



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

Action B-3 Project Team Meeting

Tuesday, April 10, 2018, 2:30-4:30 pm

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

Meeting Objectives

- Review and revise draft proposal
- Identify additional funding opportunities
- Discuss stakeholders and their roles

2:30pm-2:45pm

Welcome and Introductions

Check In Question: What do you intend to get out of today's meeting?

2:45pm-3:30pm

Review and Revise Draft Proposal

- Review current proposal for the Collaborative

3:30pm-4:00pm

Stakeholder Discussion

- Review current list
- Identify additional stakeholders
- Assign roles to each stakeholder

4:00pm-4:25pm

Funding Discussion

- Farmers' Market Promotion Program (FMPP)
- Additional funding opportunities

4:25pm-4:30pm

Next Steps and Closing

Farmers' Market Management Collaborative Meeting Notes

Meeting 2- April,10 2018, 2:30-4:30 pm

11 attendants total

Question: What do you intend to get out of today's meeting?

Overview of the action and review of where we left off from the last meeting on March 26, 2018.

The applicant for the USDA Farmers' Market Promotion Program grant will be Ohio Farmers' Market Management Network (OFMMN). The purpose of the grant is, "To create thriving and profitable farmers' markets while training and producing professional managers equipped to run small businesses contributing to a local food economy". The collaborative will serve Franklin and adjacent counties. Identified partners are City of Columbus, Canal Market District, Produce Perks Midwest, Michigan Farmers' Market Association (MIFMA), Vance Corum, The Wonder Jam.

All of the objectives for Action B-3 are met in the proposed grant objectives.

B-3 Action Objectives

1. Community- wide plan for farmers' markets/stands
2. Increased number of producers and producer direct-to consumer sales
3. Coordinated funding, training and tools that support farmers' market creation and expansion
4. Collective resources to aid farmers' markets and stands in SNAP payment acceptance via Electronic Benefit Transfer (EBT) and federal and state nutrition incentive program participation
5. Policy education for federal, state and local incentives and policies that increase access to healthy food, affordable food, and local food for SNAP and WIC recipients

Proposed Grant Objectives:

1. Training and Technical Assistance
2. Assessment of Region
3. Marketing and Branding

Activities for Training and Technical Assistance are as follows:

- Farmers market manager training program
- Farmers market certificate program-in order to be a certified market, you may be required to have a trained manager and insurance for producers.
- Mentor program- experienced managers would provide 6 months of mentoring in different areas such as people skills and sourcing to some of the newer managers.

Farmers' Market Management Collaborative Meeting Notes

- Continuing education program
- SNAP training- market manager training to accept SNAP and double SNAP dollars
- Market vendor training

Additionally, the collaborative would provide a uniform vendor application and review process.

Activities for Assessment of Region are as follows:

- Current markets-assess the current markets for strengths, weaknesses, opportunities and threats
- Opportunities and strategy for growth- identify low access areas where a market could succeed
- Community report- identify the role of farmers' markets in ensuring fair access to food resources

-Suggested adding the Department of Neighborhoods as a partner for this objective

Activities for Marketing and Branding are as follows:

- Brand and website for Ohio Farmers' Market Network
- Marketing and/or brand for region
- Local buying campaign
- Market to Market trail
- Local Food Guide
- Regional promotions
- SNAP reach

The room was broken into 3 groups to discuss the list of stakeholders to determine if there were any additions. Groups believed the community groups section needed to include Godman Guild, Social Service Agencies, Children's Hunger Alliance, Community Development for All People, Columbus Metropolitan Housing Authority, and Greater Columbus Growing Coalition. Suggestions for additional governmental organizations were: Franklin County Public Health, Department of Neighborhoods, Kirwan Institute, Parks and Recreation.

Additional funding streams need to be identified in the event that we are not awarded the FMPP grant. Suggested funding opportunities were AARP, Walgreens, and Whole Foods.

