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***Fiscal Year 2023***  
***Description of Funded Projects***

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**Number of Grants Awarded:** 33

**Amount of Funds Awarded:** \$14,180,180.00

For more information, please visit the grant program's website:

<https://www.ams.usda.gov/services/grants/lfpp>

**NOTE:** The project descriptions listed below were provided by the grant recipients. The views expressed here are those of the grant applicants and cannot be attributed to the U.S. Department of Agriculture.

## Arizona

**Recipient:** Pivot Produce, Tucson, AZ.

**District:** AZ-007

**Project Type:** Farm to Institution

**Award Amount:** \$739,500.00

**Match Amount:** \$185,678.00

**Total Project Amount:** \$925,178.00

***Arizona Planned Production and Logistics Expansion (APPLE), will increase access to locally grown produce and reduce on-farm food waste by expanding and creating institutional markets.***

Pivot Produce's proposed project, Arizona Planned Production and Logistics Expansion, or APPLE, will utilize the successful southern Arizona Farm to Institution model to increase local foods sales to Maricopa County-based institutions. Their proven Farm to Institution model uses a value chain approach to coordinate farmers' planning with institutional purchasing demand. APPLE will provide in-person training on food safety and value-added products for 15 small farmers, and APPLE will also provide transportation of produce from farms to markets. In addition, the project will expand and create connections to institutional markets, including hospitals, schools, and food banks. The project will also implement purchasing commitments; reduce on-farm food waste by 20%; expand and create 10 institutional markets, increasing access to locally grown produce; and increase sales for small farmers in 6 counties in southern and central Arizona.

## California

**Recipient:** Rumiano Cheese Company, Willows, CA.

**District:** CA-001

**Project Type:** Farm to Institution

**Award Amount:** \$750,000.00

**Match Amount:** \$187,500.00

**Total Project Amount:** \$937,500.00

### ***North Coast Pasture to Plate: Building Capacity in the Northern California Food System To Boost Sales of Value-Added Organic Dairy Products to School Districts***

Rumiano Cheese Company, an agricultural business that aggregates, processes, and markets value-added organic dairy products made from milk produced by 27 Northern California dairy producers, seeks to boost Farm to Institution sales of locally-produced organic dairy products through activities that will expand the local food system's capacity to produce, process, and distribute value-added organic dairy products into Northern California schools. Activities will also include creating and delivering engaging educational content for school foodservice staff and students to support long-term increased consumption. Intended beneficiaries include 49,460 school-aged children and 27 Northern California dairy producers. This project's primary expected outcome is increased farm to institution sales of locally-produced organic value-added dairy products.

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**Recipient:** Public Health Institute, San Diego, CA.

**District:** CA-012

**Project Type:** Farm to Institution

**Award Amount:** \$742,141.87

**Match Amount:** \$187,500

**Total Project Amount:** \$929,641.87

### ***Farmer's Food as Medicine***

The Public Health Alliance of Southern California (Alliance) will cultivate partnerships and help establish contracts between farms and institutions to support local farmers. The Alliance is a coalition of 11 local health jurisdictions with deep expertise in health, food systems, equitable contracting processes, and transforming data into action. The Alliance is expertly positioned to transform the connections between farmers and healthcare institutions, such as the opportunities provided by Medi-Cal's CalAIM Medically Supportive Food & Nutrition initiatives. The food as medicine movement also presents a promising opportunity for promoting health equity by addressing food and nutrition insecurities, which are root causes of chronic diseases that contribute to 50% of deaths in San Diego County. Through this project, the Alliance will connect and cultivate an initial cohort of 100 CalAIM participants who will receive medically supportive food sourced through Foodshed, a farmer-owned aggregation and distribution cooperative in San Diego. Foodshed works at the intersection of farm viability and climate-smart practices to promote local food equity and supports 60 small farms—68% of whom are socially disadvantaged and BIPOC producers—and distributes 80% of their produce to historically underserved communities. This project will shift Foodshed from a grant funding to a financial viability model.

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**Recipient:** 18 Reasons, San Francisco, CA.

**District:** CA-012

**Project Type:** Planning

**Award Amount:** \$175,720.00

**Match Amount:** \$67,760.00

**Total Project Amount:** \$243,480.00

### ***18 Reasons Teaching Kitchen and Food Hub***

18 Reasons is a nonprofit organization with a 15-year history of developing and delivering programming that increases food security, culinary skills, and nutrition knowledge, while distributing and using in our education programs over 100,000 pounds of locally-grown produce each year. The purpose of this project is to develop a business plan, feasibility study, budget, and program plan for a new teaching kitchen and food hub that will provide job training, employment, food access and food education programming to a wide variety of San Francisco Bay Area residents, including low-income families. To develop the project, 18 Reasons will work with a local chef and consultant who specializes in developing food hubs and markets. The consultant will work closely with 18 Reasons staff members to conduct research and develop a feasibility study and business plan. 18 Reasons will also develop a long-term budget for the project's implementation. The new teaching kitchen and food hub planning work will focus on will double the reach of 18 Reasons' programs, and supports the USDA's goal to engage as intermediaries in indirect producer-to-consumer marketing to increase access to and availability of locally and regionally produced agricultural products by sourcing produce directly from local farmers for use in food education and food access programs.

