



Kenai Peninsula Pilot Online Food Hub Informational Meeting



Thursday, November 12, 2015
Bidarka Inn, Homer, AK



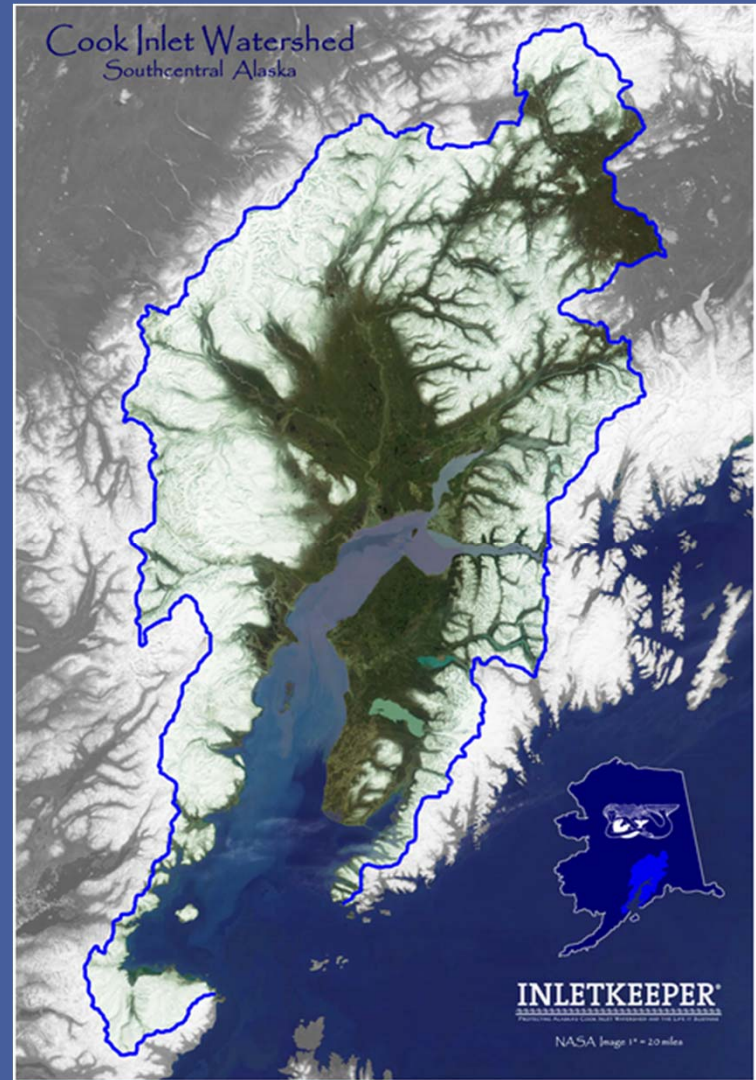
Tonight's Agenda!

- What is a Food Hub?
- USDA LFPP Grant
- Advisory Council
- Software/ Demo
- Logistics
- Costs
- Feedback Survey
- Resources
- Questions





