

CENTRAL OREGON FOOD HUB



Purpose of this meeting

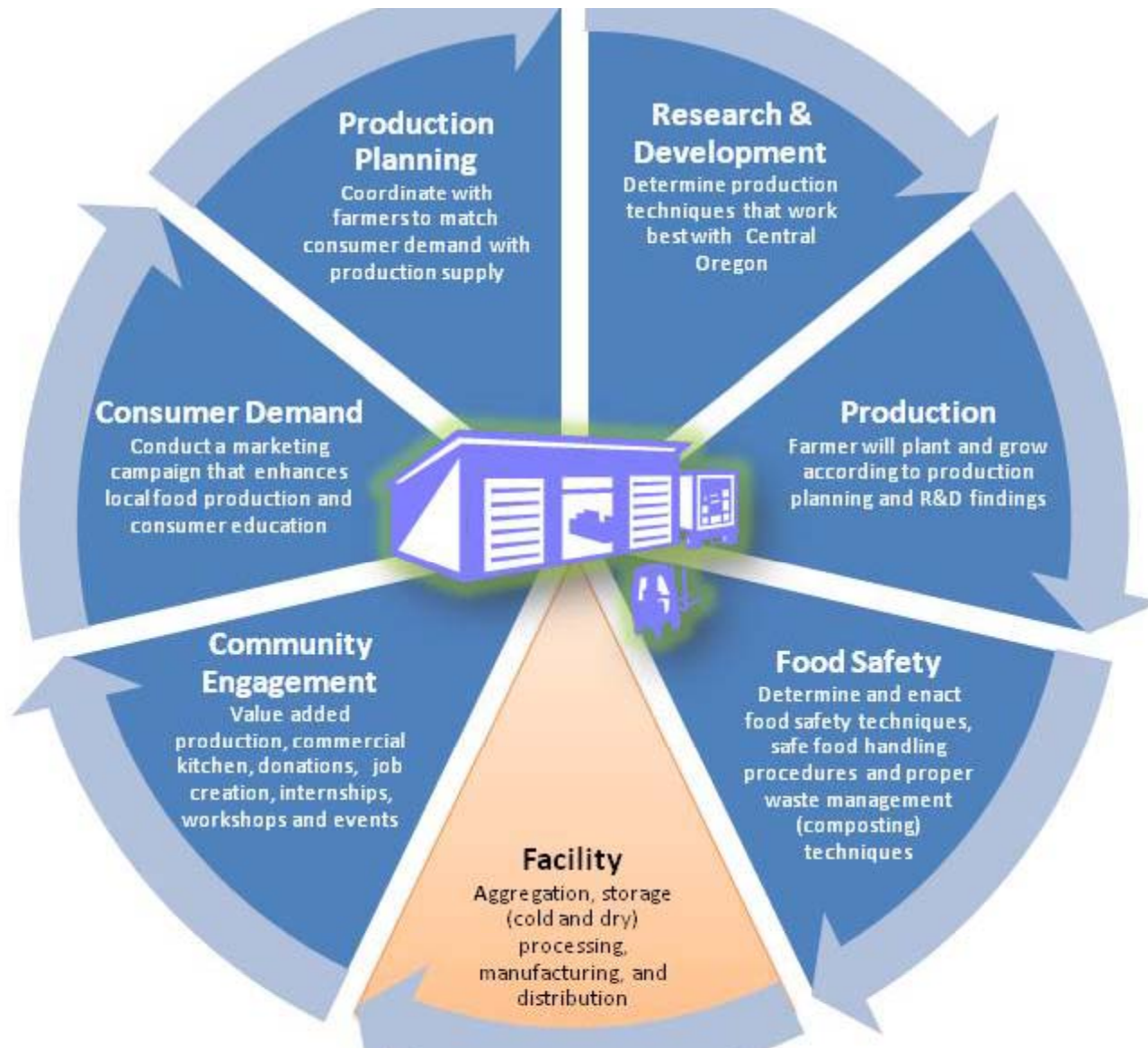


- Review Findings to Date
- Feedback on Models
- Next Steps

On the Menu



- Findings
- Existing Needs
- Purpose of a Food Hub
- Existing Assets
- Food Hub Model
- Roles of the Community
- Next Steps



