

Who: Cooperative Farm Hub; A Central Coast Tri-County Effort

When: Now

Where: Who are the Players who want to play?
Ventura County (McGrath Family Farm)
Ventura County Schools
Existing CSA Programs

What:

A Food/Farm Hub

Working Definition

A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products.

Elements

1) Aggregation/Distribution-Wholesale

☒ Drop off point for multiple farmers and a pick up point for distribution firms and customers that want to buy source-verified local and regional food

2) Active Coordination

☒ Hub business management team that actively coordinates supply chain logistics , including seeking market for producers, and coordinating efforts with distributors, processors, and buyers.

3) Permanent Facilities

☒ Provide the space and equipment for food to be stored, lightly processed, packed, palletized and possibly even sold under a Hub's regional label

4) Other Possible Services: Provide wholesale and retail vending space, offer space for health and social service programs, community kitchens, community meetings, etc.

Core Components of a Farm/Food Hub

1) Aggregation/Distribution-Wholesale

☒ Key mechanism to create large, consistent and reliable supplies of locally- produced foods from small to mid-sized farms.

☒ Drop off point for multiple farmers and a pick up point for distribution firms and customers that want to buy source-verified local food in palletized form.

2) Coordination

- ☒ Provide the business management systems that most farmers lack, which is key to accessing wholesale markets.
- ☒ Hub management oversee the local food supply coming into and going out to maintain an adequate supply of locally produced products.
- ☒ Work with farmers to coordinate farm planting schedules and manage product varieties in order to promote variety in local product supplies, and consistent year-round production.

3) Permanent Facilities

- ☒ Provide the space and equipment for food to be stored, lightly processed, packed, palletized and possibly even sold under a Hub's regional label (while maintaining the farm identity).
- ☒ Serve as the terminus for wholesale and retail vending of regional foods.

4) Community Services

- ☒ The Hub can provide space for the provision of health and social services.
- ☒ Possible services may include community kitchens, pilot sites for EBT and WIC technologies, community event space and offices for health and human service providers.

Gap Analysis

What is missing in communication
Who needs to be talking and isn't

Strengths Weaknesses Opportunities Threats (SWOT) Analysis of Food/Farm Hub

Strengths
Weaknesses
Distinguishing Opportunities
General opportunities
Distinguishing threats
General Threats

1. Input
2. Output
3. Through Put

1. How will the money flow?
2. What is the scale?
3. What is the value added?