

More information: Sue Beckwith SueB@TexasLocalFood.org

Desired Outcomes: Engage farmers with the project. They know what it is. They complete the survey. They self-identify as interested in wholesale and sign up for more info and to attend focus group.

We do NOT have any side that we're on. We aren't for or against this – we are JUST trying to get input.

AGENDA

Topic	Time
1 - Welcome	11:15
2 - Video (3 min approx) https://vimeo.com/16134878	
3 - Overview– Introduce project team, project overview	11:20
4 - Definitions of food hubs – physical locations vs. virtual hubs; wholesale; direct to consumer; hybrids; specialty retailer, restaurants, corporate cafeterias; CSA; box delivery; “healthy food hub” vs. “regional food hub”; Can establish own or partner with food svc companies for logistics network, sales, marketing, etc.	11:25
5 - Types of hubs and services: profit, non-profit; co-op, LLC, S Corp Produce only; multi product; value added; year-round offerings; sustainable practices; no growing restriction; strictly organic; geographic boundaries. Many hubs sell a variety of packaged and value-added products, many of which don't contain locally grown ingredients. What about that? Support local manufacturing, but not necessarily local agriculture.	11:30
6- Value Chain – Are you getting the value you require?	11:35
7 - Example of existing food hubs <ul style="list-style-type: none"> • The Common Market • Grasshopper? (failed) • ECO (North Carolina) Eastern Carolina Organics 	11:40
8 - Brainstorming – What are your biggest barriers to wholesale? What are your reservations about a food hub?	12:00
Closing – Thank you Survey: https://www.surveymonkey.com/r/foodhub1	12:50