



# Transportation and Marketing

## Local Food Promotion Program

*Fiscal Year 2019*

### *Description of Funded Projects*

**Number of Grants Awarded:** 42  
**Amount of Funds Awarded:** \$11,749,400.13

For more information, please visit the grant program's website: <https://www.ams.usda.gov/lfpp>

**NOTE:** The below project descriptions were provided by the grant recipients.

## Alabama

<b>Recipient:</b>	Auburn University Auburn, AL	<b>Award Amount:</b>	\$99,625.00
		<b>Match Amount:</b>	\$31,032.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$130,657.00

### ***Improving Food Hub Viability in Alabama***

Local food sales, including direct-to-consumer and intermediated sales, grossed \$8.7 billion in 2015 and have shown continuous growth over the last couple decades. Although nationally Food Hubs have a high success rate, currently, there is only one Food Hub listed on the USDA Local Food Compass Map in Alabama. Alabama Food Hubs report that their struggles are centered around failing to properly financially plan and lacking knowledge of the food industry. This project directly addresses this problem by educating Food Hub entrepreneurs on the means to achieve financial viability and plan for the incorporation of social programs in a financially sustainable model. A face-to-face and online curriculum will be developed using the 2016 USDA Rural Development series, Running a Food Hub, as a guide to support entrepreneurs with the business strategies needed to run a financially viable food hub. The program will result in Food Hub entrepreneurs being better financially prepared to begin or expand their businesses and will serve to create a horizontal system of coordination among Food Hubs in Alabama. The program will be piloted, rolled out, evaluated, and made available for immediate implementation in other regions.

## Arizona

<b>Recipient:</b>	Barrio Grains, LLC Tucson, AZ	<b>Award Amount:</b>	\$99,741.37
		<b>Match Amount:</b>	\$33,344.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$133,085.37

### ***Southern Arizona Local Wheat and Wheat Flour Promotion Program***

Rural communities in Southern Arizona have persistently high rates of poverty especially on Native American Reservations. Historically, local wheat growers have very limited ways to direct market their products. This feasibility study will explore the possibility of establishing a community-based local grain enterprise to engage numerous local producers to: 1) increase domestic access and consumption of local grains and related value-added products; 2) develop new market opportunities for local grains; 3) improve the economic viability of small producers and food business owners; 4) ensure food safety; and 5) stimulate the rural economy. We will retain professional consultants and develop an implementation plan for the establishment of a community-based local grain enterprise, which will aggregate, market, and distribute locally grown/processed wheat and wheat flour in Southern Arizona. We will also provide outreach, training, consulting, and technical assistance to local producers and food business owners in the region. It is anticipated that the grain enterprise will aggregate and distribute a minimum of 70,000lbs of local flour/year in the beginning years. We expect it will create 4-5 new careers and retain 8-10 new or existing jobs. We will assist 10-20 local food entities through collaborative marketing, and provide education to 80-100 groups/individuals in rural or LI/LA communities through outreach and education.

## California

<b>Recipient:</b>	Community Alliance with Family Farmers Davis, CA	<b>Award Amount:</b>	\$288,605.00
		<b>Match Amount:</b>	\$72,281.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$360,886.00

### ***Value Chain Connections: A Regional Response to Farm to Institution Demand***

Data and experience show that California's institutions are an economic force with increasing demand for local products. However, farmers, food hubs and institutional buyers have limited capacity to address technical challenges throughout the value chain, slowing the expansion of farm to institution sales. These challenges must be addressed in order to continue to grow local purchasing among Institutions. This project will build farmer capacity, increase market access and supply, build food hub viability via training, purchasing planning, new sales, and food safety support and support more institutions to purchase local foods through technical assistance and brokered connections. Additionally, we will share procurement best practices and develop resources from concerted work with three regional food hubs via the California Food Hub Network (CFHN) to promote replication. We will increase regional food economy participation by connecting local growers with regional food hubs that sell directly to institutions. This work will result in more local food for school children and university students, in 3 regions of California: Sacramento area, Fresno Area, and Mendocino/Lake Counties. Success will be measured via sales tracking metrics at both the institution and hub levels, resource utilization, and through the tracking of farmer, hub, and school participants.

<b>Recipient:</b>	Five Marys Farms, LLC Fort Jones, CA	<b>Award Amount:</b>	\$500,000.00
		<b>Match Amount:</b>	\$172,491.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$672,491.00

***Establishing a Local Meat Storage and Processing Food Business to Meet the Needs of Rural Northern California Producers***

Rural Northern California meat producers are currently unable to meet market demands for their value-added meat, due to constraints in the local food system relating to the storage, processing, packaging, and marketing of meat. Five Mary's Farms, LLC, a beginning farmer-owned agricultural business, seeks to remedy this critical need for these producers – often small, limited resource farmers and ranchers – by serving as an intermediary business and establishing a regional cold storage and USDA-inspected slaughter, cut, and wrap facility. The purpose of this project is to better support the processing, distribution, and storage of locally and regionally produced meat; to encourage the development of value-added products by local and regional meat producers; and to develop new marketing strategies for producers of local and regional meat products. This project's goal is to expand an existing food business that supports local and regionally produced food, with expected outcomes of providing critical access to meat storage and processing services to an additional 60 producers in the rural Northeast California region. This would contribute to increasing customers of local and regional agricultural products by 6.25% and increasing sales revenue by 100%, directly benefiting local and regional meat producers served by this project. This project would immediately create six new jobs in a low income and low access area.

<b>Recipient:</b>	Trust for Conservation Innovation (DBA Multiplier) Oakland, CA	<b>Award Amount:</b>	\$99,579.09
		<b>Match Amount:</b>	\$26,271.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$125,850.09

***Strengthening the Bay Area Foodshed from Farms to Institutions via Food Hubs: A Kitchen Table Advisors Planning Project.***

This planning project will conduct a needs assessment and create a business development plan to guide Kitchen Table Advisors' (KTA) work as a value-chain coordinator to connect local small and mid-scale farms and ranches with institutional buyers through local food hubs. This will help to effectively market and sell their agricultural products and increase consumer access to locally-produced food. Through research and stakeholder interviews, this project will study the needs of local producers, local market opportunities, and barriers to entry in three key institutional channels including corporate cafeterias, health care, and education. The project will develop a business development plan to guide Kitchen Table Advisors to become an effective value-chain coordinator between institutions, food hubs, and small and mid-scale local food producers; an external-facing summary of the study's findings that will be suitable for wide distribution; and a visual map of the San Francisco Bay Area and surrounding region's institutional market-access ecosystem. The external summary report and visual map will be widely shared so other organizations, institutions, food hubs, and small and mid-scale producers can benefit from KTA's findings and adapt recommended strategies for increasing local food access in their communities.