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**Recipient:** San Mateo Resource Conservation District, Half Moon Bay, CA.

**District:** CA-016

**Project Type:** Planning

**Award Amount:** \$112,259.00

**Match Amount:** \$28,092.00

**Total Project Amount:** \$140,351.00

### ***Collaborative, Community- Driven Planning Process to Expand Markets and Improve Aggregation & Distribution***

In San Mateo County local producers, most of whom run small operations, face a host of challenges: transportation and distribution barriers due to coastal locations, ineffectively tapping into local markets, and lack of nearby processing facilities. Through recent collaborative efforts, local producers identified the need for a food hub to revitalize the San Mateo County farming and ranching industries. This planning project will continue the community-designed development of a food hub to improve the viability of local farming operations by expanding markets and improving aggregation and distribution opportunities.

Objectives include assess the needs of local small farms and ranches; and design a business plan for a food hub that will provide services and opportunities to improve the viability of local farms and ranches. The main project outcome will be a published business plan that has been driven and informed by the community at each stage of development.

## Colorado

**Recipient:** First Nations Development Institute, Longmont, CO.

**District:** CO-004

**Project Type:** Implementation

**Award Amount:** \$592,007.00

**Match Amount:** \$148,002.00

**Total Project Amount:** \$740,009.00

### ***Native Food Producers Serving Indian Country***

First Nations Development Institute, a national, nonprofit Native American organization, will support 13 grassroots native food sovereignty collaborators to increase native food security in their Tribal communities and expand local and regional access to traditional foods. Two virtual convenings and an in-person convening will build a peer support network among participants, while financial support and capacity building consultant expertise will help them to develop and expand marketing networks, as well as improving food safety, handling and transportation. The 13 producer collaborators are located in rural, low income Native communities in Arizona, Michigan, Minnesota, New Mexico, North Dakota, South Dakota, Texas, and Wisconsin, with operations that include meat, eggs, honey, maple products, wild rice, junberries, and produce. Ultimately, community and regional accessibility to traditional native foods will increase, revitalizing cultural foodways, overcoming inequity, and improving the health and well-being of native people and communities.

## Connecticut

**Recipient:** CitySeed, Inc., New Haven, CT.

**District:** CT-003

**Project Type:** Implementation

**Award Amount:** \$732,634.00

**Match Amount:** \$244,739.00

**Total Project Amount:** \$977,373.00

### ***CitySeed Shared-Use Commercial Kitchen and Food Business Incubator***

CitySeed, Inc. is a nonprofit based in New Haven that seeks to “engage the community in growing an equitable, local food system that promotes community development, economic development, and sustainable agriculture.” CitySeed proposes to enhance the capacity of CitySeed Incubates, a comprehensive package of programming and shared-use kitchen access in downtown New Haven, Connecticut. As New Haven’s first shared-use commercial kitchen incubator, the program will attract BIPOC, women, and immigrants from within a 45-minute drive. As a result of this project, CitySeed will scale the internal capacity of its staff and systems to serve the business, marketing, and sourcing needs of farms and ventures in its growing network. Other services and program offerings include entrepreneurial training, mid-tier value chain development, and supply chain coordination.

## Georgia

**Recipient:** Global Growers Network, Inc., Decatur, GA.

**District:** GA-005

**Project Type:** Implementation

**Award Amount:** \$749,250.00

**Match Amount:** \$204,119.00

**Total Project Amount:** \$953,369.00

### ***Global Growers Local Markets***

The Global Growers Local Markets Project will expand its sales program to connect farmers and buyers through a variety of distribution channels. Key activities include: developing marketing plans, hosting agritourism events, creating on-farm market access points, facilitating aggregation and distribution, making improvements to aggregation and distribution infrastructure, introducing farmers to a variety of record-keeping technologies, connecting farmers with food safety and market readiness resources, and achieving Good Agricultural Practices (GAP) certification. Deliverables and expected outcomes include: a refreshed marketing plan based on LFPP Planning Grant recommendations, improved aggregation and storage systems at two locations, reductions in on-farm food waste, improved use of technology, improved food safety practices, facilitation of sales between farmers and local/regional buyers at a variety of scales and market access points, strengthened markets for local produce, and increased viability of small-scale farms. The primary beneficiaries are beginning, small-scale, and historically underserved farmers (refugees, immigrants, and farmers of color). The project also benefits local buyers and distributors, who will be connected with farmers prepared to access larger markets. Ultimately, local communities will have increased access to healthy and culturally diverse foods produced within their region. As a result of this project, farmers will increase knowledge of local value chains and market access points, increase connections with buyers, improve record-keeping, improve market readiness, and improve operational efficiencies through aggregation and distribution.

