



Nourishing Smart Growth with Sustainable Food System Networks

New Partners for Smart Growth Conference
February 11, 2016

Lauren Gwin, OSU Center for Small Farms & Community Food Systems

Greg Holmes, 1000 Friends of Oregon

Sarah Sullivan, Gorge Grown Food Network

Katrina Van Dis, Central Oregon Intergovernmental Council



CENTER for SMALL FARMS & COMMUNITY FOOD SYSTEMS

What we do:

- Extension—programs for small farmers
- Research—farming and food systems
- Teach—college courses
- Collaborate—with food and farm organizations
- Change—the world

Centerforsmallfarms.oregonstate.edu

Smallfarms.oregonstate.edu

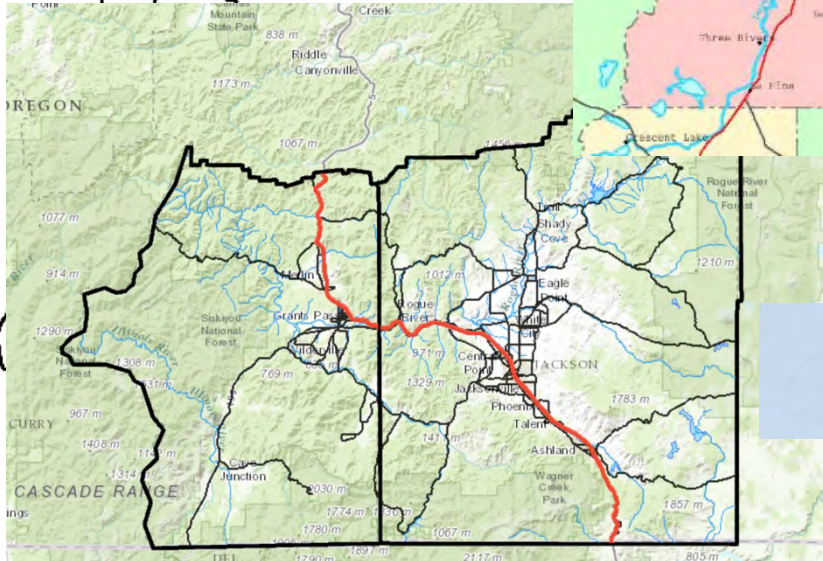
The Gorge



Central Oregon



Rogue Valley



What's a community food system?

A collaborative network that **integrates** sustainable food production, processing, distribution, consumption and waste management to enhance the **environmental, economic & social health** of a particular **place**.

- Small-scale, **sustainable farms**;
- **Closer ties** between farmers and consumers;
- **Equitable access** to an **affordable, nutritious diet**;
- Food & ag businesses that **create jobs & recirculate capital**;
- Improved conditions for farm & food system **labor**;
- Food and ag **policy** that supports all the above.



FOOD



CENTRAL OREGON



OREGON **rural** ACTION
SOWING SEEDS OF CHANGE



INTERGOVERNMENTAL COUNCIL OF COMMUNITY FOOD SYSTEMS



Extension Service

Southeast Oregon Services



Outback Food Initiative



thrive



Oregon CFS Network

Vision: All Oregonians have meaningful access to healthful Oregon-grown foods through a sustainable statewide system of local farms, food processors and distributors.



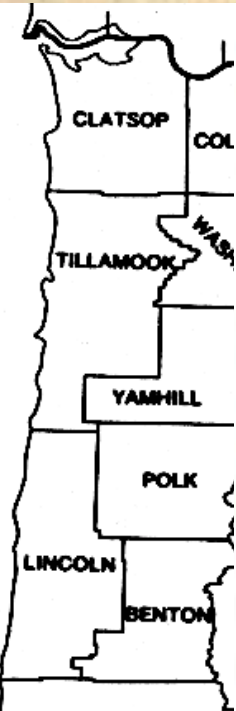
Mission: To achieve greater impact for statewide food system work by enhancing the ability of participating organizations to achieve this vision.

