

Logic Model: Strategy for Developing a Local-Foods Distribution System for Small and Medium Wholesale Buyers

INPUTS	ACTIVITIES	OUTPUTS	MEASURES	OUTCOMES	MEASURES
<p><u>PLANNING ACTIVITIES</u> March 15th 16 hrs @ \$25/hr \$400</p> <p>First week in April 10 hrs @ \$25/hr \$250</p> <p>First week in April 4 hours @ \$25/hr \$100</p> <p><u>IN-SEASON ACTIVITIES</u> June-July as needed 10 hrs @ \$25/hr \$250</p> <p>Begin May 15th with plants 2* 25 weeks @ \$25/hr \$1250</p>	<p>Meet with potential wholesale buyers and determine their product needs, price points</p> <p>Meet with growers who want to contract with co-op and determine which buyer needs can be met through each.</p> <p>Communicate additional produce needs for 2013 season to produce auction managers.</p> <p>Refine logistics of filling and delivering orders.</p> <p>Create weekly newsletter (1 page) for wholesalers making them aware of special deals and expected prices.</p>	<p>10 potential buyers are contacted. 4-5 buyers commit to purchasing in the 2013 season.</p> <p>Contact 7-10 growers. Create 4-5 contracts.</p> <p>Managers contact key growers serving the auction to make them aware of produce needs.</p> <p>Follow-up with 5 buyers and 5 sellers to determine what issues exist and can be addressed</p> <p>10-15 wholesalers will receive newsletter (including those who are not yet working with us but might in the future).</p>	<p>Contacts and commitments are recorded</p> <p>Contacts are recorded, contracts are noted (personal details removed)</p> <p>List provided to the managers will be included in report</p> <p>Written notes are taken during follow-up discussions. Changes are noted in final report.</p> <p>Newsletters and distribution list will be archived. Newsletters will be available on request.</p>	<p>Purchase of local products through the co-op are increased from \$50,000 to \$75,000</p> <p>Product sold through contracts is increased, increasing security for growers and buyers</p> <p>Produce action increases sales of product to the co-op from \$20,000 to \$30,000. Growers benefit from increased sales.</p> <p>Growers and buyers have a positive experience working through the co-op, and want to continue in the future.</p> <p>Buyers are more informed about special values in local produce and purchase more .</p>	<p>Track sales to specific channels.</p> <p>Track products sold and delivered through contracts.</p> <p>Purchases from the auction will be tracked weekly. Source of produce (growers) will be tracked. Growers will be surveyed at the end of the season.</p> <p>Purchases by each wholesale buyer will be tracked throughout the season.</p> <p>Buyers will be surveyed at the end of the season to determine their satisfaction level, desires for next year, etc.</p>

Management activities are noted in blue. General worker activities are noted in red

INPUTS	ACTIVITIES	OUTPUTS	MEASURES	IMPACTS	MEASURES
<p>May 1st-Oct 31st 2.5 hrs/wk @ \$25/hr/25 wks \$1875</p>	<p>Track results of product, including amounts of product sold, prices, time invested in each activity. Make real-time changes to optimize project.</p>	<p>Weekly spreadsheet created with pertinent information. Log of adjustments kept to supplement numbers.</p>	<p>Spreadsheet will be made available in on request, and summarized in final report.</p>	<p>Buyers commit to buying local product again in 2014.</p>	<p>Growers and buyers desires for the future of the project will be included in the survey.</p>
<p>May 1st-Oct 31st 1 hr/wk @ \$25/hr/25 wks \$625</p>	<p>Take orders from wholesale customers</p>	<p>4-6 wholesale orders are collected/week</p>	<p>Spreadsheet will track this. Actual time to do this will be tracked.</p>	<p>Existing buyers plan to increase consumption of local product in the future.</p>	
<p>May 1st-Oct 31st 2hr/wk @ \$25/hr/25 wks</p>	<p>Purchase product from auction and farms</p>	<p>Product is collected from 4-5 farms and the auction twice weekly</p>	<p>Spreadsheet will track collection. Costs will be tracked.</p>	<p>Buyers who had not previously considered buying local product see the value of doing so and plan to purchase locally in the future.</p>	
<p>May 1st-Oct 31st 10 hrs/wk @ \$15/hr/25 wks \$3750</p>	<p>Collect product from farms and auction</p>	<p>4-6 wholesale orders are filled</p>	<p>Spreadsheet will track this. Actual time to do this will be tracked.</p>		
<p>May 1st-Oct 31st 6 hrs/wk @ \$12.50hr/25 wks \$1875</p>	<p>Aggregate product and fill orders</p>	<p>4-6 wholesale orders are delivered</p>	<p>Spreadsheet will track this. Actual time to do this will be tracked.</p>		
<p>May 1st-Oct 31st 3 hrs/wk @ \$15/hr/25 wks \$1500</p>	<p>Deliver orders to buyers</p>	<p>Tour 3 farms</p>	<p>Spreadsheet will track this. Actual time to do this will be tracked.</p>		
<p>May 1st-Oct 31st 4 hrs @ \$25/hr \$250</p>	<p>Plan and implement farm tour for wholesale buyers.</p>	<p>Summary of logistics of project, economics, recommendations for the future created</p>	<p>Completion</p>		
<p>November 15th 10 hrs @ \$25/hr</p>	<p>Write up project</p>				