

COMMUNITY FOOD SYSTEMS

Certification

Community Food Systems- Full Certification

Part 1: Course Information

Course Description: This certification is for individuals interested in offering the entire Community Food Systems program and process including facilitation of coalitions, mapping development, providing general design support, understanding feasibility analysis, creating and managing project teams, and conducting economic impact analysis.

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:

Full: Modules 1-4, Design Thinking, Economic Impact Analysis, Feasibility, and Mapping 101

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 |



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Outputs:

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

Full:

- Marketing materials
- Fee for Service and Community Food Systems Applications
- Community Food System Menu of Tactics
- Public input session tactic posters
- Community Input Tools: surveys/ evaluations/ directory templates
- QGIS Maps and Data Links
- Map reports
- Economic Impact transformation spreadsheet
- Tutorial slides
- Templates:
 - Research Manual
 - Snapshot
 - Maps Layouts
 - Community Food Systems Assessment
 - Precedent Reports
 - Survey forms and Evaluations
 - One-Pager and Pitch Packet
 - Directory
 - Final Impact Reports
 - Survey forms and Evaluations
 - Site observation
 - Precedent Reports
 - Survey forms and Evaluations
 - One-Pager and Pitch Packet
 - Pre-Feasibility Checklist
 - Reports
 - Map design guidelines
 - 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

Module 2: Collective Thinking + Facilitation

Goal: Individuals will be equipped with skills and tools for neutral facilitation, decision making, and moving programs forward.

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



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2.1: Collective Thinking and Facilitation Techniques

Overview: This section reviews Phase 1 of the Community Food Systems process and describes meeting objectives in each quarter. It will also highlight collective thinking practices utilized in alternative settings.

Outcomes: Participants will also have increased capacity and learning tools to offer collective thinking processes.

2.1.1 Presentation 1: Determining a Shared Purpose

2.1.2 Reading 1: Leadership for Collective Thinking in the Work Place

2.1.3 Reading 2: Facilitation

2.1.4 Reading 3: Group facilitation techniques and methods

2.1.5 Reading 4: Collective Thinking

2.1.6 Activity 1: What new techniques do you hope to incorporate based on your readings of collective thinking?

Optional Reading:

Mind Tools

Collective Learning for Transformative Change

Facilitation at a Glance pocketbook

2.2 Determine Collective Goals

Overview: This section will provide a review of techniques used to determine collective goals in coalitions and how to evaluate them as well as review specific sections of Phase 1 regarding tools for success of the program.

Outcomes: Participants will learn coalition development strategies, ways of engaging new stakeholders and diverse audiences, and how to build trusting environments. Participants will have new skills and templates to use throughout Phase 1 and potential other projects for goal setting in groups.

Required Activities:

2.2.1 Presentation 1: Vision

2.2.2 Activity 1: Upload and submit when complete. Download and fill out the Asset and Sector Workbook. Write down examples of opportunities and existing conditions in each asset area and sector. This should help inform your interviews within the Community Food Systems process, as well as provide a starting point for your research manual, to be completed in Module 3.

2.2.3 Presentation 2: Research

2.2.4 Activity 2: Download the interview questions. Conduct at least 5 interviews with partner organizations listed on either your asset or sector workbook. It may be best to choose 1 sector and 1 asset to focus on, and these interviews could be pulled into your research manual in Module 3.

2.2.5 Presentation 3: Input

2.2.6 Presentation 4: Public Input Sessions

2.2.7 Activity 3: Tactic posters many times include highlights of existing projects or programs in the community. Pick a tactic from either your interviews or your tactic checklist. Write 3-5 sentences about what distinguishes that project, and share a photo. In essence, this is a part of all tactic posters that would be included within a public input session.

2.2.8 Activity 4: Based on the many ways of hosting input sessions, describe your preferred way of hosting public input sessions. Share how you would go about organizing the session and the needed inputs for it to be successful.

2.2.9 Presentation 5: Prioritize

2.2.10 Reading 1: How Diversity Makes Us Smarter



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Want time to reflect on building consensus? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about prioritization and consensus building in groups: court7@iastate.edu

Optional Reading:

Local Food Economics- Using Secondary Data

Finding Quick Stats

Local Food Economics- Primary Data

2.3: Strategic Doing

Overview: This section will provide a review of the Strategic Doing process, developed by Purdue, and how it relates to the Community Food Systems Program. The section will share techniques used within the Strategic Doing lens to help move coalitions and project groups forward in their collective goals toward implementation.