Oregon CFS Network



- 1000 Friends of Oregon
- ACCESS
- Adelante Mujeres
- Cascade Pacific RC&D
- Central OR Intergov'tal Council
- Curry Watersheds Partnership
- Ecotrust
- Food Roots
- Friends of Family Farmers
- Friends of Zenger Farm
- Gorge Grown Food Network
- High Desert Food & Farm Alliance
- Huerto de la Familia
- NEDCO
- Nehalem Valley Farm Trust
- NeighborWorks Umpqua
- North Coast Food Web

- NE Oregon Econ. Devel. District
- Nourish Yamhill Valley
- Oregon Farmers' Market Ass'n
- Oregon Food Bank
- Oregon Rural Action
- OSU Small Farms/CFS Center
- PCUN
- Rogue Farm Corps
- Rogue Valley Farm to School
- Rural Development Initiatives
- School Garden Project
- South Coast Development Council
- Ten Rivers Food Web
- THRIVE
- Upstream Public Health
- Village Gardens/Janus Youth Prog.
- Willamette Farm & Food Coalition



Key Facts:

- Fact 1: National Scenic Area = protection
- Fact 2: Ecologically diverse: 5 ecosystems
- Fact 3: Economy rooted in agriculture

Gorge Grown Food Network

Gorge Grown Food Network

Connecting farmers & consumers since 2006

WHAT WE DO:

- **Address Food Insecurity** – Mobile markets, Veggie Prescription Program, Food Stamp Matching funds, Nutrition education
- **Link local buyers and sellers** – Farmers' markets, Who's Your Farmer directory
- **Educate & Train** – Community Food Leaders, Farmers Market Network, School Gardens
- **Food Business Support & Promotion** – Food Business Incubator

WHAT YOU CAN DO:

- **Buy local food first** – Support regional farmers and our economy
- **Volunteer** with Gorge Grown, your local food bank or community garden
- **Donate** to Gorge Grown today – Every \$100 will support a Veggie Prescription for 5 families





Our Mission

To build a resilient and inclusive regional food system that improves the health and well-being of our community





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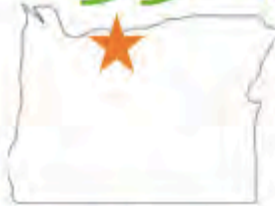
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Farmers' Markets