Cook Inletkeeper





Cook Inletkeeper



Clean water

Healthy salmon

Engaged Alaskans

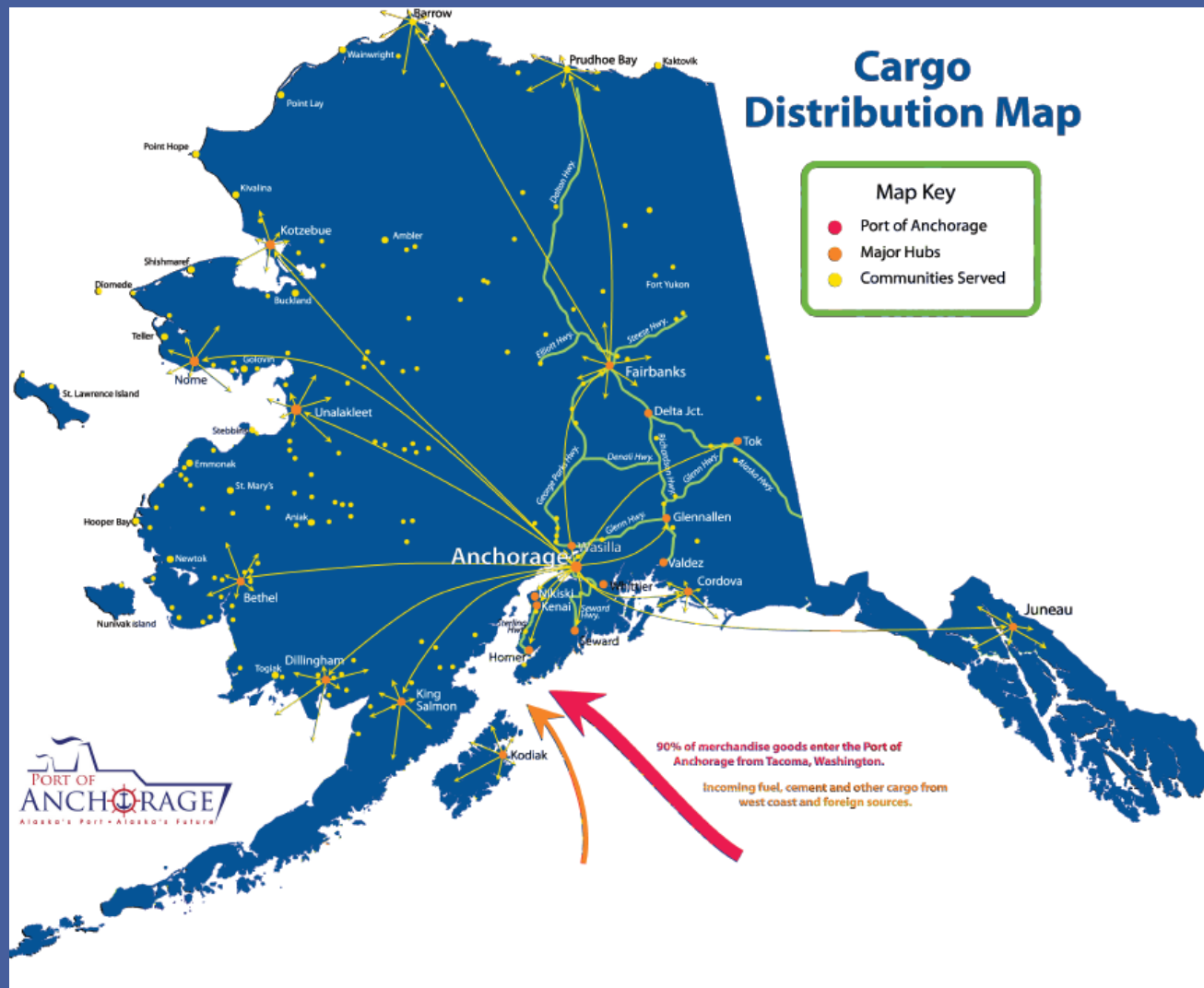
Clean energy

Strong communities....

Food Security!



