



United States
Department of
Agriculture

Transportation and Marketing Local Food Promotion Program

Fiscal Year 2018 Description of Funded Projects

Number of Grants Awarded: 44
Amount of Funds Awarded: \$13,444,986.01

For more information, please visit the grant program's website: <https://www.ams.usda.gov/lfpp>

NOTE: The below project descriptions were provided by the grant recipients.

Arizona

Recipient: Community Food Bank, Inc., Tucson, AZ

Project Type: Planning

Award Amount: \$67,067.00

Match Amount: \$22,355.67

Total Project Amount: \$89,422.67

2018 Farm Fresh Collaboration

The Community Food Bank, Inc. (CFB) began coordinating a local food value chain in 2012 whereby staff provide technical assistance to local, small farmers by assisting them with aligning production calendars and then connecting them to large, institutional buyers in Tucson. Though successful, the value chain requires continued, innovative expansion to reach financial sustainability. The CFB will convene a Core Planning Team consisting of CFB staff, farmers, community members, local healthcare institutions, and the University of Arizona to develop an evidence-based, long-term business plan to formalize cross-sector partnerships and expand the local value chain to benefit farmers and low-income community members. During the 18-month performance period, the team will design and pilot an intentionally integrated Fruit and Vegetable Prescription (FVRx) program to be implemented in partnership with the CFB and healthcare institutions in both urban and rural settings. This will increase revenue generation to farmers through institutional value chain purchasing, and improve access to and consumption of fresh produce for low-income consumers.

Arkansas

Recipient: University of Arkansas Cooperative Extension Service, Little Rock, AR

Project Type: Implementation

Award Amount: \$487,717.00

Match Amount: \$164,097.00

Total Project Amount: \$651,814.00

Share Grounds: Rural Kitchen Incubator and Aggregation Center Development Project

The University of Arkansas Cooperative Extension Service will offer an innovative approach for rural communities by utilizing existing facilities and infrastructure at the County Fairgrounds. This project will establish three kitchen incubator and aggregation centers at the Searcy, Cleveland, and Woodruff County fairgrounds with the goals to: 1) increase access to and consumption of local foods in Arkansas by expanding utilization and capacity of fairgrounds for aggregation, distribution, and value-added product development; 2) support local farms; 3) develop and expand opportunities for value-added food businesses; 4) foster the growth of regional food economies; and 5) improve access to food in underserved communities and institutions. Outcomes will include a) establishing three facilities that offer access to aggregation, processing, and storage of local food and food products; b) providing education and technical assistance to source locally grown food from 30 or more farmers and to create or expand operations of 15 or more food businesses for local value-added product development; c) offering education and technical assistance for food safety regulations and standards; and d) connecting these 45 rural farms and food businesses to existing regional supply chains through a rural-urban linkage.

California

Recipient: Local Bounty dba Real Good Fish, Moss Landing, CA

Project Type: Implementation

Award Amount: \$469,111.00

Match Amount: \$156,371.00

Total Project Amount: \$625,482.00

Powered by Real Good Fish: a replication model for new Community Supported Fishery programs.

Community Supported Fishery (CSF) programs provide direct market access linking producers and consumers, while fostering community interest in sustainable local seafood. Barriers to starting up CSFs remain high and a tremendous opportunity exists to expand and innovate the CSF sector by actively sharing capacity, tools and expertise. Leveraging the success of one of the largest and strongest CSFs in the country, Real Good Fish in Moss Landing, California, this project will create and implement a CSF replicator toolkit, incubator and support network to catalyze the launch of new CSFs. The intent of this project is to create a business model and protocol for replicating the Real Good Fish model, which includes a typical CSF targeting diverse neighborhoods and also provides seafood, training and education for schools; launch a new CSF under this model in Santa Barbara County, with expansion to reach neighboring counties of Ventura Los Angeles and San Luis Obispo; and produce and disseminate a

finalized replication model with a ‘toolkit’ of transferable turnkey resources. This project will support new jobs in the CSF sector, create high-volume product demand for fishermen, strengthen commercial fishermen’s associations in California, provide seafood access and fisheries engagement for California’s next generation, and catalyze the evolution and growth of the CSF sector.

Recipient: Riverside Unified School District, Riverside, CA

Project Type: Implementation

Award Amount: \$486,188.00

Match Amount: \$173,524.00

Total Project Amount: \$659,712.00

Riverside Unified School District's Food Hub: Expanding Market Opportunities for Local and Regional Farmers

According to the Riverside County Department of Public Health’s 2016 reports, Riverside has a 17.8 percent poverty rate, a 19.8 percent food insecurity rate among children, and a 36.4 percent obesity rate among adults. Despite more than 4,500 acres of agriculturally zoned land available, more than 1,000 acres are fallow, and less than one percent of foods consumed are grown locally. The City sponsored GrowRIVERSIDE Initiative facilitates development of a local food economy. The Riverside Unified School District responded to a call of action by launching a pilot food hub in 2017, the first of its kind in the state, operated out of a school district’s nutrition services facilities. In under one year of operation, the pilot food hub demonstrated proof of concept in leveraging district’s foodservice and distribution assets. The hub is creating market opportunities by providing critical distribution logistics, supporting area farmers, and spurring a local agricultural revival. The project will transition the pilot hub into a financially-sustainable model over the three-year performance period. The project will also engage key partners to deliver food safety training and nutrition education. Expected outcomes include a financially- sustainable food hub that expands market opportunities for regional new and existing farmers. The project will also improve food safety knowledge and increase farm GAP certifications with workshops. Additionally, a planned nutrition education program will facilitate institutional buyers such as smaller school districts to implement farm-to-institution programming by incorporating more locally-grown agricultural products.

Recipient: Sustainable Agriculture Education, Berkley, CA

Project Type: Planning

Award Amount: \$74,136.70

Match Amount: \$25,000.00

Total Project Amount: \$99,136.70

San Jose Wholesale Food Market Feasibility Analysis; Linking Agricultural Roots to Future Sustainability

Wholesalers and processors in San Jose, many of which operate in leased spaces under threat of conversion to high-tech business or housing, are facing critical growth constraints, reflected in their dwindling numbers. Additionally, both farmers selling to wholesalers and customers buying from wholesalers face considerable inefficiencies in transporting bulk food products to and from dispersed

locations on congested urban roads. The purpose of this project is to thoroughly analyze the feasibility of a dedicated Wholesale Food Market that will meet the needs of wholesalers, processors, farmers and customers, while improving agricultural vitality and economic health. The project will analyze promising sites and financial models and identify best options; outcomes will include a high-level business plan ready for implementation. The San Jose Office of Economic Development, local producers, and leading San Jose food wholesalers and processors are committed partners. The project is strongly supported by local jurisdictions because it helps further the goals of Climate Smart San Jose, the City's recently adopted climate action plan, and also of the Santa Clara Valley Agricultural Plan, recently adopted by Santa Clara County.

