

Work Session #5: Action Plan, 10:30-12:00

(Neva) Each table needs group facilitator and scribe. Hold yourself and your group accountable that everyone's voice is heard. Use all the ideas that are at the table. The group's task is outlined on the yellow sheet we have passed out. The sheet is entitled "**Track Goals, Strategies, and Action Planning**".

- A. The first task is for each group to create an Action Plan by addressing the following:
1. Define the outcome —what is the goal, what does success look like: A statement of what will be in place or accomplished by 2026 or sooner. You may also identify several shorter-term goals of outcomes
 2. What are the major strategies we will use (educate farmers and offer incentives to use cool farm practices; pass legislation to....; etc)
 3. What resources do we have, and need if any, to implement this plan?
 4. Who will be or could be a lead organization(s) and what other groups are involved? Who else besides us should be at the table to help lead and make this happen?
 5. When could this be done by (in your best case scenario)?
 6. What are three or more important steps to take in the next 3-12 months, and who will do it?

B. Present Plans, Engage and Discuss: each workgroup presents its plan to the track to the entire group:

1. Food Access

Poster (scribed):

- Outcome: Create a statewide working forum that connects local food access leaders physically and digitally to improve food access in their communities
- Goals
 - hold statewide local food access youth and elders summit, to be used as a model for other summits
 - establish NCAT food Access list serve
 - food access resource publication
- Strategies
 - hold a Pablo local food access summit as model for future regional and statewide summit (mid March 2017)
 - hold an Eastern MT local food access summit (Oct 2017)
 - keep the team together (regional meetings Dec. 2016)
 - team debrief after 1st two strategies are complete
- Resources
 - Coalition, NKH, PECH
 - MT food bank network, food security council
 - MSU- willing to host state conference
 - Northern Plains
 - specific state the tribal agencies
 - SKC Extension/ all extension
 - and many more
 - funding for Pablo Summit 1/2 secured
 - group as greatest resource!
- Important Steps
 - Set quarterly conference call dates for working group

- hold planning meeting for Pablo Summit by early December, summit to be held in March 2017
- begin planning Eastern summit by late spring to be held in late fall 2017
- setup NCAT listserv and food access webpages
- each member will write up a success story from their community as beginning of resource publication (asap post on webpage)

Group Share:

- statewide working group to connect people physically and digitally— main outcome
- statewide food access youth and elders summit
- establish NCAT food access list serve
- food access resource publication
- something that people can model off of
- have a lot of planning to do in the next few months
- hold an Eastern Montana local food access summit
- regional summit in March —Pablo
- Eastern summit in October
- resources- so much already going on— MT food bank network, food security council— how can they help
- someone will donate 50% of what the summit costs
- food security grants, other grants
- don't think funding will be a big issue
- MSU hold a statewide conference
- struggles in each regional area
- set quarterly conference calls for group
- working groups in summits— examples: different cooks (seniors, Head Start)
- write success stories from their own communities
- Comments/Questions
 - • Neva offered help/facilitation

2. Food Policy Council (tribal, regional, local) objective—Good Food Policy

Poster (scribed):

- outcome: establish a statewide food policy council, informed by a network of local and regional food councils mandated by the Governor
- Strategies: (a) leadership development mechanism (b) inventory and summary of current policy issues feeding the creation of concise action
- Resources: (a) [have] agencies established, models in other states, previous governor support (b) [need] facilitator, appointed council, local community buy in, state government support (mandate?)
- Lead Organizations: NCAT, AERO, CFAC, Grow MT, MSU, UM, MT Food Bank Network, MSU Extension, Tribal Council, PECH, state government agency liaisons
- Food Policy Council established and holds first meeting within one year
- Steps:
 - 3 mo: identify who we's like on the council
 - 6 mo: approved members established
 - 12 mo: vision and mission established

Group Share:

- outcome—establish statewide food policy council, mandated by the governor
- governor supports it financially
- MT Food Policy council mainly working on legislative issues

- group of people tasks with being informed on legislation and disseminate it to food system councils to counties/regions
- county/regional groups would talk to council about what issues they would like the policy council to look into
- Food Legislation experts
- persuade leg. to vote in the way that the council feels
- influence congress— inform them about how important is to vote a certain way
- strategies— leadership development mechanisms that already exist
 - inventory and summary of leg. issues already is existence
- work off existing model
- is there any budget line for a council like this
- need financial support— paid facilitator position
- need local buy-in
- organizations: NCAT, extension, tribal council, MSU, UM
- want to have first meeting within 1 year
- in next three months identify who they want to have on the council
- 6 months- through application process—members chosen
- Questions/Comments
 - Food Security Council of the MT food bank
 - connect with USDA Ag. stations— break up the regions to have representative from
 - Extension Agents, Watershed groups
 - state food council informed by network of local and regional food councils
 - using existing organizations instead of a new layer of bureaucracy
 - thinking beyond stakeholders to specific places being represented
 - Did you think of anything the council would do besides legislation? — Rule implementation
 - Health group links

3. Local Food Audit/Assessment

Poster (scribed):

- Areas to Audit: public institutions (schools, hospitals), private institutions(grocery, restaurant), available arable land (and applicable water rights), types/diversity of goods produced (can complete diet by sourced from MT)
- First steps:
 - ID gaps in research
 - who has done/will conduct assessment
 - how we can use the numbers/assessment
 - ID unit of measure for each assessment dollars (not weight/bunches) to evaluate/quantify
 - look to replicate Fraiser study in 2004
- Outcome:
 - consumer benefit (like restaurant score) (could have sign outside/part of advertising)
 - a benchmark/understanding for vendors to evaluate themselves
 - data collected here, then used in a study evaluating economic impact (impact of money spent on local food staying in MT)
 - to inform public policy
 - value of the assessment
 - statewide assessment of local (MT) food purchased by public and private institutions/businesses
- Strategy/Resources
 - use existing studies by replicating their data collection methods

