

Farm to Institution Market Readiness Training

**Introductory Webinar
December 17, 2015**



THANK YOU!

**Farm to Institution
Market Readiness Training
is supported by**



Our Advisory Team

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Violet Stone, Cornell Small Farms and NESARE NY



Tim Woods

Professor of Agricultural Economics, University of Kentucky

Extension specialist in the area of horticulture, agribusiness marketing, and management

Author of the MarketReady Training Program

Farm entrepreneurship, business planning, cooperative development, consumer market research for microenterprises, value-added enterprises for farmers



AGENDA

- What is FINYS
- Farm to Institution Landscape
- MarketReady
- Project Overview
- Next Steps



What is FINYS?

Spearheaded by American Farmland Trust, Farm to Institution New York State (FINYS) is a statewide partnership of agricultural, public health and economic development organizations who have come together to strengthen New York's farm and food economy and improve the health of its citizens.





Scaling Up

Strategies for Expanding Sales of Local Food to Public and Private Institutions in New York



AGRICULTURE



American Farmland Trust



Cornell University
Cooperative Extension



PUBLIC HEALTH



New York
School Nutrition



The New York
Academy of Medicine
At the heart of urban health since 1847



ECONOMIC DEVELOPMENT



Hudson Valley AgriBusiness
DEVELOPMENT CORPORATION



U**ALBANY**
State University of New York



What is an Institution?

Where ever groups of children, adults, families are receiving nutritional meals and snacks

Scale - very small to very large

- family daycare, group homes, senior meals
- single schools, daycare centers
- large school districts, colleges, hospitals

Public or private

- Federal and state subsidies

Institutional Markets in New York

- 3 million public school students eat nearly 300 million meals/year
- 1.2 million students at 350 colleges & universities

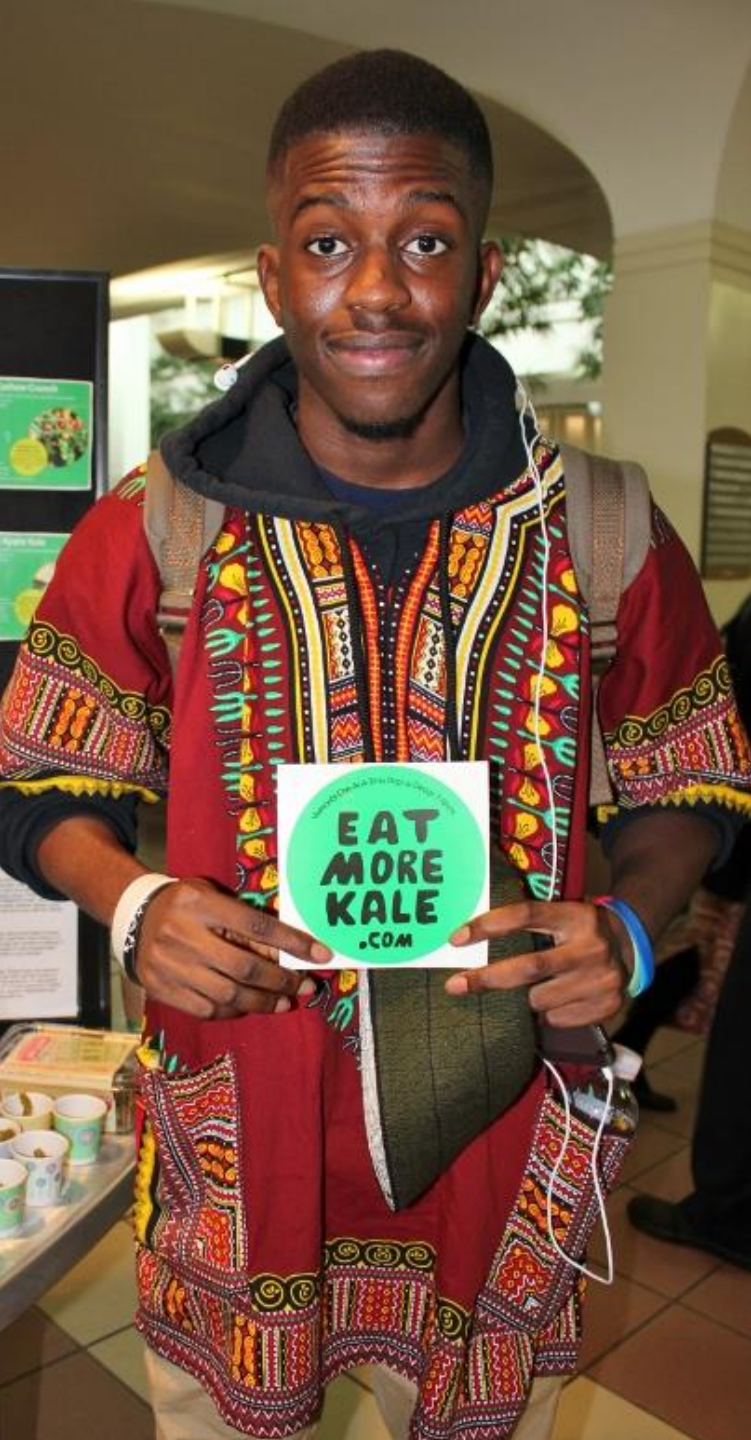


- 14,000 center-based or family day care sites serve 340,000 meals to children and adults each day
- 1,000 Senior centers serve meals in Upstate NY

Driving Demand

- Food Security – Access to health-promoting foods
- Public Health – Cost of chronic illness
- Environment – Sustainability
- Economic – Keep your money local
- Community – Being a good neighbor





Funding & Incentives

- K-12 NY Fresh Fruit & Vegetable Pilot
- NYS Farm to School grants
- EFNEP – Expanded Food & Nutrition Education Program
- Hospital “Community Benefit” IRS requirement
- Real Food Challenge



Market Readiness Training

GOALS – NESARE “Target Performance”

Twenty agricultural service providers in New York will provide educational programs and support for 80 fruit and vegetable growers and livestock producers; 50 of these growers managing 4,500 acres will initiate or expand sales to institutions within 2 years.

- State-wide Team of Farm to Institution Trainers
- MarketReady Customized for New York
- Library of People and Resources
- Workshops and Technical Assistance to growers



Timeline

- Buyer Interviews – before and after conference
- Training Conference 2016
Wed 1/27 training & Thurs 1/28 tour
Holiday Inn Liverpool (Syracuse)
- Workshops for Growers – early 2016 and Winter 2016-2017
- Bi-monthly Conference calls – Feb 2016-Sept 2017
- Follow-up with Growers – ongoing
- Survey Growers – November 2016 and 2017



Next Steps

- Buyer interviews
- Upload buyer input, photos, resources to Google Drive
- Hotel reservations Tu 1/26 Wed 1/27
- Transportation stipends
- Scheduling workshops



Next Steps

See you in Syracuse on January 27!

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