Food System

Findings for a FOOD HUB

- **WHOLESALE** marketplace
- **LOCAL** and **REGIONAL** food products
 - **Local:** Crook, Deschutes & Jefferson Counties
 - **Regional:** Oregon
- Includes **social** benefits
 - Will not be solely profit-driven
 - Must source local first, then regional
 - Low-income access
- Initially supported by **public body** and grant funding

Existing Needs

Farmer

Consistent Demand

Marketing

Purchasing Agreements

Local food wholesale channels

Storage

Adequate Transportation

Distribution

Buyer

1-stop shop

Consistency

Volume

Non-Profit/ Public

Strong Food Economy

Low-income Access

Economic Dev./Jobs

Existing Assets

Production

- Farms
- Ranches
- Gardens
 - Community
 - School
 - Home
- Food Bank

Infrastructure

- Processing: Slaughter & Value-Added
- Commercial Kitchens
- Storage - Private
- Food Venture

Consumption

- BFBL Members
- Other restaurants/retailers
- Individuals
- Schools
- Food Bank
- Gleaning

Waste

- Solid Waste
- Composting
- Recycling
- Donations

Resources

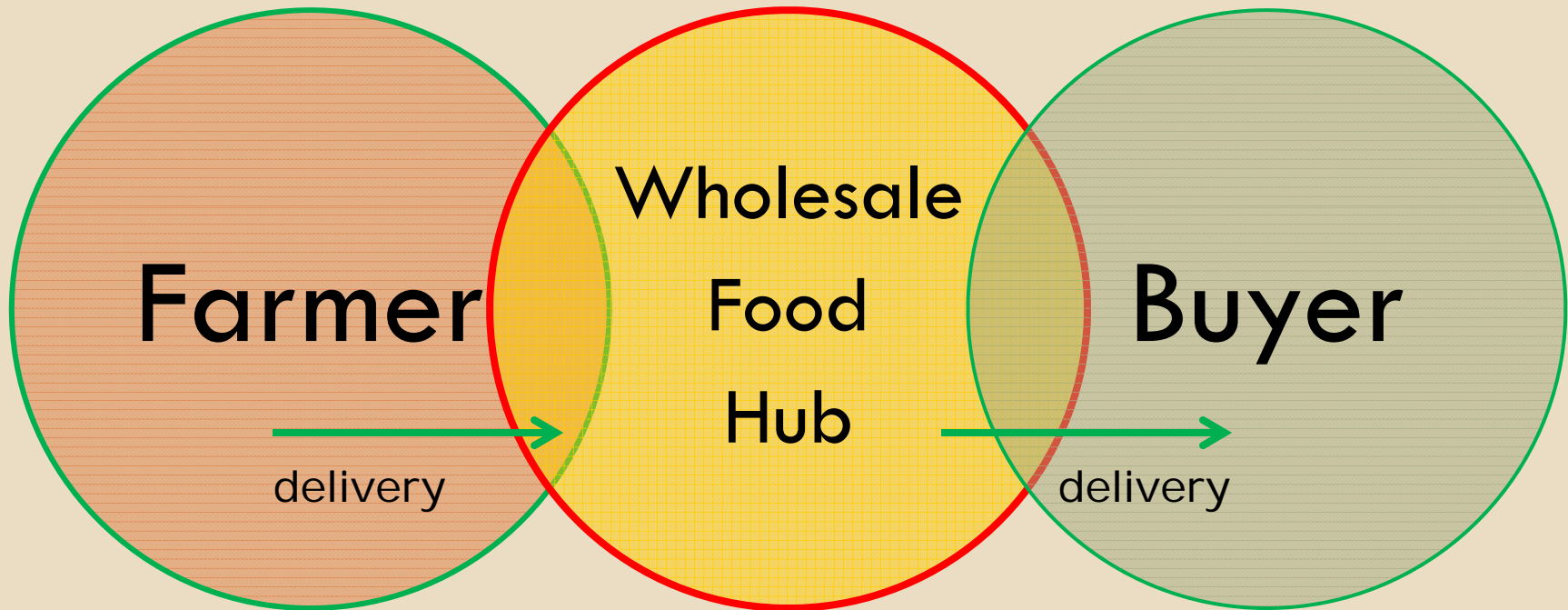
- Financial
- Education
- Technical Resources

Purpose of FOOD HUB for C.O.