- ID gaps in these methods
- Funding: federal grants, tax money through the Dept's of commerce and Ag.
- Lead organizations
 - Dept of commerce and ag
 - university system
 - NCAT and other nonprofits
- When done?
 - methods, standards, funding and relationships in place in 3 years
 - annual data collection
- Immediate Steps (3-12 months)
 - consolidate existing data
 - ID relevant studies, how we replicate them
 - Reach out to Dept. of Ag 1st and then other stakeholders to gauge interest and capacity
- Who?— Dave Prather, Trevor/Kara, NCAT, CFAC, NPRC
- Challenge worth mentioning— resistance from institutions in sharing their purchase data; if too hard consider collecting producer sales numbers

Group Share:

- thinking about what is the existing knowledge out there and what are the gaps, what would leverage change
- statewide assessment of local food purchased by private and public institutions
- take this info and do an economic impact study on it
- how much are we spending on local food, what are the multipliers (how much goes to community/farmer)
- its the right thing to do because of these objective economic/social values
- it is a big undertaking
- strategy- what info. is already out there, can we use that methodology, can we update
- need money and resources to pull this study off— grants, taxes
- synergy of a lot of different organizations public and private
- colleges- research
- pulling all these together to get funding
- when— in three years, using the next 3-12 mo to look at existing data
- how can we use what has already been done
- reaching to dept. of ag./commerce and nonprofits to see what their capacity is
- Dave will talk to Dept. of Ag, others in group with start pulling together data
- goal— make objective statements about local food- where its going,
- do they track purchases or sales— they see it going both ways, and would be fleshed out over the next three years
- concrete data about why this stuff matters
- Comments/questions:
 - Neva is happy to help track down studies
 - part of this assessment should look at populations that these institutions are serving— free/reduced lunch, how much of this is going to low income families
 - this data can be broken down into so many categories
 - not just what are the goods produce but who is getting them
 - looking at produced and purchased
 - Albertsons (and like companies) are not mandated to have data on local food so they may not be apt to do it
 - include Farmers markets and SNAP EBT
 - University —contact George Haynes and Kate Fuller at MSU

4. Marketing campaign

Poster (scribed):

- Montanans understand that local food is essential to health and wellness, food security, and a vibrant local economy
- statewide marketing campaign
- successful local models have been identified and actively shared/made into templates
- follow-up work session to flesh out idea strategies— who needs to be at the table?
- Ask governor to convene/invite him to ID players/direct state staff to be involved
 - Full committee(who else?) Lisa Bullock, Michelle Obama, a professor, a marketing specialist, business student (Point person not yet identified)
- Who can help? What are resources? — Grow Montana, CFAC, AERO, state government, Farm to School, volunteers, community leaders, models already in use, NCAT, famous people

Group Share:

- first, they realized it is a huge task, spend half the time trying to see the big picture, what would it look like if implemented
- want MT people to understand the importance of local food
- local food as household words
- statewide strategic marketing campaign
- not enough time to flesh out the details
- key players— need to identify point person/campaign, Lisa Bullock
- other resources and collaboration— grow Montana, CFAC, F2S, AERO, NCAT, famous people
- other models they can use
- comments/questions
 - community self development strategy to attain vision
 - MT local food is essential
 - AERO local meeting to share models

5. Farm to School and Education in School

Poster (scribed):

- advisory committee dedicated to standards
- working with MSU to integrate Farm to School into teacher Education/education leadership programs
- Groups— MSU, OPI, SAM/Admin, Food Banks, local farm to school organizations
- Happen in 2018
- Steps:
 1. Form Advisory Committee
 2. Determine process/opportunities for amending standards
 3. Draft F2S standards/ plan incorporate in teacher ed and leadership ed
- Who: Samantha O'Bryne, Erin Jackson, MSU Extension, volunteers (Aubrey, Marylou)
- Identify: funding, tracking/story sharing, policy, identify existing programs

Group Share:

- broad topic— increase F2S integration in the food system
- goal-2026 100% of k-12 schools will participate in at least one element of farm to school: procurement, education, and school gardens
- major strategies- incorporate Farm to School in Educational standards

- develop advisory committee made up of different stakeholders from MSU, OPI, administrator, food banks, locals,
- needs to be statewide mandated
- by 2018 need plan for full integration
- identify what the process will be for incorporating the standards
- identify the opportunities—standards that already encompass farm to school
- draft farm to school standards
- incorporate using colleges as resource— farm to school education training in education and leadership programs— upcoming teachers learning how to do this
- funding needs to be present for it to be successful
 - policy level— food policy— education funds allocated
- track existing farm to school program
- sharing success stories and going to administrator meanings to promote and give tangible ways
- Comments/Questions
 - What is your win?— by 2026, with steps along the way

Full Summit Share-out: delivered by Mark LoParco

- goal: statewide marketing plan that results in MT understanding that local food is essential for health and wellness, vibrant local economies
- goal: statewide assessment
- goal: statewide working group
- goal: achieve 100% participation of K-12 schools to implement 1 of the three parts of Farm to School
- goal: establish a statewide policy council