## Hawaii

**Recipient:** Malama Kauai, Kilauea, HI.

**District:** HI-002

**Project Type:** Implementation

**Award Amount:** \$749,809.00

**Match Amount:** \$251,500.00

**Total Project Amount:** \$1,001,309.00

### ***Launching the Moloa'a 'ĀINA Center: Agricultural Innovation N Acceleration for Kaua'i***

Community-based nonprofit Mālama Kaua'i (MK) has over 16 years of experience in supporting the local food system on Kaua'i through a variety of farmer support and technical assistance programs, farm to school work, food access programming, and workforce development efforts. Through this project, MK will launch their new Moloa'a 'ĀINA Center food hub. The project will help to staff the facility's launch, food safety compliance, program expansions, and farm value-product development services. The project will fund key staff positions critical to expanding programs and services to utilize the new facility fully. It

is expected to increase average year over year producer sales notably for local farmers and food producers - 60% of which are expected to be BIPOC small businesses owned. A minimum of 25 Moloa'a Irrigation Cooperative Members, who are small farmers from the local area, will utilize the facility for value-added product production, storage, and business assistance. Outcomes of this work will bolster Kaua'i's local agriculture industry, allow MK to meet the scale needed by large buyers, and fill gaps in the current food system. These activities will assist local farmers, ranchers, and value-added producers, in growing their businesses to meet the needs of the local food system, and subsequently build food self-sufficiency and economic resiliency for the isolated and vulnerable island of Kaua'i.

## Kansas

**Recipient:** Norton Regional Health Foundation, Norton, KS.

**District:** KS-001

**Project Type:** Planning

**Award Amount:** \$99,110.00

**Match Amount:** \$33,500.00

**Total Project Amount:** \$132,610.00

### ***Corrections connection: An operating model for resident-grown produce sales from a state correctional facility to local institutions in rural Kansas***

The Norton Regional Health Foundation (NRHF) will use this project to design a farm-to-institution program to increase rural access to local, healthy food in correctional facilities. A recently completed regional Food System Assessment highlighted the demand for more local food purchasing from the regional hospital and school district. To meet this demand, NRHF needed to identify a production partner able to produce needed items at scale. However, with a lack of specialty crop producers in Northwest Kansas, the Norton Correctional Facility was identified as a possible solution. The Facility currently operates a small fruit and vegetable farm and has the capacity and interest in growing for local institutions. This planning grant will be used to test the feasibility of developing a local institutional supply chain using produce grown at the correctional facility farm that supports workforce development in agriculture for residents of the facility.

**Recipient:** Junction City Main Street, Junction City, KS.

**District:** KS-002

**Project Type:** Planning

**Award Amount:** \$74,913.75

**Match Amount:** \$21,434.25

**Total Project Amount:** \$96,348.00

### ***Igniting our local food system: Planning a shared-use kitchen for Junction City, KS***

Junction City Main Street (JCMS) and the Live Well Geary County Food Policy Council (FPC) have partnered to conduct a planning grant for a shared-use kitchen in Junction City, KS. The purpose of this project is to increase market opportunities for value-added food businesses, and for the local farmers they source from. 80+ small food businesses and 15+ local farmers stand to benefit from the creation of

this critical missing food system infrastructure. Project funds will be utilized to convene a project advisory board, conduct a feasibility analysis for the shared-use kitchen, and create operating and management plans for the facility. JCMS will conduct market analysis and assess the feasibility of the shared-use kitchen, identify an operating model for a kitchen (including financial analysis, site selection, and facility design), refine these findings with the community, and provide a final recommendation with a management plan and funding sources for the shared-use kitchen. This planning will set the stage for the successful launch and implementation of this facility and its potential food-related programming including the shared-use kitchen, classroom spaces, an incubator program for aspiring food entrepreneurs, and onsite community meals programs.

## Maine

**Recipient:** Maine Dayboat Scallops, Inc. (aka Downeast Dayboat), Bath, ME.

**District:** ME-001

**Project Type:** Implementation

**Award Amount:** \$356,570.00

**Match Amount:** \$87,992.00

**Total Project Amount:** \$444,562.00

***Dayboat Blue: Increasing producer prices, consumer access and education while decreasing environmental costs through the shortened supply chain of CSF-style pick up events.***

Dayboat Blue, a local seafood business, will increase consumption of Maine seafood with a new distribution method combining the ease of online ordering with the lower environmental costs, increased connections and better prices of CSA-style local pickups. Modeled after the British Columbia-based Skipper Otto program, Dayboat Blue will align with retail partners in 3 northeastern locations to promote and optimize seafood pick up events. Customers will order Maine seafood online and collect it at a local retail partner. Storage information, recipes and videos will be available via QR codes to reduce packaging materials. Initial pickups will serve as a model for expansion to other communities. Objectives include increasing the consumption of local seafood in the three identified metro areas by providing easy, convenient access to high quality Maine seafood, as well as helping help consumers become more comfortable preparing seafood in their homes by providing them with recipes and offering interactive events.

