Create a survey to determine if the community would support a market

Trends:

- Paying those who are providing assistance to the Collaborative
- Strengthening markets
- Align and share resources for starting and growing a market, but maintaining autonomy
- Shared marketing material
- Strengthen the existing collaborative and networks

## **Farmers' Market Management Collaborative Meeting Notes**

Participants were asked if anyone/ organization was interested in being the applicant for the grant and housing the collaborative. Jaime Moore, President of the Ohio Farmers' Market Managers Network (OFMMN) stated that she was interested in OFMMN being the applicant. Rachel Tayse of the Columbus division of Produce Perks Midwest stated that they are interested in partnering, and that Canal Market District in Newark may be interested in partnering as well. A separate meeting for potential applicants will be set up within the next week.

The next meeting for the Project Team is scheduled for April 10, 2:30-4:30 pm at Columbus Public Health in room 119D.



# LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO



**Local Matters**



THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

COLUMBUS  
PUBLIC HEALTH



# Meeting Objectives

- Orient the Project Team to the objectives, timeline, and team members
- Provide an overview of current work and practices around the action, and **draft our model**
- Review and identify opportunities to house and to fund the Collaborative
- Get to work!

# Check In Question



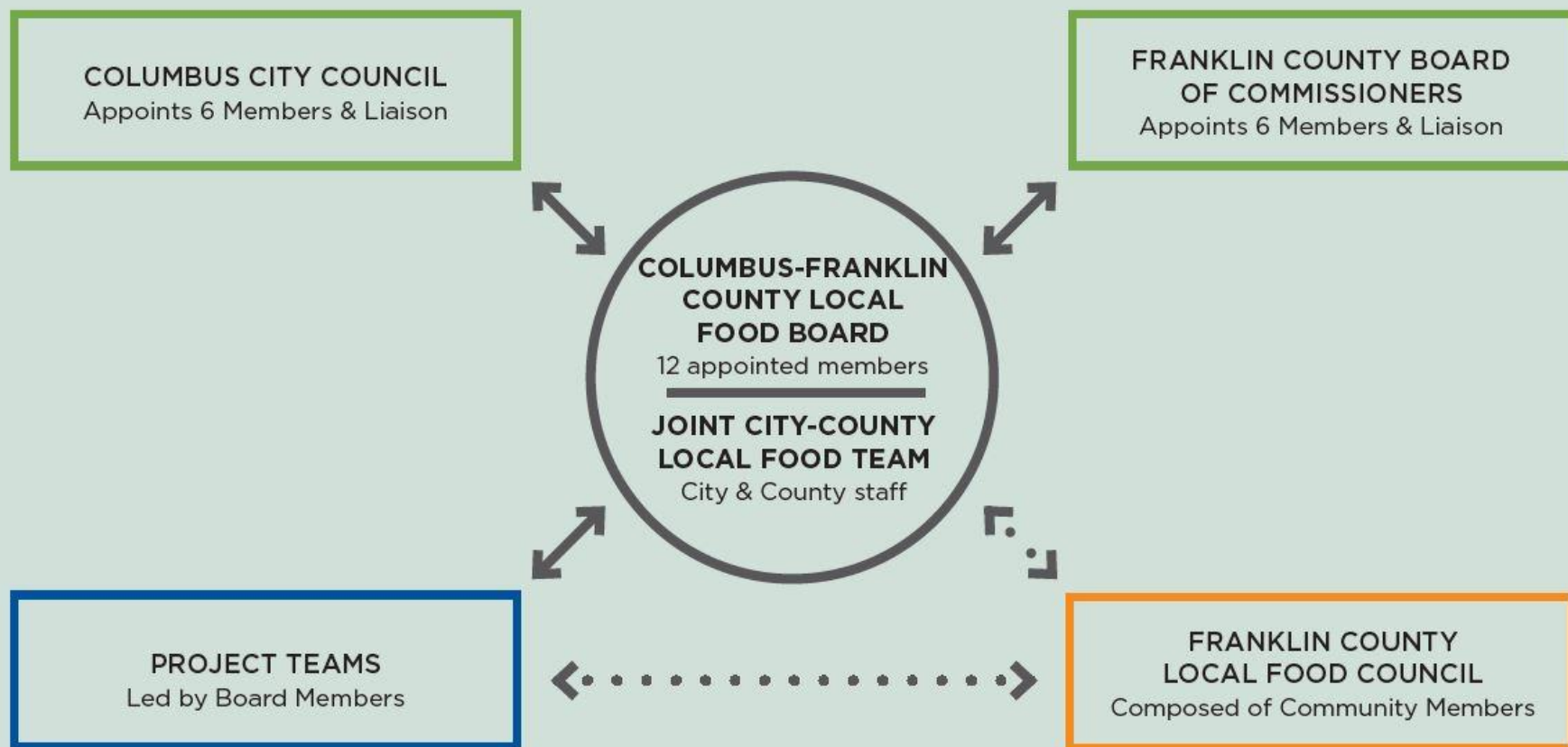
How would you or your organization benefit from a farmers' market management collaborative?



