

# Food policy councils, economic development and the role of food safety



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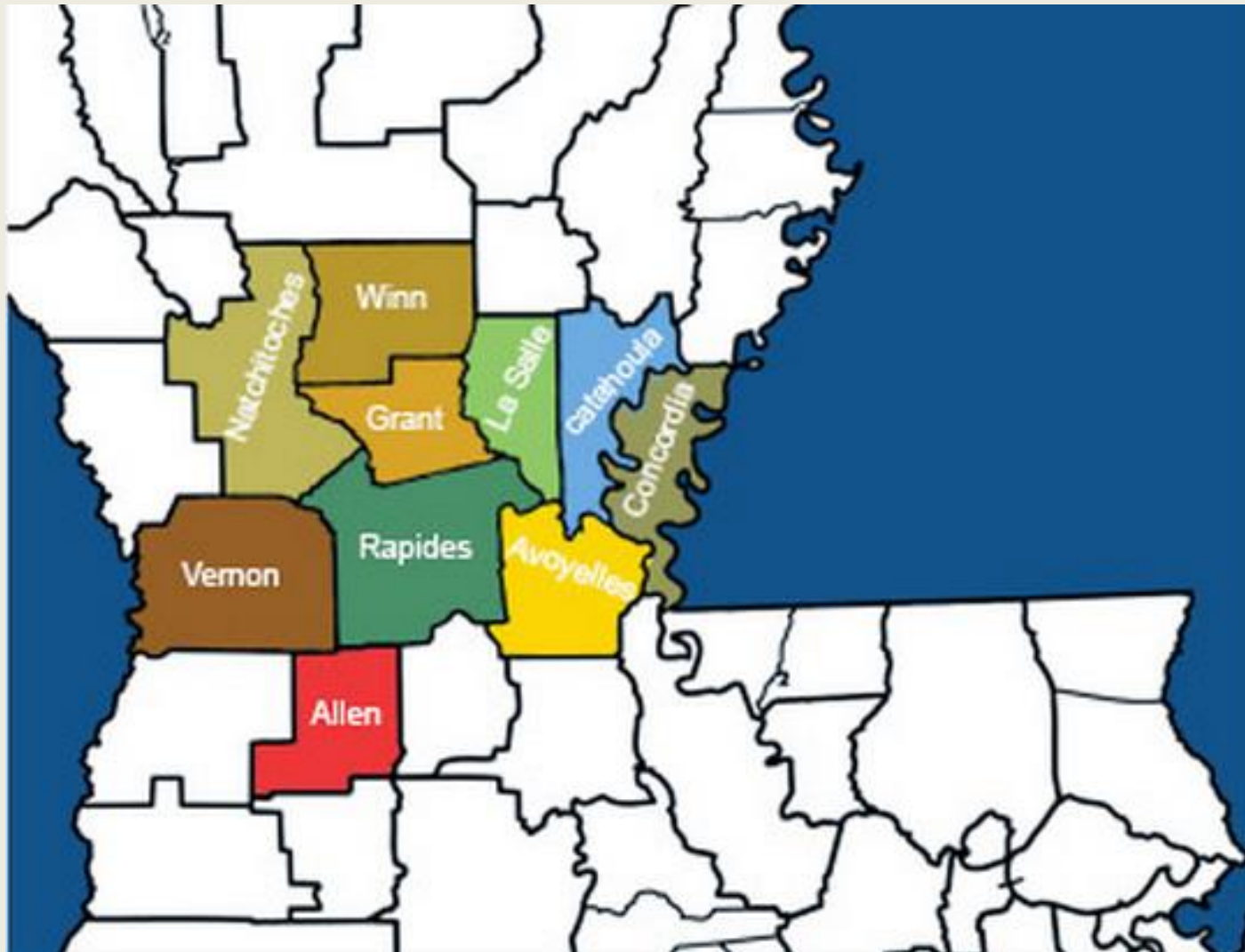
# Presentation Structure

