

COMMUNITY FOOD SYSTEMS

Certification

Community Food Systems- Economic Impact Certification

Part 1: Course Information

Course Description: This certification is for individuals interested in developing new skills for conducting an economic impact analysis study for communities for priority projects within Phase 2.

Timeframe: Participants will have 8 months to complete certification and is assessed at 120 hours of time or 4 hours/ week for 32 weeks.

Certification Objectives:

Economic Impact Analysis: Module 1 and Economic Impact Analysis. This includes an overview of economic impact methods, and how to conduct an economic impact analysis.

Part 2: Course Requirements

Completing Assignments: You must complete all module activities to receive a Community Food Systems Certificate of Completion. All assignments for this course will be submitted electronically through Moodle unless otherwise instructed.

Important Note: Activity and assignment details will be explained in detail within each learning module. If you have any questions, please contact your instructor.

Part 3: Grades

You must receive 80% or above on all activities to receive your Certificate. You will receive feedback and a grade from instructors on assignments before scheduled cohort meetings.

Viewing Grades in Moodle

- Click into the course
- Click on the Grades link in the Settings Box to the right of the main course page



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Part 4: Course Methods and Delivery

Course/Technical Requirements:

- Internet connection (DSL, LAN, or cable connection desirable)
- Adobe Flash Player
- Adobe Acrobat Reader
- Audio out and audio in
- QGIS: must be able to download the free QGIS software

Workshop Binders: It may be helpful for you to follow along in your binder while completing modules as some activities are like those completed in the workshop. If you took notes, information shared during the workshop between your cohort may also be helpful in completing assignments.

Moodle Access: This course is delivered online through Moodle online learning platform. If you need technical assistance at any time during the course, or to report a problem with Moodle, please contact the Moodle assistance contact below. For any assistance with course enrollment/cancellations or questions about course content please email kaleyh@iastate.edu.

Moodle Assistance Contacts:

Moodle username and password assistance	515-294-1725
Technical assistance with Moodle	515-294-1725
Enrollment and cancellations	kaleyh@iastate.edu
Content questions	court7@iastate.edu

Outputs:

Following **completion of each certification** you will receive all transferrable materials and templates related to your certification.

Economic Impact Analysis:

- Economic Impact transformation spreadsheet
- Tutorial slides
- Templates:
 - One-pager
 - Economic Impact report template
 - State-based Economic Impact report template



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Part 5: Course Outline

Cohort Timeline: While going through the certification you will have the opportunity to participate in cohort meetings that are scheduled through Zoom. This is optional for your certification.

This is a separate attachment in your email

Module 1: Community Food Systems Framework

Goal: Individuals will understand the Community Food Systems process and where they fit.

***Following completion of your certification you will receive all templates for Fee for Service and Community Food System Application*

Introductory Presentation: Melissa Clampitt: Need for Community Food Systems

1.1: Community Food Systems Framework

Overview: This section is a welcome to the Community Food Systems program and reviews logistics for the certification.

Outcomes: Participants will understand the logistics for going through the community food systems certification.

***Following completion of your certification you will receive all templates for CFS Application, meeting notes + presentations, public input sessions + tactic posters, input mechanisms, and marketing materials*

Required Activities:

1.1.1 Presentation 1: Community Food Systems Certification Logistics

Optional Activities:

Profitability of Local Food Markets

1.2: Internal organization the Community Food Systems process

Overview: This section will provide an overview of the internal organization of the Community Food Systems program and a transferable model for financial sustainability, outreach, implementation, and research. This includes an in-depth review of each type of certification role in their process.

Outcomes: Participants will understand the certification offerings; and how their certification fits within the process. Participants will understand how the Community Food Systems process can be used for food systems development in their communities and regions. Participants will think through potential ways to replicate the community food systems program within their own organizational and team structures as well as in collaboration with Iowa State University Community Food Systems program and think through their approach for a fee for service program and partnerships needed.

1.2.1 Presentation 1: Organization and Transferability

1.2.2 Activity 1: Where do you see the CFS process working for your organization?



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(for example, part of revenue generation? As a collaborative effort? This is just a skill set I'm going to use, but won't be charging for it)

1.3: Common Language and Practices

Overview: This section will provide an in-depth overview of common language of community food systems, outcomes for Phase 1 and Phase 2, as well as a review of community food system sectors, asset areas, and all tactics.

