

# COMMUNITY FOOD SYSTEMS

## Certification

### Community Food Systems- Feasibility Certification

#### Part 1: Course Information

**Course Description:** This certification is for individuals interested in understanding various types of feasibility studies and analysis as it relates to food business development.

**Timeframe:** Participants will have 1 month to complete certification and is assessed at 10 hours' time.

#### **Certification Objectives:**

**Feasibility Analysis:** Module 1 and Feasibility Analysis. This includes exploring the differences in business feasibility studies and feasibility analysis as well as walk through an example feasibility study.

#### 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](mailto:kaleyh@iastate.edu).

#### Moodle Assistance Contacts:

Moodle username and password assistance	515-294-1725
Technical assistance with Moodle	515-294-1725
Enrollment and cancellations	<a href="mailto:kaleyh@iastate.edu">kaleyh@iastate.edu</a>
Content questions	<a href="mailto:court7@iastate.edu">court7@iastate.edu</a>



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### Full Certification Outputs:

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

#### Feasibility:

- Templates:
  - Pre-Feasibility Checklist

### 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.



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**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?

*(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**



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### Feasibility Study

**Goal:** This section will provide an overview of feasibility studies and their role in food systems development.

#### Module 1: Feasibility Studies

**Overview:** This section will share the different pieces of feasibility analysis, business plans, feasibility studies and additional assessments as it relates to food systems analysis.

**Outcomes:** Participants will understand the need for feasibility studies and have tools for assisting businesses in feasibility work. Participants will know additional partners or organizations that may be able to support them in conducting full feasibility analysis studies.

#### **Required Activities:**

- 1.1 Presentation 1: What are feasibility studies and why are they important?
- 1.2 Reading 1: Pre-Feasibility Checklist
- 1.3 Reading 2: Local Food Economics- Using Secondary Data
- 1.4 Reading 3: Finding Quick Stats
- 1.5 Activity 1: Where do you see the need for feasibility studies in your work?

Helpful Data Sources:

Bizminer  
IBISWorld  
Industrious CFO  
Agricultural Marketing Resource Center  
NAICS codes

#### Module 2: Feasibility Analysis

**Overview:** This section will share the differences in business feasibility studies and feasibility analysis as well as walk through an example feasibility study.

**Outcomes:** Participants will understand the steps for conducting a feasibility study and expected outputs needed. In addition participants will understand where to access data needed to conduct various components of business feasibility analysis.

#### **Required Activities:**

- 2.1 Presentation 2: Business Feasibility Analysis
- 2.2 Presentation 3: Feasibility Analysis Tools
- 2.3 Activity 1: Download the activity questions. Write down at least three questions you would ask of a business for each section of a feasibility study.

#### Module 3: Feasibility Teams

**Overview:** This section will review types of partners needed for feasibility studies.

**Outcomes:** Participants will know different partner organizations or expertise needed to conduct a full feasibility study



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### **Required Activities:**

3.1 Presentation 1: Team development for feasibility studies

3.2: Activity 1: Consider members in your organization and community, write down individuals that you could be a part of the feasibility team

### **Optional Activities:**

USDA Economic Impact Toolkit

Missouri Innovation Corporation

### **Feasibility Evaluation**

