Nourishing Smart Growth with Sustainable Food System Networks

New Partners for Smart Growth Conference
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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
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
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.
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

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<td>• South Coast Development Council</td>
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<td>• Ten Rivers Food Web</td>
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<td>• THRIVE</td>
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<td>• Upstream Public Health</td>
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<td>• Village Gardens/Janus Youth Prog.</td>
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<td>• Willamette Farm &amp; Food Coalition</td>
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*Image of people sitting at tables in a conference room.*
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

www.GorgeGrown.com
Our Mission

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

26,468 Customer visits at Gorge Grown farmers’ markets

$4,494 Spent on produce through the Veggie Rx, POP Club, and SNAP match programs
The Food of Life

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

Sullivan@gorgegrown.com

541-490-6420  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
Research & Development
Development of aggregation, storage, processing, manufacturing, and distribution

Production
Connecting farmers and buyers, developing a platform

Food Safety

Food Hub

Consumer Demand
Institutional buying, farm events

Community Engagement
Education (policy makers), job creation, workshops and events

Facility
Development of aggregation, storage, processing, manufacturing, and distribution

Farm to School

Economic Impact Study
HDFFA

- **Production Planning**: Connecting farmers and buyers to develop crop plans, spring menu development with chefs
- **Consumer Demand**: Farm events, restaurant series, food & farm directory, farmers chef mixers
- **Community Engagement**: Hands on education, restaurant series, farmers profiles and local food challenge
- **Food Safety**: Facility

**HDFFA**

- **Seed to Supper**
- **Cooking Matters**
- **Food & Farm Directory**
Partners

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

- Production Planning
  Coordinate with farmers to match consumer demand with production supply

- Research & Development
  Determine production techniques that work best with Central Oregon

- Production
  Plant and grow according to production planning and R&D findings

- Food Safety
  Determine and enact food safety techniques, safe food handling procedures and proper waste management techniques

- Facility
  Aggregation, storage (cold and dry), processing, manufacturing, and distribution

- Community Engagement
  Value added production, commercial kitchen, donations, job creation, internships, workshops and events

- Consumer Demand
  Marketing campaign that enhances local food production and consumer education
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
- HDFFA, 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
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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Food System Assessments
A Vision for Our Food System

Local Food

Leadership & Collaboration

Environmental Sustainability

Social Equity

Economic Vitality

Healthy Eating
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

- 1000 Friends of Oregon
- Access
- Rogue Valley Farm to School
- Thrive
- Rogue Farm Corps
- Ashland Food Co-op
- Southern Oregon University
- Jackson County Health & Human Services
- OSU Extension Service
- The Lunch Show
- Medford First Christian Church
- Organic Produce Warehouse
- Grants Pass YMCA
- Pholia Farm

Farmstead Hand Made Raw Milk Aged Goat Cheese
Economic Assessment
Local Market Development
Regional Branding
Healthy Corner Store Initiative
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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