<b>Recipient:</b>	White Buffalo Land Trust Santa Barbara, CA	<b>Award Amount:</b>	\$495,126.00
		<b>Match Amount:</b>	\$201,826.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$696,952.00

***Food Producers***

Our organization has identified the immediate need to provide opportunities for farm products to be preserved and value-added in our community. We have witnessed multiple environmental disasters over the past decade including wildfires, debris flows (mudslides), and extreme heat and wind events. In these instances, the resilience of our regional food system has been tested as crops are damaged, distribution routes are blocked, and market access is drastically altered. The purpose of this project is to expand our capacity to aggregate and process farm products in order to create unique vinegars, dried meats, and distilled spirits that represent diverse agricultural systems and tell a story of our region. This project will grow the current product development line of wild fermented vinegars through our branding, marketing, and promotional efforts, while also expanding our agricultural production of climate appropriate crops to support product innovation and development. We will work with regional producers to aggregate and preserve farm products that may be unfamiliar or under-valued in the fresh and frozen food marketplace, or reliant upon cold-chain storage.

## Colorado

<b>Recipient:</b>	Bytable, Inc. Colorado Springs, CO	<b>Award Amount:</b>	\$437,951.00
		<b>Match Amount:</b>	\$637,233.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$1,075,184.00

### ***Scaling Regional Infrastructure for Direct to Consumer Online Sales for Regenerative and Sustainable Food Producers***

American independent meat producers are disappearing despite growing demand for ethically produced, sustainable meat. According to Open Markets Institute, approximately 17,000 cattle ranchers have failed yearly since 1980, 70% of hog farmers have vanished since the mid-1990s, and 71% of poultry producers live in poverty - with dire consequences for rural communities, environmental health, and consumer access to healthy, sustainable local and regional food. A University of Michigan study determined three major barriers to scaling operations for independent meat producers: limited access to slaughter services, HAACP rules limiting processing access, and limited or uncertain access to direct-to-consumer markets. This project will 1) Refine a scalable infrastructure model for online sales for regional and local food businesses 2) Adapt infrastructure model to a second region 3) Provide a targeted variety of services to food producers and niche meat processors 4) Publish consumer resources to promote understanding and accessibility for regional and local food systems 5) Provide consumers with easy and affordable access to well-produced regional and local food products.

## District of Columbia

<b>Recipient:</b>	CentroNia, Inc. Washington, DC	<b>Award Amount:</b>	\$340,216.75
		<b>Match Amount:</b>	\$90,331.56
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$430,548.31

### ***Expansion of a Local Food Processing and Distribution Business Serving Early Childhood Education Centers in the District of Columbia***

CentroNía seeks to increase the consumption of local produce by offering affordable catering services to early childhood education (ECE) centers in the District of Columbia. Local producers will have a steady stream of income, and ECE centers an affordable, reliable supply and the opportunity to claim additional reimbursement through the Healthy Tots Act (HTA) for meals with a local component. CentroNía proposes to establish an additional service route to serve an initial target of 200 additional children at 1-3 ECE centers and most importantly to extend our network into the District's southeast quadrant, an area with notoriously limited access to fresh foods. This project's outreach component also entails ServSafe Food Handler Training for 60 community members per year to prepare early childhood educators and foodservice industry professionals, or those who aspire to enter foodservice, to prevent food sanitation risks and meet regulatory requirements and food safety best practices.

## Florida

<b>Recipient:</b>	Treasure Coast Food Bank Fort Pierce, FL	<b>Award Amount:</b>	\$396,672.01
		<b>Match Amount:</b>	\$99,168.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$495,840.01

### ***Florida Agricultural Nutrition Collaborative (FANC): Local Produce Capacity Project***

The Treasure Coast Food Bank (TCFB) will utilize its Florida Agriculture and Nutrition Collaborative (FANC) Food Production Facility in Fort Pierce, Florida to provide small-scale local and regional farmers and growers (SSLRFGs) with new and strengthened market opportunities by increasing regional consumption of and access to five million pounds of locally and regionally grown produce (LRGP). Project goals include 1) increasing FANC's capacity and long-term program sustainability by increasing access to LRGP and amount of LRGP aggregated, processed (value-added) and/or distributed by the facility; 2) providing economic investment, reduce on-farm food waste, by offering new competitive market opportunities for SSLRFGs' off-grades, seconds, choice, imperfect, and surplus produce; and 3) diversifying and developing new sustainable markets for specific LRGP.

## Georgia

<b>Recipient:</b>	City of Atlanta Atlanta, GA	<b>Award Amount:</b>	\$450,000.00
		<b>Match Amount:</b>	\$150,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$600,000.00

### ***AgLanta Grown: Atlanta Local Food Promotion Program***

AgLanta Grown will further sync the collective efforts of contributors and consumers in Atlanta's local food system by 1) developing a trusted brand for the local agriculture economy; 2) increasing access to market for both AgLanta Grown producers and consumers; and 3) building a broad coalition of producers, consumers, and advocates to stimulate the local food economy and increase revenue for farmers. The project will leverage the success of the existing AgLanta initiative. To date the program has created a pathway for municipal land to be converted to urban farms and gardens, established the largest food forest in the country and plays host to large local food system events. AgLanta has forged partnerships with local tool banks, ride-share providers, and educational leaders to bring the local food system forward. This work is accomplished only by working in concert with place-based nonprofits, local residents, and urban agriculture leaders. We will ensure that 85% of Atlanta residents are within a half-mile of fresh food by 2022.