INCREASE the **LOCAL FOOD ECONOMY** by:

- Volume of food bought/sold
- # of wholesale buyers
- Acres of farmland in production
- # of participating producers
- # of jobs in the food economy
- Amount of food provided to the food bank
- Low-income access to food through institutions
- Support a more resilient food system

Technical Assistance
example: crop planning,
marketing or workshops



delivery

delivery

Management
ex. Procurement, brokering,
invoicing

Wholesale Food Hub Model

Building

- Location
- Owner
- Equipment

Functions

- Procurement/Brokering/Sales System
- Aggregation/Storage
- Distribution/Transportation

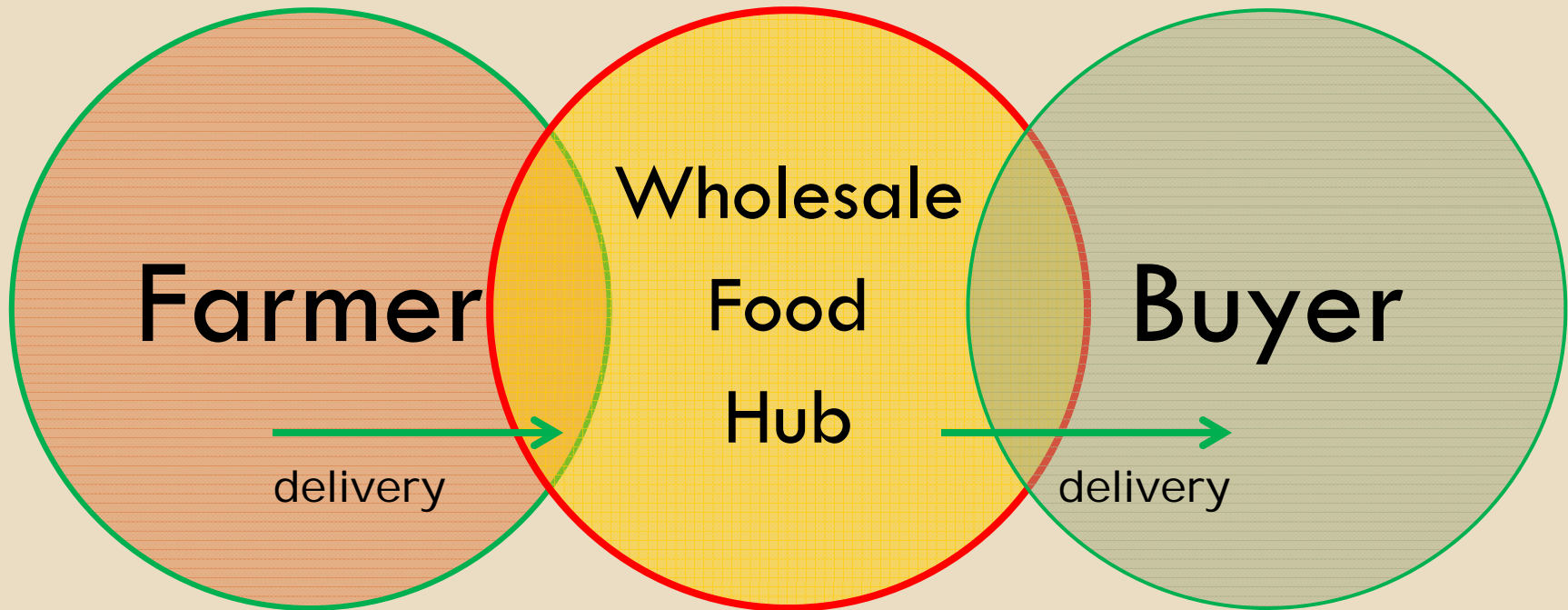
Organization

- Stakeholders
- Structure

Funding

- Public Grants (COIC)
- Private Funders

Technical Assistance
example: crop planning,
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delivery

delivery

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Model: Farmer - Hub

How do we get food to the facility?

1. Private Business picks-up
2. Farm Delivers

Model: Facility

- Location
 - Bend
 - Redmond
- Building owner
 - Private
 - Non-profit
 - private
 - Public
 - Other such as a hybrid

Model: Ownership/Management

- Start-up (1-3 years) is Public/Private partnership
- After start-up (3+ years)
 - Co-op
 - Nonprofit
 - Stakeholder oversight (C.O. Food Policy Council)
 - Recipient of public funding, social principles, operate with paid staff or contract
 - Private
 - Food Hub Oversight Committee
 - B-corporation or LLC, committee is made up of x% farmers/x% food business
 - Other