2015 By The Numbers



\$358,411



Contributed
to our local
economy

1,324

Pounds of fresh
food donated



92

Farmers'
markets
hosted



78

Family farms
and local
businesses
supported



\$4,494

Spent on produce
through the Veggie Rx,
POP Club, and SNAP
match programs



26,468

Customer visits at Gorge
Grown farmers' markets

OUR GORGE

LOCAL VORE



Photo by Sarah Hines

The Food of Life

Blue Bus Cultured Foods brings the fermented food trend to the Gorge

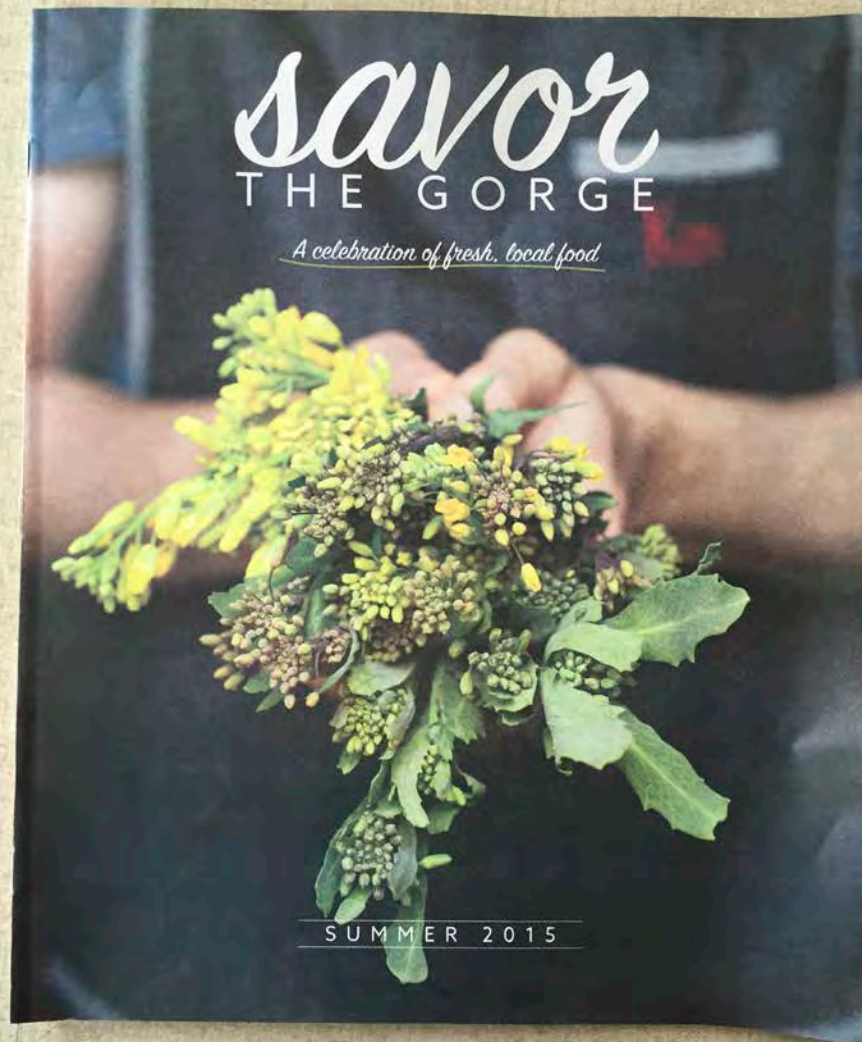
BY SETH BRONWITZ / PHOTOS BY BLAKE FRANKER



Kraut-chi isn't a new marital art, but a fermented food, a hybrid of the spicy Korean kimchi and the tangy German sauerkraut. This trendy culinary food is being made in the Gorge, by a new company called Blue Bus Cultured Foods.

A stop at the Blue Bus commercial kitchen in Bingen, Wash., reveals dozens of ceramic crock-pots bubbling away. Owners Colin and Kristin Franzer have filled the containers with chopped cabbage, ginger, chili, carrots, onions, garlic, leeks and other vegetables. They also have kimchi, a popular fermented sea slug original to China, brewing in the crocks.

Using a digital pH thermometer, Colin tests the acidic content of the salty brine in one of the containers prepared a few days ago. The pH reads 4.6, which, Colin says, isn't enough acidity. To sample the mixture's crunch, he takes a bite. It needs more time to gather flavor and allow the good bacteria to grow. Then, Colin tells me, magically transforms the raw vegetable mix into a fermented food. In about three weeks, the natural bacteria breaks down the complex proteins of the vegetables into a salty and pungent product, one that is easier to digest and more nutritious than the raw vegetables themselves.



Exclusive Farm Use Land Protection



Innovative “Light Industrial” Use



Building a network: What is working?

- Collaboration i.e. Coordinated care
- Cooperative branding i.e. Cider Society
- Leveraging federal support i.e. USDA grants



The Columbia River Gorge Cider Society is a group of participating local cidemakers, orchardists, and retailers focused on promoting and

supporting the region's cider industry through collective marketing, networking, and collaboration.

Challenges to building a network

- Cultural, political, geographical barriers
- Lack of distribution, aggregation, storage
- Competition between organizations
- Wild West/Rural Individualism
- Straddling two states
- Seasonal population





Our Vision

We envision a healthy,
self-sufficient
Columbia River Gorge
where our food is
produced with
integrity and is valued,
abundant, and
accessible to all.



Thank you!