Recipient: The Center for Popular Research, Education and Policy, Pinole, CA
Project Type: Implementation
Award Amount: \$351,413.00
Match Amount: \$119,711.00
Total Project Amount: \$471,124.00

Wind River Reservation Food Sovereignty Development Project

The Center for Popular Research, Education and Policy will address the need for access to local, healthy, affordable food on the Wind River Reservation in Wyoming by providing a systemic organizational structure for food production and distribution on the reservation, based on the accomplishments of Blue Mountain Associates in building home gardens and organizing farmers markets. The goals of this project are (1) to create a Producers Cooperative; (2) to increase the number of weekly farmers' markets on the reservation from one to three strategically-located markets; (3) to open new market channels for producers; and (4) to provide a support system of educational programs, training, technical assistance and access to capital. The project will also restore the connection of food production on the reservation to traditional cultural and spiritual values. The expected outcomes include an increase in local gardeners, farmers, ranchers and specialty food producers; successful new market channels for local producers; and food-based learning programs and career opportunities for Native youth.

Florida

Recipient: North-South Institute, Sunrise, FL
Project Type: Implementation
Award Amount: \$328,858.80
Match Amount: \$109,650.00
Total Project Amount: \$438,508.80

Using a Cluster Approach to Expand Small Farm Local Food Marketing Networks for Specialty Food Products in Selected Florida Counties

Consumers in Florida who have limited access to need fresh, local agricultural products need to supplement their diet, and small, local specialty food producers wish to expand current markets. The long-term goal of this project is to establish a Local Food Marketing Network consisting of three small

farming clusters and a school food garden/urban farm linked to a student- led farmers market. In addition to these activities, the project will enhance the marketing capacity of three farming clusters in St. Lucie, Indian River, and Broward Counties to increase the access/availability of locally/regionally produced products, increase domestic consumption, and strengthen their customer base and initiate a virtual farmers market pilot to aggregate Florida specialty food products with a goal of 23 producers serving 600-700 consumer households monthly. The project will 1) train farmers and student-farmers on improved production & harvesting techniques, including proper post-harvest food handling procedures for high quality products; 2) provide technical assistance to develop/improve product packaging, distribution, and marketing channels of locally/regionally-available specialty food products; 3) promote food outlet linkages to food deserts in the targeted areas; and (4) implement marketing and promotion to sustain these goals.

Georgia

Recipient: Georgia Organics, Atlanta, GA

Project Type: Implementation

Award Amount: \$485,601.00

Match Amount: \$161,867.00

Total Project Amount: \$647,468.00

"I'm a Local" Farm-to-Restaurant Campaign

Georgia Organics will increase the viability of Georgia's small organic farms by training them to meet wholesale demands including guidance on business management, food safety, organic certification, and effective recordkeeping. These activities will be coupled with an intensive promotional campaign to metro Atlanta restaurants that recognizes the culinary community for dollars spent on food from local organic farms. As these steps broaden the opportunity for local sales, Georgia Organics will work with local food hubs to facilitate logistics, coordinate supply and demand, and develop verifiable data on the economic impact of local food away from the home. By the conclusion of the project, 80 Atlanta restaurants — double the current estimate — will increase their financial support of Georgia's small organic farms.

Recipient: Open Hand Atlanta, Atlanta, GA

Project Type: Planning

Award Amount: \$99,208.12

Match Amount: \$34,355.00

Total Project Amount: \$133,563.12

Local Produce Market & Nourish Cafe, by Open Hand's Good Measure Meals

The Produce Market at Nourish Café is a key part of a collaborative food access initiative with Atlanta safety-net hospital, Grady Health System; nonprofit nutrition services provider, Open Hand Atlanta; and the Common Market, a nonprofit distributor of local food. The market is Open Hand's first foray into on premise retail sales and will serve employees and patients at Grady Memorial Hospital, nearby residents, and students and faculty from Georgia State University, providing a point of purchase for local, fresh produce in a food desert. The market and overarching café are replacing a former fast food

restaurant as a primary food option for the hospital, and introduces the community to local food through their partner, Common Market. The proposed project will provide needed marketing consulting and support for a successful launch of the market, projected in early 2019. Open Hand proposes to use marketing collateral, recipes and other resources developed by Common Market, in addition to digital and print marketing conducted in-house to capture the new demographic and actively promote the local produce available at the market. Consulting services from Organix Matters, a boutique consulting company specializing in farmers' markets, will further assist in operational design to best feature the produce.

Recipient: River Valley Regional Commission, Columbus, GA

Project Type: Planning

Award Amount: \$53,350.00

Match Amount: \$17,784.00

Total Project Amount: \$71,134.00

Local Food, UGrow Hub

This project will strengthen the River Valley Regional Commission (RVRC) and UGrow's practical knowledge for food hub planning by conducting a comprehensive market feasibility study for local produce in a 100-mile radius of Columbus, Georgia. This study would analyze market potential, raw product supply and the production process, as well as environmental conditions such as the availability of facilities and services required for assisting Columbus regional farmers in getting products to direct-to-consumer, retail, and institutional outlets. If the study finds favorable demand for services, a business plan will be executed based on the outcomes of the study to determine the appropriate scale of entry for services and/or facility to meet the needs for small-to-mid-sized regional farms. The market study will continue momentum generated by collaboration and partnerships over the past five years in Columbus and is the next step towards building a more robust local food system. The business plan will allow UGrow to execute their concept plans for a Food Hub featuring a cool or cold storage facility. To proceed with this investment, it needs to be clear that the market supply and demand will support the development. If it does, a robust and achievable business plan must also be created to attract the investment necessary to create this transformative investment into our local food system.

Guam

Recipient: Farm to Table Guam Corp, Tamuning, GU

Project Type: Planning

Award Amount: \$70,942.00

Match Amount: \$23,860.00

Total Project Amount: \$94,802.00

Island Small Farm Project: Planning an Infrastructure to Support Direct to Customer Sales

Small farmers on Guam will achieve economies of scale by utilizing supply chain management technology. Farmers located in this remote geographic locale pay 30 percent to 50 percent more on average for all necessary farm supplies, seeds, amendments, and especially fuel. These increased costs make it very desirable to reduce the number of steps farmers must take to get their produce to

consumers. Currently, limited opportunities exist to aggregate produce, but there is no strategic plan to distribute cohesively and consistently, for the overall benefit of farmers and consumers. The goal of the project is to create a business plan that utilizes supply chain management technology to help farmers increase sales at local Farmers Markets, aggregate produce not sold at markets, and increase farmers' ability to sell in advance or after live markets through an online presence, thereby filling distribution gaps that result in wasted produce, reduced profits, and disappointed consumers. The outcome of this project will be the steps to implement supply chain technology to: increase the number of customers and sales, develop new market opportunities, and meet currently unmet consumer needs in agriculture.

