

August 2, 2007

NIFF Group Discussion – how should we share future reports/learning, as well as bringing in resource speakers in for local food system stakeholders in the coming months.

- **Growing and Selling Local Foods**
 - Address how new and transitioning producers can become involved in local food production
 - How can a producer get started in a market?
 - Some individual resource will be required by the producer
 - Who can they turn to as a resource?
 - Local producers? Is a mentoring service/list needed?
 - Individuals
 - Farmer's Market
 - Retail
 - Local resource people?
 - Local professional organizations (beef producers, organic producers, etc.)
 - Workshops
 - How do producers market their product?
 - Educate producers that there is a lot of room in the market for local food production
 - Educate consumers and policy makers about the importance and value of a local food market.
 - Need more marketing of locally grown foods
 - Promote Ag Market Maker with producers/retailers
 - Need duplicates of Buy Fresh/Buy Local Directory
 - Immerging markets are a challenge
 - Need for Direct Marketing
 - Direct to consumers
 - Direct to Co-op
 - Direct to Retail Groceries
 - Provide Education to Stakeholders (Producers, Lenders, Policy Makers, Consumers, etc.) using our assessment data (Institutional Survey, Consumer Survey, Asset Mapping, Economic Impact Survey, and Base-line Data Survey)
 - Develop Story of why local/regional food system is important for reasons related to our environment, our economy, and sustainability.
 - Include in the story the negatives of chemicals in agriculture food production. (Determine the parameters for this discussion and how we can help education producers/consumers interested in transitioning to limited chemical use or organic and why this is important for consumers. How will we include talk about it and keep open to various points of view, bringing research-based information into the discussion?)

- Include in the story domestic “fair trade” food production
 - Educate consumers
 - How to prepare whole foods
 - Difference in products (grass-fed, organic, etc.)
- **Potential Educational opportunities for Producers (web casts, workshop speakers, etc.)**
 - Panel of Producers successfully marketing local foods
 - Speaker: Crane Apple Orchard
 - Adopt-A-Farmer/Adopt-A-Consumer Program
 - School-To Farm Program
 - How To Preserve Land & Environment for local market (discuss our topography – DNR)
- **Potential Educational opportunities for Food Purchasers**
 - Workshop/meeting for institutional food buyers (including school food service directors)
 - Cost of local food and added value
 - What’s available
 - How to prepare local foods
- Seek assistance from W.K. Kellogg Technical Assistance Program Team
- Seek assistance from Institute of Ag & Trade Policy