



# You've done a Community Food Assessment Now what?

A public/private planning process for community-based food businesses

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# COMMUNITY-BASED FOOD BUSINESSES CAN SERVE MANY GOALS

**Economic  
development  
and job creation**

**Environmental  
sustainability**

**Workforce  
development**

**Meet  
demand for  
local food**

**Food security  
and crop  
diversity**

**Support  
farmers and  
agriculture**

**Food access  
and health  
equity**



**Profitability goal**

**Not for profit**

**Led by Private sector**

**Led by Public sector**

# FRAMEWORK FOR PUBLIC-PRIVATE PLANNING

## Public Sector

Stakeholder	Set Goals	Develop Business Case for Private Sector	Remove Barriers	Grant Writing	Sites and Facilities	
Convener	Strategic Framework		Leverage Networks	Tax Incentives	Government Contracts	Technical Assistance
Funder						

**Community Organization**



**Opportunity Identification**



**Feasibility Assessment**



**Business Planning**



**Fundraising**



**Launch**



**Stabilize and Grow**

Coalition Building	Environmental Assessment	Shape Concept	Strategic Plans	Financing Plan	Phased Development	Finance
Needs Assessment	Initial Business Concepts	Test Viability	Pro Forma	Investor Pitch	Lean Startup	Marketing Operations

CFA happens here

## Private Sector / Operator

**New Venture Advisors** advises public and private stakeholders in business analysis

# Wisconsin Food Hub Cooperative



WISCONSIN  
**FOOD HUB**  
COOPERATIVE

## Dane County Planning

Goal: Ag sector economic development

Top-down planning by public agency that understood gap

Launched in 2013

# Western New York Food Hub



Field & Fork Network



## Field & Fork Network

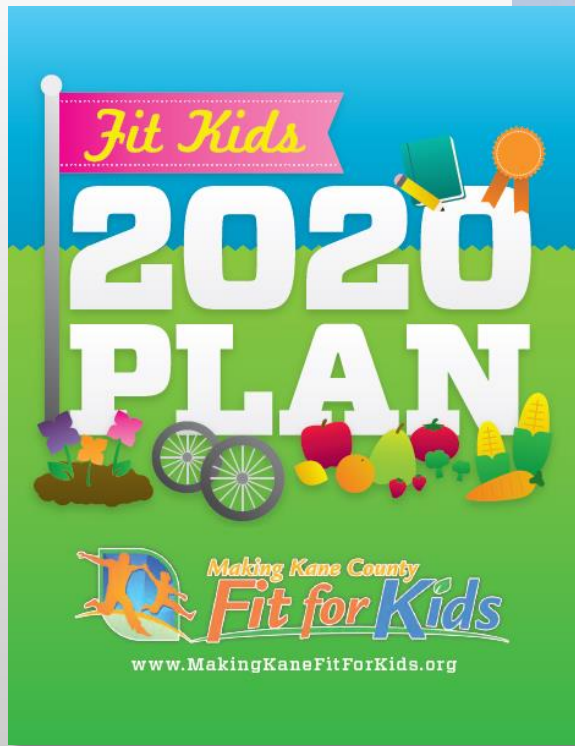
Goal: include more farms  
in local food system and  
increase availability

Top-down planning by  
nonprofit agency

Pilot in 2015; launch 2016

FFN supports growers  
with technical assistance

# Kane County Illinois Food Hub



## Kane County Planning

Goal: improve health equity and increase farm output

Top-down planning by Public Health and Land Use Planning Departments

Incorporate health equity and farmer readiness strategies into business model



# What is Health Equity?

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*“When every person has the opportunity to realize their health potential — the highest level of health possible for that person — without limits imposed by structural inequities.”*

*- Minnesota Department of Health*



## Specialized Processing Capabilities

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Concept: Specialized processing capabilities to sell product to certain institutions (e.g. K–12 schools)

Will meet the demand for fresh cut, salad-bar ready products





## Fresh & Local Foods Prescription Program

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Concept: Community Supported Agriculture (CSA) style weekly produce box program for SNAP users

- Hub could offer 14 week shares – customers to pay in advance on a weekly basis
- Two or more pickup sites to be located near client populations





Thank you!

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