1. Organizational background
2. Central Louisiana's local food economy
3. Food safety
4. Takeaways



- Central Louisiana Economic Development Alliance (CLEDA)
- Major programs:
  - Business Recruitment, Expansion and Retention
  - Workforce Development
  - Regional Innovation

# CLEDA's Footprint





# Why Local Food?

- \$33.7 million Gap (CLEDA Study)
- \$91 million into region (Ken Meter, 2013)



# Grant Funded

- \$1 Million Challenge Grant award



- Funding the Central Louisiana Local Foods Initiative (LFI)

# Central Louisiana LFI

- Goal: To increase access to healthy food and increase opportunities for local producers
- Five Programs:
  1. Market Match
  2. Kids Café
  3. Nutrition on Wheels
  4. Entrepreneurship
  5. Food Policy Council



# Parish-level Engagement





# Regional-level Engagement



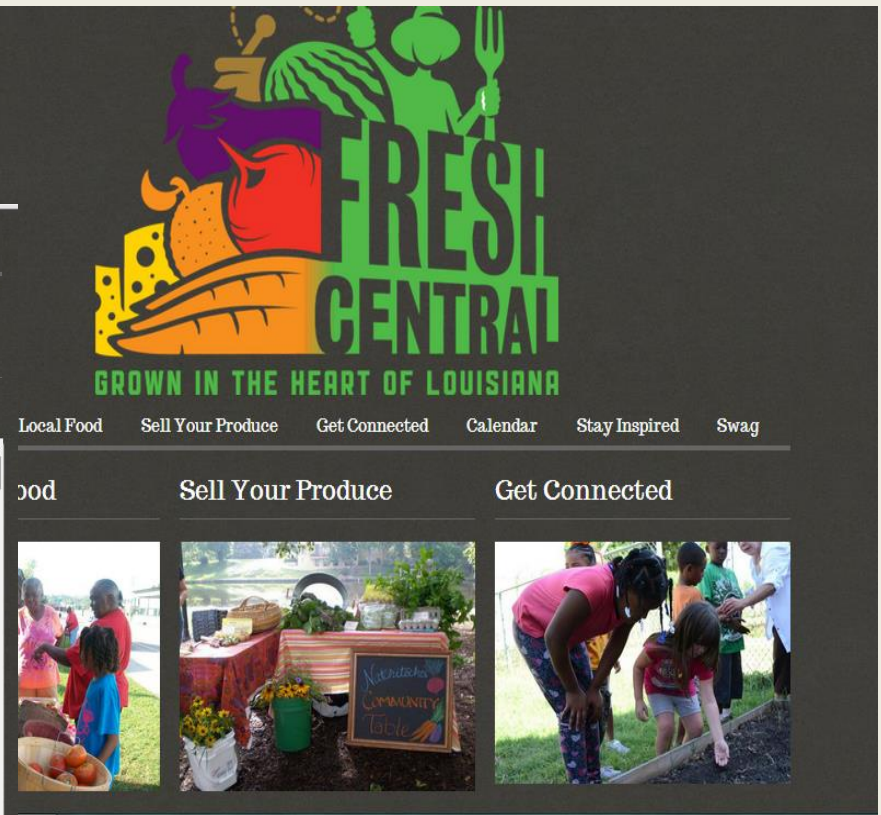
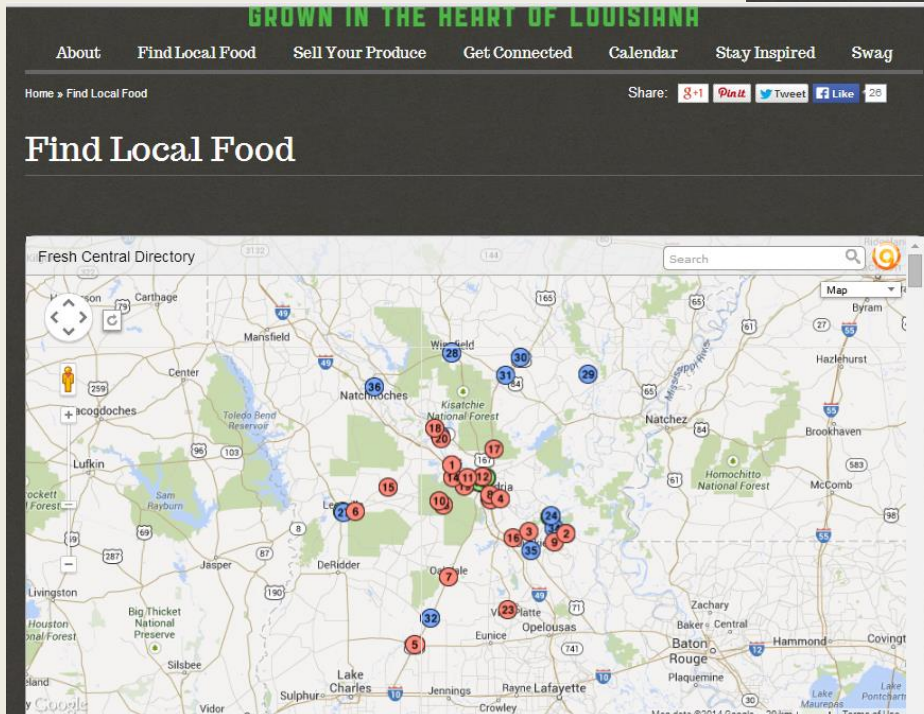
# Regional Identity