Sarah Sullivan

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www.gorgegrown.com



High Desert Food & Farm Alliance



Key Facts:

- Fact 1: Diversity: specialty crops, meat, dairy
- Fact 2: High desert, rainshadow, isolated
- Fact 3: Strong community, ties to the land

Central Oregon Intergovernmental Council

*local government
Community & Economic Development department*

Goals within Food System sector:

- Improve the local food system economy
- Improve community resiliency
- Preserve the region's quality of life as a desirable place to live and work



Central Oregon Food System

History

- 2008: SNAP machines in farmers markets
- 2010: Central Oregon Food Needs Assessment
- 2011: Food Summit
- *2012: Formation of non-profit*
- 2013: Food Hub Study
- 2014: Value-chain study, wholesale support
- 2015: Risk management technical support

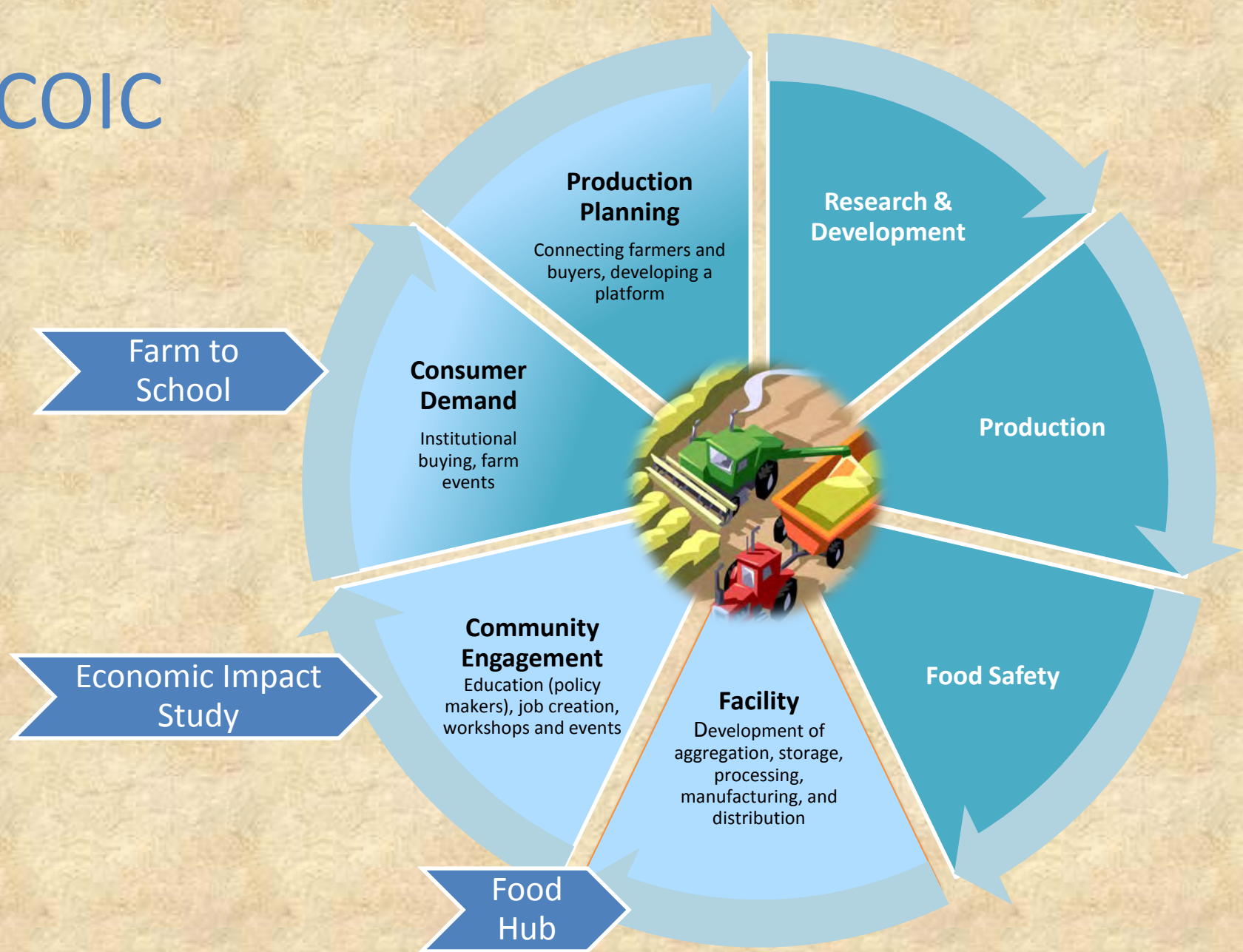
High Desert Food & Farm Alliance

Support a community based food system in Central Oregon to:

