## Notes from Infrastructure Needs Convening, April 10, 2017, Stonewall Farm Agenda:

* This Morning:
* Introductions + Overview
* Activity One
* Break
* Activity Two
* “Weigh In”
* Next Steps
* Lunch!

## Activity One: What one or two shared infrastructure projects should the Working Group be **most** focused on for the next 18 months?

Each group had sticky notes that they wrote ideas on and grouped into sections. The following is a transcription of all sticky notes, by section, by group

### Group One

Storage

 Cold storage (adaptable-cooler/freezer)

 Inventory - what do we already have, e.g. kitchens, equipment, what are farms producing?

Processing Value-added, Dairy Bottling, Packaging, Prepping

 Value-added/facility, processing, growers, (institutions?)

 Processing facility - packaging + prepping / dairy bottling

 Dairy Bottling/Value Added Infrastructure

 What kind of value added systems are we lacking? Different business models other than farms.

 Issues of processing and scale, chicken or the egg paradox (if you build it will they grow?)

 Dairy Processing to scale we need / help farms be more profitable
 Scaling up farms

Farms shared infrastructure, equipment, processing on site

 Food Modernization Act Compliance, \*Individual farms -> investments in infrastructure systems

 Need to remember hte importance of infrastructure that is needed on the farm that will not be shared (e.g. adaptations for FSMA) - support MFC Farm Fund

 Equipment to build soil health + processing for market (can be shared)

 Leasing/sharing of equipment programs

MM’s - KSC, - Marketing, - Education

 Education/Marketing, MM’s / system (commercial farms vs. small)

 KSC is a population center we need to engage to buy local

 Support MM to be successful. Use collective action to get more buyers on board

 Local AND Regional distribution

 Embrace the wholesale market, farmer education and support

 Vendors in retail box stores (buys at regional level/local system)

 Education on importance of eating healthy

 Increased institutional demand for local food

### Group Two

Funding

 (More) help for individual farms to gain season-extention infrastructure

 MFC/CCCD Grant funds

Communication

 Story Mapping - Using technology as a tool for telling our collective stories + engaging others

 Cohesive communication plan between partners, players, public and food hub work, goals

 Encourage the larger institutional buyers to buy local

 3 Tiers - Ultra local, NH + 30 mins, New England

 More branding/marketing for local food

 Free (grant?) marketing + design contracting servicing local food businesses

 Future of Neighbor Made/Mama Sez?

 Assessment of previous Neighbor Made clients

Transportation

 Trucking connection to NH

 Increase the reach of Monadnock Menus to deliver food to Nashua-Manchester-Vermont-Mass

 Leverage existing trucking in Monadnock region

 Increase trucking capacity in Monadnock region

 Cooperative transportation system for CSA’s/small producers

Labor

 Links to workforce development

 Facilitation of reliable labor source + bulk buying benefits/hr

 Better Food Pantry Network

Processing/Storage

 Light Processing - low input

 Shared use kitchen: washing, cold storage, light processing, preparation

 Animal processing equipment

 Links between storage/transportation assessment (excess, what is needed, next steps)

 Markets for seconds/surplus?

 Education kitchen

 Educational kitchen

 Food processing facility

 Kitchen for light food processing

 Refrigeration/frozen storage + processing kitchen in same location

 Immediate Need: short-term storage (cold, frozen, dry)

 Shared commercial kitchen and refrigeration/freezer space

 Storage

 Storage - centrally located/easy access

### Group Three

Growers

 Shared long-term, short-term, cross-docking storage (cool, frozen, dry)

 Shared Land (rented space? cooperative?)

 How to bring back shared community workforce?

 How to make farming a viable economic option?

 ID microlevel growers, suppliers, users

 Production limiting, infrastructure, biggest return on investment

 DIY Gleaning

Suppliers

 Shared Marketing Channels

 Marketing/Branding support to bolster NH->MA+NE sales, tourist interest in food culture + local sales

 Food atlas (build off VT Farm to Plate)

 GIS mapping food systems/storytelling/marketing region

 Commercial kitchen access + team to process food

 Food hub facility (commercial kitchen, cleaning, storage, distribution)

 Commercial kitchen

 Centralized processing (processors?)