Outcomes: Participants will have increased understanding of the timeline and CFS process, common language for working with partners and other certified leaders, awareness of food systems tactics and the ability to consider additional needs for research in their own communities.

Required Activities:

1.3.1 Presentation 1: Community Food Systems Process

1.3.2 Presentation 2: Phase 1 & 2

1.3.3 Activity 1: Determine a community to work with throughout the course of the program (*you will use this community for activities within the modules- conducting meetings, creating templates for projects, developing a food systems assessments, and identifying priorities etc. This can be of any scale and will hopefully address a need in your community for capacity development*).

1.3.4 Reading 1: Community Food Systems Toolkit Booklet

1.3.5 Activity 1: Download the Community Food Systems tactics checklist and research if they exist in your community. Check all that are available and provide a contact and website as appropriate.

Tips:

1. Before you continue, create a plan for time to complete each module--> identify time in your calendar and make it a priority
2. State Cohort: You received a list of your cohort by state prior to starting your certification. Consider reaching out to them to determine a way of working together. This is particularly important for Full, Facilitator, and Assessor certifications, but may be helpful for TA certifications as well in terms of planning how to develop your CFS team in your state.
3. Certification Cohort: In your registration email you received a syllabus based on your level certification that included a cohort call timeline. If you would like additional support and assistance, consider joining those calls as needed.
4. Start to identify and consider your priorities. What is your goal for becoming certified in Community Food Systems? For example, becoming a trainer, a consultant around your state or region, you want to help your local community, etc.

Module 1 Evaluation

Economic Impact Analysis

Goal: Individuals will be equipped with new skills to conduct economic impact analysis for food systems projects.

Introductory Presentation: Ron Rainey: Economic Impact



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Overview: This section will provide an overview of economic impact methods. This section will share how to conduct economic impact analysis utilizing an input-output model that is based on the commonly used IMPLAN model. This module will introduce scenarios that will be transferable across different areas such as processing/ specialty crop growers/ etc. Users can use the simplified modeling system deployed for this module to learn more about the process of modeling and the kind of results that are generated from different economic scenarios.

Outcomes: Participants will understand the need for economic impact studies and will be able to conduct an impact analysis that may benefit a community project, or asset area. Participants who desire to graduate to actually using an IMPLAN model will find this session will prepare them to more rapidly learn and ultimately deploy that modeling system (or other modeling systems) for more rigorous analysis

Required Activities:

- 1.1 Presentation 1: An introduction to Economic Impact Assessment for Local Food Analysis: Part 1
- 1.2 Reading 1: The Economics of Local Food - Modules 5-6
- 1.3 Reading 2: Local Food Economics: Analyzing the Linkages of Local Foods to Local Economies
- 1.4 Reading 3: Local Food Economics: Addressing Opportunity Cost
- 1.5 Reading 4: Offsetting Supply Side Opportunity
- 1.6 Activity 1: Download the spreadsheet that contains the input-output model used in this module to be used in conjunction with Presentation 2
- 1.7 Presentation 2: An introduction to Economic Impact Assessment for Local Food Analysis: Part 2
- 1.8 Activity 2: Conduct an economic impact study. Utilize the previously downloaded spreadsheet and conduct the assignment at the end of Presentation 2.
- 1.9 Reading 5: Download and review the Public Market Economic Impact Analysis Report
- 1.10 Activity 3: Download your state data spreadsheet template and the economic impact report example and template. Utilizing your state-based Economic Impact Spreadsheet, consider a current project in your region that would promote economic impact through food systems. Build a new spreadsheet for the project. Work through the business plan in the food hub section and retitle the section for the appropriate business name. Then, begin creating the analysis within the transformation section. Based on your findings, utilize the report template provided and submit both your spreadsheet and a report about the impact of the project.

Optional Activities:

- USDA Economic Impact Toolkit
- Local Food Economics- Framing Your Assessment Process
- Local Food Economics- Using Secondary Data
- Finding Quick Stats
- Local Food Economics- Primary Data
- Local Food Economics- Engaging Community Process With Data
- Dave Swenson Video Library

Economic Impact Evaluation