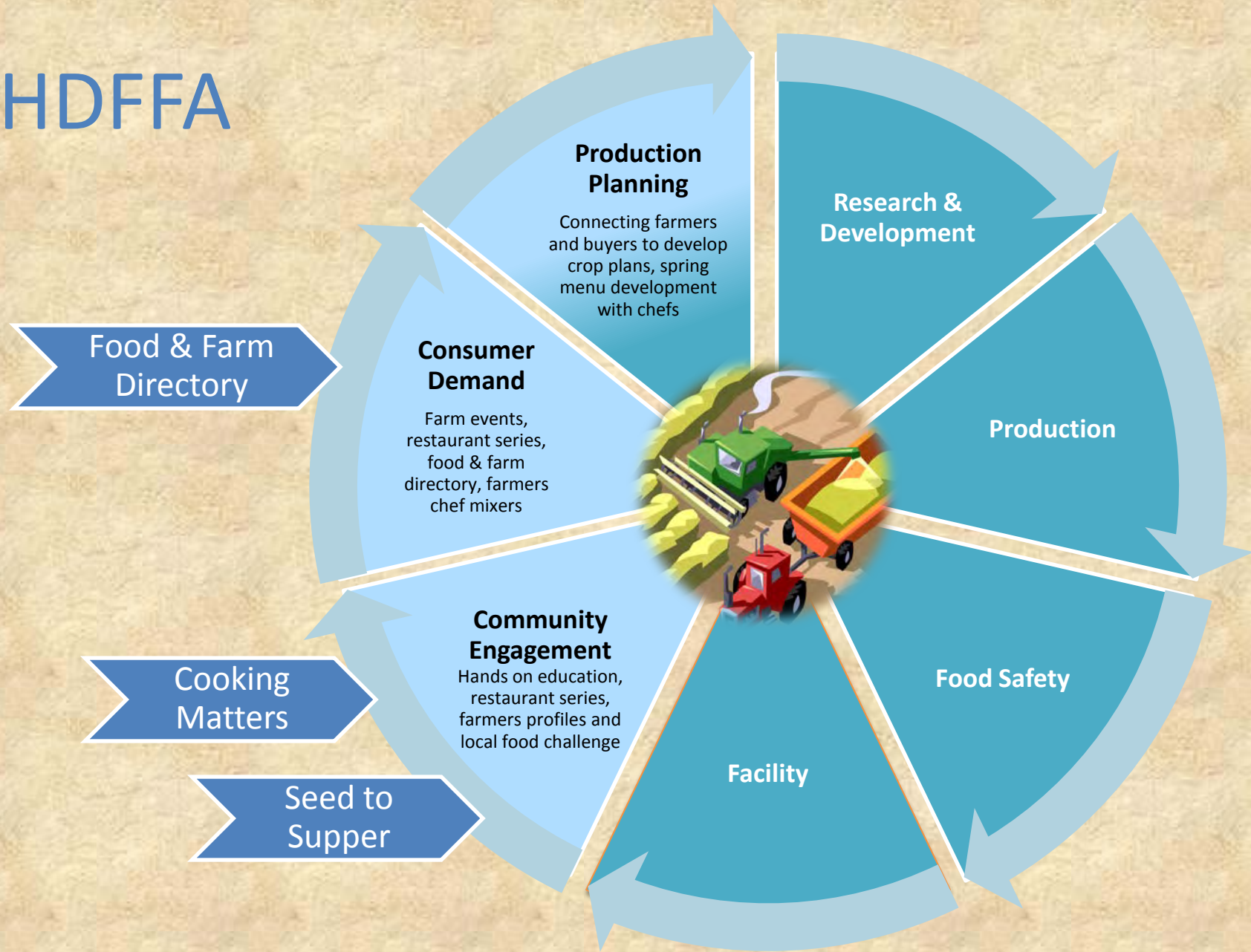
- Increase access to fresh healthy food
- Support sustainable land-use
- Foster relationships among farmers and consumers