Food Miles

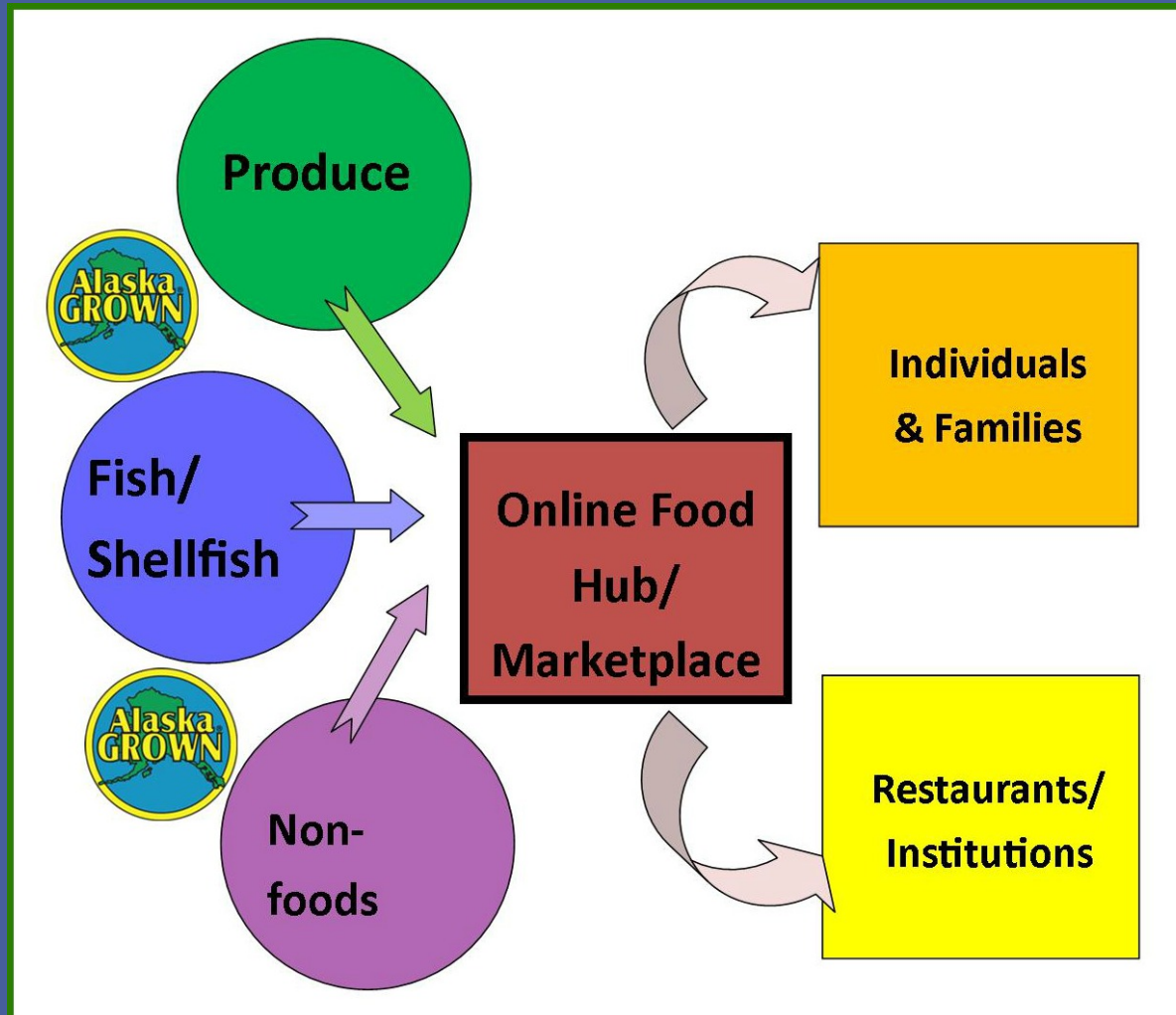


Direct farmer sales rose 32% in Alaska between 2007-2012!

Over \$4million in high tunnel grants from USDA to Alaskans



What is a Food Hub?





Food Hubs

- Third-party business
- Aggregation of products
- Ease of shopping
- Marketing & sales
- Education/Collaboration
- Building community





Producers

- Farmers – large and small scale
- Fishermen
- Value-added products
- Shellfish growers
- Non-food products





Customers

- Individual Buyers
- Institutions (hospital, senior centers, schools)
- Wholesale (restaurants, grocery stores)
- Possible expansion throughout Kenai Peninsula





Community Impacts



Economic

- Increased revenue that stays in the community
- 95% of our food is imported=\$1.9 billion spent on food from Outside



Social

- Strengthens information/support networks



Environmental

- Reduces food miles and carbon footprint
- Raises awareness & engagement



USDA Grant: LFPP

“Know Your Food, Know Your Farmer”

- Local Food Promotion Program
- \$11.9 million awarded
- 160 projects nationwide
- Three in Alaska

Sister grant program:
Farmers Market Promotion Program





“Expanding local food markets and access through an online food hub on the Lower Kenai Peninsula, Alaska”

GOAL: Improve and stabilize local food systems by increasing marketing opportunities for local producers and expanding access to and purchasing of local foods on the Lower Kenai Peninsula.

