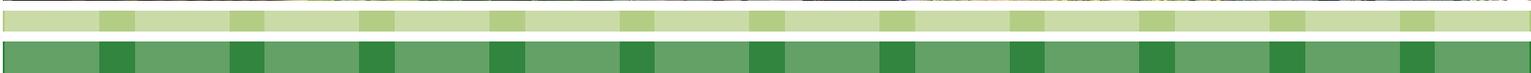




ROGUE VALLEY

Food System
Vision & Action Plan
2013
Executive Summary



Executive Summary

How did we get here?

Many community efforts have been working on pieces of our food system for several years. Over the last year the food system planning process has been hearing from the community about what they would like to see the big picture of food in our region look like. We have engaged over 400 people in community gatherings asking participants what they see as assets, barriers, challenges, and opportunities in their food system. We have engaged another 650 community members through surveys and interviews. This process has been guided by a steering committee made up of representatives from varying sectors of the community. Through hearing from the community in these various ways we have attained a sense of the collective vision for our food system.

What is the Rogue Valley Food System Action Plan?

The Rogue Valley Food System Action Plan provides a starting point that builds upon the existing work of the community to move toward the collective community vision and shared goals of our food system. This plan is a request for involvement from each sector of the community to form partnerships that are crucial to finding sustainable strategies to attain our goals and realize the vision.

Envision a Sustainable Food System in the Rogue Valley....

From the synthesis of community input and local recommendations the draft Rogue Valley Food System Vision framework was developed around four goal areas: local food, social equity, healthy eating, and economic vitality.

The visual below represents the guiding principles for the continued conversation of our food system. This draft framework represents a big picture look at the food system and is intended to be used as a starting point for the development of a food system action plan to address the needs and opportunities under each area.



Executive Summary

Rogue Valley Food System Council

Mission: The Rogue Valley Food System Council networks stakeholders to increase collaboration and to provide leadership in developing and advocating for solutions to our food system challenges in Josephine and Jackson Counties.

Vision: The Rogue Valley has a strong, vibrant regional food system that results in abundant local food production, equitable food access, a healthier community and economic vitality in our communities.

Objectives:

1. Foster collaboration, communication, and education among institutions, organizations, community members, and decision-making bodies on issues central to our regional food system.
2. Coordinate regional fundraising and development designed to research, design, implement, and assess activity fostering a sustainable and just local food system.
3. Research and evaluate the programming, policy, science, and culture impacting the economic, environmental, and social state of our food system.
4. Propose and promote regional policies supporting the core mission and vision of the Rogue Valley Food System Council.
5. Partner in the delivery of community outreach programming designed to foster a regional ethic of care for our community food system and to distribute thoughtfully researched materials for informed decision making.

How you can get involved...

Three levels of Rogue Valley Food System Council membership:

- 1) The Board of Directors – Elected to be the decision making body of the Council to uphold the mission, vision & objectives
- 2) Partners – Organizations, agencies, or businesses that support the work and participate on a focused task force
- 3) Supporters – Individuals that support the Council and want to work on a focus task force



Action at a Glance

Leadership & Collaboration – Work together across sectors to move projects forward.

Goal 1: Make food system information more readily available to all community members, and increase partnerships across sectors to improve our community's overall food security.

- 1.1 Form a Food System Council
- 1.2 Develop a food system website
- 1.3 Develop a list-serve for information sharing
- 1.4 Electronically map the resources in each sector of our food system
- 1.5 Create a physical central location for food related organizations to be housed



Healthy Eating - Provide nutrition education for consumers to help them make a healthier choice

Goal 2: Expand reach and scope of current education programs to engage a greater audience and increase consumption of fresh fruits and vegetables.

- 2.1 Develop and implement a train the trainer model to offer demos and classes at food pantries, agencies with residential programs, and other community locations
- 2.2 Outreach to the Hispanic Community and offer programming in Spanish

Local Food - Build infrastructure and increase local food production

Goal 3: Ensure that county and statewide land use regulations support and enhance opportunities for agricultural businesses.

