**Detailed Workplan for SARE project**

**What we promised to do:**

1. **Define the regional food shed and develop a food shed sustainability strategy.**

We will conduct a regional food analysis with specific emphasis on trends in demand for local food; direct marketing to consumers and institutions; import substitution; value added processing of local products; and changes in the characteristics of urban influenced farms and exports of local products.

**Performance target:** characterize the scope, nature, and trends of the regional food economy.

1. **Understand and articulate the barriers and opportunities faced by urban influence farmers in our region.**

We will conduct a needs assessment of those farms to form the basis for the next step in the process.

**Performance target:** number of producers and stakeholders engaged in the assessment.

1. **Design a tool kit.** We will identify and assess best practices for overcoming the barriers and taking advantage of the opportunities identified in Objective 2. Best practices will include methods for marketing and stimulating local demand for and supply of locally produced food; land use tools to encourage and support farms near urban areas; and operational tools that will assist farmers in taking advantage of their proximity to population centers while mitigating the negative effects of their location.
2. **Ensure that the toolkit is used and useful.** Test the tools in a case study in the City of Damascus by several producers in the area. They will evaluate the tool kit based on whether it addresses economic, environmental and community sustainability goals. Local planners will test the potential usefulness of regulatory tools, including flexible land use regulations. Consumers will evaluate tools designed to stimulate the supply of and demand for local food.

**Key Deliverables outlined in the proposal:**

* **Definition of food shed**
* **Needs assessment**
* **Toolkit:** a broad set of educational, outreach, and regulatory strategies and market improvements to support successful integration of urban farms into the food shed
  + Will be research based
  + Tailored to address local needs
  + Targeted to producers and public officials
  + Interactive web-based
* **Damascus case study of the toolkit**: Develop a model community that addresses the needs of local producers and participates in the food shed vision. City will work with local partners to develop programs and resources for local food products and enact (?) policies and regulations to support integration of food production into urban fabric. *I don’t understand how we could say that the city will enact policies when we don’t have the authority to do that. Did you mean that the city will develop model ordinances and policies?*
* **Case farm scenarios**: Develop a range of case farm scenarios and develop describe a range of farming operations reflective of the Damascus area. Using the case farm scenarios, conduct economic analysis to show the impacts of urban development on small and mid sized farming operations.
* **Economic analysis**: Examine the nature and size of two markets for food:
  + **Regional market**:
    - identify the current supply sources of food products and services in the Portland region. Determine what percentage of the regional food budget is spent on local products and services. Determine those produced in the United States and those imported to the region from international sources. Identify current estimated total value for each category and provide a profile of typical products and services.
    - Analyze the potential opportunities for expanded local sales, import substitution, and export from the region.
    - Identify potential sources of grower income: including ag tourism, greenhouse gas sequestration, ecosystem services, open space set asides, employment and training (what does that mean?), land lease and land trust tax benefits.
    - Identify land use regulations that support local growers including comprehensive planning urban and rural reserves and zoning.
    - Identify legible ways to show these market characteristics such as supply/demand flow diagrams, resource exchange diagrams, and civic ecology analysis.
  + **Market specific to the City of Damascus**:

**Additional Deliverables Identified in the Proposal:**

* **Project web site:**  will serve as the hub for all project information including schedule and interview. Draft work products, links to resources. Link to partners web pages, host the online survey and toolkit. Host community of practice.
* **Interviews and Survey (10 page summary):** 
  + In-depth interviews with 5 to 10 producers to identify key issues related to farming hear urban areas.
  + Survey to be used at Hort society
  + Interviews with city and county officials
  + Interviews with extension services
  + Clackamas county SWCD
  + NRCS officials
* **Literature Review:** (25 pages) Will review tools to overcome key issues and needs identified in the surveys.
* **Outreach to farmers**:
  + Printed and internet-based educational materials based on case farm scenarios to be distributed to larger audiences (*larger than what?*)
  + Workshops in the Damascus area to help farming operations assess their situations and the implication s of changes to their farm businesses (what changes? You mean the impact of urbanization?)
* **Publications and products:** 
  + Results of survey/Interviews (10 pages)
  + Literature review (25 pages)
  + Toolkit (50-100 pages)
  + Case study (25 pages)
  + Case farm scenarios (10 pages)
  + Economic analysis summary (20 pages)
  + **Community of practice:** email discussion format or simple social networking platform integrated with web segment**.**

