

Food System Challenges & Opportunities – Regional Food System Meeting November 19, 2014

Production			
Challenge/Opportunity	Number of Short Term Votes (Red)	Number of Mid Term Votes (Orange)	Number of Long Term Votes (Blue)
<u>Links:</u> Farmer/producer connections to consumers; regional campaign – link food users to farmers (maybe through markets, chefs, etc.)	8	2	0
<u>Asset Mapping:</u> What resources are available? (i.e. cold storage, certified kitchens); Tri County – asset mapping: farm → storage → moving/processing → markets (What’s out there? Feed & Seed is working on this – 85% want to scale up and have 40% opening to grow.)	7	0	1
<u>Economic Study:</u> Measure capacity and desire to grow and to what point; Determine market value/scale. How much? What cost? Measure “bottom line” market and see what is left to sell.	1	2	1
<u>Attract Farmers:</u> How to grow farmer base? Long term, low rent leases for “desert” areas; Bring on board FFA/4-H/Young Farmers/Farmer/Veteran → need a chapter here.	2	2	8
<u>Supply:</u> Farmer/producer products/varieties/categories (list); Farm inputs (ex. tractor trailer – amount of grain)	2	4	4
<u>Education:</u> Farmer education on varieties, how-to, what’s in demand and how to grow it, funding and assistance sources, education for market managers/municipalities on importance of markets; Attending/participating GT Cultivate IT – Rebecca McKinney (Edible Upstate); Inter-farmer/inter-market sharing (i.e. seasonal extension, other educational web sources) – Clemson extension	1	5	3
<u>Labor:</u> Build a labor force resource	0	0	2
<u>Knowing the Farmer:</u> Determine what a farmer’s skill/specialty is and determine whether they are willing to change.	0	0	1

Market			
Challenge/Opportunity	Number of Short Term Votes (Red)	Number of Mid Term Votes (Orange)	Number of Long Term Votes (Blue)
<u>Place</u> : Marketplace and marketing – venue (farmer’s market/ mobile market/ distribution) - Partners for distribution (food hubs, Feed & Seed, food service, retailers); Brick & mortar: 2 nd rate produce (juices, sauces, bruised produce)/ farmers: pull up and sell from truck, Main St. market, food hub, schools/ consumers: farmers markets, grocers, mobile market, convenience stores	10	4	1
<u>Accessibility</u> : physically and financially; farms as an economic engine; Affordability: lower income, SNAP dollars used locally, subsidizing for market disparity targeted at low income consumers	1	4	9
<u>Communication</u> : goal: implement and communication (i.e. double SNAP, Wholesome Wave, farmer’s market); Communication with farmer → market; marketing decision → finding market; education of consumer; regional processing for farmers. Communication: farmer’s market manager, new and culturally specific produce, asset mapping (Who grows what? What are the farmers capable of growing? Price points?), branding and packaging	5	12	0
<u>Business Plan</u> : Profitable farming – education	1	1	2
<u>Planning</u> : Ongoing local food asset mapping – government, consumer, and retailer	0	1	0
<u>Awareness/Education</u>	0	1	0

Processing			
Challenge/Opportunity	Number of Short Term Votes (Red)	Number of Mid Term Votes (Orange)	Number of Long Term Votes (Blue)
<u>Economic Study</u> : How do we combine asset maps? Identify markets → What do people want? Identify farming niche.	1	0	0
<u>Processing-General</u> : Need more processing accessible to farmers (for direct sales); Lack of facilities/processors → potential for mobile processors; Need local products processed for direct market (commercial) i.e. Amy's kitchen, schools, hospitals, etc.	7	4	4
<u>Hub</u> : We need a connection to the market; make it more efficient to meet demand; aggregation of local product.	3	4	1
<u>Processing-Produce</u> : Need a mobile processor	1	0	0
<u>Processing-Feed</u> : Safe way to process local food into local feed stuff; Increase mill capacity for grains.	0	0	2
<u>Processing-Meats</u> : Need a close proximity to processing proteins.	1	0	0
<u>Composting/Processing</u> : Large waste issue with vegetables; Improve recycling and composting; Find a use for processing by-products; Learn from breweries about reusing waste (i.e. animal feed)	0	5	0
<u>Infrastructure</u> : Coop. facilities for post-production.	0	0	0
<u>Education</u> : Get GAP and HACCP certifications/education of process; Know about/get process for organic certification; Access to knowledge and training for value added products; Improvement of food quality; Focus on small and mid size farms.	3	3	4
<u>Storage</u> : Convince local grain elevator/new entrepreneurs to provide space for local product; Storage facilities/nodes are in short supply → identify who does the work.	0	2	2
<u>Land Link</u> : Connect farmers with land to farm.	1	0	2
Bring commodity growers into local market.	1	0	0
<u>Farm Input</u> : Need more local grain for local protein growers	0	0	0
<u>Small Scale Processing</u> : Access for consumer value-added products	1	0	0

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<i>Direct from Farm Sales:</i> Access of farm by consumer to buy products in order to add value	0	0	0
<i>Land Use Policy:</i> Review land use for processing.	0	0	1
<i>Regulations:</i> for mobile processing units are prohibitive; Need a champion to change processing rules; Need rules to accommodate local meats processing.	0	0	0
<i>Distribution:</i> issue for farmers.	0	0	0
<i>Insurance:</i> Easy access to insurance, product liability (availability and affordability); Consider legal remedies for decreasing liability.	0	1	0