Illinois

Recipient: FamilyFarmed, Chicago, IL

Project Type: Implementation

Award Amount: \$498,293.52

Match Amount: \$725,512.60

Total Project Amount: \$1,223,806.12

Accelerating the Impact of Good Food in the Chicago Region

Local organic food is a multi-billion dollar industry. Local food entrepreneurs need help developing skills and access to resources that foster successful enterprises. Good Food Accelerator was founded in 2014 to help build supply chains for sustainable, local food. It provides competitively selected Fellows with mentoring, strategic support and resources and tools to identify and assess financing, to help them scale up and thrive commercially. Project scope includes continuing enhancement and delivery of our current Entrepreneurial Programming (GFA), while building on the model to expand reach of services to a broader range of entrepreneurs. We are calling the whole of this expansion project "GFA Extension" (GFA/ GFAX / GFA+). Extension will: 1. Continue to serve Fellows through our successful 6- mo cohort GFA cohort (Aggregate metrics prove program's impact on participants: 127% Market increase, 58% Sales increase, \$15M+ in financing); 2. Add formalized Continuing Education and Market Development & Access opportunities for GFA Alumni, Local Producers, and Good Food Cluster businesses (GFA+: ad-hoc and classroom curriculum, workshops , events); 3. Address highly specific needs of businesses in underserved communities (GFAX: shortened, more flexible, specialized classroom curriculum, delivered with partner organizations in underserved communities); 4. Promote inclusivity and reduce market entry obstacles for producers. Participants will be located in the Midwest region, majority of product raised, produced, aggregated, stored, processed, distributed in the locality of their primary business location. By expanding production, marketing and distribution of locally, responsibly produced food, we enhance social, economic, and environmental health of producers' local communities.

Indiana

Recipient: Purdue University, West Lafayette, IN

Project Type: Implementation

Award Amount: \$386,556.00

Match Amount: \$128,892.00

Total Project Amount: \$515,448.00

Purdue Extension Farm Connect

Purdue Extension Farm Connect will work across Indiana to support the primary need of local and regional food businesses: developing strong supply chains. The project will build an Indiana Value Chain Network of people, embedded with project partners to take a market-driven approach for supply chain development. The recipients will work to implement adopted policies that support local food supply chains from farmer to wholesale buyer, working through local food businesses. They will provide technical assistance and support for fruit and vegetable farmers to enter wholesale markets. Food safety is a priority of this application; and the recipients will help farmers prepare for a third-party food safety audit and build a new program for food businesses to focus on family business development, food safety and regulation. The recipients expect buyers in the geographical regions where value chain coordinators work to increase the purchasing of local food through local and regional food businesses. The project will determine if policy can have an impact on local and regional purchasing decisions by institutions. This project will also lower the real and perceived barriers of farmers and food businesses to comply with on-farm and food business regulations for processing and the Food Safety Modernization Act, enabling more businesses to enter markets or increase market channels.

Kentucky

Recipient: Community Farm Alliance, Berea, KY

Project Type: Planning

Award Amount: \$86,669.00

Match Amount: \$29,707.95

Total Project Amount: \$116,376.95

Scaling Up Local Food System Development in the Berea Foodshed

Berea, in Madison County, Kentucky sits at the center of a six county Central Kentucky “foodshed” that once was a major tobacco-producing region in the foothills of Appalachia. Local food system development has emerged in Berea and the region as a leading new economic development strategy, reaching a tipping point where the Berea Foodshed could utilize major local, state, federal and private investment. Recently, Berea has been home to several new food enterprises that started as home-based operations, incubated through the Berea Farmers Market, and are continuing to grow. Within the “Berea Foodshed” five farmers’ markets have started or grown significantly through Community Farm Alliance’s current Farmers Market Support Program setting many farmers up for new enterprise development and/or aggregation. In addition to creating new jobs, these efforts have also become a

community strategy for addressing food insecurity, nutritional health improvement and most recently, for addressing the opioid crisis. This project will continue the development of an existing 80,000 sq. ft. former industrial site currently being assessed for multiple community opportunities, including the creation of a food and agriculture business incubator serving both farmers and the broader community.

Recipient: SoKY Marketplace, Inc./Gateway Farmers Market, Inc., Bowling Green, KY
Project Type: Implementation
Award Amount: \$199,732.00
Match Amount: \$66,720.00
Total Project Amount: \$266,452.00

Growing Economic Opportunities for South Kentucky Producers and Entrepreneurs through the Implementation of a Community Kitchen and Culinary Incubator

In 2015, Warren County was awarded a LFPP grant to conduct a feasibility study and business plan for a community kitchen and culinary incubator. The County contracted with the Kentucky Center for Agriculture and Rural Development to complete this work and found significant need for such facilities. The County entered an agreement with the SoKY Marketplace to lead this project and renovated a downtown historic structure for this purpose—the Community Kitchen opened on November 1, 2017. The feasibility study also identified that the basement of the building could be used for specialized services to complement the Community Kitchen’s mission – to expand market opportunities and income for producers and increase accessibility for consumers. The SoKY Marketplace implemented this portion of the business plan by opening the Crop Shop consignment farmers market in February of 2018, hosting a winter farmers market for the first time in 2017. This project aims to improve and expand the Crop Shop and Community Kitchen by providing training and educational opportunities, hire a Program Coordinator to enact an innovative sales plan to help producers change surplus produce into profit, purchase equipment to increase the Crop Shops storage capacity, and promote these efforts through various media sources. The expected outcomes of this project will increase farmer income from \$4,660 to \$72,000 and increase access to local food by 7,817 consumers over the three-year project period.

Maine

Recipient: Maine Farmland Trust, Inc., Belfast, ME
Project Type: Planning
Award Amount: \$85,728.00
Match Amount: \$28,603.00
Total Project Amount: \$114,331.00

Feasibility Planning for In-State Organic Milk Processing in Maine

Milk produced by the dairy sector represents Maine’s second most valuable agricultural product. While all of Maine’s dairy farmers face viability challenges due to existing political and market forces, the nearly 1/3 of commercial-scale dairy farms selling into the organic market face additional challenges, as Maine lacks in-state processing infrastructure for their product. These producers’ contracts with out-of-state processors can be especially vulnerable to shifting market strategies due to available supply elsewhere and/or corporate sales and mergers. Recently, several organic dairy farms in Maine were

dropped by an out-of-state processor, and more contracts are expected to be jeopardized in the future. Demonstrated consumer support and producer need for local market access makes this the optimal time to investigate the feasibility of establishing in-state processing to enable better market stability for organic dairy farms. This study, guided by an advisory panel of producers, will use a mixed-method approach to examine the feasibility of building a stable in-state processing business with potential to scale up over time. A sequential explanatory strategy will appraise previous in-state processing models; analyze producer needs; estimate market size for in-state processing infrastructure; estimate operational costs of co-packing in an existing facility compared to a new facility; evaluate various business ownership models; and conduct a financial analysis to determine business model viability. If results are favorable, this study will serve as a basis for drafting a future business plan and implementation strategy.