## Massachusetts

**Recipient:** Growing Places Garden Project, Inc., Leominister, MA.

**District:** MA-002

**Project Type:** Implementation

**Award Amount:** \$699,709.93

**Match Amount:** \$181,261.50

**Total Project Amount:** \$880,971.43

***Local Food Works in North Central MA - builds on five years of planning and assessment to create an equitable, sustainable, and accessible North Central MA food value chain.***

This project is founded on a North Central Massachusetts (NCMA) food system feasibility study, Regional Food Center (a local food hub) operating model and business plan, and strategic plan that were developed with input from 130 diverse community partners that comprise the Local Food Works-NCMA Coalition. Serving as the hub of the Regional Food Center, the processing center managed by Growing Places Garden Project, Inc., will allow for season extension, increased storage capacity, reduced food waste, increased product variety, and expansion of locally produced agricultural products to new market channels. Project activities seek to 1) build a robust mid-tier value chain through a new regional food processing center, 2) support local farmers and small food businesses to expand to new market channels, and 3) develop a coordinated and accessible marketing and promotion system with supportive purchasing technology. The project will bolster the NCMA food system to strengthen the local food economy, increase equitable healthy food access for households that suffer from disproportionate rates of nutrition related chronic diseases, and provide opportunities for NCMA farmers and small food businesses.

## Maryland

**Recipient:** Stepwell Strategies, LLC., Baltimore, MD.

**District:** MD-007

**Project Type:** Planning

**Award Amount:** \$187,209.00

**Match Amount:** \$115,000.00

**Total Project Amount:** \$302,209.00

***Determining suitability of locally-adapted, biodiverse corn genetics for producing tortillas and other traditional, masa-based foods***

This project supports development of mid-tier supply chains by exploring flavor in locally adapted, biodiverse corn — specifically, working with local food entrepreneurs to learn how to identify and specify varieties that excel when used to make tortillas or other masa-based foods. Objectives are to (1) inform what constitutes high-quality material for nixtamalization by connecting stakeholder experts; (2) create and share a stakeholder-informed process for evaluating suitability for masa production using samples representative of biodiverse, adapted varieties; and (3) share resulting knowledge with stakeholders interested in locally produced maize and masa. By connecting chefs and stakeholders through two virtual forums and two in- person workshops, this project will provide information on what domestically grown varieties of maize will work well in the kitchen and the field, and thereby increase use of local corn for masa and tortillas. The project will benefit chef and farmer stakeholders and facilitate mid-tier value chain development by allowing exchange of ideas, process and techniques among food entrepreneurs from diverse regions focused on masa production. A planned convening will further develop connections among the network of stakeholders interested in locally produced corn and masa.



## Missouri

**Recipient:** Springfield Community Gardens, Springfield, MO.

**District:** MO-007

**Project Type:** Farm to Institution

**Award Amount:** \$748,942.38

**Match Amount:** \$187,483.86

**Total Project Amount:** \$936,426.24

***Springfield Community Gardens: Expanding Local Food Distribution in the Ozarks with Farmers, City Practitioners and Institutional Leaders to Create a More Resilient Food System***

Springfield Community Gardens (SCG) is a nonprofit organization working to strengthen neighborhoods where people can grow healthy relationships, food, and community. The purpose of the project is to develop, coordinate, and expand local and regional food business enterprises to help increase access to and availability of locally and regionally produced agricultural products. This project addresses the needs of small scale, under-resourced and socially disadvantaged farmers in the region by providing direct lines and networks to commercial and institutional sale opportunities. By providing refrigerated transportation, the project will support the processing, aggregation, distribution, and storage of local and regional food products, assisting farms in meeting institutional buying standards and providing indirect producer to consumer marketing. The project will impact an anticipated new and existing 25 SCG network participating farmers/producers, 18 institutional/network buyers, 300 additional local/regional farmers who will have access to institutional food safety workshops, and 130,000 consumers reached within the community at large through an advertising campaign designed to promote local food.

## North Carolina

**Recipient:** Freshlist, LLC., Charlotte, NC.

**District:** NC-012

**Project Type:** Implementation

**Award Amount:** \$749,669.00

**Match Amount:** \$187,666.00

**Total Project Amount:** \$937,335.00

***Connecting Farmers and Communities through Increased Access to Fresh Food and Market Opportunities***

Freshlist's Food Hub has been supporting local and regional farms since its inception in 2017 through aggregation, distribution, storage, and marketing. Recently, the unprecedented demand for local food through restaurants and food box programs as outpaced Freshlist's distribution capacity. This project will enable Freshlist to expand the market for local and regional foods in Charlotte, North Carolina, which is one of the fastest growing metropolitan areas in the United States. Freshlist will lease a refrigerated vehicle and additional warehouse space to increase aggregation, storage, and distribution capacity, hire staff dedicated to growing, managing, and executing Freshlist's direct-to-consumer home

delivery business, collaborate with a regional food hub partner to expand the availability and selection of local foods, develop effective marketing strategies to promote local foods, and enhance existing technology systems.

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**Recipient:** Good Stuff, Winston Salem, NC.