 Team up with small + beginner farmers to use flash freezer and freeze dryer

 Value added producer grant - producer coop

 Team up with small + beginner farmers to promote use of mobile processing unit (poultry) and root vegetable washer

 Food business incubator as replacement for Neighbor Made

 Stakeholder supply chain

 How do we get into supermarkets?

 Shared storage space for short-term & cross-docking (cool, frozen, dry)

 Selling directly to restaurants wholesale

 Shared storage facilities - small micro-region

Users

 How to \*grow\* out of “niche” market

 Stakeholder education implementation and execution

 Workforce dev / training programs, food service

 Community information gathering (purchasing habits, diet profile, limitations to buy local)

 [potentially misplaced comment] Coordination of sourcing + aggregation for processing waste + seconds produce (Co-op? Bronch? Contract buyers?

Stakeholder Organizations?

 Dedicated space for education and support of farmers

 Each stakeholder needs

 ID stakeholders growers, suppliers, users

 How can we better collaborate/impact as organizations working toward solutions?

 Revolving loan fund

 Define shared infrastructure (tech, place, distribution, legislation)

 Public money - stop duplication develop food hub - MM lvt does it all transportation

 Go big macro by in from all?

 Grow as you go start micro level

 Stakeholder physical needs

 Where are the economically disadvantaged people today

 Stakeholder Marketing

 Funding who? How? Why?

 Need to create buy in from stakeholders

 Micro-community vs macro community

 Time: who has it? ID from stakeholders

 Grow as you go vs go big or go home

 Cost of macro or micro

[Group Three then started a new sheet and began writing ideas in three categories: growers, suppliers, users and circling ideas that spanned more than one category. Circled ideas are underlined.]

Growers

 Storage short/long

 Processing

 Community kitchen

 Marketing channels

 Transportation

 Business planning

 Incubators

Suppliers

 Approved vendor status

 Transportation

 Processing

 Certification

 Incubation

 Users

 Processing

[Group three circled the three “processing” and wrote #2 on top]

[Group three began a new section called stakeholders data/network labelled with a big #1 and the following notes:]

What is/are our problem(s)?

What are our strengths?

What are our neighbors doing?

Who are the experts?

What can we learn from VT?

Local, trustworthy data collector

Honest to our county (KHousing, Schools, Food Pantries, Groceries)

Create “rising tide” mentality

Story Telling

## Report Out: Each Group Shared Their Two Biggest Items

### Group One

Light Processing + Short Term storage facility

Assessment of linkages between storage + transportation

### Group Two

[Starred and underlined the first point of group one (light processing, etc.)]

Data Network Sharing/Gathering

### Group Three

[Underlined the first point of group one (light processing, etc.)]

[Connected the second point of group one (assessment, etc.) to the following:]

Better utilize assets that are existing (fund?)

Education

[In a fourth color is written:]

The sense of the group is that the last 4 items listed combine in a sort of data gathering-assessment-sharing+education-utilizing function

## Advice for the Infrastructure Working Group

The whole group broke into two to give advice to the IWG in two categories: Processing/Storage and Assessing our Monadnock Food System

### Assessing our Monadnock Food System

?: Market Research vs. System Research

A: Yes! Market is part of the system

- Look at VT Farm-to-Place Food Atlas as example

- Example Follow up to 2011 study

- What is our physical ability? What do we have?

- Needs/capacity

- Inventory (already begun)

- Decentralized opportunities, e.g. farm in one location with extra storage that can serve others

- Be clear about why to collect data and what you’ll do with it

- Study vs. Action “Action Research Project”

- Utilize some professional institution/service

- Make accessible the data

- Assets broadly: institutions, organizations, local expertise

- GIS Mapping/storytelling + marketing tool

- Center point to conversation, e.g. Monadnock Menus

- Survey or Assessment?

- Focus on specifics, e.g. just carrots, 20 wholesale products region could produce and here’s how

- Difference between CCCD/MM conversations and assessing infrastructure

- Will farmers know answers?