- 3.1 Gain representation on the county Agricultural Task Force
- 3.2 Engage the farming and local food communities in the redefining of agricultural land use
- 3.3 Participate in local and statewide policy discussions to promote opportunities for agritourism
- 3.4 Educate and support producers on land-use issues about what is currently allowed on their land and provide support through the appropriate process.

Goal 4: Develop and use existing infrastructure to transport local food from the farm to the market to extend the seasonal availability of local foods and add value through the production of specialty foods.

- 4.1 Support regional businesses that have capacity to fill the role of providing distribution and facilities.
- 4.2 Support the development and marketing of a local food brand.
- 4.3 Utilize existing facilities with certified kitchens and storage space to process/store surplus local foods.
- 4.4 Look into the feasibility of developing a physical “food hub” with cold storage capacity
- 4.5 Provide meat locker space making the purchase of a whole/half animal more feasible for consumers
- 4.6 Support local meat marketing efforts

Goal 5: Develop and implement education, training, and business development support for aspiring farmers and ranchers.

- 5.1 Create “next step” opportunities for graduates of RFC's *Farms Next* program and OSU Extension Small Farms *Growing Agripreneurs* program
- 5.2 Expand RFC *Farms Next* program to communities across the state

Action at a Glance

Social Equity - Provide access to food and food security for all

Goal 6: Develop avenues to make fresh, healthy foods more accessible and affordable in parts of the community where these foods are not readily available and residents have limited resources to acquire healthy foods.

- 6.1 Increase access to healthy foods at retail locations
- 6.2 Expand outreach efforts of SNAP and WIC benefits usage at the Growers Markets
- 6.3 Offer SNAP Incentive Match Programs at area growers markets
- 6.4 Explore the possibility of a mobile farm stand to serve limited access neighborhoods
- 6.5 Partner with healthcare providers to help educate about the benefits of eating fresh, whole foods and the resources in the community to access those foods

Goal 7: Provide support to existing community gardens and increase access to garden space for interested community members.

- 7.1 Network existing community gardens to provide support and resources needed
- 7.2 Develop additional gardens making more garden space available to the community
- 7.3 Partner with city planning departments to map available spaces
- 7.4 Develop additional community gardens and volunteer teams with local churches
- 7.5 Support and encourage school gardens
- 7.6 Promote edible landscaping in public spaces
- 7.7 Advocate for the right to garden for residents
- 7.8 Provide education and supportive resources for home gardeners
- 7.9 Educate grocery stores and SNAP recipients about using benefits to purchase fruit /vegetable plants and seeds

Economic Vitality - Promote a thriving local economy

Goal 8: Increase the percentage of food consumed that is produced in Jackson and Josephine County to double what it is now in five years.

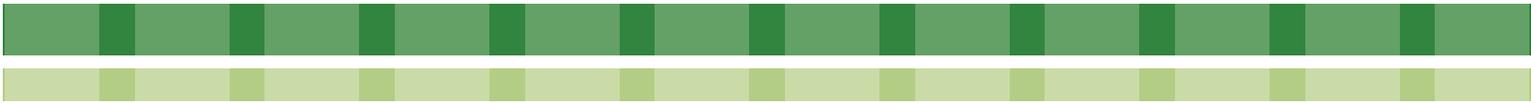
- 8.1 Identify stores that are willing to purchase locally produced foods
- 8.2 Identify what producers need in order to meet the requirements of stores and make it worth it to the producer
- 8.3 Support producers to become certified under the Good Agricultural Practices (GAP) certification
- 8.4 Coordinate production and distribution to ensure a consistent supply of local products to stores.
- 8.5 Provide tools to help local grocery stores make the connection to local farms
- 8.6 Increase sales of locally produced foods to restaurants.
- 8.7 Increase sales of locally produced foods through institutional buying (schools, higher education, hospitals, etc.)



For more information contact:

Hannah Ancel, Community Food System Coordinator, ACCESS
541-618-4019

hancel@accesshelps.org



With support from:
The Rogue Valley Community
The Food System Steering Committee