Maryland

Recipient: Wholesome Harvest Co-op, Frostburg, MD

Project Type: Implementation

Award Amount: \$464,928.00

Match Amount: \$180,050.00

Total Project Amount: \$644,978.00

Implementing the Local Food Future in Northern Appalachia

Wholesome Harvest Co-op (WHC) established a cooperative grocery store and commercial kitchen in Frostburg, Maryland. This project will support educational opportunities for farmers to market their goods through various media platforms, and for community members to learn how to shop, cook, and eat more healthy and sustainable diets. WHC will develop new market opportunities for local farmers and will benefit the local economy by generating jobs and revenue that will remain within the region. It is expected that farmers in the region will have increased knowledge of the WHC and will sell some of their agricultural products through the store. Project staff also anticipate a market expansion for the farmers, in that their raw and prepared or preserved products will be purchased by increasing numbers of people who become members or simply shop at WHC.

Michigan

Recipient: Kalamazoo Valley Community College, Kalamazoo, MI

Project Type: Implementation

Award Amount: \$271,058.00

Match Amount: \$101,582.00

Total Project Amount: \$372,640.00

Leveraging Educational Institutions to Support Local Supply Chains

Local food demand within institutions is robust in Southwest (SW) Michigan, but supply chain barriers exist for small and mid-size diversified farms. Kalamazoo Valley Community College's ValleyHUB food hub at the Food Innovation Center is an ideal facility to overcome these barriers, and several current and ongoing local efforts support these shifts toward local purchasing. However, investments remain necessary in product development, grower food safety training, and equipment to increase processing

capacity. The proposed project will build on strong relationships between ValleyHUB, small and mid-size diversified farms, and institutions with shared goals for local sourcing. The project will continue to support growers through USDA GAP certification to supply institutional customers, adding 15 new growers to the Michigan GroupGAP Network and up to 55 total new growers to ValleyHUB's supplier network. GAP-certified growers will earn an average of \$15,000 (gross) in new sales to institutions. The project will develop processing protocols for at least 20 new fresh/minimally processed and frozen/dried/value-added products using local produce items that fit the needs of educational institution partners, and provide product information and education to assist with shifting their purchasing practices and customer/client/student preferences. From currently serving three institutions, we will expand to serving at least 2 major educational institutions and up to 10 additional institutional partners, and increase about \$500,000 in annual gross revenue.

Recipient: Michigan State University, East Lansing, MI

Project Type: Implementation

Award Amount: \$285,036.46

Match Amount: \$102,365.00

Total Project Amount: \$387,401.46

United but Unique: Creating a Formal Marketing and Logistics Network for Michigan Food Hubs

The single biggest challenge for regional food hub operators is balancing the variable supply of seasonal local product with unpredictable customer demand. After 6 years of participation in the Michigan Food Hub Learning and Innovation Network, a group of 8 Michigan-based food hubs has concluded that they can mitigate supply and customer limitations by developing a collaborative business network that uses a strengths-based approach to leverage their soft (e.g. relationships & staff knowledge) and hard (e.g. trucks, warehouses, technology) infrastructure. The newly-formed food hub practitioners group, coordinated by the Michigan State University Center for Regional Food Systems, will take a two-pronged approach to simultaneously improve their supply network and cultivate a broad customer base for local products. To achieve this, the group will meet quarterly to develop and implement formal group policies and collaborative business practices that create a core of shared services for Michigan food hubs, including transportation and light processing, and enable more efficient hub- to-hub supply transactions. In addition, the practitioners group will develop a shared marketing plan and promotional materials, and coordinate outreach efforts to grower groups, buyer associations, and community members across the state to cultivate new interest and awareness in Michigan food hubs. Long term impacts of this project include new market and distribution channels for local Michigan products, increased sales for hubs and their growers, and improved healthy food access in Michigan communities.

Minnesota

Recipient: The Food Group Minnesota, New Hope, MN

Project Type: Implementation

Award Amount: \$470,661.30

Match Amount: \$170,000.00

Total Project Amount: \$640,661.30

Expanding Rural Access to Local Foods and Creating New Markets for Local Producers Using Season Extension, Processing and Distribution Strategies

The Food Group will increase consumer access to locally-produced products, while also providing new market opportunities to local farmers and ranchers. The goals of this project are to: 1) Increase consumer access to locally-produced products at an affordable price by offering local foods through a unique discount grocery program; 2) Solve season extension and distribution issues for local producers by expanding freezer space for the Fare for All program and selling frozen local product throughout the state; 3) Increase rural access to locally-produced products by offering online purchasing and delivery services and pop-up discount grocery stores to rural communities; and 4) Create new market opportunities for local farmers and ranchers to sell fresh and frozen product. This project will reach an estimated 22,000 individual customers and 78 local farmers and ranchers. Consumers will have access to locally-sourced fresh and frozen vegetables; frozen meats; dairy products; value-added products created with local ingredients, such as soups; and specialty products such as honey and mushrooms, all at affordable wholesale prices, and at convenient locations in their communities. Nine rural communities throughout the state of Minnesota will be reached through the implementation of this project as well as 6 communities in the Twin Cities metro area, some of which are located in low-income urban neighborhoods.

Montana

Recipient: Lake County Community Development Corp, Ronan, MT

Award Amount: \$377,276.00

Match Amount: \$125,847.00

Project Type: Implementation

Total Project Amount: \$503,123.00

Farm to Early Care & Education: Developing New Market Opportunities for Western Montana Regional Producers by Increasing Consumption of Local Agricultural Products at Early Care & Education Centers

Lake County Community Development Corporation's Farm-to-Institution program operates from the Mission Mountain Food Enterprise Center (MMFEC), Montana's only shared-use food processing facility. MMFEC's primary focus is to develop value-added agriculture and food processing businesses. MMFEC has a strong partnership with the Western Montana Growers Cooperative (WMGC), a coalition of 38 growers in the region that aggregates, markets, and delivers products. The three year project will expand institutional markets for producers, and increase the consumption of healthy, regionally produced food by children in daycares and preschools in western Montana. The project will build upon the successes, lessons learned, and processes established with our farm-to-school and farm-to-hospital

program. Coordinated, cooperative purchasing orders between hospitals and schools will be developed to increase efficiencies and make local products price competitive with non- regionally produced food. Early Care and Education Centers are a natural extension to grow the farm-to-institution program, which will increase overall consumption of regionally grown fruits and vegetables of Montanans, thereby improving healthy food access and healthy eating habits for children during the critically important window of birth to age five.