Model: Functions

- Aggregation
- Storage (cold/freezer/dry)
- Brokering and invoicing farmers/buyers
- Maintain food safety/cold-chain
- Regional Marketing (Buy Fresh Buy Local)
- Technical Assistance
 - ▣ Crop planning
 - ▣ Farm branding

Model: Financial Sustainability

- Membership Fees (yearly)
- % of total sales
- Public financing
- Private financing

Model: Delivery to Market

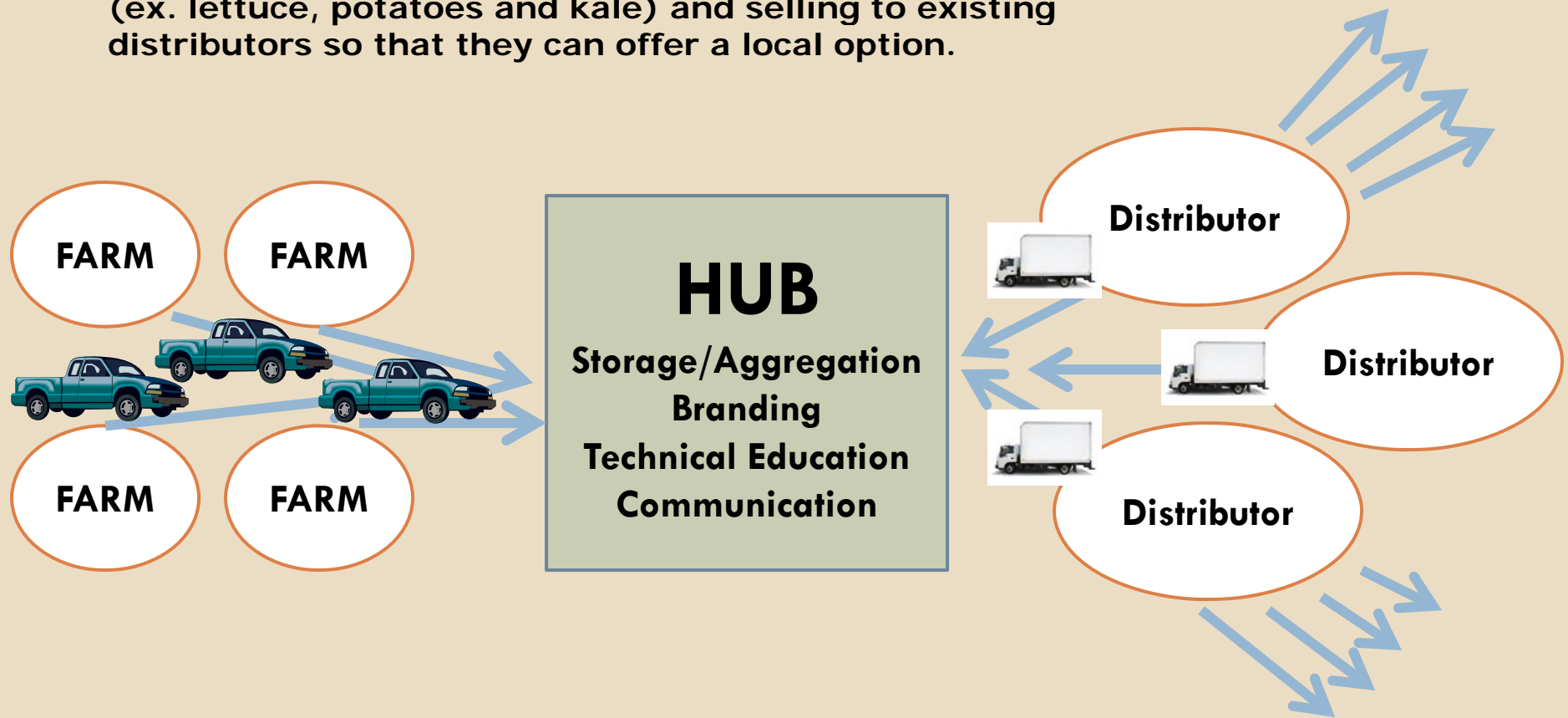
- Food Hub operates delivery/distribution
- Work with existing distributors
 - ▣ Distributors maintain current contracts with buyers
- Both
- Buyers pick-up

Model #1 First General Model



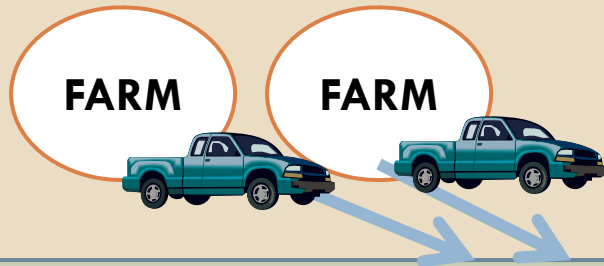
Model #2 Distribution

Assumes aggregating and branding a few crops (ex. lettuce, potatoes and kale) and selling to existing distributors so that they can offer a local option.

