



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 of 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

TASKS & TIMELINES

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

*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.