<b>Recipient:</b>	Global Growers Network, Inc. Avondale Estates, GA	<b>Award Amount:</b>	\$99,983.10
		<b>Match Amount:</b>	\$26,274.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$126,257.10

### ***Increasing Food Access and Local Food Sales Through Global Growers Sales Enterprise Expansion***

The purpose of this project is to develop a plan for Global Growers Network to further increase market access for minority and socially disadvantaged farmers, while providing more local, healthy, and affordable foods to consumers. The goal of this project is to work with a team of partners and collaborators to conduct an overall program assessment and develop a plan for expansion of the sales enterprise. Project objectives include conducting farmer focus groups and individual interviews to gather feedback and input, analyzing markets and current buyer capacity, developing an operational assessment and financial analysis, evaluating governance structures and internal technology systems, and evaluating market readiness services and programs.

## Hawaii

<b>Recipient:</b>	Ma Ka Hana Ka 'Ike Hana, HI	<b>Award Amount:</b>	\$67,592.00
		<b>Match Amount:</b>	\$17,099.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$84,691.00

### ***The HÄNA Community Food Assessment: Designing A Food System from the Ground Up***

Hāna is an isolated rural area on the east coast of Maui Island in Hawaii. As an "island on an island," the food security issues that plague the rest of the state of Hawaii are magnified for Hāna's residents. The economically distressed region is vulnerable to supply disruptions and its residents must pay for expensive imported food. Yet Hāna is a traditional agricultural area and remains a close-knit agrarian community. Hāna High and Elementary School's cafeteria can anchor the region's food system through the establishment of a farm-to-school initiative. Through consumer research we would like to better understand demand and how to shift consumer preferences to local food. Producer research will focus on supply capacity and constraints, and how to overcome them, as well as on assisting farmers in meeting the regulatory requirements to supply the school. In-depth interviews and community discussions combined with a design charrette will help us determine which processes (e.g. aggregation), entities (e.g. food hubs), information (e.g. supply chain coordination), business models (e.g. contract growing) and infrastructure (e.g. processing facility or certified commercial kitchen) would be needed to establish and expand a regional food system and mid-tier value chain. The ultimate aim is to formulate a plan with strong community input and engagement for taking Hāna's food system to the next level.

## Idaho

<b>Recipient:</b>	Jannus, Inc. Boise, ID	<b>Award Amount:</b>	\$383,350.00
		<b>Match Amount:</b>	\$95,838.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$479,188.00

### ***Global Gardens Food Hub: Community Collaboration for a Stronger and More Inclusive Local Food System.***

Global Gardens will develop a Food Hub from its current pilot stage to the implementation stage to help farmers pursue agriculture sustainability, while overcoming cultural, linguistic, or economic barriers, which might prevent them from accessing land or becoming successful farmers. No food hub serves our project area in Boise, ID. We know from research and pilot work that local chefs, schools, and other buyers desire fresh, local farm products that are consistently available and accessible in price. Global Gardens will engage as an intermediary to aggregate products from multiple farms to make them more conveniently available to local buyers. Our goals are to develop the Global Gardens Food Hub with increased internal efficiencies and greater sales volume; engage community collaboration to support the aggregation and distribution of locally produced vegetables to restaurants, schools, and CSA members; and create greater career opportunities for beginning and socially disadvantaged farmers through training and additional market outlets. Expected outcomes include increases in availability and consumption of local products, sales and number of customers, market opportunities for farmers, and farmer knowledge and capacity.

## Illinois

<b>Recipient:</b>	Chicago Food Policy Advisory Council Chicago, IL	<b>Award Amount:</b>	\$98,805.60
		<b>Match Amount:</b>	\$25,361.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$124,166.60

### ***Increasing Readiness of Regional Growers to Meet Good Food Purchasing Program Demand***

Leveraging the Good Food Purchasing Program (GFPP), the Chicago Food Policy Action Council (CFPAC) will support at least 80 small and mid-sized local producers with their readiness to sell food to the City of Chicago and Cook County Government's public agencies and departments. This project will conduct a feasibility study for a food aggregation and distribution hub that will serve to connect socially disadvantaged producers (minority-owned operations, women, and veterans) to the City of Chicago and Cook County's public institutions. CFPAC will also use grant funding to research and compile institutional market insights, conduct outreach to producers, and host in-person events and workshops that will inform local producers about the different pathways and requirements for selling to local public institutions.

## Iowa

<b>Recipient:</b>	Lutheran Services in Iowa Des Moines, IA	<b>Award Amount:</b>	\$329,534.00
		<b>Match Amount:</b>	\$82,407.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$411,941.00

### ***Diversifying Markets for Refugee Farmers through Food Hub Growth and Increasing Farmer Capacity***

Lutheran Services in Iowa (LSI) Global Greens will support refugee farmers through its Food Hub and refugee farmer incubator program. This project will address the need to build a sustainable food hub model in order to grow refugee farm businesses and to provide access to local and healthy produce in low-income urban areas in the Des Moines, Iowa. Building upon the prior planning grant, Global Greens will implement the expansion of the Global Greens Food Hub through increasing sales of community supported agriculture (CSA) shares and fostering relationships with restaurant and institutional buyers to build awareness and sales of both American and culturally-specific produce offered by Global Greens farmers. To support farmers that desire to sell to the Food Hub, restaurants and other institutions, LSI will provide training and technical assistance in marketing, food safety, business development, and the expectations of wholesale buyers. LSI will also increase marketing efforts by leveraging the Global Greens brand and partnership with the Des Moines Social Club through publishing a cookbook and developing promotional events, including cooking classes to increase awareness and sales of produce to restaurants and other wholesale buyers.