Outcomes: participants will understand the Strategic Doing framework and will understand how it relates to Community Food Systems; participants will have improved confidence for facilitating groups and moving projects into the implementation phase

2.3.1 Presentation 1: Strategic Doing and Community Food Systems

2.3.2 Reading 1: Strategic Doing "4 Questions" and "10 Rules"

2.3.3 Reading 2: Strategic Doing Credo

2.3.4 Activity 1: Confirm the community that you are choosing to focus on for this certification (this was the objective of Activity 1.3.3). Based on the interviews and research done to date, download the worksheet and create a potential vision, mission and core values for this community. Ideally, reach out to partners to collectively work on the statements. However, if you are doing this for just training purposes, it is ok to fictitiously write the statements as well. You could also get together with your state cohort and rewrite or confirm the vision, mission and core value statements that were created by your group during the in-person workshop. Upload and submit when complete.

Optional Activities:

Strategic Doing: Guiding Measurable Outcomes Through Action-Oriented Collaboration

Strategic Doing: Theory and Application

Strategic Doing History

Observation:

Set up a time for observation or discussion on a facilitation technique: group decision making or collective goal setting. Set up with Courtney Long: court7@iastate.edu. Following your facilitation or discussion, please reflect on things that went well, you would change, or you would like more support in.

2.4: Phase 2 Overview

Overview: This section will provide a review of techniques used for groups decision making and consensus as well as Phase 2 project meetings.

Outcomes: Participants will have new skills to use throughout Phase 1 and be confident in their transition to Phase 2 of project management.



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2.4.1 Presentation 1: Project Meetings

2.4.2 Activity 1: What are your thoughts and feelings about transitioning from a facilitator to a project manager, or potentially a content expert?

Module 2 Evaluation

Module 3: Community Food Systems Assessments

Goal: Individuals will learn new skills for conducting a community food systems assessment, including primary and secondary research techniques, visualizations, and report generation.

***Following completion of your certification you will receive all templates for Research Manual, Snapshot, Maps Layouts, and CFS Assessment*

Introductory Presentation: Ron Rainey: Local Food Systems Mapping

3.1: Introduction- Importance of Community Food Systems Assessments

Overview: This section provides an overview of multiple platforms for food systems assessments and mapping. It will discuss the need and importance of imaging and mapping as a resource for community food systems assessments. Additionally, it will review the Community Food Systems method for conducting a Community Food Systems assessment including Research Manual, Snapshot and Assessment.

Outcomes: Participants will have improved understanding of food systems assessments and the Community Food Systems framework for conducting an assessment. Additionally, participants will know new sources for finding relevant information and data.

Required Activities:

3.1.1 Presentation 1: Community Food System Assessment Introduction

3.1.2 Reading 1: Local Food Economics- Framing Your Assessment Process

3.1.3 Activity 1: Connect with your cohort and determine what sections of the assessment you and cohort partners are going to work on throughout the rest of the module. Write which asset area you will focus on for the research manual as well as which sector you will focus on for the Community Food Systems assessment and snapshot. This activity must be uploaded and submitted by file (all file types accepted).

3.2 Research and Asset identification

Overview: This section will provide a comprehensive overview of the process for the Community Food Systems assessment, beginning with the development of a research manual.

Outcomes: Participants will understand how to create a research manual for a community asset area.

3.2.1 Presentation 1: Research Manual Overview

3.2.2 Presentation 2: Research Manual Walkthrough

3.2.3 Reading 1: Local Food Economics- Using Secondary Data

3.2.4 Reading 2: Finding Quick Stats

3.2.5 Reading 3: Local Food Economics- Primary Data



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3.2.6 Activity 1: Download the example Research Manual and read to understand and become familiar with how information is organized

Want time to discuss the research manual? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about research manual and data gathering: court7@iastate.edu.

3.2.7 Activity 2: Download the research manual template and fill in content for the asset area you determined. Submit your resource manual section for grading. Please note, this may take several hours, so take your time and reach out if you would like assistance in finding information, data, etc. Research manual template

Want time to discuss the research manual? We will talk about this during the cohort meeting, or reach out to Courtney Long to schedule a 1:1 about research manual and data gathering: court7@iastate.edu

Suggested Reading:

Growing Food Connections: Policy Database

Data Suggestions worksheet

3.3 Mapping

Overview: This section will provide an overview of the basics of GIS, the QGIS open source software, and common publicly available GIS datasets that can be used for food systems mapping.

Outcomes: Participants will know what GIS is, how it can be used in the food systems context, and will be able to create a map with the QGIS opensource software. Participants will also know new sources for finding relevant data.

