The Questions

1. Who
- Cooperative Farm Hub
- A Central Coast Tri-County Effort

2. 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
    - 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.
    - 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
    - Good consumer experience
      - Who is the consumer?
      - How do we quantify that experience?
      - What are the elements of that experience?
    - What are the connective Gaps in the system?
  - Strengths Weaknesses Opportunities Threats (SWOT) Analysis of Food/Farm Hub
    - Strengths
    - Weaknesses
    - Distinguishing Opportunities
    - General opportunities
    - Distinguishing threats
    - General Threats

3. Where
- Ventura County (McGrath Family Farm)
  - Who
    - Location
    - Structure
  - What
    - Needs
    - Opportunities
    - Product
    - Program
  - Where
    - Near Camarrillo along the 101 next to light industrial, just outside the city limits
  - when
    - In production now
    - With enough support infrastructure to start
- Ventura County Schools
  - Who
  - What
  - Where
  - When
- Existing CSA Programs
  - Who
  - What
  - Where
  - When
- Green Horns/Entry Farm Programs
  - Who
  - What
  - Where
  - When
- Education/Training/Incubator
  - Who
  - What
  - Where
  - When
- Common Threads
  - Communication
  - Logistics
  - Linking supply with capacity
  - …???

4. When
- Now

1. Input
2. Output
3. Through Put

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

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