**District:** NC-005

**Project Type:** Implementation

**Award Amount:** \$237,838.70

**Match Amount:** \$59,735.00

**Total Project Amount:** \$297,573.70

***Lowering Barriers for Increased Local Food Processing***

Good Stuff will lower barriers for local producers becoming marketplace-ready with their local value-added agricultural products by training them on capacity-building specialty kitchen equipment and by providing resources and networking to build mutually beneficial connections with local producers. Good Stuff will hire a dedicated Market Access Coordinator, expand the incubator kitchen capacity for value-added production, develop a resource guide and outreach plan (market events, social media, networking events) to increase access to information and market access points, and limit food waste through efficient processing. Project outcomes are expected to include marketplace-ready producers with locally sourced value-added agricultural products for sale, increased wholesale opportunities for producers and farmers, and increased capacity for processing local produce for value-added production.

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**Recipient:** Ann Rose, Lansing, NC.

**District:** NC-005

**Project Type:** TurnKey Marketing and Promotion

**Award Amount:** \$98,473.00

**Match Amount:** \$26,208.00

**Total Project Amount:** \$124,681.00

***Expanding Market Access For Appalachian Farms by Aggregating Products through “The Breakfast Lady” CSA and at the Lansing Park Farmers Market***

This project will preserve historic Appalachian food pathways while growing demand for local food through multiple market channels and increasing food security along the value chain. Rose Mountain Farm will work alongside a Communications and Marketing Specialist to promote and scale-up Rose Mountain’s multi-farm CSA, "the Breakfast Lady's" produce and meat products, and local food offerings at the Lansing Park Farmers Market. This project works with more than 10 small farmers - all located in North Carolina’s Appalachian Mountains and concentrated in Ashe County, an area designated as low income and low access - to aggregate more products and retail sales for the participating farmers’ diversified enterprises. This project seeks to alleviate food insecurity and lack of access to food, which are challenges in Ashe County.

## North Dakota

**Recipient:** North Dakota Rural Electric Cooperative Foundation, Mandan, ND.

**District:** ND-001

**Project Type:** Farm to Institution

**Award Amount:** \$173,117.80

**Match Amount:** \$43,280.00

**Total Project Amount:** \$216,397.80

### ***Regional Mid-tier Value Chain Development for Frontier Producers***

The North Dakota Rural Electric Cooperative Foundation (NDRECF), working with community partners, is addressing reductions in food distribution facility closures and reduced supplier territories by anchoring local producers and processors in regional food hubs, and connecting those hubs in the near term to institutional buyers such as school districts. For a decade, NDRECF has engaged producers, intermediaries, buyers, government entities, and economic development agencies to develop solutions and test innovative approaches to improving food access across the state. In 2022, NDRECF convened stakeholders in meetings to consider developing a statewide network of food warehouses serving both first mile (aggregation, value added processing) and last mile (distribution, farm-to-school, and pantry support) needs. The strategy that emerged includes establishing a pilot facility in Minot as the first step toward a network of food hubs across North Dakota. The overarching objectives of developing the Regional Mid-tier Value Chain Development for Frontier Producers project are to 1) establish food supply chain infrastructure that directly links local and statewide producers and processors to institutional buyers in north central and northwest North Dakota; and 2) establish a model for organizing stakeholders and developing a facility that can be replicated throughout rural North Dakota.

The project has significant community support, including collaborations with Strengthen ND, Community Crossroads Advisors, Great Plains Food Bank, Foundation for Agricultural and Rural Resources Management and Sustainability (FARRMS), and the Mandan, Hidatsa, and Arikara Nation (MHA).

Project deliverables include quantifying demand, matching demand to local producers and processors, establishing the facility operating entity, creating the initial design and layout, and selecting a site for construction or renovation.

## New Mexico

**Recipient:** MoGro Mobile Grocery, Albuquerque, NM.

**District:** NM-001

**Project Type:** Farm to Institution

**Award Amount:** \$676,795.20

**Match Amount:** \$171,928.67

**Total Project Amount:** \$848,723.87

### ***Advancing Agricultural Markets for Provider Prescribed Produce (AAMPPP)***

The project purpose is to strengthen market ties between local producers in New Mexico and large health care institutions. Key short-term outcomes include doubling local purchasing and increasing

market stability for producers. In the long term, project successes are expected to include identifying local food investments as meaningful preventative healthcare strategies and cost-saving measures for institutions and insurance providers. AAMPPP is a partnership between MoGro Mobile Grocery, Presbyterian Healthcare Services (PHS), and eight local producer participants. MoGro provides crucial supply chain interventions with cold storage, product pickup, delivery to new rural access points, and coordination and relationship building between producers and HCPs. PHS provides an extensive patient network, serving 1 in 2 New Mexicans; an advanced patient referral system that integrates referrals for healthy local food; and a wide and relevant audience for data dissemination. Major activities include creating purchase agreements, improved food safety plans, and coordination activities to create bonds between producers and institutions, and data dissemination to other major healthcare institutions and insurance providers.