Required Activities:

3.3.1 Reading: Terms

3.3.2 Presentation 1: What is GIS

Optional Activities:

Map forms

Tools of the Geographer

Types of Thematic Maps

Video: Data Sources Final

Required Activities:

Download the Essentials of QGIS Workbook before proceeding with activities and presentations. It may be helpful to have the workbook open in a different window, second screen or printed while installing QGIS software and downloading the CFS Data Package.

In addition, follow instructions provided below for either Windows or Mac to download and install QGIS on your computer.

CFS Data Package folder

Windows-QGIS software download instructions

Mac-QGIS software download instructions



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3.3.3 Presentation 2: Interface Navigation

Optional Activities:

Supported Data Formats
Exploring Data Formats and Fields
Files and Data: Vector and Raster
Working with Web Map Service Data
OS GEO LIVE
GeoSpatial Data Gateway
Web Feature Services Lesson

Required Activities:

3.3.4: Presentation 3: Accessing and working with GIS data
3.3.5: Presentation 4: Styling Layers
3.3.6 Presentation 5: Adding Labels
3.3.7 Presentation 6: Making a Map and downloading
3.3.8: Activity: Submit your map

3.4: Making the Document

Overview: This section reviews the community food system assessment, which includes coalition information, maps, data, and input sessions. This section walks through the development of a community food systems assessment and community food systems snapshot.

Outcomes: Participants will be able to create a place-based community food systems assessment and snap shot utilizing the ISU Community Food Systems template.

Required Activities:

3.4.1 Presentation 1: Community Food Systems Assessment and Snapshot

Download and review the 2-pager example, CFS Assessment example and template.

3.4.2 Presentation 2: Community Food Systems Assessment Walkthrough

3.4.3 Activity 1: Transfer your section of the resource manual into your CFS assessment within the sector that you have chosen-- work with your cohort to aggregate additional information for your sector and share your asset information from the research manual as appropriate (This may take several days) Submit your sector section of the assessment.

3.4.4 Activity 2: Download and review the example Snapshot and template

3.4.5 Presentation 3: Creating a Community Food Systems Snapshot (Walkthrough)

3.4.6 Activity 3: Transfer the completed sections of your asset and sector from module 3 into your Snapshot, as well as the tactic from Module 2. Submit your sections of the Snapshot.

Module 3 Evaluation

Module 4: Project Coordination and Development



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Goal: Individuals will be equipped with skills and tools for project management and implementation techniques: project management meeting, case study and precedent report development, design thinking, pitch packets, and funding considerations.

***Following completion of your certification you will receive all templates for Meeting Notes and presentations, one-pagers, precedent reports, survey forms and project input, directories, and final reports*

Introductory Presentation: Sommer Sibilly-Brown

4.1: Phase 2 Project Development

Overview: This section provides an overview of what to expect during the project implementation phase of the CFS process.

Outcomes: Participants will understand the process of Phase 2 regarding the CFS program, and tools to support the Technical Assistance needed.

Required Activities:

4.1.1 Presentation 1: Phase 2: Project Meetings

4.1.2 Activity 1: At the beginning of Phase 2, it may be helpful to create a directory of various technical assistance providers in the community that may be tied to a priority project. Think through your assessment and consider who you might include in a directory of resources for the community you are working with. Create a list, or reach out and ask for support in this effort and confirm partners. This activity must be uploaded and submitted by file (all file types accepted).

4.2 Precedent Reports and Case Studies

Overview: This section provides insight into various elements used in project development for the external client including project management techniques, project development tools, outreach mechanisms, and program support.

Outcomes: Participants will understand new techniques for promoting, obtaining support, and presenting priority projects to both internal and external stakeholders within the community. participants will be able to create precedent reports and case study packets, understand best practices for conducting research for projects and utilize case study methods

Required Activities:

4.2.1 Presentation 1: Phase 2 Project Development

4.2.2 Activity 1: Think back to Module 3 and choose a priority projects that supports the findings from your assessment and is needed. The project you choose will be used for the activities in this module. Share your priority project title and brief goal statement (why this will benefit your community). This activity must be submitted by file (all file types accepted).

4.2.3 Presentation 2: Goal Setting

4.2.4 Activity 2: Download the logic model and create a goal statement, outcomes, outputs, as well as indicators and measures to know if your project is successful. It might be helpful to meet with your state cohort or potential project partners to brainstorm ideas on why this project is needed, what it could be, and who it could benefit.