## Kentucky

**Recipient:** Kentucky Center for Agriculture and Rural Development  
Elizabethtown, KY

**Award Amount:** \$486,813.00

**Match Amount:** \$141,037.00

**Project Type:** Implementation

**Total Project Amount:** \$627,850.00

### ***Kentucky Local Food System Expansion Initiative***

The Kentucky Center for Agriculture and Rural Development (KCARD) proposes to launch the Kentucky Local Food System Expansion Initiative to connect and expand the work of multiple organizations who have laid a foundation in Kentucky on local food business development and use KCARD's 18 years of experience with working with farmers and developing these businesses. Through this project, KCARD will address a need of Kentucky farmers and buyers alike to develop stronger distribution networks for local food. The Kentucky Local Food System Expansion Initiative will 1) establish a statewide local food point of contact to connect producers with buyers, facilitate strong institutional buying relationships, and serve as a key hub for partners; 2) increase local food access by developing sales connections; and 3) increase likelihood of continued local food business success by developing maps of distribution channels developed, clusters of local food economic growth, and local value chains and disseminating that information among partners, farmers, and buyers. The project will reach at least 1,500 producers with technical assistance and training, leading to an economic impact of over \$7 million.

## Maine

**Recipient:** Gulf of Maine Research Institute  
Portland, ME

**Award Amount:** \$487,791.00

**Match Amount:** \$125,000.00

**Project Type:** Implementation

**Total Project Amount:** \$612,791.00

### ***A Regional Effort to Improve Quality and Market Opportunities for New England Finfish***

The goal of this project is to implement a suite of region-wide quality and food safety improvements that will improve the market demand and value for seafood harvested by New England fishermen. This project will increase local access to and consumption of local seafood, as well as give local fishermen an opportunity to capture more value for their catch. This project will facilitate coordination and collaboration across the seafood value chain to improve food safety, quality handling, and waste reduction. We will partner with a key aggregator in the region to improve handling and develop best practices at the processor level of the supply chain. Improvements to the availability and access to ice for fishing vessels in four New England ports, a critical and basic issue that impacts quality and safety will be made. A series of workshops to increase awareness and understanding of a range of quality, food safety, and waste reduction issues in order to collaborate on region-wide standards will bring together fishermen, processors, and buyers. These improvements are critical for our region's seafood industry to grow and to compete with high quality imported seafood, which is currently the largest barrier to market access for much of the finfish harvested in New England's waters.

**Recipient:** The Sustainability Lab  
Yarmouth, ME

**Award Amount:** \$99,997.82

**Match Amount:** \$29,337.78

**Project Type:** Planning

**Total Project Amount:** \$129,335.60

### ***Fork Food Lab 2.0***

Home to 45 enterprises, Fork Food Lab, Maine's premier commercial kitchen incubator, is nearing full capacity. As a result, the Sustainability Lab will develop the Fork Food Lab 2.0 Plan, a roadmap for a physical expansion that will 1) enable exploration of new food sectors, such as meat, fish, dairy, fermented products, and craft beer, wine and spirits; 2) help manufacturers access specialized equipment necessary to scale production; and 3) provide scaling businesses with dedicated space for manufacturing. By expanding the capacity of Fork Food Lab, will facilitate the development of value-added products from \$1 million in Maine fish, meat, dairy, eggs, grains, and produce, resulting in the creation of 246 jobs and \$15 million in economic impact by 2025.

## Massachusetts

<b>Recipient:</b>	Community Involved in Sustaining Agriculture (CISA) South Deerfield, MA	<b>Award Amount:</b>	\$497,804.00
		<b>Match Amount:</b>	\$125,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$622,804.00

### ***Local Food Businesses Serving Local Communities: Technical Assistance to Support Food Access and Business Profitability***

A recent softening in direct market sales and increased pressure on traditional wholesale accounts threatens the future of many farms in western Massachusetts. Successful intermediary enterprises in our local food system like value-added producers and aggregators can backfill losses in historic direct sales and wholesale and help provide additional market outlets for local farms. Intermediary enterprises that succeed in meeting the needs of underserved customers, can achieve a triple win: expanding their customer base, increasing access to local agricultural products, and increasing sales and markets for local farmers. We will provide technical assistance and marketing support designed to help 115 local food enterprises meet these ends. Working closely with two partners we will ensure that enterprises led by minorities with limited resources and those serving low-income, low access communities get appropriate and effective technical assistance. As a result, participating value-added and aggregation enterprises will see a 5% increase in sales and a 10% increase in customer counts that will result in a stronger market for local farmers and increased access to local food for consumers.

## Minnesota

<b>Recipient:</b>	The Good Acre Falcon Heights, MN	<b>Award Amount:</b>	\$321,597.00
		<b>Match Amount:</b>	\$80,912.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$402,509.00

### ***Scaling-up Supply & Demand to Achieve Food Hub Financial Viability***

Institutional demand for fresh seasonal food is growing. Gaps in wholesale supply chains limit the amount of local food reaching end consumers. Gaps include inability of schools to incorporate whole produce into dining services; distribution and logistical challenges when working with third-party food service management companies; increased food safety requirements for farmers; challenges adjusting farm operations to meet wholesale demand; and seasonal realities that limit fresh produce in winter months. As a mission-driven nonprofit food hub that increases market access for immigrant and underserved farmers, we will use funds to 1) provide technical assistance to the 60 farmers we support on adapting their farm business, improving food safety, achieving wholesale standards, and increasing production; 2) partner with schools to provide culinary training to existing and future kitchen staff to increase school capacity to incorporate whole produce; 3) work with the Central Corridor Anchor Partnership, a coalition of large higher-education and healthcare institutions, committed to increasing local food procurement, to develop ordering and distribution solutions that increase wholesale operational efficiencies; 4) engage buyers on the market opportunities of lightly-processed vegetables, which will expand produce availability year-round and create markets for seconds, completely safe but cosmetically unattractive produce often left to rot in fields. In addition to increasing access to local foods and diversifying markets for underserved farmers, our project will consult with Tera Johnson to evaluate our food hub, develop strategies to achieve a sustainable business model and create replicable models that other food hubs can utilize to bridge wholesale supply chain gaps.

## Missouri

<b>Recipient:</b>	West Central Missouri Community Action Agency Appleton City, MO	<b>Award Amount:</b>	\$481,552.00
		<b>Match Amount:</b>	\$127,668.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$609,220.00

### ***West Central Missouri Food Value Chain Project***

West Central Missouri Community Action agency will lead a collaborative team on a 3-year implementation project to increase local/regional food purchasing, supply, and infrastructure in the greater Kansas City, MO wholesale local and regional food market. To work toward this goal, the project will use mid-tier food value chain facilitation and coordination, connecting enterprises along the farm-to-fork food supply chain and supporting their business-to-business collaboration with market information and relationship building.