## New York

**Recipient:** Farm Generations Cooperative, Germantown, NY.

**District:** NY-019

**Project Type:** Farm to Institution

**Award Amount:** \$726,994.22

**Match Amount:** \$182,666.36

**Total Project Amount:** \$909,660.58

### ***Connecting Hudson Valley Farmers to the Culinary Institute of America (CIA) with an Online Wholesale Marketplace***

The project will bring together agricultural producers, a premier culinary college, and the Farm Generations Cooperative to dramatically increase the amount of local food purchased by the CIA and other regional institutions. The goal will be accomplished with 1) research and a local procurement pilot at the CIA, and 2) a new online marketplace to facilitate the sourcing logistics, billing, supply-demand planning, and inventory challenges faced by producers and the CIA. Agricultural producers, CIA faculty, administrators, and procurement staff will be involved in every stage of the project, from identifying challenges, to clarifying technical specifications, and ultimately using the new online wholesale marketplace to significantly increase the amount of local food purchased by the CIA. The deliverables include 1) a public summary of a needs assessment focused on increasing local food procurement at CIA; 2) a collaboratively-written product specification for an online wholesale marketplace; 3) a marketplace application that will be tested by CIA and producer collaborators; 4) a public report on the impact of CIA's local food procurement pilot on the regional food economy; and 5) release of the online wholesale marketplace for public use nationwide. This project will result in an innovative, affordable, and cooperatively-owned technical solution to the nationwide challenge of facilitating farm-to-institution sales.

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**Recipient:** Fresh Fix, LLC., Buffalo, NY.

**District:** NY-026

**Project Type:** Implementation

**Award Amount:** \$732,596.00

**Match Amount:** \$185,217.00

**Total Project Amount:** \$917,813.00

***A regional food hub to support small farmers, local food business, and nonprofits addressing food insecurity***

Many small farmers in Western New York are not able to sell to a food hub because they do not meet minimum case numbers or other requirements. Similarly, many small buyers seeking to source local foods, like nonprofits serving low resource communities, small stores, and restaurants, may not have access to a food hub due to minimum orders, cost-prohibitive mark-ups, or other barriers. FreshFix currently aggregates locally grown produce for home delivery to retail customers and has seen increasing demand to also offer wholesale to nonprofit organizations and small food businesses. This project is proposing to expand operations to include wholesale and creating a hybrid food hub model that will fill a gap in small-scale local food aggregation in our region, addressing a need for streamlined food aggregation and distribution for small farmers and buyers. To ensure success, FreshFix will train and provide supplies to farmers and coordinate a campaign to promote locally grown food to consumers. FreshFix will work with partners including the University at Buffalo to provide evaluation, partnership development, campaign tracking, and technical assistance to nonprofits on developing food insecurity programming, as well as recruiting entrepreneurs to create value-added products using excess produce, thereby reducing farm waste.

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**Recipient:** The New York Wine and Culinary Center, Inc., Canandaigua, NY.

**District:** NY-024

**Project Type:** TurnKey Marketing and Promotion

**Award Amount:** \$100,000.00

**Match Amount:** \$25,000.00

**Total Project Amount:** \$125,000.00

***Promotional Access & Availability to Regional & Local Agricultural Products New York State (NYS), Finger Lakes Region***

The purpose of this project is to support both local and regional food business product distribution through promotional media purchases and key industry partnership marketing activities. This will be accomplished through improved social media, producer-to-consumer engagement activities, and educational classes that incorporate local food products. Project deliverables include amplified awareness of agricultural product availability to the increased number of visitors to NYS (both in person and on-line), allowing for the direct expansion and distribution of NYS food enterprise products. Strategic partnerships and coordinated marketing engagement efforts will lead to streamlined regional messaging of local food availability, that will also be reinforced with marketing promotion materials. NYS will evaluate these promotional activities to best support regional food business enterprises while also supporting the local economy.

## Ohio

**Recipient:** Appalachian Center for Economic Networks, Athens, OH.

**District:** OH-015

**Project Type:** Implementation

**Award Amount:** \$213,360.37

**Match Amount:** \$53,341.04

**Total Project Amount:** \$266,701.41

### ***Community and Commerce: Cultivating Market Capacity through Peer Exchange***

The Community and Commerce: Cultivating Market Capacity through Peer Exchange project, facilitated by the Appalachian Center for Economic Networks (ACEnet) will manage a peer learning network to identify and catalogue successful models of community markets rooted in local ownership. These market champions in Ohio and West Virginia, have activated local food economies to design inclusive, community marketplaces that layer cooperative values, social enterprise practices and explicit value chain coordination. Established and emergent markets will serve as learning centers: Local Roots Market & Café, Keller Market House, The Wild Ramp, Mountain Farm Community Grocery, and The Public Market. The established marketplaces, currently source from over 300 produce farmers, livestock operators and value-added processors, enabling many local vendors the first entry point in selling at a wholesale level. Project activities will address challenges the food enterprise market face in expanding vendors; managing ordering and procurement systems; and innovating marketing and branding strategies.

