**Appendix A**

**Western SARE Strategic Implementation Plan**

1. Distribute Plan. Request and collect five referrals from participants to which the Strategic Implementation Plan and Summary of Proceedings and Collected Data will be distributed.
2. Form of a Food Policy Council. This council can identify, study and suggest solutions to regulatory and policy blockages. Its work would invigorate a local food economy with all of its ancillary benefits (nutritional, environmental, cultural, economic, etc.).
3. Conduct a Regional Food Assessment. Like community food assessments (Pothukuchi et. al. 2002), such an assessment can build an advocacy coalition promoting a local food movement, economy and culture. The Fresno Food System Alliance (FSA) similarly has identified the need for a food assessment for the region. A partnership with the FSA would share resources, expertise and build capacity toward coalition to undertake a food assessment. Members of our Western SARE project also actively participate in FSA dialogues. Western SARE and FSA participants may also be seen as some of the initial stakeholders in a Food Policy Council.
4. Develop a Marketing and Strategic Plan. How are a group of producers going to identify themselves and tell a story that is compelling enough to garner new markets and foundation support? Based off of findings from the regional food assessment and active participation by producers, develop a frame to describe the goals and purposes of the future farmer support, including an aggregation and distribution center.
5. Build an Aggregation and Distribution Center. One of the primary needs of Western SARE producers was to have a location to collect, package and distribute their product. With the potential help of non-profit partners and community engagement, infrastructures need to be created to assist these farmers. Partnerships and seed funding will be instrumental in developing these institutions.
6. Articulate a Development Strategy. A funding strategy can leverage this Western SARE research and findings to move toward implementing its key findings and further goals. Multiple partners can focus on grant writing to achieve core deliverables that currently hinder a local food economy.