## Nebraska

<b>Recipient:</b>	Community Crops Lincoln, NE	<b>Award Amount:</b>	\$86,460.00
		<b>Match Amount:</b>	\$21,615.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$108,075.00

### *Developing a Kitchen Incubator for Lincoln, Nebraska Food Entrepreneurs*

Together, Community Crops and Recipe Box Inc. are developing Lincoln, Nebraska's first and only full-scale shared commercial kitchen and food business incubator ("kitchen incubator"), which will launch and grow food and beverage businesses in Lincoln and surrounding areas. Currently, there are limited opportunities for local and regional food business enterprises to start and expand, as kitchen incubator space is not available, but significant demand has demonstrated a need for this project. The project will result in a needs assessment, feasibility study, business plan and marketing plan for a kitchen incubator. In the process of gathering information from stakeholders to develop these plans, the partners will build community support for the project and prepare for implementation. The future kitchen incubator will provide a one stop shop for current and emerging entrepreneurs to launch, grow, market, and scale food and beverage related businesses.

## New Hampshire

<b>Recipient:</b>	Organization for Refugee and Immigrant Success Manchester, NH	<b>Award Amount:</b>	\$88,545.20
		<b>Match Amount:</b>	\$22,136.30
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$110,681.50

### *Fresh Start Farms Food Hub Planning Grant*

The Organization for Refugee and Immigrant Success (ORIS) and its Fresh Start Farms incubator farm program, propose this project to (1) assess the feasibility of an incubator farm program in southern New Hampshire; (2) model an appropriately scaled and structured business entity; and (3) prepare ORIS and Fresh Start Farms farmers for the launch of such an enterprise. The resulting Food Hub will allow 30 refugee beginning, socially disadvantaged farmers and an additional 10 area farmers to sell the majority of their produce directly to the Food Hub, for the Food Hub's aggregation, storage, packaging, distribution, and sale. The resulting Food Hub will allow participating farmers to (1) spend less time individually selling produce at farmers markets; (2) spend more time producing crops that CSA, mobile market, and institutional buyers order ahead of time; and (3) take full advantage of the new farm land that ORIS recently acquired.

## New Mexico

<b>Recipient:</b>	New Mexico Community Capital Albuquerque, NM	<b>Award Amount:</b>	\$497,750.00
		<b>Match Amount:</b>	\$125,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$622,750.00

### *The Native Agribusiness and Food Security Initiative*

New Mexico's Tribal communities are at the center of our State's agricultural traditions, and represent great potential for agricultural revitalization. While for thousands of years tribal communities farmed and subsisted from the land, hundreds of years of forced assimilation and the introduction of processed goods systematically dismantled traditional foodways. Tribal community members still suffer disproportionately from the loss of generations of farmers and a lack of healthy foods (1 in 4 Native Americans are food insecure, compared to 1 in 8 across the US, according to Feeding America). However, New Mexico's food economy is in great demand for local food, with many restaurants, institutions and local businesses looking for new producers/aggregators. While growing the economic viability of local, native farm businesses, this project will simultaneously build food delivery systems to increase food security for Tribal community members. This project will support 25 Native farmers in western Pueblo communities to develop and grow their farm businesses to aggregate for 10 new wholesale markets, and to develop 12 new Food Access Points that serve Tribal community members. Access points will be provided through MoGro's healthy food delivery program at Native community health and wellness centers, as well as through Farm Stands and Markets.

# New York

<b>Recipient:</b>	Cornell University Ithaca, NY	<b>Award Amount:</b>	\$433,412.00
		<b>Match Amount:</b>	\$108,909.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$542,321.00

## ***Farm to Institution Expansion in Western NY***

Cornell Cooperative Extension Harvest NY (CCE-HNY), which is a statewide agricultural extension team aimed at growing the NY food and farm economy, will expand their Local Foods program area, with the specific goal of increasing institutional procurement of local farm products. The primary institution targeted through this project will be public K-12's, though assistance will be provided to any interested institutional partner. Through recent New York State legislation, a financial incentive is now available to schools that can meet 30% local purchases through their lunch program, which is creating tremendous demand for locally grown, raised, and/or processed food products that contain a minimum of 51% New York ingredients. CCE-HNY will partner with eight county-level Cornell Cooperative Extension offices in Western NY to provide direct assistance and education to farmers and food producers interested in selling to institutional markets, and to institutions interested in localizing their food supply chain. By hiring a dedicated Farm to Institution Program Coordinator who has expertise in developing Farm to Institution programs and deploying evidence-based strategies, this project will greatly expand Farm to Institution programming across the region and will ultimately (1) strengthen the local economy via the institutions' investment of millions of dollars into the local food and farming sectors; (2) benefit tens of thousands of consumers through increased healthy food access; and (3) leverage millions of dollars in State reimbursement to strengthen individual school districts.

<b>Recipient:</b>	National Young Farmers Coalition Hudson, NY	<b>Award Amount:</b>	\$69,349.50
		<b>Match Amount:</b>	\$17,337.38
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$86,686.88

## ***Ready for the Big Time: Creating the Next Generation Agricultural Supply Chain***

New trends in consumer demand for food products are opening opportunities for family farms to link with corporate supply chains. Yet family farms that supply local food markets, and particularly young and beginning farmers, are not typically prepared to sell to food product manufacturers, restaurant chains, or the intermediaries—meat processors, produce brokers, grain co-ops, etc., that transact within these value chains. The 2017 Census of Agriculture identified a considerable decline in the number of farms capable of accessing corporate supply chains, and many technical assistance programs do not prioritize training direct-to-consumer and beginning farms to access these new market opportunities. Our planning project will convene managers from major food and beverage companies, the farmers who currently supply their ingredients, and the intermediary processors within this value chain, to identify the major barriers that limit corporate procurement from family farms. We will conduct focus group interviews with farmers and companies, and review current vendor requirements, to generate a needs assessment that we will validate at an in-person convening. This convening will create dialogue between farmers and corporate food purchasers that will inform a roadmap for a collaborative initiative to increase market access for family farms and beginning farmers in the mid-tier value chains that supply nationally-recognized consumer food and beverage brands. We recognize the complexity of corporate procurement and the scale of the challenge. This research and convening effort will serve primarily to develop a collaborative initiative, funded by participating companies, to build the next generation agricultural supply chain.

