



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

Action B-3 Project Team Meeting

Tuesday, May 29, 2018, 8:00-9:30 am

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

Meeting Objectives

- Provide an update about submitted FMPP grant proposal
- Identify deliverables aside from grant funding
- Create stakeholder engagement plan

8:00am-8:20am	Welcome and Introductions Check In Question: What is one thing you would tell someone to get them excited about the work the Collaborative will do?
8:20am-8:25am	Update on Submitted FMPP Proposal <ul style="list-style-type: none">• Review proposal highlights and timeline
8:25am-9:00am	Identify Alternate "Skinny" Deliverables <ul style="list-style-type: none">• Review action objectives• Review FMPP deliverables• Revise FMPP for "skinny" deliverables
9:00am-9:25am	Create Stakeholder Engagement Plan <ul style="list-style-type: none">• Review feedback from homework assignment• Assign tasks
9:25am-9:30am	Next Steps and Closing

Farmers' Market Management Collaborative Meeting Notes

Meeting 3- May 29, 2018, 8:00-9:30 am

11 attendants total

Check-in Question: What is one thing you would tell someone to get them excited about the work the Collaborative will do?

Meeting Objectives:

1. Provide an update about submitted FMPP grant proposal
2. Identify deliverables aside from grant funding
3. Create stakeholder engagement plan

FMPP Grant Proposal:

Executive Summary: The Farmers' Market Management Network (FMMN) will increase consumption of and access to locally and regionally produced agricultural products in Central Ohio (Franklin, Union, Delaware, Licking, Madison, Pickaway, Fairfield and Fayette counties) through: targeted technical assistance and training for market managers and farmers; the development of a regional marketing campaign; and a market assessment to create a strategic plan for the improvement and growth of farmers' markets. By the end of these 3 years, the FMMN will: 1) connect at least 30 farmers to new or enhanced direct producer-to consumer markets 2) develop a regionally recognized brand for local food 3) engage at least 20 market managers in a new market manager certificate program and 4) establish a regional market collaborative prepared to guide future growth.

Objective 1: By August 2020, complete a market assessment of current markets, which will inform a comprehensive regional strategy to increase sales at direct producer-to-consumer farmers' market opportunities for local producers by 50%.

Objective 2: By March 2020, at least 20 market managers will complete a newly implemented farmers' market manager training certificate program. More than 535 market managers and producers in the region will have access to new opportunities for training/technical assistance to enhance existing markets and support the growth of new markets.

Objective 3: By August 2021, create and implement a region wide branding and marketing strategy to increase participation in and purchases at farmers' markets by at least 50%.

Decisions for grant recipients should be made by August 2018.

Identify "Skinny Deliverables"

Participants were asked to look at the objectives outlined in the LFAP, and to identify activities from the FMPP proposal that could meet those deliverables with local dollars. They were also

Farmers' Market Management Collaborative Meeting Notes

asked to prioritize those activities and to identify stakeholders that were necessary to accomplish those activities. The group was split into 3 teams for each of the FMPP objectives.

Group 1: Market Assessment

1. Create chart of all markets, total market days, number of vendors, number of customers, product mix, SNAP totals
 - a. Project Team members
2. Interview managers who operate all Central Ohio farmers' markets
 - a. Project Team members
 - b. OSU grad students
3. Farmer/vendor survey to estimate the collective impact of farmers' markets on producers and the region's economy
 - a. OSU grad students
4. Rapid market assessment for 3 markets via email or onsite
 - a. Project Team members
 - b. OSU students
5. Assess growing/declining acreage of vegetables and fruits within the region, average farmer distance, small/mid sized farm expectations, farm labor, fuel, greenhouses, etc.
 - a. OSU Extension
6. Compare Central Ohio farmers' market operations with other metro systems nationally, highlighting their volume of sales, similarities, differences, obstacles and opportunities
 - a. OSU professor
 - b. OSU graduate students

*Purpose: Research the geographic reach of the market, dollars spent, identify customers not coming to the market, understand why people from these areas are not coming to the market, and identify neighborhoods that might be able to support a market

Group 2: Manager Training Program

1. Host monthly and quarterly meetings to identify host organization and develop curriculum for 2 in-person sessions and webinars
 - a. FMMN (meeting host)
 - b. Potential CDC PHAP (help with monthly and quarterly meetings)
 - c. InFACT, OSU Extension, Ohio Department of Agriculture, Ohio Ecological Food and Farm Association (OEFFA), Columbus Public Health, and Franklin County Public Health (session and webinar presenters)
2. Identify dates for the 2 in-person sessions
 - a. FMMN
 - b. OEFFA
3. Secure year 1 and 2 Central Ohio cohort or farmers' market managers and producers
 - a. FMMN
 - b. Ohio Department of Jobs and Family Services
4. Secure local, qualified speakers for the 2 in- person sessions as well as speakers and content for a webinar pertaining to vendor licensing and regulations