COIC



HDFFA



Partners

- OSU Extension
- Or. Dept. of Ag.
- School Districts
- Community Gardens
- Regional Food Bank
- Social Services
- Non-profits
- Farmers/Ranchers
- Citizens



Building Regional Network: Challenges



Lack of Infrastructure

- No: processing, one-stop shop, distribution



Funding

- Limited pots of money for funding



Cultural and Geographical Boundaries

- 3 counties, different crops and desires

Building Regional Network: Benefits



Collaboration

- Food Recovery Program
 - HOFFA, Food Bank, St. Vincent, Farmers Market



Grants

- USDA Farm to School
 - COIC, School Districts, OSU Ext. Cascade Culinary



Not the only one

- Food Summit
 - Non-profits, schools, farmers, citizens, policy makers

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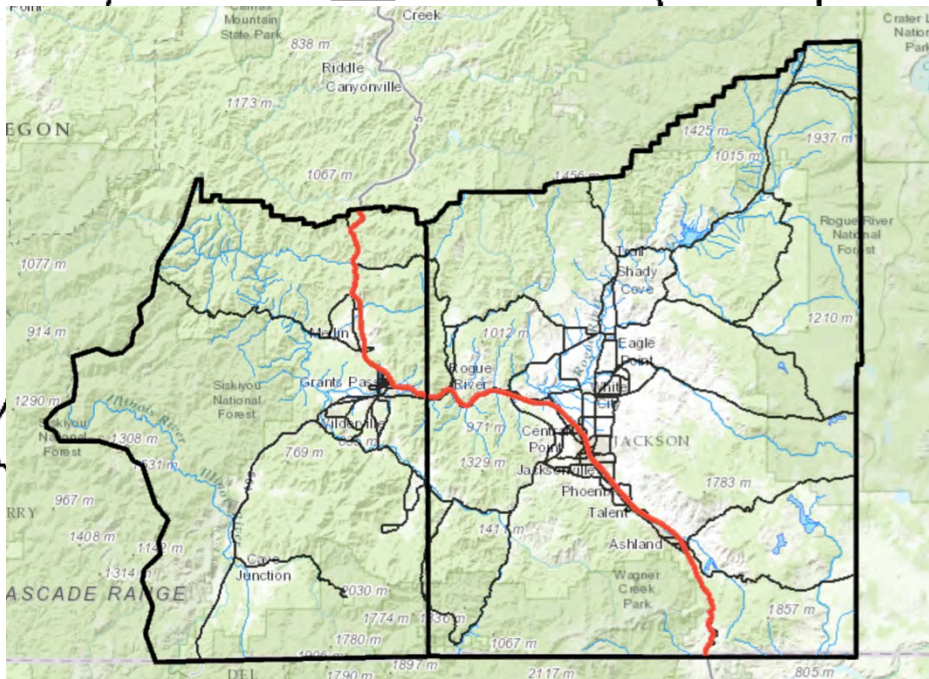
www.hdfffa.org



Rogue Valley Food System Network

Key Facts:

- Remote but connected
- Good Food HQ: Harry & David, Amy's Kitchen
- Organic Mecca