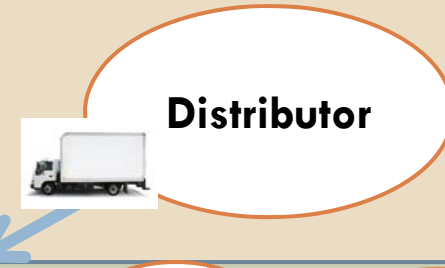


Model #3 Hybrid

Type of delivery to hub depends on volume of sales



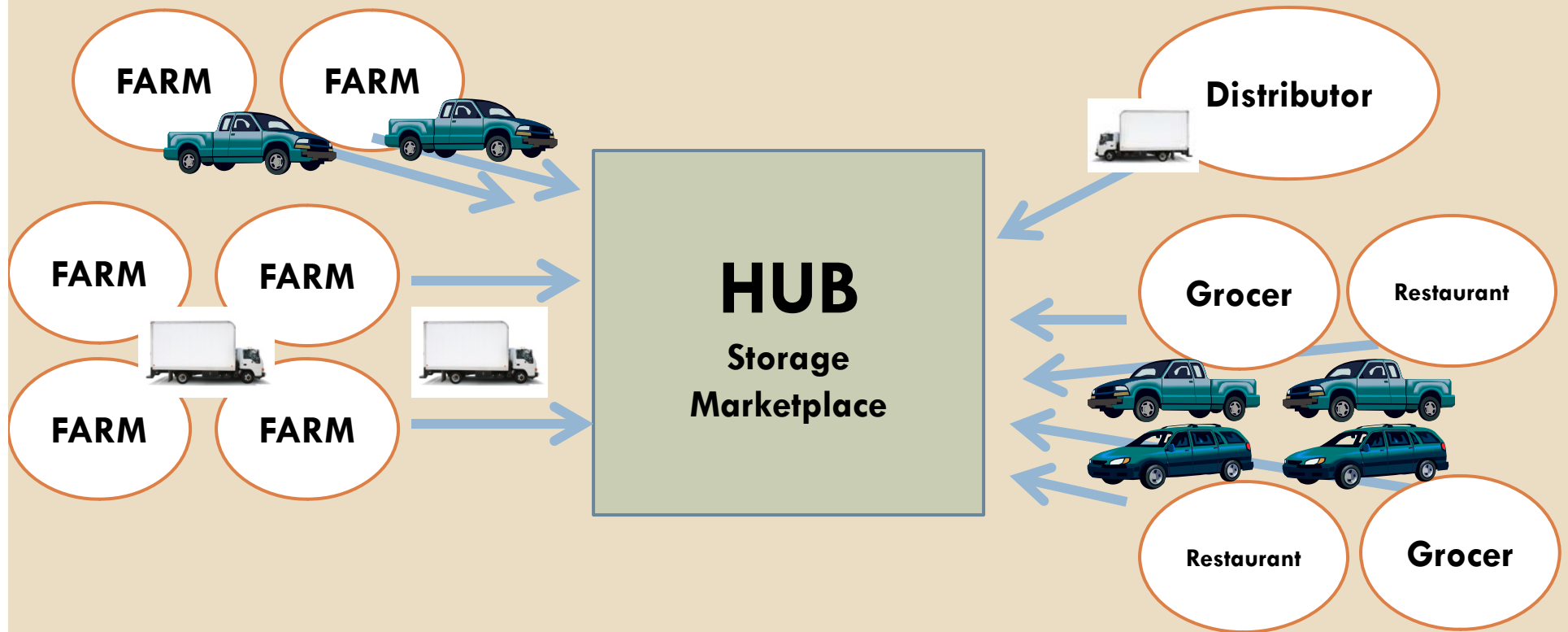
Distributors would have access to a few large volume items.



Hub would distribute more products for own buyers.