New Jersey

Recipient: Elijah's Promise, New Brunswick, NJ

Project Type: Planning

Award Amount: \$97,216.00

Match Amount: \$34,003.00

Total Project Amount: \$131,219.00

Connecting New Jersey Farmers with a Not-for-Profit Culinary School to Develop New Value-Added Products: A Feasibility Study

Farm specialty crop growing operations in Central New Jersey face an increasingly saturated market for direct-to-consumer fresh produce sales. At the same time, students at Promise Culinary School (PCS), a vocational education program run by the non-profit organization, Elijah's Promise in New Brunswick, would greatly benefit from increased experience and training with value-added food processing and exposure to entrepreneurship possibilities in local food. This project outlines a program to meet the needs of both groups. Specifically, this project will assist in the development of local food businesses in and around New Brunswick, New Jersey, by engaging in a planning process to jumpstart productive, mutually-beneficial food manufacturing partnerships between local farmers and PCS. The project will result in a plan for a new local-food-to-value- added supply chain in the greater New Brunswick area, where: 1) locally-produced fruits and vegetables are made available to PCS from local farms; 2) PCS students work with nutrition and food manufacturing experts at Rutgers University to develop recipes and processing protocols for new value-added local food products; 3) resulting products are piloted for sale at local farmers markets, offering participating farmers and producers real-time market feedback in a traditionally- underserved community; 4) experience gained by PCS students, and the relationships forged with local farms, contributes to the development of new food businesses; and 5) a comprehensive final report outlines a path toward a fully implemented program.

New Mexico

Recipient: DowntownABQ MainStreet Initiative, Albuquerque, NM

Award Amount: \$287,667.10

Match Amount: \$150,000.00

Project Type: Implementation

Total Project Amount: \$437,667.10

Three Sisters Kitchen: Local Food, Local Opportunity

Located in downtown Albuquerque, New Mexico, Three Sisters Kitchen is a multi-use food business training program and incubator for food processing and other value-added production enterprises, featuring a commercial kitchen for training, recipe development, and small-batch production; a demonstration kitchen for culinary education; a cafe and retail space for local food sales and community local foods education; and indoor hosting for winter Farmers' Markets. The purpose of the project is to increase local food markets, and market opportunities by connecting low-income food entrepreneurs (including farmers and ranchers developing value added products) with local food producers, creating new market channels, and increasing access to and consumption of local foods in Albuquerque's low-income communities. Our goals are to serve 90 food business trainees, outreach to and establish a network of 60 local producers and reach over 26,000 local consumers and community members during the 36-month granting period. Anticipated outcomes include an estimated \$250,500 in increased sales for local producers through Three Sisters' wholesale purchasing for training and incubation, community cooking classes and tastings, and on-site and on-line retail sales. Additionally, an estimated 30 food business entrepreneurs will benefit from a marketing and promotion pipeline including expert evaluation and consumer testing with the potential for expanded production and retail opportunities.

New York

Recipient: Buffalo Niagara Medical Campus, Inc., Buffalo, NY

Award Amount: \$260,325.00

Match Amount: \$91,063.00

Project Type: Implementation

Total Project Amount: \$351,388.00

BNMC Fresh: Farm to Hospital Implementation

This implementation project aims to lead local food procurement efforts among healthcare institutions in the Western New York region. The Buffalo Niagara Medical Campus, Inc. (BNMC) is a 120-acre medical campus with 9 member institutions that sees 1.5 million patients and visitors annually, and employs 15,000 people. As a result of an LFPP 2015 Planning Grant, BNMC established great momentum among member institutions Roswell and Kaleida to adopt local food procurement practices. However, further technology and capital improvements are needed to implement and sustain these efforts. "BNMC Fresh: Farm to Hospital Implementation" will create a model that prioritizes local agriculture from New York State, enabling farms to access new markets (hospitals), and can be replicated across the state. The initiative aims to establish enhanced food chain transparency from farmers to distributors to institutions; as well as implement customized crop plans in both hospitals that merge New York State's top crops with institutional demand. This collaborative work is expected to create a culture that

embraces local farms through prioritizing local procurement; establishes and expands community supported agriculture (CSA) and farmers' market programs; establishes food chain transparency; increases awareness and knowledge among consumers of local food procurement efforts; and provides knowledge and skill-building opportunities to agribusiness stakeholders (farmers, distributor, food service teams). This project ultimately aims to make local procurement a regular practice and culture among healthcare institutions.

Recipient: Foodlink, Inc., Rochester, NY

Project Type: Implementation

Award Amount: \$481,090.00

Match Amount: \$160,412.00

Total Project Amount: \$641,502.00

Foodlink's LFPP project will allow for the expansion of our mobile farmers market, The Curbside Market, to open up new markets for local producers and offer more products to low-income families.

Foodlink is a regional food bank and food hub that aggregates, processes, and distributes local produce throughout a 10-county service area. Our biggest retail program is the Curbside Market, one of the leading mobile markets in the country that promotes food assistance. Foodlink sells local produce year-round, purchased from wholesale local farms, at dozens of sites in urban and rural communities, and conducts over 33,000 transactions annually in low-income/low-access areas. Customers have asked for more diversified product and Foodlink aims to increase Curbside's capacity to sell local foods by incorporating fresh-cut produce, eggs, dairy, whole grains, and other specialty products. Foodlink will hire staff to conduct family and local producer outreach. In addition, it will test the popularity of our kitchen's fresh-cut products with Federal nutrition assistance clientele on Curbside. By the end of this three-year project, Foodlink will have demonstrated the opportunities, impact, and sustainability of its mobile, and recipients will disseminate lessons learned to help other mobile markets replicate their process.

Recipient: Headwater Foods, Inc., Fairport, NY

Project Type: Implementation

Award Amount: \$172,821.18

Match Amount: \$58,094.20

Total Project Amount: \$230,915.38

Establishing and Operating a Sub-Hub

Headwater Foods, Inc. will expand access to markets for farmers in two small rural New York counties with the intentions of increasing the volume and diversity of local food available to consumers; transport produce from small/mid-sized farmers in the Region to Headwaters' distribution network; and improve operating efficiencies internal to Headwater Foods, Inc. by implementing an Enterprise Resource Planning (ERP) system. Expected outcomes include 1) a 3-fold increase in Headwater Foods' revenue from the area over the next three years, with 65% of said revenue to be paid to farmers thereby expanding the agricultural economy; 2) establishing the Sub-Hub in a strategically-located barn,

equipped to optimize food preservation; 3) securing a refrigerated truck to pick up farmers' produce and deliver it to the main Hub for Statewide distribution; and 4) utilizing the ERP system to facilitate the management of the company's business functions.

Recipient: Hudson Valley AgriBusiness Development Corp, Hudson, NY

Project Type: Planning

Award Amount: \$70,459.77

Match Amount: \$23,486.59

Total Project Amount: \$93,946.36

Community Food Hub - a planning project for a holistic and community driven food hub that serves farmers in the Hudson Valley and residents in Hudson, NY.

The City of Hudson has no grocery stores within city limits; most of the food dollars spent are outside of the city. Simultaneously, many small growers in Columbia County are struggling to access intermediated markets due to lack of coordination and infrastructure. This project will bridge the gaps through The Community Food Hub (CFH), a holistic, multi-enterprise approach with a goal of creating a more livable community in Hudson. The proposed CFH is a brick and mortar facility that will support small and startup businesses by including on-site retail, a commissary kitchen, aggregation and distribution of local produce, and food business incubation. It also benefits residents through job training, nutrition instruction, life skill classes, and culinary training for community members. Ultimately, this planning grant will result in a comprehensive business plan for the food hub that aligns with the holistic, community-oriented approach.