<b>Recipient:</b>	Research Foundation for SUNY Albany, NY	<b>Award Amount:</b>	\$490,883.00
		<b>Match Amount:</b>	\$224,545.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$715,428.00

## ***Expanding Access to Processing Infrastructure and Value Added Markets for New York Dairy Producers***

This project will facilitate transition of regional dairy farms struggling with the price and scale realities of commodity markets to processing and marketing of farm and regionally-branded value-added products. Funds will be used to purchase or lease additional processing and distribution equipment and expand the reach of product development and marketing assistance currently offered through the College's Farm and Food Business Incubator (FFBI). Project goals include enhanced viability of regional dairy producers; a thriving regional value-added dairy product brand; and a larger volume and variety of value-added dairy products marketed out of the region to dense consumer populations in the Northeast.

## North Carolina

<b>Recipient:</b>	Seal the Seasons, Inc Chapel Hill, NC	<b>Award Amount:</b>	\$480,000.00
		<b>Match Amount:</b>	\$120,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$600,000.00

### ***Expanding Distribution and Marketing of Locally and Regionally Grown Frozen Vegetables to Grocery Customers across the United States***

Family owned farms require additional markets to sell their vegetables in order to increase on-farm revenue. A second need for producers are markets for on-farm produce waste. On-Farm produce waste occurs when farmers don't have markets that match the quality or quantity of their vegetables. Seal the Seasons is a regional food business enterprise that partners with farmers and grocers to supply locally and regionally grown products. The project goal is to expand Seal the Seasons by developing multiple lines of locally and regionally grown frozen produce across the United States. We will locally purchase, locally freeze, and locally sell 8 distinct lines of regional frozen vegetables. Our goal is to engage as intermediary between producers and grocers to help increase access and availability of regionally and locally grown frozen vegetables for consumers in major grocery stores. Help farmers reduce on-farm vegetable waste through the purchase of mid-sized, cosmetic defect, or misshapen product. We will expand mid-tier value chains by selling regionally grown vegetables across eight regions serving 48 states. This project will generate jobs for farmers and other regional food business enterprises. The project will improve income and economic opportunities for producers and help strengthen capacity for consumers.

<b>Recipient:</b>	Toe River Aggregation Center Training Organizational Regiona Burnsville, NC	<b>Award Amount:</b>	\$160,000.00
		<b>Match Amount:</b>	\$50,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$210,000.00

### ***Implementing a Place-Based Marketing Plan for Sweet Corn***

Toe River Aggregation Center Training Organization Regional Inc. (TRACTOR Inc.) is a food hub connecting 44-member farmers in Western North Carolina with markets throughout the Southeast. This project focuses on expanding sales of sweet corn using a place-based marketing program. Place-based marketing programs for food products have been demonstrated to expand on-farm income and economic growth to rural areas. Examples of other place-based marketing initiatives include Vidalia Onions (Vidalia, Georgia) and Olathe Sweet Corn (Olathe, Colorado). Growers in the region use carefully selected varieties of sweet corn and, because of higher elevation in the region, the sweet corn has a higher sugar content and matures later than sweet corn from other areas of North Carolina. Genetics and climate, in combination with uniform handling procedures across supply chain, ensure overall product quality, resulting in a highly differentiated sweet corn. The goal of the project is to expand sales of this unique sweet corn and ultimately increase on-farm income and spur overall economic growth in the region. Funds will be spent on sales and marketing expenses associated with launching the Yancey Sweet Corn brand and expanding sales in the Carolinas.

## Ohio

<b>Recipient:</b>	Cleveland Culinary Launch and Kitchen Inc. Cleveland, OH	<b>Award Amount:</b>	\$307,060.00
		<b>Match Amount:</b>	\$86,206.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$393,266.00

### ***Expansion of The Culinary Launch and Food Kitchen Inc.***

Cleveland Culinary Launch and Kitchen (CCLK) is a local food business incubator that connects entrepreneurs, non-profits, farmers, and consumers with the goal of expanding the use of and access to local foods in the creation of new food products. CCLK supports a regional food economy that is sustainable and valued across Northeast Ohio. Since 2006, CCLK has provided training and technical assistance to more than 400 Cleveland-area entrepreneurs and has assisted 90 businesses in connecting with local farmers and moving successfully from start-up to full-scale operation. Now, with a growing number of participants, including women and minorities, CCLK needs to increase the accessibility of its business incubator program to meet the needs of a large and diverse audience while strengthening the network of regional farmers that provide the produce necessary for food production. The goals of this project are to 1) make CCLK a model local food incubator, known for its accessible approach to developing infra-structure to support emerging entrepreneurs and 2) contribute to Northeast Ohio's regional food economy and network of farmers markets by supporting the ability of entrepreneurs to scale their businesses in sustainable ways. Among the expected outcomes of this project are a 35% increase in the number of entrepreneurs involved in CCLK's incubator program.

<b>Recipient:</b>	Indie-Peasant Enterprises, LTD Athens, OH	<b>Award Amount:</b>	\$67,300.00
		<b>Match Amount:</b>	\$22,435.88
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$89,735.88

### ***Taking Stock and Charting the Course: "The Next Chapter for Local Bean and Grain Farming"***

This project seeks expert assistance to develop a viable growth plan that doubles Ohio-grown bean and grain product sales over the next 3-4 years. The project will research, analyze, and model the feasibility and return on investment for at least four distinct growth approaches, considered both comparatively and together as complimentary stages in Shagbark's comprehensive growth strategy. This modeling will include lean manufacturing, supply and demand alignment, marketing, distribution logistics, and capitalization costs. By determining a plan for transitioning out of start-up phase, Shagbark seeks to demonstrate a replicable model for fiscally sustainable regional bean and grain systems for any region.