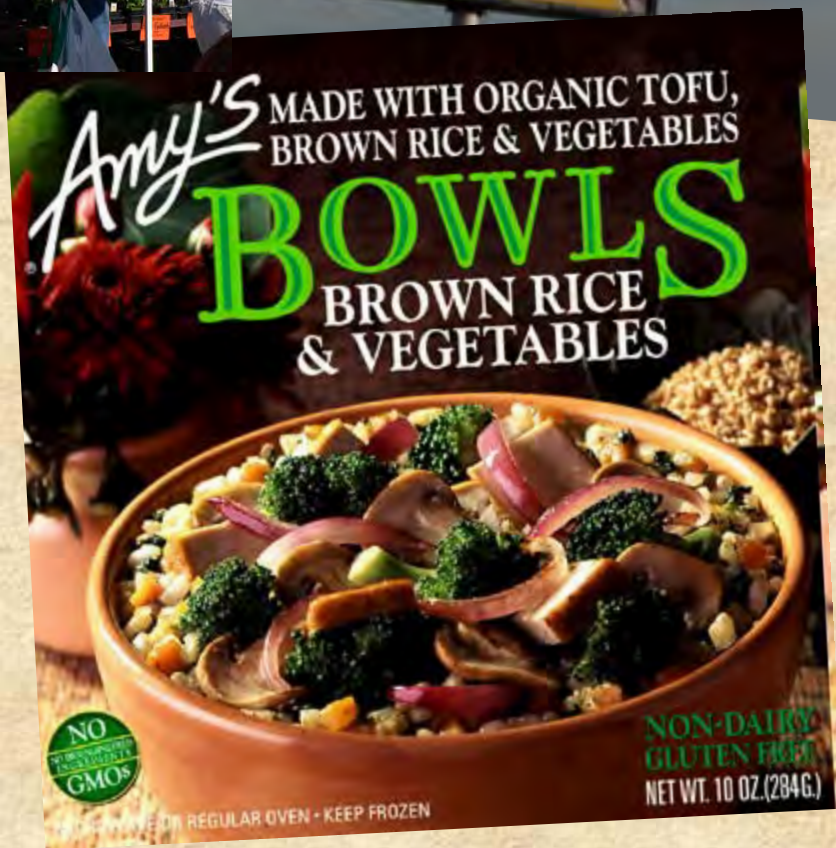
Working with Oregonians to enhance our quality of life by building livable urban and rural communities, protecting family farms and forests, and conserving natural areas.



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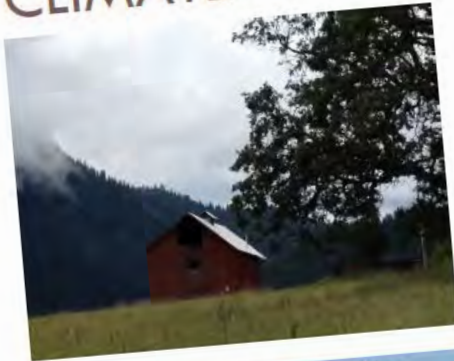


Harry & David



Food System Assessments

IT'S THE
CLIMATE



6/1/12

Looking at Food Security in Josephine
County



JACKSON COUNTY
Community Food
Assessment 2013



Meyer Memorial Trust

A Vision for Our Food System



Mission

The Rogue Valley Food System Network establishes a collaborative community of leadership to develop and advocate for a healthy and sustainable food system in Josephine and Jackson Counties.



