OPEN FORUM

COVID-19: BEST PRACTICES, NEW OR REVISED PROGRAMS, AND NEW AND ONGOING CHALLENGES
Community, Local & Regional Food Systems
National Extension Project

Dr. Kathleen Liang
W.K. Kellogg Distinguished Professor of Sustainable Agriculture
Director, Center for Environmental Farming Systems
College of Agriculture and Environmental Sciences
North Carolina Agricultural and Technical State University

Katie Wright
CLRFS Media Outreach and Administrative Support

foodsystems.extension.org
We help Cooperative Extension Professionals find innovative ways to generate greater local impact.

Through the Impact Collaborative, we work with member institutions on building skills in innovation, and bringing new capacity to the system. eXtension and the Impact Collaborative are the Cooperative Extension System’s investment for local impact.
Community, Local & Regional Food Systems
National Extension Project

Examples of
- Program
- Curriculum
- Case study and practice
- Evaluation and assessment
- Article, reports, new releases

Discussions
- Issues, challenges and risks
- Success stories and strategies
- Solutions and impacts

Connections
- Projects
- Collaborations
- Support

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Community, Local & Regional Food Systems
National Extension Project Working Groups

- Economic Impacts of Community, Local and Regional Food Systems
- Food System Certification Project with NAFSN
- Urban Agriculture
- Racial Equity in the Food System

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Website Listserv

Facebook:
Search: “Community, Local & Regional Food Systems”
Fan page: https://www.facebook.com/ExtensionsCommunityLocalRegionalFoodSystems
Group Page: https://www.facebook.com/groups/188628827945517/

Contact Us
Please join us! If you have experience and expertise in community, local and regional food systems and would like to join our community, contact us by joining eXtension and indicating your interest in joining CLRFS: https://people.extension.org
If you do NOT have an email with .gov or .edu, contact Katie Wright to join: kgwright73@gmail.com

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A Part of the Cooperative Extension System
OPEN FORUM

COVID-19: BEST PRACTICES, NEW OR REVISED PROGRAMS, AND NEW AND ONGOING CHALLENGES
CLRFS Open Forum Presenters

- Katie King
  Extension Educator | Regional Food Systems
  Nebraska Extension in Cass County

- Kristen Houska
  Asst. Extension Educator
  University of Nebraska–Lincoln

- Londa Nwadike
  State Extension Food Safety Specialist
  Kansas State University/ University of Missouri

- Regan Genevieve Emmons
  Farmers Market Promotion Program Coordinator
  Utah State University
CLRFS Open Forum Presenters

- Sue Beckwith
  Texas Center for Local Food
  A Project of the Growers Alliance of Central Texas

- Laura Lauffer
  EmPOWERing Mountain Food Systems
  North Carolina State University, NC Cooperative Extension

- Kirsten Ann Conrad
  Agriculture Natural Resource Extension Agent
  Virginia Cooperative Extension

- Jeffrey O’Hara
  USDA - AMS
Nebraska Regional Food Systems Initiative: COVID-19 Response

www.foodsystems.unl.edu
- **Food Chat**
- Virtual Farm Tours, Online platform informational interviews, Aspiring Farmer
- Great Lakes Vegetable Producer’s Network
- **Cooper Farms**
  - collaborative using space to grow food for donation/free markets
We connect all Nebraskans to grow equitable and resilient food systems.
Nutrition Education Program

Supplemental Nutrition Assistance Program -Education (SNAP-ED)
Assistance for SNAP EBT users across the state to access online shopping for groceries
SNAP-ED Food Access Nutr. Ed. Resources

- **Food Access BINGO**

- **Healthy N Fit Families at the Market**
This material was funded in part by USDA’s Supplemental Nutrition Assistance Program and Expanded Food & Nutrition Education Program (EFNEP). The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, call 1-800-430-3244. This institution is an equal opportunity provider and employer.
KSU EXTENSION LOCAL FOODS TEAM

- Local food discussion at KSRE Annual Conference- Oct 2019
- First whole team meeting on March 24, 2020
- Group developed “Homesteading 911” videos

Help is on the way!

Horticulture Agent Rebecca McMahon is ready to assist.

K-State Research and Extension
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<tr>
<th>Video</th>
<th>3-Second Video Views</th>
<th>Minutes Viewed</th>
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Your Kansas Farm, Open for Business!
Guidelines for Direct to Consumer Food Businesses in Kansas

June 2, 2020
6:00-7:30 pm

Register now at https://ksu.zoom.us/meeting/register/tjMqfi-yu3tvE7rG0QzrDPH5Ha673q4rHZFe

Team website: rrc.k-state.edu/localfoods/index.html
Extension Supporting Farmers Markets during the COVID-19 Pandemic

Regan Emmons, FMPP Coordinator, Utah State University
Brian Moyer, Educational Program Associate, Penn State Extension
94% indicated information provided helped to SUSTAIN their market during the crisis.

“The market managers forum has been immensely helpful. I have learned so much about the steps other markets are taking to keep customers and vendors safe; have gotten loads of useful ideas: signage, handwashing, ways to promote social distancing, guidelines for customers and vendors.”
Provided very valuable information and cautions including the explanation of markets' legal duty to prioritize and take appropriate actions to prevent the spread of coronavirus.