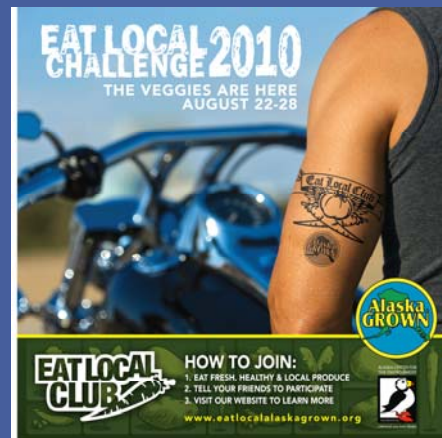


Photos: G.Grobarek, R. Mixon, M. Reveil



Grant Objectives:

1. Develop an online food hub system that will be live by April 2016.
2. Establish & grow producer engagement
3. Market the food hub
4. Market food hub producers





Advisory Council

- Producer, Emily Garrity, Twitter Creek Gardens
- Producer, Margo Reveil, Jakolof Bay Oyster Co.
- Producer, Paul Castellani, Will Grow Farm
- Producer/Fisherman- VACANT
- Alaska Marine Conservation Council, Hannah Hemibuch
- Seldovia Village Tribe, TBD
- Sustainable Homer, Kyra Wagner
- Homer Soil & Water Conservation District, Brad Cesar
- Kenai Soil & Water Conservation District, Heidi Chay
- Cook Inletkeeper, Rachel Lord (Facilitator) and Robbi Mixon (Program Manager)



Advisory Council

- Voting body for decision-making
- Draft task list
- Meeting monthly – your feedback is needed!

| Product |
|--|
| Food hub name |
| Website |
| Logo |
| Drop-point established |
| Business entity established |
| Written policies/guidelines |
| Producer/Vendor meeting FALL |
| Producer/Vendor meeting SPRING |
| Facebook page |
| Newspaper & Radio ads |
| Community presentations |
| Promotional video |
| Producer marketing materials developed |
| Evaluation metrics & plan |
| Year-one assessment |
| Final assessment |



Software Demo: Local Foods Marketplace

Local Food
MARKETPLACE

[Home](#) [Overview](#) [Customers](#) [About Us](#) [Blog](#) [Contact](#) [Q](#)



Powering resilient local food systems.



Local Foods Marketplace

Idaho's Bounty Cooperative website header and main content area. The header includes the logo, navigation links (HOME, RETAIL, WHOLESALE, PRODUCERS, ABOUT, EVENTS, DONATE), and social media icons. The main content area features a large carrot logo, the text "IDAHO'S BOUNTY COOPERATIVE", and a section titled "idaho's bounty IS AVAILABLE AT:" with links for "RETAIL OUTLETS" and "RESTAURANTS". There is also a "NEWS & EVENTS" section and a "MEET THE FARMERS" section.

Three River Farmers Alliance website header and main content area. The header includes the logo, navigation links (HOME, PRODUCT LIST, MEET YOUR FARMERS, JOIN US!, CALENDAR, CONTACT US, FAQ), and social media icons. The main content area features a large image of fresh vegetables and the text "Welcome to the Three River Farmers Alliance".

Hoosier Harvest Market website header and main content area. The header includes the logo, navigation links (HOME, SHOP, BUYERS, PRODUCERS), and social media icons. The main content area features a large image of fresh produce and the text "WE'LL OPEN FRIDAY AT 12PM." with a link to "VIEW OUR PRODUCTS". Below this is a section titled "YOU MIGHT ASK, HOW DOES THIS WORK?" with a flowchart showing the process: SHOP ONLINE → ORDER COMPLETE → DELIVER GOODS → PICK-UP.