## Pennsylvania

<b>Recipient:</b>	Chatham University Pittsburgh, PA	<b>Award Amount:</b>	\$499,997.00
		<b>Match Amount:</b>	\$243,797.33
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$743,794.33

### ***The Food & Agriculture Innovation Grain Program: Promoting a Local Grains Economy in Western Pennsylvania***

Chatham University's Center for Regional Agriculture, Food, and Transformation (CRAFT) proposes supporting local grain processors and producers through its Food & Agriculture Innovation Lab's Grain Program. The program seizes a currently untapped market opportunity to grow and sell local grains and grain products in Western Pennsylvania. Currently, nearly half of all value-added food processors in the region are grain processors. However, very few of these processors are currently sourcing grains locally, due to a number of identified barriers including flour consistency in moisture, gluten, and protein content, relatively high cost, and low available volumes for purchase, limited knowledge among local processors about working with and milling local grains, and a general lack of coordination between farmers, millers, and other value-added processors. Through product development services provided on a sliding-scale fee schedule targeting small to mid-sized grain processors, workshops and training opportunities that provide knowledge and skills in baking and cooking with local grains and food safety, networking events for stakeholders throughout the regional mid-tier grain value chain, and a community outreach and marketing campaign, the Grain Program will 1) remove barriers for processors around working with and sourcing local grains; 2) foster business partnerships between regional farmers, millers, and other value-added processors, and; 3) increase consumer awareness and consumption of local grain products.

<b>Recipient:</b>	The Pennsylvania State University University Park, PA	<b>Award Amount:</b>	\$193,006.00
		<b>Match Amount:</b>	\$48,253.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$241,259.00

***Allegheny Grass-Fed: A Grass-Fed Meat Marketing Initiative for NW Pennsylvania***

The purpose of this project is to help a group of Northwestern Pennsylvania farmers form a grass-fed meat cooperative, develop a market for locally produced, natural grass-fed meat, and provide training and outreach opportunities for this initiative. Goals of this request are to 1) formalize the creation of the cooperative Allegheny Grass-Fed and its local, natural meat production label in Northwest Pennsylvania; 2) solidify market research, develop a customer base and promote the local, naturally produced meat products; and 3) offer training and outreach on grass-fed meat production. At the end of 3 years we expect a self-sustaining farmer cooperative that will be selling 400 locally raised, grass fed beef steers (and possibly other types of meat) per year in the region and has established a customer base. We will have trained 500 individuals in grass-fed production and reached out to 10,000 potential customers through a variety of channels.

## Puerto Rico

<b>Recipient:</b>	Semila, LLC Arecibo, PR	<b>Award Amount:</b>	\$483,149.00
		<b>Match Amount:</b>	\$120,800.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$603,949.00

***Increasing the Income of Farmers in Puerto Rico through Cocoa.***

Cocoa production is an emerging agricultural opportunity in Puerto Rico. Fine cocoa is an alternative to increase the income of the local farmers but infrastructure is needed to grow this industry. Puerto Rico has a quality seed scientifically validated and the ideal growing/climate conditions to harvest superior quality cocoa. The cocoa industry of Puerto Rico has the potential to compete in the cocoa markets for the quality and not for price. The fine cocoa has a global uncovered demand of a 58%. The farmers in Puerto Rico believe in this industry and have already started harvesting. This project will increase income for Puerto Rican cocoa farmers by expanding cocoa processing and educating farmers about cocoa industry in Puerto Rico.

## Rhode Island

<b>Recipient:</b>	Ayers Foundation Westerly, RI	<b>Award Amount:</b>	\$198,946.00
		<b>Match Amount:</b>	\$57,600.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$256,546.00

***Value-added Processing and Storage Facility: Advancing the Hillandale Food Hub***

This project will create a value-added kitchen, storage and processing center for the Hillandale Food Hub, a project of the Ayers Foundation. A variety of value-added products will be created using local produce and proteins, including preserves, dry-aged beef, salsa, maple syrup, canned vegetables, and cryo-packed meat, providing stable markets for farm produce that otherwise might go unsold, thus reducing food waste. Products made in the value-added kitchen will be marketed to retailers, schools, colleges, hospitality businesses, other institutional customers, and households within a 50-mile radius of Westerly, Rhode Island. Expansion of the food hub will provide increased market channel options for 10+ farmers in the area, while providing customers access to a greater variety of local, organic products.

## Texas

<b>Recipient:</b>	Revolving Kitchen-Dallas, LLC Garland, TX	<b>Award Amount:</b>	\$404,601.00
		<b>Match Amount:</b>	\$110,000.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$514,601.00

### ***North Texas Community Culinary Facility and Local Product-Producer Integration Hub***

North Texas food businesses face a diminished supply of licensed commercial kitchens and lack the infrastructure and educational awareness to obtain high-quality, locally sourced ingredients. Such businesses need an affordable community kitchen to expand value-added food production capabilities; an educational outreach program to enhance local product awareness and food safety training; and an integrated online marketplace to facilitate local food product transactions and coordinate delivery logistics. Our project will expand growth of and direct transactions between North Texas farms, food distribution hubs and food entrepreneurs and provide local food businesses an affordable and reliable licensed aggregated community kitchen space. Our goals will 1) establish and expand capabilities of our 25-unit food incubator and community kitchen for the benefit of North Texas food businesses; 2) develop an integrated online local food marketplace and e-commerce portal; and 3) implement an educational outreach program to raise local food product awareness and expand safe food practices. This will result in an increase in the number of commissary kitchen members who utilize locally sourced food products to 75 businesses by end of the grant performance period. Maintain at least sixty percent (60%) of our customer base purchasing from local food producers. Conduct development seminars and institute educational outreach module focused on locally sourced and sustainable food practices and food safety for the benefit of 480 individuals in the North Texas.