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4.2.5 Activity 3: Now that you know your goals for the project, consider potential partners. If possible, reach out and share your ideas, and tweak based on input from potential collaborators. Download this project one pager, and present your information.

4.2.6 Presentation 3: Research and Identification

4.2.7 Activity 4: Review the Public Market and Agrihood documents that were discussed in the presentation

4.2.8 Activity 5: Prepare a precedent report for your project. Download the Word template and design template and create a precedent report with at least 3 precedents. Be sure to consider needed components of your project, although, you don't have to create icons for each.

Want time to discuss your priority project? We will talk about this during the cohort meeting, or reach out to Courtney Long or Kaley Hohenshell to schedule a 1:1 about your ideas: court7@iastate.edu ; kaleyh@iastate.edu. We will help point you in the direction of potential Technical Assistance providers based on your project focus.

4.3: Potential Considerations

Overview: This section reviews practices and tools that may be needed as it comes to project development and technical assistance. It is meant to provide food for thought regarding project development.

Outcomes: Participants will be able to understand common language around design thinking; funding outlets; and how to evaluate projects and programs.

Required Activities:

4.3.1 Presentation 1: Design Thinking

4.3.2 Activity 1: Consider your project, how would you go about conducting a site observation? If your site is not a built infrastructure project, what elements need to be considered as it relates to design? Brainstorm and share your process for incorporating design into your project.

4.3.3 Activity 2: List 10 observation questions that may be helpful to consider as it relates to design.

4.3.4 Presentation 2: Funding

4.3.6 Activity 3: Based on your understanding from all of the sections in Module 4, determine what type of output would best share your message and funding needs to partners. Develop that project and submit (for example, pitch packet, one-pager, precedent report, etc.)

Want time to discuss your output? We will talk about this during the cohort meeting, or reach out to Courtney Long or Kaley Hohenshell to schedule a 1:1 about your ideas: court7@iastate.edu ; kaleyh@iastate.edu.

4.3.7 Reading 1: Collective Evaluation Tools

4.4: Transition out

Overview: This section provides information on how to transition out of communities once the CFS process has finished and local leaders have capacity to continue on their own.

Outcomes: participants will understand different ways communities may transition out of the CFS process, including local capacity development, project continuation, or discontinuing the process of coalition development.

Required Activities:

4.4.1 Presentation 1: Transition Out



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4.4.2 Reflection: Reflect on your goals for this process in communities you work. Share any reflections on how you will approach transition out with your communities.

Module 4 Evaluation

Design Thinking

Goal: Individuals will be equipped with new knowledge and tools for participating in design-based projects. They will understand the importance of design as it relates to project development in food systems.

***Following completion of your certification you will receive all templates for site observation and interviews*

Introductory Presentation: Sue Beckwith: Designing the Local Food Center

Module 1: Basics of Design Thinking

Overview: This section will provide an overview of the importance of design as it relates to the Community Food Systems program. It will utilize examples from the program and showcase the importance of place-based development and collaboration with design methods.

Outcomes: Participants will understand the need for design as it relates to food systems processes and projects, and where to engage with designers in the community food systems process. Participants will learn observation techniques for site development as an intermediate stage for concept design and strategy development.

Required Activities:

1.1 Presentation 1: Design Thinking (this video was shared in CFS Module 4, if you have already viewed, please skip and move forward)

1.2 Activity 1: Download the example Scaling Up Processing Interview and Site Observation Guide and Template. Review the interview guide and then choose a food systems project in your community. Using the template, create a series of questions regarding observation about the particular project. Conduct a site visit using your template. Request both time to do an interview with the organization or business, as well as time to walk the site to understand things like circulation, use of space, accessibility, etc.

1.3 Reading 1: Design Thinking

Module 2: Design Development

Overview: This section will walkthrough one community and discuss different design strategies for project development.

Outcomes: Participants will understand different ways of listening and observation as it relates to site or product design, including the function of space and identity in community design projects. In addition, they will learn ways of partnering with additional organizations and businesses as it relates to technical assistance needed for design.

Required Activities:

2.1 Presentation 1: Design Development (design part 4)

2.2 Activity 2: Go to the Agricultural Marketing Resource Center website featuring Value Added Producer Grant Recipients. <https://www.agmrc.org/media-room/agmrc-videos>. Choose 1 or 2 videos to watch.

Reflect and share your observations on the video. Download the activity sheet and respond to questions.



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2.3 Activity 3: Consider the types of projects you are working on that include design elements. Do you need additional support to respond to those needs? Who?