# Community Tools

- [www.freshcentral.org](http://www.freshcentral.org)



# Farm-to-Restaurant Pilot

farm-to-restaurant/step-by-step/pages/for-restaurant

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## For Restaurants

By 1<sup>st</sup>  
Thursday  
5-1-2014

Friday  
through  
Monday

Each  
Thursday



Restaurants

Order anytime between Friday morning and Monday evening.

Spend \$75 or more per farmer for delivery.

Receive an email reminder of the delivery coming that day.

Deliver and pay then or in a week – whatever you and the farmer decide.

**Welcome to the home of the 2014 Fresh Central Farm-to-Restaurant pilot.**

We're glad you chose to collaborate to create easy-to-use, effective and profitable processes for offering local food in area restaurants.

**How it works**

We'll facilitate and provide the ordering platform and Fresh Central swag to help you

## Fresh Central Produce





# Agripreneurs



## Business Acceleration System (BAS):

- Farm Coaching
- Direct Marketing
- Hands-on Training

Goal is to DEVELOP farmers!

# Regional Food Policy Council

- Increase collaboration and communication throughout region
- Focus on achievable results

# Future Opportunities

- Emerging market
- Beginning Farmer Program
- Food Hub
- Funding opportunities



# Foreseeable Challenges

- Small to mid-scale vegetable producers
- Infrastructure
- Funding opportunities
- Local and federal policies



# Food Safety and Economic Development

- Food safety as policy opportunity
- Retail, wholesale and institutional purchases
  - Insurance
  - Good Agricultural Practices (GAPs)

# Why Do GAPs Matter?

- General guidelines
- GAPs requirements increasing
- USDA:  
<http://www.ams.usda.gov/AMSv1.0/gapghp>
- Cornell University: <http://www.gaps.cornell.edu/>

# GAPs Challenges

- Who approves GAPs?
- Seems daunting for small-scale growers
- Costs



# Needs and Opportunities

- More collaboration
  - Government
  - Extension agencies
- Certifying agents
- Financial assistance





# Do GAPs Really Matter?

- When you need it, you'll know it, and you'll want it
- Needing GAP is a good thing!



# Building Local Food Economies



# Takeaway #1

Help the little guy!





# Takeaway #2

Make it easy!





# Takeaway #3

Don't let barriers stop you!



# Recommendations

- Develop direct marketing strategies
- Organize growers
- Organize food policy councils

Advocate for CLEARNESS and REASONABLENESS