## Virginia

<b>Recipient:</b>	Central Shenandoah Planning District Commission Staunton, VA	<b>Award Amount:</b>	\$85,000.00
		<b>Match Amount:</b>	\$50,295.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$135,295.00

### ***Shenandoah Valley Agricultural Enterprise Center Feasibility Study***

This project will fund a feasibility study to determine if a certified, commercial, shared-use Agricultural Enterprise Center located in the central Shenandoah Valley of Virginia is possible, practical, and viable. The study also will identify what components will be the most successful and beneficial to the region. This project has the potential to reduce common market-entry barriers for new food-related startups and aid in the growth of existing food businesses. A feasibility study will begin the process of identifying the ideal location and infrastructure to serve as a business model for business incubation, food and nutrition workshops, and economic development. This project is focused on smaller producers and is intended to support diversification and growth through value-added products and the delivery of agricultural goods and products to new markets. The study will consider what type of facility would best serve the region's agricultural and food-based businesses. The study will explore physical locations for the facility, structure a business plan, and determine the necessary business resources to make this a successful project for the region and its food entrepreneurs and farmers.

## Washington

<b>Recipient:</b>	North Olympic Peninsula Resource Conservation & Development Co Port Angeles, WA	<b>Award Amount:</b>	\$39,535.00
		<b>Match Amount:</b>	\$9,884.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$49,419.00

### ***Developing Regional Wholesale Markets for Farmers on the Olympic Peninsula***

This project will identify the most effective strategies for an intermediary business enterprise to expand regional wholesale markets for producers on the geographically isolated, economically distressed North Olympic Peninsula of Washington. The project seeks to increase wholesale purchases of local produce and value-added foods from Clallam and Jefferson Counties by identifying and addressing barriers to local purchasing experienced by restaurants, grocers, institutions and community-based organizations in the region and by identifying and addressing barriers preventing area producers from accessing wholesale markets. A key part of this strategy will be to recognize neighboring counties, especially Kitsap, as a first step market opportunity. This planning grant will design a model suited to the unique challenges of the rural, isolated and distressed North Olympic Peninsula, a model that develops a mid-tier value chain involving communities across the Peninsula and that responds to challenges of limited transportation networks, small-scale farming and production and access to capital. By developing a model tailored to this region, farmers and producers will be better able to withstand adversity and to scale their operations efficiently and cost effectively as desired. Buyers will better understand the capacity of producers within the region and have better access to them. There will be improved access to fresh, healthy, seasonal local food for all sectors of the population, especially geographically isolated and low-income communities.

<b>Recipient:</b>	Thurston Economic Development Council Center for Business and Innovation Lacey, WA	<b>Award Amount:</b>	\$85,380.00
		<b>Match Amount:</b>	\$24,000.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$109,380.00

### ***Southwest Washington Food Hub Development Project***

The purpose of this project is to plan the development of aggregation, distribution, and value-added processing infrastructure in a manner that directly addresses the needs of regional producers. This project will facilitate the development of a formal producer committee trained on the formation of a cooperative business model, complete a business plan specific to the development of aggregation and distribution services and value-added processing infrastructure, and offer training for producers and buyers to facilitate participation, including food safety training. This project will provide education and outreach for buyers, sellers, and communities, through workshops, conference presentations, and buyer/seller networking events. The expected outcomes are an engaged body of qualified producers with a charter, invested in the development of aggregation/distribution services and value-added processing infrastructure; and the completion of a guidance document and business plan, which support future funding and implementation and provide an accurate assessment of the cost of development and projected financial benefits of participation in an aggregation and distribution system with the capacity for value-added processing.

## West Virginia

<b>Recipient:</b>	Eastern College Workforce Opportunity Regional Ctr & Svcs Moorefield, WV	<b>Award Amount:</b>	\$211,980.00
		<b>Match Amount:</b>	\$73,825.00
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$285,805.00

### ***Developing the Potomac Highlands Food Co-op***

This project seeks to develop a local farm products co-operative to operate in the six county area of the Potomac Highlands of Eastern West Virginia. The goal of this project is to select the right co-operative model based on needs and resources available, develop member educational and business support services, and start operation of the co-operative by year three of the project. This project will strengthen the local food system on a number of levels: 1) It will build a solid collective sales, marketing and distribution system for farmers to jointly sell their products to larger buyers such as restaurants, schools and institutions; 2) It will be a reliable sales source for farmers to plan crops for direct sale, and a reliable buying source for larger scale buyers to consistently find local products. 3) It will increase farmers' income, operation quality, and quantities produced by providing supportive services such as business training and coaching, technical assistance and certification training such as GAP.

<b>Recipient:</b>	Grow Ohio Valley Wheeling, WV	<b>Award Amount:</b>	\$214,530.69
		<b>Match Amount:</b>	\$64,271.97
<b>Project Type:</b>	Implementation	<b>Total Project Amount:</b>	\$278,802.66

***The Food Hub: Expanding the Upper Ohio Valley Local Food Value Chain***

The overarching goal of this proposal is to strengthen and expand revenues for farmers selling fresh and value-added farm products. Grow Ohio Valley will provide support for local and regional food producers to scale-up and diversify. It will use targeted coalitions to enhance identified links in the value chain, including wholesale account management, critical processing and cold storage infrastructure, value-added capacity, food safety compliance, and multi-farm production planning, thus achieving greater market share in regional wholesale markets. Outcomes will include 1) increased sales for farmers of \$285,000; 2) development of 24 new value-added products; 3) Increased local production coordination; 4) greater implementation of food safety and sound account management; and 5) improved marketing/branding of fresh and shelf-stable farm products.

## Wisconsin

<b>Recipient:</b>	REAP Food Group Madison, WI	<b>Award Amount:</b>	\$90,180.00
		<b>Match Amount:</b>	\$23,810.00
<b>Project Type:</b>	Planning	<b>Total Project Amount:</b>	\$113,990.00

***Creating Local Minimally-Processed Vegetable Supply Chains for Farm to Institution in Southern Wisconsin***

This project addresses institutional demand through new supply channels that provide a logistical coordination role, value-added processing, and a relatively focused geographical market. REAP Food Group will convene a project team around an 18-month planning and feasibility analysis for the creation of a commercial regional processing facility so we can grow the regional food value chain in the greater Madison (8-county) region in Wisconsin. By the completion of this project, we intend to 1) identify market demand for both minimally processed and other value added processing of vegetables; 2) lay out a business and sustainability plan for scaled up commercial vegetable processing; and 3) strengthen the network of institutions and producers in the value chain.