2.4 Presentation 2: Master Plan Design

2.5 Activity 3: Consider a site (can be different than that activity 1.3.2) that could utilize a master plan concept design. First, conduct a site walk and write down your observations (think through the example in 1.2 Site Observation Guide, write down observations you want on the site, and use that). Second, based on your site walk, consider how the site could be improved. You can determine a concept that seems appropriate for that neighborhood/ community etc. Please submit your observation guide and a concept diagram and brief narrative about your proposal. The site diagram does not have to be formal, it can be basic concepts not to scale, or you can download an image from google, or other platform and overlay ideas with pen and marker.

Design Thinking 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

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



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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

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.



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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

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

Mapping 101

Goal: Mapping and visual aids helpful tools to express concerns or opportunities for new projects or existing issues within businesses and organizations. Participation in this program will lead to new skills in mapping techniques, unique input models to garner feedback, comprehensive reports utilizing qualitative and quantitative information, and resources to find necessary data for decision making on multiple scales from business development, organizational work and community food systems assessments.

Introductory Presentation:

Ron Rainey: Local Food Systems Mapping

Module 1: Introduction to Mapping for Food Systems

Overview: This section will provide an overview of the need for mapping and how they can be used for decision making.



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Outcomes: Participants will have increased understanding of the importance of mapping and appropriate ways to utilize both visualizations and assessments within business development, organizational pursuits, and community foods systems.

Required Activities:

- 1.1 Presentation 1: Introduction to Mapping
- 1.2: Reading 1: Local Food Economics- Framing Your Assessment Process
- 1.3: Reading 2: Local Food Economics- Using Secondary Data
- 1.4: Reading 3: Finding Quick Stats
- 1.5: Reading 4: Local Food Economics- Primary Data
- 1.6 Reading 5 Local Food Economics- Engaging Community Process With Data
- 1.7 Activity 1: Reflect on a project need for a business, community design, etc. Using the template provided, write about the type of map you would need to articulate a change, issue, or opportunity. Describe in detail the context, scale, conditions of the business, etc. How many maps do you need to create to describe your project?

Optional Activities:

USDA Economic Impact Toolkit

Module 2: Creating a Map

*Individuals participating in Full Certification may skip to section 2.9 at this point, because they have already completed Module 3 in CFS**

Overview: This section will provide an overview of the basics of GIS, the QGIS open source software, and common publicly available GIS datasets that can be used for food systems mapping.

Outcomes: Participants will know what GIS is, how it can be used in the food systems context, and will be able to create a map with the QGIS opensource software. Participants will also know new sources for finding relevant data.

Required Activities:

- 2.1 Reading: Terms
- 2.2 Presentation 1: What is GIS

Optional Activities:

Map forms
Tools of the Geographer
Types of Thematic Maps
Video: Data Sources Final

Required Activities:

- 2.3 Presentation 2: Interface Navigation



COMMUNITY FOOD SYSTEMS

Certification

Optional Activities:

Supported Data Formats
Exploring Data Formats and Fields
Files and Data: Vector and Raster
Working with Web Map Service Data
OS GEO LIVE
GeoSpatial Data Gateway
Web Feature Services Lesson

2.4: Presentation 3: Accessing and working with GIS data
2.5: Presentation 4: Styling Layers
2.6 Presentation 5: Adding Labels
2.7 Presentation 6: Making a Map and downloading
2.8 Activity 1: Create a map using the CFS Data Package that you downloaded in QGIS.
2.9 Presentation 7: Creating New Data Layers
2.10 Activity 2: Create a map with one or more layers by following the Presentation 6 tutorial.
2.11 Presentation 8: Analysis and Assessment
2.12 Activity 3: Create a map analysis and include a narrative of what data your map is showing.

Module 3: Creating the Report

Goals: This section will describe the process of taking a GIS map and making it into an analysis report. It will review a project design, as well as share templates for layouts.

Objectives: Participants will create their own place-based map based on their reflections in section 1. Participants will develop a report and will receive feedback and critique from Mapping 101 teachers.

Required Activities:

3.1 Presentation 1: Building Your Map

Optional Activities:

Presentation: Community Input Sessions

Required Activities:

3.2 Reading 1: Color Schemes
3.3 Activity 1: Determine which layers you need to create a map. Create a color scheme and 1 map showing environmental conditions surrounding your business or region.
3.4 Activity 2: Create a final report regarding your proposal. Submit at least one map with a legend and narrative to describe what you are trying to show.

Mapping 101 Evaluation

