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

Clean water
Healthy salmon
Engaged Alaskans
Clean energy
Strong communities....

Food Security!
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.
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!

<table>
<thead>
<tr>
<th>Product</th>
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<tbody>
<tr>
<td>Food hub name</td>
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<tr>
<td>Website</td>
</tr>
<tr>
<td>Logo</td>
</tr>
<tr>
<td>Drop-point established</td>
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<tr>
<td>Business entity established</td>
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<tr>
<td>Written policies/guidelines</td>
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<tr>
<td>Producer/Vendor meeting FALL</td>
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<tr>
<td>Producer/Vendor meeting SPRING</td>
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<tr>
<td>Facebook page</td>
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<tr>
<td>Newspaper &amp; Radio ads</td>
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<tr>
<td>Community presentations</td>
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<tr>
<td>Promotional video</td>
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<tr>
<td>Producer marketing materials developed</td>
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<tr>
<td>Evaluation metrics &amp; plan</td>
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<tr>
<td>Year-one assessment</td>
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<tr>
<td>Final assessment</td>
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</tbody>
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Software Demo:
Local Foods Marketplace

Powering resilient local food systems.
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?

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.

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.

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.

Vendor Profiles

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

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.

Angel Earth Farm

Kathy Rizzi
R.D. Box 4199
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 a small garden and business, was my vision to turn ten acres of land into a beautiful organic farm with vegetables, blossoms, shrubs, fruit trees, windbreaks, greenhouses, chickens, piglets, and a netherworld of rescued cats and dogs to keep everyone in shape.

practices
Even though the land is raised on pasture, some feed is used and is sourced from the Dynamite Feed Mill at 111 North Main Street, Meridian, Idaho. The grain is cracked corn and whole red wheat. The pig feed is also sourced from The Dynamite Feed Mill.
Local Foods Marketplace

Weekly Ordering Cycle for Growers

1. Producer Listing Window
2. Customer Order Window
3. Producer Prepares Orders
4. Grower Delivers/Customer Pickup
5. Producer Payout

Cyclic process flowchart showing the steps in the 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!

Q&A:
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)