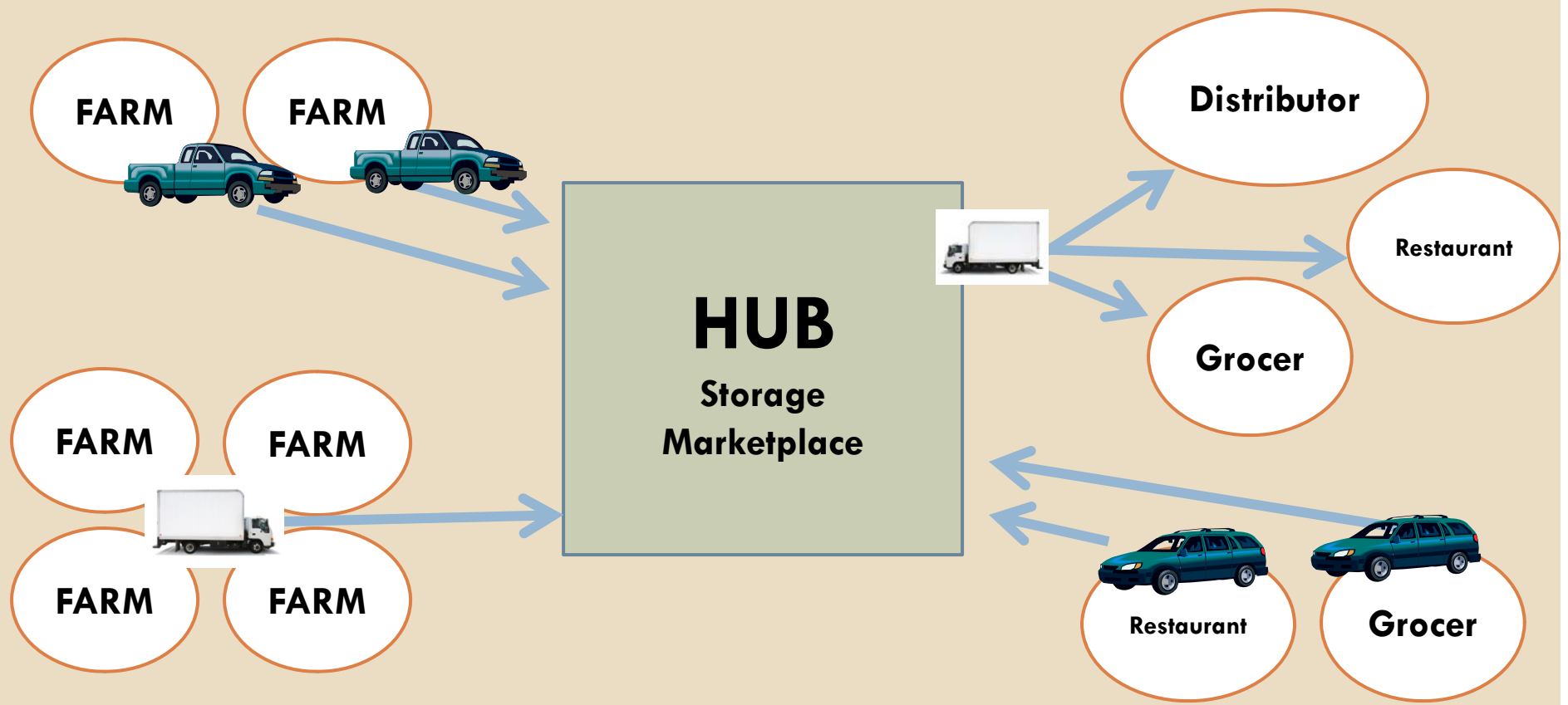
Model #4: Wholesale Marketplace

All independent delivery to and from the Hub. Hub acts as a “trading floor” for food. Farms and/or produce companies have booths where wholesale buyers shop.



Example: Philadelphia Wholesale Produce Market - <http://www.pwpm.net/about/>

Model: Final Agreed Upon Model



Current Roles of the Community

□ Public (COIC)

□ Grant funding for:

- Capital
- Operational management

□ Mitigate risk

□ Private

- Farmers
- Distributors
- Food businesses

□ Non-profit

- Educational programs
- Buy Fresh Buy Local marketing campaign

Next Steps

Givens

- COIC is applying for funding
 - ▣ Need letters of support
- Continue to develop partnerships
- Engage with community
- Develop biz plan

Additions



THANK YOU!

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