Working TOGETHER with local governments and Departments of Health.
Texas Center for Local Food & Partners
Covid-19 Response
Texas Farms Veggie Box Program
11 Weeks: March-May, 2020

Successes: A Win-Win-Win-Win-Win-Win

- High K-12 family engagement, cooking together and learning about fresh, healthy local food
- Student self-directed, peer-to-peer learning and celebration using Facebook
- Reliable income for Texas farmers who had lost wholesale sales just as harvest was beginning
- Fresh vegetables for Elgin families who have children with diet-related illness
- Fresh vegetables for food insecure families and homeless youth
- Families with the means to buy fresh local vegetables could get them in a COVID-safe setting

What We Did As A Community
- **Community** - Sold Veggie Boxes To Local Community $36,742
- **Health** - Weekly Veggies To Children With Diet-Related Illness
- **Schools** - Elgin School Farm-To-Kids After School (-To-Home)

Sue Beckwith Sueb@Texaslocalfood.Org
Community Food Distribution Aggregation Models: A Story of Three Pivots

Laura Lauffer, EmPOWERing Mountain Food Systems
North Carolina State University NC Cooperative Extension

CLRFS SEPTEMBER 30, 2020 ONLINE OPEN FORUM
- Opening another farm to table restaurant
- Continuing on line sales
- Expanding grocery store
- Offering SNAP EBT
- Western regional distributor of artisanal, wholesome, products. Restaurants, resorts, grocers

https://www.eatrealfoodinc.com/
Guadalupe is a farm to table restaurant in Sylva, NC. For ten years they have been building relationships with dozens of farmers and food artisans.

Guadalupe is adding a large walk in cooler allowing them to procure more products.

- They do not anticipate reopening for seated dining.
- Grocery will expand with additional storage options.
Darnell Farms

PIVOT FROM FARMSTAND AND AGRITOURISM TO HOME DELIVERY AND DRIVE THROUGH MARKET

Expanding cooler space
- Traditional CSA Option with Keto, Paleo and Vegetarian Options
- Continue on line grocery deliver
- Distributing cases for regional farmers to wholesale markets in multi state region
- Adding WIC (already using SNAP)
Darnell Farms

Yonder

Guadalupe

Empowering Mountain Food Systems

Learn More, Stay in Touch!

Laura Lauffer lwlaffo@ncsu.edu 919 444 1478
The Seed Project
An Extension Master Gardener Project

Kirsten Ann Conrad, Extension Agent
Arlington County and City of Alexandria VA
Kirsten.conrad@vt.edu
In the beginning....

• Support for urban agriculture outreach, community events, classes, and plant clinics
• Desire for increased awareness of Extension location and resources
• 2012 - 2014 America the Beautiful Foundation and Ft. Belvoir VA warehouse
• 2014 – 2019 Seed Donations
• 2020- The Seed Project
2020 Extraction, Delivery and Sorting

- 11 cartons of boxes
- 6 community garden events
2020 and the C-19 Response

• 1 Coordinator
• 3 neighborhood distribution points
• Admin support for online requests
What just happened?

- Estimate 1200 families/individuals served
- 10,000+ seeds given out
- New seed sources
- Plants!
- Amazing increase in on-line public education classes!
- Arlington Victory Gardens project

Dear Ms. Boger,

Thank you for the seeds. I LOVE FRESH GREEN BEANS AND CARROTS. *Hope you have a happy Earth day today!*

*All caps for emphasis.*

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“Our first garden seems to be doing well so far! Thank you again! Have a great day.”

Virginia Cooperative Extension
Virginia Tech • Virginia State University
The Case for Shared Farm-To-Institution Metrics

- University of Kentucky Food Connection (cooperator)
- Farm to Institution New England
- Michigan State University Center for Regional Food Systems
- Center for Good Food Purchasing
- Health Care Without Harm
- National Farm to School Network
- Community Health Improvement Partners (San Diego)
- Real Food Generation
- USDA FNS
- USDA AMS
Our plan of work

Create **harmonized metrics** for local food that are consistent with existing national standards

Start with **Farm Impact**

**Road-test** metrics with the broad F2I stakeholder community

**Develop tools** and protocols to help with adoption and implementation

**Values-neutral** (does not define ‘local’ or ‘good food’)
What metrics do

Allow you to clearly define terms of what does and does NOT count for local using consistent language.

Even a tiny bit more detail provides much more nuanced picture of local purchasing.

Track progress over time on constant terms.

Builds transparency and eases barriers for local/regional food sourcing.
Every product has multiple characteristics

Carrots: Item # 1545

- Business Type: _______
- Ownership: _______
- Farm Impact: _______
- Farm Identity: _______
- Product Type: _______
- Market Channel: _______
Example: Marksbury Farm Meat

Whole muscle meats, ground meats and sausages aggregated from specific local farms by a locally owned meat-hub and purchased through a secondary distributor

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Minority-owned business</th>
<th>Women-owned business</th>
<th>Farm Impact</th>
<th>Farm Identity</th>
<th>Product Type</th>
<th>Market Channel</th>
</tr>
</thead>
<tbody>
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<td>Indi Business</td>
<td>N</td>
<td>N</td>
<td>All</td>
<td>Yes</td>
<td>M&amp;P</td>
<td>Distributor</td>
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Example: Broccoli Soup

Cream of broccoli soup made by locally owned co-packer
Broccoli is purchased from specific local farms, and is the only locally-sourced ingredient.

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<th>Minority-owned business</th>
<th>Women-owned business</th>
<th>Farm Impact</th>
<th>Farm Identity Preserved</th>
<th>Product Type</th>
<th>Market Channel</th>
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