North Carolina

Recipient: Farmer Foodshare, Inc., Durham, NC

Project Type: Implementation

Award Amount: \$475,000.00

Match Amount: \$237,059.00

Total Project Amount: \$712,059.00

Fresh, Local Food for All: Forging Connections between North Carolina Farms and Institutional Buyers through Farmer Foodshare's Wholesale Market

Farmer Foodshare will create new market opportunities for North Carolina family farmers by brokering relationships with institutional customers and expanding the community's access to locally-grown produce. This will be done by establishing new and expand existing institutional sales opportunities for local farms through its wholesale market, providing flexible ordering and delivery, affordable pricing, and wrap-around infrastructure support, including the nutrition education resources necessary to successfully promote fresh food consumption. Relationships will also be developed with North Carolina school districts and with universities and grocery stores by creating new markets and new sales opportunities for farmers. Through this effort, Farmer Foodshare will help ensure that everyone in our community has access to fresh, nutritious, locally grown food.

Recipient: Feast Down East, Inc., Wilmington, NC

Project Type: Implementation

Award Amount: \$180,000.00

Match Amount: \$60,000.00

Total Project Amount: \$240,000.00

Farmer Incubator Program

Feast Down East (FDE) works to support small family farms through its food hub. However, the number of farms working with the FDE Food Hub has plateaued in recent years. To expand the hub, along with both the supply and demand for local food, FDE will start a Farmer Incubator Program to develop and promote new farms. There are many emerging family farms in the implementation region, but resources are relative scarce to help them grow into financially viable businesses. The Farmer Incubator Program is designed to provide agricultural and business development trainings that will target the needs of emerging farms, and will also be available to other interested farmers. This project includes several other components such as sourcing product from emerging farms and selling it at affordable prices in low food access areas through the FDE mobile farmers market; and using a variety of marketing activities to help emerging farms gain exposure and recruit new food hub customers. FDE will collect feedback during farmer advisory meetings and through surveys to assess collective impact of these activities.

Ohio

Recipient: Oberlin Food Hub, Inc., Oberlin, OH

Project Type: Implementation

Award Amount: \$333,400.00

Match Amount: \$117,748.00

Total Project Amount: \$451,148.00

Building collaborative and local processed supply in Northeast Ohio

Oberlin Food Hub (OFH) will create opportunities to provide semi-processed local product to wholesale buyers, particularly K- 12 schools, and further increase the efficiencies of local food transportation. The short-term impacts of this program are 1) increased sales for growers due to the increased focus and specialization of OFH's role in the value chain of building sales with institutions; 2) more reliable outlets for bumper crops, grade B crops, and crops generally lacking a market due to the ability of the Oberlin Food Hub to purchase for semi-processing; and 3) increase access to a Northeast Ohio regional markets due to the partnership with Farm Fare. In the long term, the project will increase regional production planning through continued growth of the hub network in Northeast Ohio; provide a stronger dataset to better match supply, demand and soil types; strengthen the viability of family farms & start-up farms through increased access to reliable and well-curated markets; and increase understanding/awareness of seasonality/seasonal eating with local buyers.

Oregon

Recipient: Ecotrust, Portland, OR
Project Type: Implementation
Award Amount: \$446,635.86
Match Amount: \$166,674.44
Total Project Amount: \$613,310.30

Expanding Markets for Local Proteins: Training Wholesale Buyers, Developing New Products, Aggregating Demand, and Scaling up Supply in the Pacific Northwest

Despite abundant production of local proteins and demand from institutional markets in the Pacific Northwest, ranchers and fisherman face specific barriers to domestic wholesale markets. These include a lack of mature institutional markets, challenges in scaling from small to mid-size production, a lack of expertise in product development to meet the needs of large-scale institutional buyers, and challenges in working with traditional broadline distributors to access institutional markets. Building on an earlier planning grant from USDA that piloted innovative models of protein procurement with institutions, this project aims to expand those markets by 1) establishing a cross-sectoral institutional buyer cohort to aggregate demand; 2) developing value-added protein products to meet institutional needs; 3) training foodservice chefs and cooks on a whole animal model; and 4) helping local protein producers with the infrastructure to scale up production to access institutional markets. By the end of the project, Ecotrust expects to establish a committed cohort of institutional buyers; bring to market at least two value-added protein products formulated specifically for institutions; increase the number of institutions implementing the whole hog model; pilot an operational model aggregating product from local protein producers to institutional markets via a food hub in Portland, Oregon; and increase sales and customer counts for participating fishers, ranchers, and other protein suppliers. Intended outcomes include nearly 400 stakeholders reached, at least 7 local food businesses expanded or improved, and more than 600,000 meals including local proteins served to students and patients.

Pennsylvania

Recipient: Perry County Economic Development Authority, New Bloomfield, PA
Project Type: Planning
Award Amount: \$50,000.00
Match Amount: \$16,700.00
Total Project Amount: \$66,700.00

Establish a Local and Regional Food Economy in Perry County, PA

Perry County Economic Development Authority will identify solutions to make Perry County farmers more sustainable and economically resilient. It also seeks to provide better access to local food for underserved County residents. It will uncover complementary workforce development and educational opportunities. It will broaden the Perry County economy through exploration of potential economic prospects in the regional marketplace. The project will create a cohesive and actionable business plan that outlines the top agricultural development opportunities, including recommendations for specific

programs, facilities, or organizations to support these initiatives such as viable growth opportunities with short and long-term strategies and financial models. The expected outcome is increased access of locally-produced food to county residents with a focus on underserved populations and new market opportunities for farming operations serving local and regional markets.

Recipient: Primal Supply Meats, LLC, Yeadon, PA

Project Type: Implementation

Award Amount: \$486,985.00

Match Amount: \$189,000.00

Total Project Amount: \$675,985.00

Scaling a Regional Supply Chain to Provide Locally-Sourced, Pasture-Raised Meat to Philadelphia

Primal Supply Meats is a butchery and local meat sourcing company committed to providing sustainable, pasture-raised meat to Philadelphia. The organization sources directly from local farmers who raise healthy animals on pasture in their natural environments and manage their land responsibly. They partner with local processors and practice whole-animal butchery to supply fresh, source-identified meat to professional kitchens and individual consumers. This project will scale this model and achieve further efficiencies in sourcing and distribution of product as we increase sales of locally-sourced, pasture-raised meat into existing and new markets. Over the course of this project, it is anticipated that Primal Supply Meats will expand its grower network, increase purchases from sustainable livestock farmers and processors, and educate local consumers as we improve the quality, traceability and availability of this product in our region.