## Oregon

**Recipient:** Pacific NW CSA Coalition, Portland, OR.

**District:** OR-003

**Project Type:** TurnKey Marketing and Promotion

**Award Amount:** \$99,999.00

**Match Amount:** \$25,000.00

**Total Project Amount:** \$124,999.00

### ***Expanding Community Supported Agriculture Market Opportunities in the Pacific Northwest***

Community Supported Agriculture (CSA) is a critical market for small-scale farms in Oregon, particularly for beginning farmers and BIPOC farmers with limited capital. Yet only 8% of the population knows of CSA options, and only 1.5% participate in them. There is great potential to capture this untapped market through educating consumers about the benefits of local food consumption. This project will identify and address gaps between current and potential CSA consumers, increasing market opportunities for CSA farmers. The Pacific Northwest Community Supported Agriculture Coalition (PNWCSA) will study the values and food purchasing behaviors of a diverse array of Oregonians, including residents with limited income and access to fresh food. Subsequently, PNWCSA develop a strategy to promote CSA to new consumers. PNWCSA and regional partners will then administer this campaign throughout the state. This project is expected to support small-scale farmers by inspiring consumers to take part in Oregon's vibrant local food system.

## Pennsylvania

**Recipient:** Vesta Hospitality, LLC., Audubon, PA.

**District:** PA-004

**Project Type:** Implementation

**Award Amount:** \$746,714.00

**Match Amount:** \$200,000.00

**Total Project Amount:** \$946,714.00

### ***Expanding Vesta Kitchen's Locally Sourced Value Added Products and Strengthening Partnerships with Regional Farmers.***

Vesta Hospitality LLC (dba Vesta Kitchen), based in Phoenixville, Pennsylvania, focuses on crafting exceptional food with locally and ethically-minded farmers. This project will increase production capacity and market opportunities, expanding locally sourced food options, promoting farmer relationships, and supporting local markets. Vesta Kitchen's expertise will help local producers create high-quality value-added products to provide farmers with a consistent revenue source throughout the year. This collaboration currently consists of over 50 local farms, operating through 20-25 sales channels. With grant support, Vesta Kitchen will grow additional partnerships and increase sales channels to 75, allowing more avenues for farmers to get their products to market. The project's objectives are to: 1) expand the range of locally sourced prepared food options and enhance production efficiency; 2) Strengthen marketing efforts to emphasize farmer relationships and the use of local ingredients in Vesta Kitchen's prepared foods, and 3) broaden local food customer base by employing a diverse set of marketing strategies. The project is expected to create new sales channels for local farm and ranch products by incorporating them into Vesta Kitchen's value-added products and prepared foods at various outlets such as farmers markets, CSA add-ons, and local retail stores.

## South Carolina

**Recipient:** Partners for Active Living, Spartanburg, SC.

**District:** SC-004

**Project Type:** Implementation

**Award Amount:** \$661,774.78

**Match Amount:** \$166,963.00

**Total Project Amount:** \$828,737.78

### ***2023 Strengthening the Local Food System in Spartanburg, SC through PAL's Food Hub***

Play. Advocate. Live Well.'s (PAL) 's project will strengthen and expand its food hub's capacity to serve more people in Spartanburg County, South Carolina, and provide increased economic opportunities for producers and food businesses in the region. In partnership with multiple organizations including Ruth's Gleanings, Hub City Farmers Market, Carolina Farm Stewardship Association, and Spartanburg County Farm Bureau, and led by a Food Hub Committee that includes a farmer, a person with lived experience, and many others, PAL will grow and strengthen their food hub to create more opportunity for residents and institutions to access local food. Food will be purchased and sold to restaurants, stores, schools, and hospitals. The project's objectives are to: 1) increase institutional buyers through outreach, listening,

and technical support; 2) increase amount of local food purchased at market rate for donation and/or subsidy to underserved communities; 3) increase education, training, resources and technical support for small farmers and ranchers, new and beginning farmers and ranchers, underserved producers, and veteran producers; 4) increase number of GAP certified farmers on the food hub's price list; and 5) market the food hub and local food.

## Virginia

**Recipient:** Local Food Hub, Charlottesville, VA.

**District:** VA-005

**Project Type:** Planning

**Award Amount:** \$250,000.00

**Match Amount:** \$62,500.00

**Total Project Amount:** \$312,500.00

### ***Eastern Food Hub Collaborative: Increasing Resilience and Market Opportunity Through Collaborative Distribution***

The Eastern Food Hub Collaborative (EFC), a program of Local Food Hub, is a network of food hubs and food system organizations working together to expand opportunities for farmers and equitable access to good food for all people. Through this program, the EFC will complete four planning objectives: 1) undertake a multi-year, multi-stakeholder strategic planning process to establish a five-year vision for equitable and impactful network development and governance; 2) respond to changing technology needs by piloting integrated supply/demand forecasting and production planning systems, as well as developing tools to increase collaboration on food system resilience, access, and equity; 3) design a hub-to-hub (H2H) trade agreement toolkit, providing best practices and financial proformas based on real-world transactions between members; and 4) facilitate virtual and face-to-face convenings of EFC members and outside stakeholders, resulting in demonstrably increased peer-to-peer engagement, resource sharing, and trade. During the program, the EFC will grow to support 1,200 growers, provide new market opportunities for 20 food hub trading partners and 10 collaborating organizations, and generate sales of local and regional food.