# IMPLEMENTING THE PLAN

———— SHARED RESPONSIBILITIES

..... SUPPORTING RELATIONSHIPS





## **PROJECT TEAMS**

Led by Board Members

- A group of food system stakeholders working together on the implementation of a specific action or part of an action in the Local Food Action Plan (LFAP)
- Formed by the Board and overseen by a Board member who serves as a Sponsor
- Supported and facilitated by the Local Food Team



## Action B-3

**“Establish a formal farmers’ market management collaborative serving the City of Columbus and Franklin County.”**

- Healthy and affordable food closer to where Columbus and Franklin County residents live, work, and play
- A way for those who grow to have a profitable market to sell food

# Implementation Plans



## LOCAL FOOD ACTION PLAN CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

### Action B-3 Implementation Plan Summary *Farmers' Market Management Collaborative*

#### BACKGROUND

The Implementation Plan was developed by local experts and stakeholders in partnership with a professional facilitator, a Board Sponsor from the Local Food Board (Charles Nabrit), and members of the Local Food Team. A Project Team will be assembled to carry out this Implementation Plan.

#### ABOUT B-3

Action B-3: "Establish a formal farmers' market management collaborative serving the City of Columbus and Franklin County."

A Farmers' Market Management Collaborative builds on existing networks to ensure all community residents have access to healthy food, affordable food, and local food closer to where they live, work, and play. A Collaborative will support existing and emerging markets, and increase the number of markets participating in programs that make nutritious food more affordable. A Collaborative would also work on the following initiatives:

- Marketing plan to increase consumer demand and support
- Toolkit to support farmers in other direct sales opportunities outside of farmers' markets
- Community report on the role of farmers' markets in ensuring fair access to food resources
- Resources to support healthy food purchasing incentive programs

During the development of this Implementation Plan it was determined that the project deliverables should include strategies to increase the number shoppers at farmers' markets. More shoppers means more people purchasing local foods, which benefits local food producers, farmers' markets, and the local economy.

#### PROJECT DELIVERABLES

The primary deliverable is the creation of a Farmers' Market Management Collaborative. Two secondary deliverables will be developed for the Local Food Board:

- Action Impact - B-3's impact on other actions in the Local Food Action Plan
- Recommended next steps for implementation of Local Food Action Plan

For more information on the Columbus & Franklin County Local Food Action Plan, the Local Food Board, and the Local Food Team please visit [www.columbus.gov/LFAP](http://www.columbus.gov/LFAP).

#### TASKS & TIMELINES

Major Project Tasks	2018											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Identify Stakeholders												
Evaluate Landscape												
Engage Stakeholders												
Develop/Submit USDA FMPP Grant Application												
Identify deliverables that can be implemented regardless of grant funding												
Launch FMPP Grant or secure alternate funding to meet deliverables												

\*USDA Farmers' Market Promotion Program application will be submitted the first half of 2018. Steps will include: Develop model; Revise model; Identify technical assistance tools; Identify required resources; Create a sustainable financial plan; Determine evaluation measures.

For more information on the Columbus & Franklin County Local Food Action Plan, the Local Food Board, and the Local Food Team please visit [www.columbus.gov/LFAP](http://www.columbus.gov/LFAP).



# B-3 Project Team Deliverable

## Primary

- Creation of a Farmers' Market Management Collaborative

## Secondary

- Action Impact - Impact on other actions in the Local Food Action Plan
- Recommended next steps for implementation of Local Food Action Plan





# Farmers' Market Collaborative Initiatives

This future Farmers' Market Management Collaborative will work on these initiatives:

- Marketing plan to increase consumer demand and support
- Toolkit to support farmers in other direct sales opportunities outside of farmers' markets
- Community report on the role of farmers' markets in ensuring fair access to food resources
- Resources to support healthy food purchasing incentive programs



# Tasks & Timelines

[illegible]



# Current Best Practices Research

Purpose of establishing their collaborative:

- 1) Fresh healthy food to people in need 2) Help keep producers in business 3) Help create spaces in the community for learning (markets serve this function) i.e. youthmarket, GrowNYC purchases produce from local farmers and trains young people to operate a farm stand in their neighborhood as their own small business.
- 
- To bring everyone up, share resources, and share vendors.
- Backbone support for markets - marketing support, create shared marketing materials, convene meetings. Technical assistance and mentorships for boards and managers.
- Pool technical expertise to help markets get started.
- To educate farmers' market managers and vendors about best practices, regulations, tools and opportunities for sharing ideas. To have market managers, farmer-vendors, and an advisory group of members working cooperatively to pool ideas, experiences, resources, and knowledge to improve farmers' markets.