Recipient: Radish and Rye Food Hub, Ltd, Harrisburg, PA

Project Type: Implementation

Award Amount: \$333,410.00

Match Amount: \$138,701.00

Total Project Amount: \$472,111.00

Expanding Local Food Access in Midtown Harrisburg

Radish & Rye Food Hub, an all-local grocery, will increase access to and consumption of local foods by expanding its three day per week presence at Harrisburg, Pennsylvania's Broad Street Market to a new, full-service seven day a week store and processing kitchen. Its successful implementation will develop and expand market opportunities for local farmers; create infrastructure for the production and distribution of preserved and value-added products; increase fresh and local food access in an underserved low-income and low-access urban community; and create 3 to 6 full-time jobs. By the end of the grant period, the two Radish & Rye locations together will feed over 8,000 consumers each week and generate over \$1,000,000 in revenue per year, with 70% of those dollars flowing directly to 75 local farms and food enterprise businesses.

Puerto Rico

Recipient: Kefruits, LLC, Trujillo Alto, PR

Project Type: Implementation

Award Amount: \$500,000.00

Match Amount: \$167,000.00

Total Project Amount: \$667,000.00

This project is to provide producers the opportunity to market their live animals in a constant and safe way, collected in their own farms, and receiving slaughter and processing service in a centralized facility.

Puerto Rico imports 85% of their food, and local producers that operates small farms encounter high costs per units produced due to lack of processing facilities and island infrastructure. Add in product marketing and costs go even higher. The “Cooperativa de Productores de Carne de Res de Puerto Rico” will create a cooperative in an alliance with KeFruits, a meat processing and distribution company to provide producers the opportunity to market their live animals in a consistent and safe way, collect the animals at their own farms, and have the animals slaughtered and processed in a centralized facility. The work aims to increase the financial viability of cooperative members and also increase Puerto Rican consumption of locally-produced food. In this partnership, the cooperative members provide live animals and KeFruits collects, processes and distributes the product across the island. KeFruits will also use its marketing resources to advertise the nutritional value of locally-produced products and provide source information. This project expects to increase sales from \$120,000 to \$1.2 million as well as to increase points of sale from 20 to 160 by the end of the project.

South Carolina

Recipient: Hub City Farmers' Market, Spartanburg, SC

Project Type: Planning

Award Amount: \$98,290.70

Match Amount: \$32,812.71

Total Project Amount: \$131,103.41

Greenville/Spartanburg Food System Assessment and Plan

Hub City Farmers' Market will develop, improve, and expand the local food systems in Spartanburg and Greenville Counties, the Upstate of South Carolina. Currently, there is a lack of coordination, shared vision, and clear understanding of the ways the assets within each county are mutually beneficial and can support specific community needs to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. The overarching goal is to create a comprehensive framework to expand economic opportunities in the local food system by creating greater access to healthy local food in Greenville and Spartanburg Counties. Project staff will specifically conduct an assessment of the local food system, including neighborhood case studies, implementation plans, food system coalitions, a shared trust, vision, and knowledge base for local, regional, and state food system stakeholders.

Texas

Recipient: The Common Market Texas, Inc., Houston, TX

Project Type: Implementation

Award Amount: \$494,458.00

Match Amount: \$168,056.00

Total Project Amount: \$662,514.00

The Texas Local Food Pipeline: Building Farm to Wholesale Connections in Texas

The Texas Local Food Pipeline project seeks to increase consumption of healthy local and regional foods and to improve the financial and operational viability of Texas farms and support the local agricultural economy. The Common Market Texas (CMTX), a new Houston chapter of The Common Market and its proven food hub model, will partner with the National Center for Appropriate Technology (NCAT), the premier technical assistance provider in Texas, to train farmers for wholesale markets. By creating a training pipeline for local farmers, and by providing marketing and conducting outreach to large institutional buyers who cannot currently access affordable wholesale quantities of local foods from multiple farms, CMTX will grow the market and wholesale demand for local and regional foods. The project will 1) train two groups of 15 specialty crop farmers in sustainable agriculture, wholesale market readiness, and production and financial planning; 2) train two groups of farmers in food safety skills and GAP measures, helping 20 farmers in acquiring their first GAP certifications; 3) build a pipeline from the training program to selling to CMTX for at least 12 of the participating farms; and 4) stimulate \$1M in sales of local and regional foods by CMTX aggregating, marketing, and distributing to wholesale customers, including institutions, restaurants, retailers, workplaces, and community organizations.

Recipient: Westivida Holdings, LLC, Lucas, TX

Project Type: Implementation

Award Amount: \$495,000.00

Match Amount: \$165,000.00

Total Project Amount: \$660,000.00

North Texas Sustainable Food Distribution Hub

Farms in the North Texas region produce products in demand by restaurants but find it difficult to obtain and manage the distribution resources required. Westivida Holdings will expand a successful marketing model currently used by three producers servicing 25 of Dallas-Fort Worth's top restaurant customers. This will consist of implementing an existing software platform (Local Orbit) developed under a previous USDA grant. The project will develop a profitable business model that can be replicated in other metropolitan environments, using a series of educational and mentoring opportunities to improve knowledge of sustainable local food production. Expected outcomes include expanded farm networks to 50 producers, growing the customer base to over 250 restaurants, and increasing total sales to \$168,000 per month. A minimum of 120 people will receive educational training/mentoring.

Vermont

Recipient: Vermont Farmers Market Education Center, Inc., Rutland, VT

Project Type: Planning

Award Amount: \$79,324.00

Match Amount: \$27,429.00

Total Project Amount: \$106,753.00

Commercial Food HUB Center (CFHC)

The Vermont Farmers Market Education Center (VFFC) and an interdisciplinary team of experts currently working to create a climate-controlled aggregation, storage facility and commercial kitchen that will allow 50+ small to mid-sized local, value-added ag-businesses and 275+ local farm-producers to access new and expanded markets. Currently, a lack of infrastructure limits the abilities of small producers and other value-added ag-enterprises to more efficiently grow mid-sized entities and reach various economies of scale. Thus, VFFC has worked for over 5 years to create a central food system that allows affiliates to better aggregate, process, distribute, and retail locally-produced, raw and value-added products, in addition to accessing expanded markets. VFFC's proposed "Commercial Food HUB Center" will utilize LFPP planning resources to 1) confirm exactly what ag-products are in demand and have the greatest potential for success; 2) pre-identify and secure interest from farms and enterprises (planning to purchase raw materials from local sources) to utilize the proposed facilities; 3) develop a business plan for the rehabilitation and use of the two facilities taking into account market opportunities and production needs, facility design, market access, production input, management practices, etc.; 4) determine specific business planning and food handling support services needed by all anticipated stakeholders; and 5) outreach to and begin the process of leveraging non-federal funding sources for subsequent implementation. The facility is expected to generate more than \$2 million in additional annual sales and \$5.2 million in annual community wealth.