## Washington

**Recipient:** Washington State University, Pullman, WA.

**District:** WA-005

**Project Type:** Planning

**Award Amount:** \$76,999.00

**Match Amount:** \$19,684.00

**Total Project Amount:** \$96,683.00

### ***Logistics and Efficiency of Local Food Distribution in Kitsap County, Washington***

This project will bring together a diverse group of food system stakeholders and area farmers to conduct a local food distribution assessment in Kitsap County, Washington. The project will collaborate with an existing network of partners taking part in the Kitsap Food System Round Table. Partners in the project



include Kitsap Fresh, Kitsap Conservation District, Kitsap Community Food Co-op, Kitsap Harvest and Central Kitsap Food Bank. These partners will collaborate alongside Washington State University (WSU) Kitsap Extension and WSU's Social and Economic Sciences Research Center to conduct a series of qualitative, semistructured interviews. Through collected data, the project will provide an analysis of the existing distribution system, identifying gaps and exploring potential partnerships. At least one new distribution model will be recommended that meets the needs of at least 30 producers and 7 food access organizations. The recommended model will focus on improved efficiencies and economic benefits for area farmers and become the proposed blueprint for the future implementation of a collaborative local food distribution system.

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**Recipient:** Whatcom Community Foundation, Bellingham, WA.

**District:** WA-002

**Project Type:** Planning

**Award Amount:** \$250,000.00

**Match Amount:** \$64,182.00

**Total Project Amount:** \$314,182.00

### ***Farm-to-Freezer Operating Model for a Local Food Campus in Whatcom County***

Whatcom Community Foundation (WCF) works to facilitate collaboration and bring resources together to meet ever-changing community needs and opportunities. Through this project, WCF will design a Farm-to-Freezer production program to anchor a local food campus in Bellingham, Washington, that will grow and sustain wholesale markets for area farmers and improve access to food for those experiencing food insecurity. The Farm-to-Freezer program will benefit local farmers by providing a steady market channel for them to sell their produce when crops are abundant; enable institutions and feeding agencies to distribute frozen meals, soups, and value-added products made from fresh, local produce, shortening, and strengthening supply chains; and expand access to and increase the consumption of locally grown produce outside of the growing season.

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**Recipient:** Swinomish Indian Tribal Community, La Conner, WA.

**District:** WA-002

**Project Type:** TurnKey Marketing and Promotion

**Award Amount:** \$98,900.00

**Match Amount:** \$25,727.58

**Total Project Amount:** \$124,627.58

### ***Swinomish Shellfish Marketing Promotion***

The Swinomish Tribe is working with the Swinomish Shellfish Company (SSC) in a collaborative marketing and promotional effort to solidify SSC's presence in the regional shellfish retail industry and to help it recover from the worldwide pandemic, economic downturns, and adverse weather impacting shellfish production. The goal of this project is to develop and expand SSC, a small local shellfish business, into strong competitive business that can participate in the regional shellfish marketplace. The project objectives include updating SSC's current marketing strategy and formalize it into a marketing plan that takes advantage of shifts in the market place and consumer trends. SSC plans to 1) launch an

aggressive promotional campaign that takes advantage of electronic and physical venues and outlet; 2) update the SSC website, online store, webpages on other sales sites, and media pages; and 3) develop promotional sites and materials.

## Wisconsin

**Recipient:** Menominee Indian Tribe of Wisconsin, Keshena, WI.

**District:** WI-008

**Project Type:** Implementation

**Award Amount:** \$677,173.00

**Match Amount:** \$249,763.00

**Total Project Amount:** \$926,936.00

### ***Menominee Local Food Promotion Program***

The Menominee Indian Tribe (Tribe) aims to renew a culturally vibrant food system to address poor health outcomes and limited access to healthy foods while the community renewing a strong sense of cultural identity and connection amongst the Menominee people. The intent of this project is to assist with the development, coordination and renewal of the local food system that reflects the Menominee people, language, culture, and land in a “farm-to-table” format; this will be accomplished through the implementation of a community food processing strategy and a communication strategy to be streamlined through the new commercial grade community kitchen. The Tribe will support community entrepreneurs by managing a community kitchen and facilitating outreach to support community members who aspire to process food. Objectives are to 1) utilize the new community kitchen for use and begin to implement the Tribe’s safe food processing strategy by the end of the grant period; 2) provide outreach at 25 or more community events by the end of the grant period; and 3) provide education and training to at least 50 community members on safe food processing by the end of the grant period.

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**Recipient:** Savanna Institute, Madison, WI.

**District:** WI-002

**Project Type:** TurnKey Marketing and Promotion

**Award Amount:** \$100,000.00

**Match Amount:** \$25,000.00

**Total Project Amount:** \$125,000.00

### ***Cultivating “Midwest Superfruit”: Designing a Branding and Marketing Strategy to Increase Demand and Farmer Opportunity for Elderberry, Aronia, Black Currant, and Honeyberry in the Midwest***

The Savanna Institute, a Midwest agroforestry nonprofit, will develop a marketing strategy, plan, and materials to position elderberry, aronia, black currant, and honeyberry as being desirable in the minds of Midwest buyers and consumers. Funding will be used to fully research this opportunity in the Midwest and develop a berry marketing and branding campaign, with associated materials. The campaign will

help all four crops collectively and individually, with the intention to produce a stakeholder-led structure as part of the project.