Farmers' Market Management Collaborative Meeting Notes

- a. FMMN
- 5. Facilitate the in-person sessions
 - a. TBD

Group 3: Regional Branding and Marketing Strategy

- 1. Design and print a "Local Food Guide"
 - a. OSU Extension
 - b. Edible Columbus
 - c. Columbus Underground
- * Suggestion to use the manage my market app to keep market info up to date
- 2. Design and implement a "Buy Local" campaign, create website and manage social media sites
 - a. FMMN
 - b. OSU Extension
 - c. Ohio Department of Agriculture
- 3. Develop a "Market Trail" guide
 - a. OSU arts students
 - b. Ohio Department of Agriculture's Ohio Proud program (Lori Panda) to validate who goes into the guide
- 4. Evaluate effectiveness of the campaign by tracking sales and survey feedback
 - a. OSU Linkage and Leverage

Objectives	FMPP Activity	Skinny Deliverable (x)
Objective 1: By August 2020, complete a market assessment of current markets, which will inform a comprehensive regional strategy to increase sales at direct producer-to-consumer farmers' market opportunities for local producers by 50%.	Initiate contract with Farmers' Markets America	
	Create chart of all markets, total market days, number of vendors, number of customers, product mix, SNAP totals	
	Interview managers who operate all Central Ohio farmers' markets	
	Farmer/vendor survey to estimate the collective impact of farmers markets on producers and the region's economy	
	Interview farmers about their readiness to participate in various direct sales strategies as well as the obstacles and opportunities inherent in these strategies	
	Calculate full impact of Central Ohio's markets based on in-depth facts and figures for five representative farmers markets, with sales estimates and other pertinent information gathered from the rest of the markets	
	Evaluate market share and changes leading to greater impact on the region's farmers	
	Rapid Market Assessments at six farmers' markets	
	Complete full consumer studies at three farmers' markets	
	Develop a Site Evaluation Tool with managers to evaluate potential/existing market sites	
	Survey all local managers, assess government support of farmers' markets nationally, and create a toolset for government/institutions to consider in expanding the market system	
	Assess growing/declining acreage of vegetables and fruits within the region, average farmer distance, small/midsized farm expectations, farm labor, fuel, greenhouses, etc.	
	Compare Central Ohio farmers market operations with other metro systems nationally, highlighting their volume of sales, # of markets, management structure, sustainability, similarities, differences, obstacles and opportunities	
	Farmer/vendor survey in year three to track impact based on improved tools and practices	
Objective2: By March 2020, at least 20 market managers will complete a newly implemented farmers' market manager training certificate program. More than 535 market managers and producers in the region will have access to new opportunities for training/technical assistance to enhance existing markets and support the growth of new	Initiate contract with MIFMA	
	Identify dates for first all in-person sessions	
	Design promotional materials	
	Facilitate a promotional campaign to reach area market managers with information about the program and how to register	
	Secure Year 1 Central Ohio cohort of farmers' market managers and producers	
	Help MIFMA organize local, qualified speakers for the 2 initial inperson sessions, as well as speakers and content for a webinar pertaining to vendor licensing and regulations	
	Support MIFMA in facilitating three inperson sessions	
	Identify dates for all year 2 in-person sessions	
	Facilitate a promotional campaign to reach area market managers with information about the program and how to register	

Objectives	FMPP Activity	Skinny Deliverable (x)
markets.	Secure Year 2 Central Ohio cohort of farmers' market managers and producers	
	Organize local, qualified speakers for the 2 initial in-person sessions, as well as speakers and content for a webinar pertaining to vendor licensing and regulations	
	Facilitate 3 in-person sessions	
Objective 3: By August 2021, create and implement a region wide branding and marketing strategy to increase participation in and purchases at farmers' markets by at least 50%.	Initiate contract with The Wonder Jam	
	Develop "Market Trail" guide	
	Design and implement a "Buy Local" campaign	
	Design and print a "Local Food Guide"	
	Create website	
	Create and manage social media sites	
	Evaluate effectiveness of campaign	



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- Provide an update about submitted FMPP grant proposal
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Check In Question



What is one thing you would tell someone to get them excited about the work the Collaborative will do?



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



Action B-3 Objectives

1. A community-wide plan for farmer's 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



Farmers' Market Promotion Program (FMPP) Proposal

Objective 1: By August 2020, complete a market assessment of current markets, which will inform a comprehensive regional strategy to increase sales at direct producer-to-consumer farmers' market opportunities for local producers by 50%.

Objective 2: By March 2020, at least 20 market managers will complete a newly implemented farmers' market manager training certificate program. More than 535 market managers and producers in the region will have access to new opportunities for training/technical assistance to enhance existing markets and support the growth of new markets.

Objective 3: By August 2021, create and implement a region wide branding and marketing strategy to increase participation in and purchases at farmers' markets by at least 50%.

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



Skinny Deliverables

- What bare bones FMPP activities are necessary to meet the objectives?
- Prioritize the activities
- Think about who and what you may need to complete these activities



Stakeholders

- What people/organizations are necessary to complete the skinny deliverables?
- Why should they be engaged, and which priority should they be assigned?
- Who would like to engage with them?

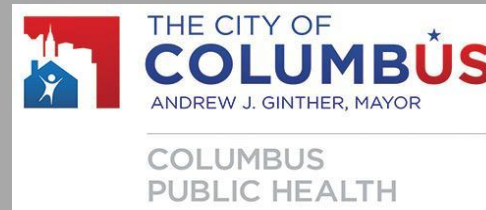
Thank you!

The Joint City-County Local Food Team:

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