Portions of the final grant application will be shared with Project Team members during the next meeting to discuss additional funding opportunities. The group will come back together late May to work on deliverables that can be implemented regardless of grant funding.



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Meeting Objectives

- Review and revise draft proposal
- Identify additional funding opportunities
- Discuss stakeholders and their roles

Check In Question



What do you intend to get out of today's meeting?



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



Farmers' Market Promotion Program (FMPP) Proposal

Applicant: Ohio Farmers' Market Management Network

Current Partners: City of Columbus, Canal Market District, Produce Perks Midwest, Michigan Farmers' Market Association (MIFMA), Vance Corum, The Wonder Jam

Purpose: To create thriving and profitable farmers' markets while training and producing professional managers equipped to run small businesses contributing to a local food economy.



FMPP Proposal Objectives

1. Training and Technical Assistance
2. Assessment of Region
3. Marketing and Branding

B-3 and FMPP Objective Alignment

B-3	FMPP
1. Community- wide plan for farmers' markets/stands	Assessment of region
2. Increased number of producers and producer direct-to consumer sales	Assessment of region Marketing and branding
3. Coordinated funding, training and tools that support farmers' market creation and expansion	Assessment of region Marketing and branding Training and technical assistance
4. Collective resources to aid farmers' markets and stands in SNAP payment acceptance via Electronic Benefit Transfer (EBT) and federal and state nutrition incentive program participation	Training and technical assistance Marketing and branding
5. Policy education for federal, state and local incentives and policies that increase access to healthy food, affordable food, and local food for SNAP and WIC recipients	Training and technical assistance



Training and Technical Assistance

Activities

- Farmers market manager training program
- Farmers market certificate program
- Mentor program
- Continuing education program
- Produce Perks
- Market vendor training

Partners

- Michigan Farmers' Market Association (MIFMA)
- Produce Perks- double SNAP dollars at Farmers' Market
- Vance Corum- contractor for farmers' market assessment
- Ohio Ecological Food & Farm Association (OEFFA)
- National Young Farmers Coalition (NYFC)



Assessment of Region

Activities

- Current markets
- Opportunities and strategy for growth
- Community report

Partner

- Vance Corum



Marketing and Branding

Activities

- Brand and website for Ohio Farmers' Market Network
- Marketing and/or brand for region
- Local buying campaign
- Market to Market trail
- Local Food Guide
- Regional promotions
- SNAP reach

Partners

- The Wonder Jam- marketing agency
- Experience Columbus

Stakeholders



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

Farmers' Market Management Collaborative Stakeholders

Stakeholder	Role
Market Managers	
Ohio Farmers' Market Management Network	
Produce Perks	
Producers	
Buyers: <ul style="list-style-type: none">• Regular attendants• SNAP users• Non- Farmers Market Shoppers• Seniors	
Ohio Department of Aging	
Emerging Markets	
Emergency Food <ul style="list-style-type: none">• Mid Ohio Foodbank	
Community Gardens	
SNAP Ed	
SNAP Issuers	
Finance Fund Capital Corporation	



Additional Funding

- FMPP Grant: Community Development Training and Technical Assistance (CTA) (250K-500K)
- Additional funding opportunities



Next Steps

- Homework
- Future meeting date

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

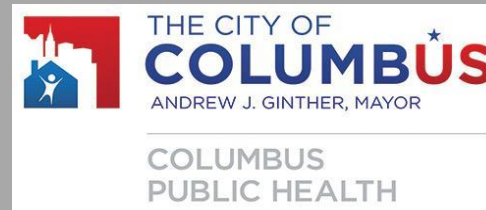
Thank you!

The Joint City-County Local Food Team:

Cheryl Graffagnino

(614) 645-0867

clgraffagnino@columbus.gov



Jalisa Dawkins

(614) 645-8070

jmdawkins@columbus.gov

Brian Estabrook

(614) 525-7303

baestabr@franklincountyohio.gov