**Measuring results/outcomes** (how they will tell whether we did a good job):

* Acceptance of the concept of the Metropolitan Food shed vision and definition by producer groups and local governments (*how will we measure that?*)
* Number of producers adopting/applying the tools
* New or expanded forms of partnerships among producers, consumers, and government officials to strengthen the regional food economy (e.g. increase in CSA or farmers’ markets)
* The use of and acceptance of the Triple Bottom Line and The Natural Step and relationship to regional agriculture by producer and public organizations.
* New links between food supply and demand and increasing the demand for and supply of local food products
* Increasing farm performance or reducing the cost of operation from Case Farm Scenario work.
* Adoption of farm land policies in the City of Damascus according to the Damascus Case Study
* Adoption of policies or initiatives by the Metro regional government, three Oregon counties, Oregon Department of Agriculture and Oregon Department of Land Conservation and Development increasing land available/protected for farming near urban areas
* Use of or acceptance of the Toolkit by Cooperative Extension and Soil and Water Conservation Districts to focus more attention on urban and fringe agriculture.

Other performance targets (*These were also mentioned in the text*):

* Characterize the scope, nature, and trends of the regional food economy
* Number of producers and stakeholders engaged in the assessment
* Evaluation of how application of the toolkit affects triple bottom line for farmers who use it.

**Resources Allocated:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSU** | **COC** | **OSU** | **Damascus** | **Total** |
| Resources | 29,956 (9%) | 93,000  (42%) | 80,066  (36%) | 29,992  (13%) | $223,014 |

**Who is responsible for each deliverable? Who is assisting?**

**L = Lead; A = Assist**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Deliverable** | **COC** | **OSU** | **Damascus** | **PSU** |
| Definition of food shed (framing paper) | L |  |  |  |
| Needs assessment (Definition of Barriers) | L | A |  |  |
| Toolkit Development | L | A | A (localize) |  |
| Damascus Case Study | A |  | L |  |
| Case farm scenarios (?) |  | L |  |  |
| Economic Analysis | L | A |  |  |
| Project Web site | L |  |  |  |
| Interviews and survey | A | L |  |  |
| Literature Review | L |  |  |  |
| Outreach products to farmers | A | L | A |  |
| Evaluation, communication with sponsor |  |  |  | L |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q/Year | 2010 | | 2011 | | | | 2012 |  | |  |
|  | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | | Q2 | Q3 |
| Task 1: Define Food shed | X a |  |  |  |  |  |  | |  |  |
| Task 1.1: Develop Web Site |  |  | X b |  |  |  |  | |  |  |
| Task 2: Identify Barriers and write existing Conditions Report |  |  | X c |  |  |  |  | |  |  |
| 2.1 Economic Analysis |  |  | X f |  |  |  |  | |  |  |
| 2.2 Surveys and interviews |  |  | X d |  |  |  |  | |  |  |
| 2.3: Literature Review (stage 1) |  |  | X e |  |  |  |  | |  |  |
| Task 3: Identify Tools |  |  |  | X |  |  |  | |  |  |
| 3.1 Literature Review (stage 2) |  |  |  | X e |  |  |  | |  |  |
| Task 4: Develop Web-enabled Toolkit |  |  |  |  | X g |  |  | |  |  |
| Task 5: Conduct Damascus Case Study |  |  |  |  |  | X h |  | |  |  |
| Task 6: Interview producers and planners regarding tools |  |  |  |  |  | X j |  | |  |  |
| Task 7: Develop Case Farm Scenarios |  |  |  |  |  | X i |  | |  |  |
| Task 8: Evaluate Toolkit |  |  |  |  |  |  | X k | |  |  |
| Task 9: Outreach to producers |  |  |  |  |  |  |  | | X l |  |
| Task 10: Outreach to Planners |  |  |  |  |  |  |  | | X l |  |
| Task 11: Sponsor Reports |  |  | l |  |  |  |  | |  | n |

Outputs/Deliverables

|  |  |
| --- | --- |
| a | Food Shed definition |
| b | Project Web site |
| c | Existing Conditions Report |
| d | Interview and Survey Summary |
| e | Literature Review |
| f | Economic Analysis Summary |
| g | Toolkit Summary |
| h | Case Study summary |
| i | Case Farm Scenario Summary |
| j | Interview Summary |
| k | Evaluation Summary (based on top 3) |
| l. | Outreach materials |
| m | Interim report |
| n | Final report |

1. First report Due Jan 28

1 - final report Due Aug 31 2010