- Remember the entire food system

- Users of data need to define what data is collected

- MM should be actively involved, how?

- ID Stakeholders

- Practicality of assessing entire food system? Better to focus on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- 2 big questions (connected of course): 1) getting food from A to B, 2) Mapping food infrastructure for farmer-to-farmer connections, everyone can use organic connections

### Processing/Storage Facilities

1. Existing assets -
SBF NH i.e. root barrel washer

Claremont - poultry processing

Flash freezer - specialty crop

(need home) commercial kitchen

Keene Housing?

FJP - education and kitchen - ConVal

Farm-to-Farm

-storage

MM Indirect - product development, demands, processing on farm

MM Direct -centralized storage in Keene, cooler, freezer, dry

Regionally

<- MM -> CCCD/MMS/FS Grant Potential

-> MM <- MMS Service to other processing facilities -> direct sales

## “Weigh In”

Participants were invited to put their names on sticky notes and describe how they would help in the future. These have been sorted into three categories

### Category 1

Jen Risley: Lead up quarterly MFCC E-News (if you want it!)

Sara Powell: Serve on infrastructure working group

Taylor Barnes: Continue to be part of the conversation; attend meetings, share ideas, give feedback when requested; open to helping as needed whether that be helping with surveying, meeting with stakeholders or whatever else; give positive energy

Julie Davenson: already on the IWG - continue working on it

Sarah Harpster: work on IWG, follow up on all of these awesome ideas!

Hannah Bissex: As a representative of Cornucopia Project and program director for student farmer/entrepreneur program we are interested in supporting this effort in the way that we can best: -serve on IWF, -organize project for youth to participate

Alex McCullough, Monadnock Menus: - Represent MM in IWG meetings; - Cooperate in data collection: producer needs, buyer needs, existing infrastructure; - Facilitating conversations focused more regionally (Monadnock + VT + Western MA + SE NE,etc.); - Collaborate in fundraising efforts; - Expand MM’s service to provide more food-moving value to farmers+buyers, i.e. direct deliveries

Denise Meadows: try to make meetings for working group, support as I can (supplies, food, beverage), connections between groups, people, etc.

Jason Woodworth, Farmer John’s Plot: attend IWG meetings is time allows, possible host a meeting in Peterborough, connect with other farmers who could not attend this session, support in anyway I can

Daniel Prial: join IWG, lead/facilitate assessment project (liaise with AUNE, role/connection with Prial Outreach Consulting)

Clai Lasher-Sommers: host meeting, research/talk to stakeholders or other groups about anything needed by group, “developing the story” for PR/Media

### Category Two

Kate Kerman: be a contact person for small+beginner farmers re: equipment: mobile poultry processing, flash freezer, freeze dryer, root barrel veggie washer; set-up and hold workshops on using this equipment; participate in a discussion on value added producer grants

Michael Faber: Share data we have collected regarding consumers that might help the assessment, network with other users about the possibility of a shared processing/storage facility.

Joyce Carroll, Cornucopia Project: Better communicate and support through our outreach and communication tools what local and regional partners are doing to build a sustainable food system

Amanda Littleton: research and work to acquire priority on farm equipment to assist farmers with efficient production that also contributes to farm viability in long-term, continue to serve on MFCC board, continue to talk to farmers about needs + work to find a role for CCCD to effectively answers those needs in partnership with other organizations and businesses.

Emerald Levick: convene meetings using Hannah Grimes meeting room, provide information regarding co-op’s needs and relationships to local producers, market and fundraise for Farmer Fund to handle on-farm infrastructure needs as determined

Rachel Stuart: use me as a resource, especially re: what is happening in other parts of NH/Region/Nationally. I can connect you to others.

Richard Berkfield: participate in finding funds to engage in assessment and next steps

### Category Three

Megan Straughen: eyes and ears!, maybe IWG in future, attend these meetings. Thanks for all your hard work!

Anne Prial: eyes and ears for food system infrastructure

Mark Florenz: eyes and ears of food system infrastructure specifically livestock and meat