

Logic Model: Resources & Recipes to Support Farmers to Diversify Income through Value-Added Bakery Product Sales (Submitted by farmers: Lisa Kivirist & Dela Ends)

Goal: Support farmers to increase income through diversifying into value-added baked goods

INPUTS	ACTIVITIES		OUTCOMES		
What we invest	What we do	Who we reach	Why this project: results over course of project (4/21-12/22)	Why this project: Results 2023-2023 after project completion	Why this project: long-term results
<ul style="list-style-type: none"> Farmer team time, expertise & contacts Partners: Expert advisors from various non-profit/agency groups SARE past research findings NC SARE staff for additional contacts & ideas Materials: Baking supplies, recipe testing Technology/website 	<ul style="list-style-type: none"> Host meetings for input and feedback Develop recipes & test to meet non-hazardous legal criteria. Create resources/fact sheets to incorporate local grains Lead new Pop-Up Markets to enable farmers to sell more products Create online, accessible tools Work with partner groups/media on outreach 	<ul style="list-style-type: none"> Primary target: farmers seeking income diversification through producing value-added baked goods' Other cottage food bakers (non-farmers) who can also access resources/learn about local foods Customers (both those seeking farmer-produced foods and those new to this space) 	<ul style="list-style-type: none"> Building more awareness amongst both farmers and public in general on cottage food entrepreneurship opportunities Creating accessible tools to support farmers Testing new marketing options through Pop-Up Markets 	<ul style="list-style-type: none"> Building more awareness amongst both farmers and public in general on cottage food entrepreneurship opportunities Policies: Developing new and better legislation to support farmers producing value-added products in home kitchens 	<ul style="list-style-type: none"> Economic Viability: More farm sales opportunities for diversification Environmentally Sound: More farm product sales and thereby land in production Socially Responsible: Champion vibrant communities through strong farmer-customer connections

Assumptions

Current COVID-19 Pandemic will be manageable to the point that direct sales/markets with contactless pick-up can still exist

External Factors

- Country's economic climate/depression or recession possibilities affecting consumer spending
- Country's political climate