Virginia

Recipient: Virginia Polytechnic Institute State University (Virginia Tech), Blacksburg, VA

Project Type: Implementation

Award Amount: \$496,839.00

Match Amount: \$165,613.00

Total Project Amount: \$662,452.00

Catalyzing Agricultural and Educational Resources to Move the Local Food Value Chain Needle in the Shenandoah Valley and Northern Piedmont Regions of Virginia

The Shenandoah Valley and Northern Piedmont Regions of Virginia are fortunate to have agricultural, cultural, and educational resources to catalyze and strengthen Virginia's food system from farm-to-table. Despite growing demand and support for local food systems, barriers to sustainable success remain for farmers and food businesses, including limited or unwieldy value chain coordination, logistical hurdles, lack of transparent market signals, and inadequate scale and fit between producers and buyers. This project will increase promotion of local and regional foods produced and marketed by small and mid-sized farms and food businesses such as produce auctions, farm stands/markets, aggregators, and distributors, with shared goals of improved market share and economic health of

communities. The objectives are to 1) increase promotion of small and mid-sized farms and food businesses to appropriate market channels, 2) advance producer-buyer relationships through directed promotion, educational training, concentrated vetting, and networking activities specific to scale, 3) enhance the distribution and delivery of local foods from farm to schools across the region, 4) measure potential for market differentiation based on soil health and water quality farming practices, and 5) evaluate gains in market access, share, and logistics of regional value chain coordination. The outcomes include establishing a minimum of 60 value chain connections, 2) a minimum of 180 farm businesses participating in Market Ready Meet the Buyer experiences, and 3) a 4 to 8% increase in sales of local foods.

Washington

Recipient: Blue Mountain Action Council, Walla Walla, WA

Project Type: Planning

Award Amount: \$100,000.00

Match Amount: \$33,566.00

Total Project Amount: \$133,566.00

Walla Walla Valley Food Hub Feasibility Study

The Blue Mountain Action Council Food Bank (BMACFB) will evaluate options to create a food hub for aggregation, storage, processing, and distribution of locally-produced agricultural products to local and regional consumers in Washington's Walla Walla Valley. By integrating the needs of the BMACFB in the planning process, the planned food hub will complement decades of effort by groups and individuals in the Walla Walla Valley to develop a collaborative food cluster. Specifically, the project aims to obtain a warehouse, cooler, processing equipment, and freezer space to produce more agricultural products for local and regional consumption, especially for institutions and retailers. The project will evaluate business opportunities suited to the interests and potential production of small- and medium-scale producers, local and regional markets, economic benefits, and financing opportunities. It will assess the operational relationship between the BMACFB and the food hub and develop a business plan that creates the most beneficial relationship incorporating triple bottom line concepts of people, environment, and the economy.

West Virginia

Recipient: Fayette County, Fayetteville, WV

Project Type: Implementation

Award Amount: \$444,108.50

Match Amount: \$150,498.85

Total Project Amount: \$594,607.35

Turnrow: Expanding Southern West Virginia's Regional Food Hub

The Southern West Virginia Food Hub (SWVFH) is a formal partnership, made of several existing aggregation and production efforts in southern West Virginia including Refresh Appalachia, Greenbrier Valley Grown, Gorge Grown, Whitlock Farm, and Sprouting Farms. The overarching goal of this project is to finalize the transition of those entities into a single food hub and brand: Turnrow: Appalachian Farm

Collective. This grant will expand shared resources, including billing and inventory, infrastructure and organizational support for aggregation and distribution (A&D), regional production planning, and continue the effort to exceed food safety regulations. The project will 1) increase market opportunities through the development of a region-spanning brand that unites an existing A&D network, and synchronizes market demand and production planning; 2) shore up existing A&D infrastructure through targeted acquisitions and expand A&D support through the development of new satellite facilities; 3) continue ongoing efforts to aid participating satellite food hubs and producers with branding, continue a spectrum of market opportunity, support food safety training and certifications, marketing education, and grower resources. Project activities are designed to increase local food sales by \$200,000, expand Turnrow's service area, and double the product sold by participating farmers over the next 3 years.

Wisconsin

Recipient: Hodan Community Services, Inc., Mineral Point, WI

Project Type: Implementation

Award Amount: \$488,315.00

Match Amount: \$167,311.00

Total Project Amount: \$655,626.00

Wisconsin Innovation Kitchen: Local Food Processing Capacity Building

Wisconsin Innovation Kitchen (WINK) is an established, successful local food processing facility, and one of the only small scale local food processing facilities in Wisconsin with a dedicated and trained staff of food service professionals ready to turn recipes of local food entrepreneurs into local food products. With USDA support, this project will 1) expand WINK's capacity for existing and new local food growers/entrepreneurs through new equipment, technologies, and efficiencies; 2) work with 30 new local food entrepreneurs/enterprises/organizations that source their ingredients from 20 local and regional growers within a 400-mile radius; and 3) begin/increase local food processing of 60 new/existing products, as a result of new sales/distribution channels into retail and wholesale opportunities. The project aims to increase access of local farmers/growers and food entrepreneurs to WINK's local food processing capabilities, expand WINK's capacities through expert guidance and food processing technologies, and increase sales and distribution opportunities for these value-added local food products. Ultimate project success, however, will be the sustainability built into this project which will allow its benefits to grow long after this USDA grant funding ends.

Recipient: Wisconsin Food Hub Cooperative, Madison, WI

Project Type: Implementation

Award Amount: \$374,110.00

Match Amount: \$126,117.00

Total Project Amount: \$500,227.00

Filling the Truck: Increasing Transportation Efficiencies Along the Supply Chain

Since it was founded, Wisconsin Food Hub Cooperative (WFHC) has partnered with applied researchers at the University of Wisconsin-Madison Center for Integrated Agricultural Systems in participatory research on local and regional food distribution. WFHC will use this approach to 1) Build multi-sectoral

supply chains for fresh Wisconsin-sourced produce in metro Madison by aggregating demand across Madison area buyers including cooperative grocery and private-owned grocery retailers, restaurants, and institutional foodservice buyers; 2) Improve product aggregation and distribution in metro Madison by using shared cross-docking and warehousing space to enhance efficiencies between over-the-road transport and last-mile delivery in the Madison metro area; 3) Develop strategic delivery routes in metro Madison in partnership with contracted haulers and project partners; 4) Improve overall Wisconsin produce movement in the Milwaukee and Chicago regions through use of cross-docking and warehousing efficiencies created in the Madison area; and 5) Assess, document and share the financial and logistical feasibility of this distribution model with local, state and national partners and audiences through a practitioner-oriented summary report. This project is primarily designed to benefit small- and medium-scale farmers by more efficiently getting their products into the local and regional market. Farmers will increase sales through the strategic market development from this project. They will also be able to take advantage of decreased costs of aggregation and transportation due to the optimization efforts of LFPP supported work. Buyers interested in bringing local food into their systems will also benefit by optimized supply and logistics, including enhanced access to aggregation and cross-docking infrastructure with the goal of maximizing regional freight loads.