Local Foods Marketplace



Thank you for visiting the Hoosier Harvest Market! We will have several updates to our site in the near future, but please come on in and fill out a [membership form](#).

HOW THE HOOSIER HARVEST MARKET WORKS:

1. Friday at noon the market will open.
2. Tuesday at midnight the market will close.
3. Your orders will be emailed to the farmers.
4. Thursday morning the farmers will deliver the products to the Purdue Extension Office in Greenfield.
5. Thursday afternoon between 4-7 PM market employees and volunteers will be at your chosen pick up location with your products.

Are you a local farmer looking for an opportunity to reach out to our community? Find out more about selling on our [producer page](#). Do you want to [register as a seller](#)?

[Sign Up »](#)

We are glad you are interested in buying local food. Please fill out the form below, and click "Submit" to complete your registration.

If you are a farmer or producer interested in selling through our site, or a restaurant or other institution interested in purchasing through our site, please specify this below.

REGISTER

I am

Your Distribution Location

5717 N 300 W Greenfield, IN 46140

Summer pick up hours - 4PM - 7PM Winter pick up hours - 4PM - 6PM

First Name

Address

Postal Code

Password

6-12 characters

Last Name

City

Phone

Confirm Password

Organization

State or Province

Alternate Phone

Email

This will be your login.

☒ Send me Weekly Email Updates

Please read our [Privacy Policy](#)



Type in the code that you see

above

☐ I agree to the [Terms of Service](#)

Customers Sign-up



Local Foods Marketplace

Sorry, the ordering period for this week will open Thursday, November 12 at 10:00 AM. Please check back then for an updated list of products.



Filter By Producer:

All Producers ▼

Filter By List:

What Was Available ▼

Search Product List:

Search

Sort:

By Category ▼

PRODUCT CATEGORIES

- Locally Grown Produce & Grains (46 items)
- Locally Raised Meat & Poultry (Frozen) (95 items)
- Cooperative Bundles (1 item)
- \$5 Friend Credit (1 item)
- Bee Products (4 items)
- Bread & Baked Goods (13 items)
- Cheese (7 items)
- Chocolate, Caramels, Toffee & More! (20 items)
- Donate (2 items)
- Eggs (3 items)
- Fermented Products (14 items)
- Fruits (2 items)
- Gift Certificates (1 item)
- Granola Products (4 items)
- Herbal Remedies (2 items)
- Mixes (4 items)
- Mushrooms (1 item)
- Oils & Vinegars (3 items)
- Preserved Foods (121 items)
- Soups (6 items)
- Wholesale (3 items)

ORDERING IS CURRENTLY CLOSED

PLEASE BROWSE THE CATEGORIES TO THE LEFT TO SEE WHAT PRODUCTS WERE AVAILABLE LAST PERIOD.

Product
Selection/Availability

ONLINE MARKET HOURS

Opens: Thursday, 8 AM

Closes: Saturday, 5 PM

PICK-UP LOCATIONS

VIEW OUR PRODUCTS

JOIN HERE!

MEMBER LOGIN



Local Foods Marketplace

Meet your Farmers!

Our local farmers are working together to meet the growing demand for local, sustainable food in the NH Seacoast and North Shore, MA area. If you are interested in becoming one of our producers, please send an email to our [Customer Service](#).



[Heron Pond Farm](#)

South Hampton, NH



[Stout Oak Farm](#)

Brentwood, NH



[Meadow's Mirth](#)

Stratham, NH



[Tuckaway Farm](#)

Lee, NH



[Kellie Brook Farm](#)

Greenland, NH

Vendor Profiles

Meet our producers! Click on drop-down menu at left to learn about each farmer. Inform yourself about their growing practices, personal stories, products and more! We encourage you to contact the farmers, ask questions and arrange visits.