Food System Network Partners



Medford First Christian Church



Grants Pass YMCA



Local Market Development



Economic Assessment



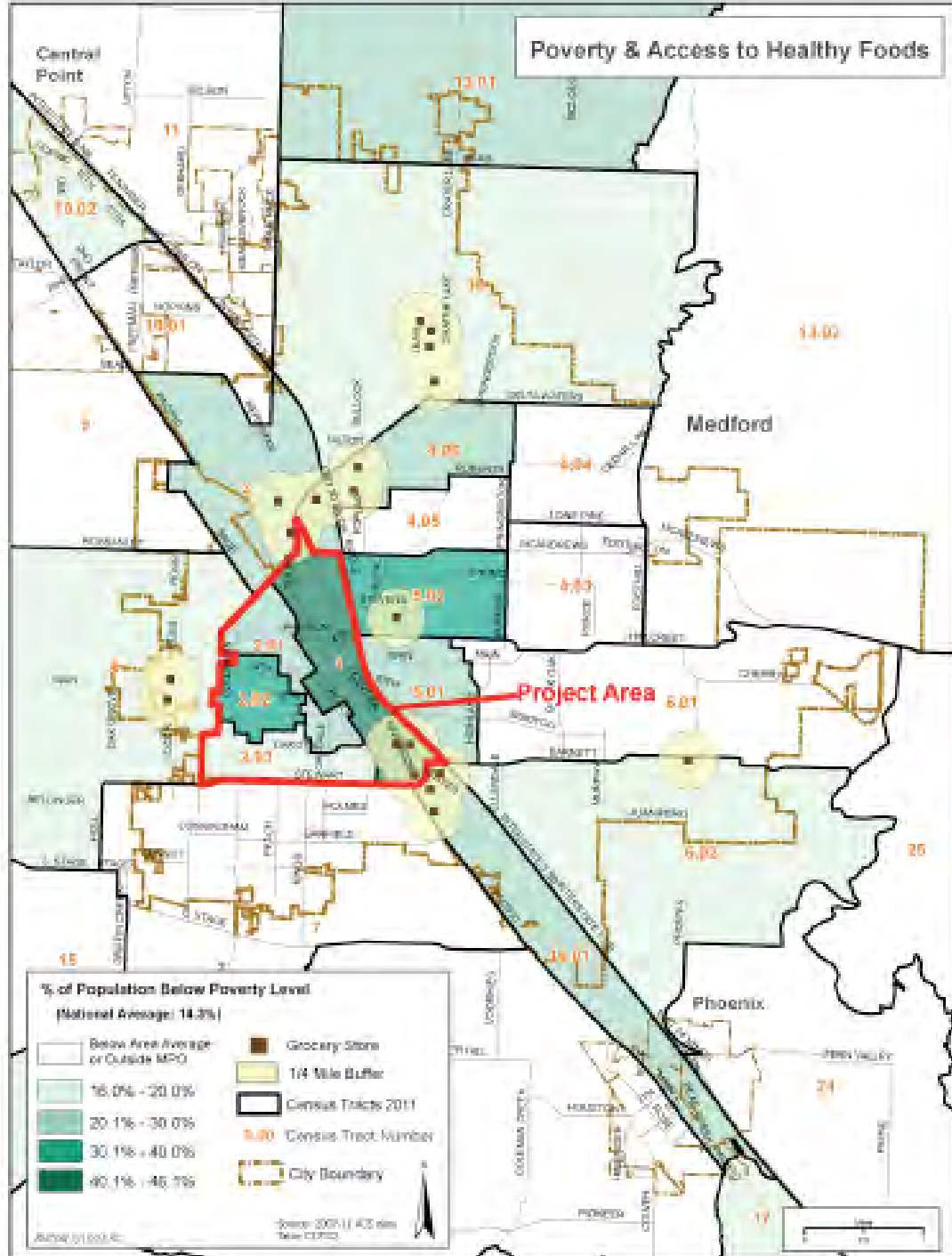
Regional Branding



Healthy Corner Store Initiative



Poverty & Access to Healthy Foods



Central Point

Medford

Phoenix

Project Area

% of Population Below Poverty Level
(National Average: 14.3%)

- Below Area Average or Outside MPO
- 16.0% - 20.0%
- 20.1% - 30.0%
- 30.1% - 40.0%
- 40.1% - 45.1%
- Grocery Store
- 1/4 Mile Buffer
- Census Tracts 2011
- Census Tract Number
- City Boundary

Scale: 1 mile

Source: 2011 ACS data
Data: CTRC





Challenges

- Funding a “non-organization”



Challenges

- Funding a “non-organization”
- Keeping Everyone at the Table



Challenges

- Funding a “non-organization”
- Keeping Everyone at the Table
- Expectation Management



What is Working

- Amazing new partnerships



What is Working

- Amazing new partnerships
- Leveraging outcomes



What is Working

- Amazing new partnerships
- Leveraging outcomes
- Attracting new attention for traditional work



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