Power in Numbers
Local Food Collaborations

South Texas Local Producer’s Conference - Growing Roots for a Healthier Tomorrow
January 25, 2018 Corpus Christi, Texas
Presentation by: Sue Beckwith
Texas Center for Local Food

- **Vision:** Sustainable Texas food systems that are healthy for people, animals, and the planet.
- **Purpose:** Increase farmer net income and create quality rural jobs in Texas
- **Farmer-directed**
- **Economics**
Texas Center for Local Food - Projects

- USDA FoodLINC - leveraging value chains for increased wholesale sales
- Local Food Price Study
- Food hub feasibility
- Farm and food business resources directory and event calendar
- Local Food Leader training statewide
- Beyond Fresh: Farmer Guide to Value-Added Processing
- ELF - Elgin Local Food Center
- Farmers Market Metrics
- Elgin ISD After School local food and agriculture
- Hurricane Harvey Emergency Relief

Texas Center for Local Food has 2 staff people
USDA FoodLINC
Connecting rural suppliers with urban buyers

Organizations and Locations

Organizations and Locations
1  La Montanita Co-op
2  Rocky Mountain Farmers Union
3  Communities Unlimited
4  The Conservation Fund
5  Louisville Farm to Table
6  Common Market Georgia
7  Appalachian Sustainable Development
8  Metro Washington Council of Governments
9  Fair Food
10  Soul City Hospitality

New Food LINC Coordinators
11  Family Farmed
12  Texas Center for Local Food
13  Food Commons Fresno
USDA FoodLINC
Leveraging value chains
Catalyzing Collaboration

What is a Food Value Chain?

The food value chain may look a lot like a traditional supply chain on the surface, but...

- Businesses intentionally structure their core operations to **produce both financial success and social benefit**
- **Shared mission and operational values** support decisions and processes

**Shared Mission Values**
- Examples:
  - Farm viability
  - Farmland preservation
  - Healthy food access
  - Sustainable production methods

**Shared Operation Values**
- Include, but are not limited to:
  - Accountability
  - Long-term commitment
  - Open and ongoing communication
  - Transparency
# Collaborators

<table>
<thead>
<tr>
<th>Tight</th>
<th>Loose</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Center for Appropriate Technology</td>
<td>Austin Community College</td>
</tr>
<tr>
<td>Austin Foodshed Investors</td>
<td>Prairie View A&amp;M University</td>
</tr>
<tr>
<td>Sustainable Food Center</td>
<td>GROW Local South Texas</td>
</tr>
<tr>
<td>City of Elgin</td>
<td>USDA Agricultural Marketing Service</td>
</tr>
<tr>
<td>Elgin Economic Development Corp</td>
<td>Texas Organic Farmers &amp; Gardeners</td>
</tr>
<tr>
<td>Texas A&amp;M AgriLife Extension Service</td>
<td>Farm &amp; Ranch Freedom Alliance</td>
</tr>
<tr>
<td>City of Austin Office of Sustainability</td>
<td>Stellar Gourmet</td>
</tr>
<tr>
<td>Advocacy Outreach of Elgin</td>
<td>Bernhardt’s Farm</td>
</tr>
<tr>
<td>Elgin ISD</td>
<td>Green Gate Farm</td>
</tr>
<tr>
<td>Oklahoma State University</td>
<td>Methodist Ministries</td>
</tr>
<tr>
<td>Growers Alliance of Central Texas</td>
<td>Texas Farmers Markets</td>
</tr>
<tr>
<td>USDA Rural Development</td>
<td>National Farmers Market Coalition</td>
</tr>
<tr>
<td>Iowa State University</td>
<td>Central TX Young Farmers Coalition</td>
</tr>
<tr>
<td>Capital Area Council of Governments</td>
<td>Austin/Travis Cty Food Policy Board</td>
</tr>
<tr>
<td>Wallace Center</td>
<td>Texas State University</td>
</tr>
</tbody>
</table>
Growing Roots for a Healthier Tomorrow

- Why Collaborate?
- Conditions for healthy collaboration
- Examples of good collaboration
- Examples of not-so-good collaborations
Collaboration is getting work done together

• Why Collaborate?
  • Get more done - Share information, others do part of the work, leverage your resources
  • Higher quality of work - More eyes and brains
  • Value in different perspectives

• Conditions for Healthy Collaboration
  • Shared vision and goals
  • Each collaborator *Gives* and each *Gets*
  • Productive - similar working style helps (work ethic, process-oriented, results-oriented)
  • Mutual commitment
  • Fun

• You don’t have to collaborate
  • In a rush; Not fun or productive; Networking works too

Share your examples of collaborations good and not-so-good
## Give-Get Worksheet

<table>
<thead>
<tr>
<th>Potential Collaborators</th>
<th>GIVE</th>
<th>GET</th>
<th>Me or our farm</th>
<th>GIVE</th>
<th>GET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Names, Project Description</td>
<td>Information</td>
<td>Meets mission to catalyze markets</td>
<td>Information</td>
<td>Increase exposure for my farm, community</td>
<td>Potential access to more markets</td>
</tr>
<tr>
<td><em>Texas Center for Local Food</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Texas Local Food Event Calendar</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>GROW Local South Texas</em></td>
<td>Information</td>
<td>Needed help on the ground maintaining garden</td>
<td>Time</td>
<td></td>
<td>Potential access to new markets</td>
</tr>
<tr>
<td><em>Develop community learning garden</em></td>
<td>Access to markets, grants</td>
<td></td>
<td></td>
<td></td>
<td>Opportunity to contribute to my community</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THANK YOU! Questions?

Power in Numbers
Local Food Collaborations

South Texas Local Producer’s Conference - Growing Roots for a Healthier Tomorrow
January 25, 2018 Corpus Christi, Texas

Presentation by: Sue Beckwith. SueB@TexasLocalFood.org