# Current Best Practices Research

## Collaborative participants:

- Market Managers, Farmers, Consumers
- Market Manager

## Collaborative structure:

- Board that governs the organization, and an advisory committee that advises the market director
- Paid Steering committee (\$150/year)
- Board of Directors
- Board of Directors, executive director, market managers



# Current Best Practices Research

## Funding

- Portion of farmers' fees at markets for staff costs, and grants for special programs
- Conference fees, membership dues, and vendor fees
- FMPP grant



# Farmers' Market Promotion Program Grant

U.S Department of Agriculture (USDA) Agricultural Marketing Service (AMS)

Approximately \$13.4 million to fund applications

- Minimum \$50,000
- Maximum \$500,000

Two types of grant projects

1. Capacity Building (50K-250K)
2. Community Development Training and Technical Assistance (CTA) (250K-500K)



# Farmers' Market Promotion Program Grant

**Capacity Building** projects should demonstrate a direct benefit to farm and ranch operations serving local markets (including new and beginning farmers) and maximize the involvement of farmers and ranchers and community organizations.



# Farmers' Market Promotion Program Grant

**Community Development Training and Technical Assistance (CTA)** projects should engage a diverse set of local and regional foods stakeholders, including farmers and ranchers, to illustrate a substantive effect on the local and regional food system and stakeholders.



## Farmers Market and Local Food Promotion Program (FMLFPP)

<http://www.ams.usda.gov/services/grants>

Does the project support local/regional food efforts to increase consumption of such products and develop, improve, or expand local/regional markets?

**YES**

**Qualifies for the Local Food Promotion Program (LFPP)** if project involves intermediary non-direct-to-consumer supply chain activity:

Project moves/promotes product from the origin of the product to a distributor (e.g. food hub)

**OR**

Project moves/promotes product from the distributor (e.g. food hub) to the retail outlet (e.g. store, CSA, farmers market, etc.)

**OR**

Project provides outreach, training, and technical assistance (e.g. establishing shared kitchens, food incubators, etc.)

**OR**

**Qualifies for the Farmers Market Promotion Program (FMPP)** if project is promoting direct-to-consumer marketing:

Marketing project directly to consumers at food outlets (e.g. farmers markets, roadside stands, CSAs, agritourist, etc.)

**OR**

Marketing products directly to consumers via information campaign (e.g. farmers market promotional activities, etc.)

**OR**

Project provides outreach, training, and technical assistance for direct-to-consumer marketing (e.g. assistance with market establishment and design, working with experts to market specific products, etc.)

**NO**

Project is ineligible for both FMPP and LFPP. Check [www.grants.gov](http://www.grants.gov) for other federal opportunities.



# Farmers' Market Promotion Program Grant

## Eligible Applicants:

- ☐ Agricultural Cooperative
- ☐ Nonprofit Corporation
- ☐ Local Government
- ☐ Community Supported Agriculture (CSA) Association
- ☐ Tribal Government
- ☐ Producer Network
- ☐ Producer Association
- ☐ Public Benefit Corporation
- ☐ CSA Network
- ☐ Economic Development Corporation
- ☐ Regional Farmers Market Authority
- ☐ Agricultural Business Entity
- ☐ State Agency Regional Farmers Market Authority





# Draft Model

1. Purpose of the collaborative
2. Participants in the collaborative
3. Collaborative governing and operation structure
4. Collaborative Activities in addition to those listed
  - a. Marketing plan to increase consumer demand and support
  - b. Toolkit to support farmers in other direct sales opportunities outside of farmers' markets
  - c. Community report on the role of farmers' markets in ensuring fair access to food resources
  - d. Resources to support healthy food purchasing incentive programs
5. Post FMPP Collaborative funding



# Potential Applicant

Are you, your organization, or one that you know of interested in housing the Collaborative?

AMS will host two webinars for FMPP applicants

1. Grants.gov Applicant Overview Webinar (March 27, 2018 at 2:00pm Eastern Time)
2. FMLFPP Overview Webinar (March 28, 2018 at 2:00 at p.m. Eastern Time)



# Next Steps

- Future meeting dates
- To dos for next meeting

Things to Obtain and Submit	
AMS Deadline to receive final application and all supporting materials	May 7, 2018- 11:59 pm (EST)
Obtaining Your Organization's DUNS Number (if you do not already have one)	1-2- business days
Establishing an Active SAM.gov Account (if you do not already have one)	7-10 business days
Obtaining an TIN/EIN (if you do not already have one)	Up to 2 weeks
Creating your Grants.gov profile and registering your Authorized Organizational Representative (AOR) authorization	Up to 2 weeks

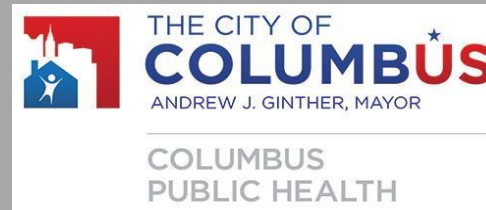
# Thank you!

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