- ✓ Select a Producer
- Alder Springs @ Northwest Premium
- Angel Earth Farm
- Ballard Cheese LLC
- Ballard Cheese Shipment
- Beaver's Nursery LLC
- Big Sky Organic Feed
- Blessed Earth Herb Farm
- Blue Barn Produce
- Brown's Buffalo @ North West Premium
- C&G's Wild Alaska Salmon
- Cabalo's Orchard & Gardens
- Canyon Bounty Farm
- Carp Solutions
- Catalpa Urban Farm
- Chook's Pond
- Cliff's Country Market
- Country Natural @ Boise Gold Springs

Angel Earth Farm

Kathy Noble

P.O. Box 4189
413 1/2 First Ave North
Hailey, ID 83333

what we sell

Dairy and Eggs - Eggs
Poultry - Chicken

Meats - Pork

about us

Angel Earth Farm is located three miles southeast of Bellevue, within the Bellevue triangle. What started out six years ago as noxious weeds and grass, was my vision to turn ten acres of land into a beautiful organic farm with vegetables, blooming shrubs, fruit trees, windbreaks, greenhouses, chickens, piglets, and a menagerie of rescued cats and dogs to keep everyone in line. Over the last six years I focused primarily on creating top soil, and it finally paying off. I've created one-half acre of top soil that is two feet deep (with the help my chickens and Weaner piglets). Every year I pasture raise a flock of French Heritage broilers for meat and Rhode Island Reds and Barred Rock chickens for beautiful brown eggs. In addition, I pasture raise large Black/Red Waddle pigs, that just so happen to dig up and eat the quack grass in that field so that I can reseed it to something more beneficial. Currently I am working toward organic certification, but have decided to utilize organic practices without certifying due to cost.

practices

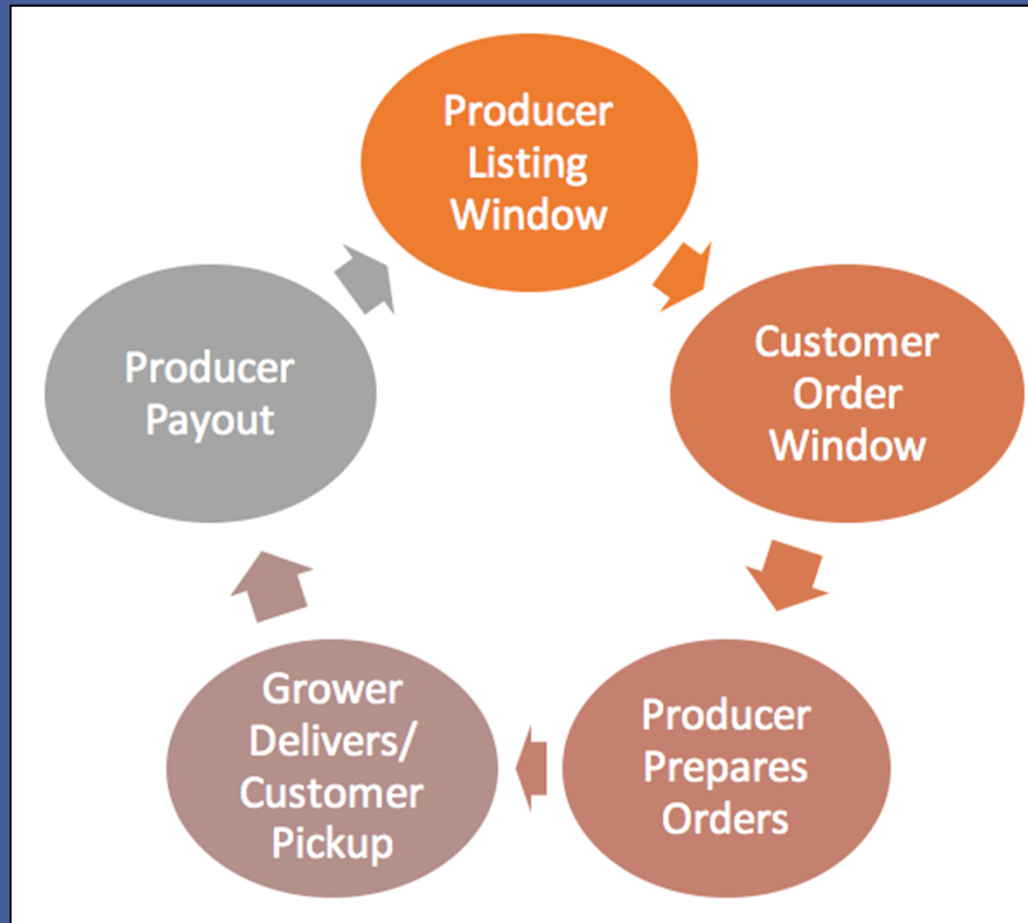
Even though chickens are raised on pasture, some feed is used and is sourced from the Dynamite Feed Mill at 611 North Main Street, Meridian, Idaho. The scratch is cracked corn and whole red wheat. The Weaner pig feed is also sourced from The Dynamite Feed Mill.





Local Foods Marketplace

Weekly Ordering Cycle for Growers





Local Foods Marketplace

Weekly Ordering Cycle for Growers

- Initial producer basic profile set-up should take 1-3 hours
 - Funding for photography
 - Program manager/volunteers can aid in set up
- Weekly Maintenance will be 10-20 minutes
 - Editing profile/photos/growing practices
 - Updating availability
 - Adding new items
 - Changing prices

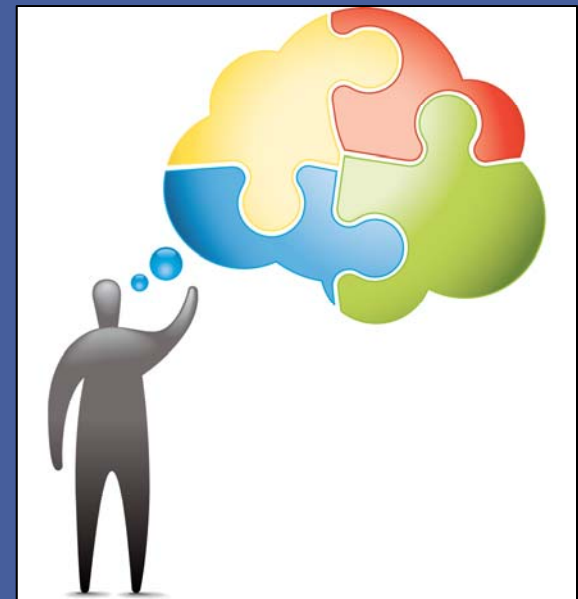




Logistics: Hub in Action

In the coming months the advisory committee will:

- Research Food Hub successes and failures
- Establish policy and procedures
- Establish drop locations and timing
- Create a name and logo





Costs of Participation

Goal: To Keep Costs Low and Be Sustainable

- Overhead: staff, software, advertising, administration costs (bookkeeper, insurance...)
- Membership fees
 - Customers- \$20/year
 - Producers- \$40/year
- Volunteers
- 25% mark up on products
 - Producers set their prices
 - Food hub adds a mark-up
 - Customer only sees the final price



Next Advisory Meeting

- All meetings are open to the public
- Attend or send questions/feedback to:
 - robbi@inletkeeper.org
- Next Meeting will be:
 - Tuesday, December 8th
 - Cook Inletkeeper Office
 - 10am-12:30pm





Questions!





Feedback

You are vital to the success and sustainability of the Kenai Peninsula Online Pilot Food Hub!

Please take a moment to fill out the Feedback form, to better inform us of your interests, concerns, and suggestions.





Resources

Cook Inletkeeper (www.inletkeeper.org/clean-water/local-food)

Alaska Cooperative Extension (Janice Chumley) (www.uaf.edu/ces/districts/kenai/, 907.262.5824)

Homer Soil & Water Conservation District (www.homerswcd.org, 235.8177 x5)

Homer Farmers Market (www.homerfarmersmarket.org)

Sustainable Homer (www.sustainablehomer.org)

Alaska Marine Conservation Council (www.akmarine.org)

The Wallace Center (www.wallacecenter.org)

Local Foods Marketplace (<http://home.localfoodmarketplace.com>)

Healthy Food Access (www.healthyfoodaccess.org)