



**Pilot Local Food Leadership Certification Training
Evaluation and Summary
Report Prepared by Travis Singley
Training Held on May 21, 2018 in Elgin, Texas (8:30am – 3pm)**

- Purpose:** To determine feasibility and replicability of the Local Food Leadership Certification training program developed by Iowa State University Extension and Outreach in Texas.
- When:** May 21, 2018 (8:30am – 3pm)
- Where:** Elgin, TX- Fleming Community Center (802 Avenue C)
- Who:** 45 attendees/ 39 Online Registrants
- Sponsors:** Iowa State University, Texas A&M AgriLife Extension, Texas Southern University, Texas Center for Local Food, Elgin Economic Development Corporation
- Funding:** United States Department of Agriculture, Rural Development: Rural Business Development Grant and USDA FoodLINC Initiative
- Format:** One day of in-person training followed by online modules.
- Program:** The Iowa State University Local Food Leadership training program is intended for beginning local food practitioners, although it is open for anyone who is interested in food systems development and collaboration. The program teaches several foundational competencies critical to a successful involvement in community food systems development. This certification is divided into two parts, the first is an in-person, day-long workshop including: working in food systems, facilitation and capacity building, equity as a foundation to food systems, evaluation, and professional development. The second portion of the certification is conducted through online modules. The online modules offer intensive curriculum including: community food systems overview, methods of engagement and leadership, creating teams and tools for success, and evaluation.
- Goals:** Train local food practitioners in foundational practices for food systems programming including basics of food systems, facilitation, reflection on their personal values as it relates to food systems, skills in coalition development, and evaluation tools. Individuals will leave this program with

awareness, understanding, and confidence to work with various different individuals, organizations, and institutions to develop their community food system.

Intended Outcomes:

- Understand global, local, and community food systems.
- Organize coalitions that work towards collective community goals and assist in the development of mission, vision, and core values.
- Manage and facilitate conversations effectively between dynamic groups of people.
- Utilize an equity lens to food systems development.
- Understand community processes that include facilitation, project management, partnership, and building successful teams.
- Provide partners with tools and resources in developing various food systems sectors: production, transformation, distribution, consumption, and resource management (grants, best practices, research, etc.).
- Engage and empower community partners to work collectively towards a vibrant, healthy community food system that meets the needs of the participants and community members.
- Know about tools that exist to create food system reports.
- Develop successful teams for success project implementation.
- Construct plans of work, project scope, and budgets.
- Understand the use and types of logic models.
- Create evaluation tools and showcase project outcomes.

Description of Actual Event:

The Texas Center for Local Food was selected to host a pilot training event on behalf of Iowa State University to test the LFL training program and to assess program content and determine replicability of this program in other states. This training helped to satisfy a training component of the Rural Business Development Grant awarded to the TCLF by the United States Department of Agriculture.

Trainers from Iowa State carried out the actual training itself, which combined lecture, discussion, group activities, and video content. TCLF staff served primarily as event facilitators. More information about the training can be found on Iowa State's Local Food Program [website](#).

Attendees came from across the state of Texas. Representatives from San Antonio, Austin, Elgin, College Station, and other major metropolitan areas of the state were in attendance. While 39 people registered for the training in advance, last minute drop-in attendees place the actual head count closer to 45. The event was a one-day in-person training running from 8:30am to 3pm. We provided locally sources breakfast and lunch to all attendees.

What Went Well:

Networking was the most discussed benefit of the training. Participants indicated that they appreciated being able to have candid conversations with representatives from organizations working to improve food systems in Texas.

In close second behind the networking aspect that the training provided, multiple participants identified the equity portion of the training as the most valuable. Multiple participants mentioned that they would like to see that portion of the training expanded and explored more thoroughly.

What Could Be Improved Upon:

Multiple participants were confused that this was not a “train the trainer” type of event, but more so a training that sought to identify leadership qualities in food system leaders and to foster those skills in trainees.

The pace of the training was identified by many participants as an issue. Attendees mentioned that they wished that training topics were explored more thoroughly and at a slower pace, allowing for more insightful conversations to take place between the attendees- who do not always have opportunities to have in-person conversations with one another.

Additionally, participants suggested that training materials/ presentation slides be included in the training binder provided to all attendees.

Key Training Take-Away's

- Give a more detailed description of the training in advance to the event itself. Many people were confused about the purpose of the training and didn't understand until half-way through the day.
- Create a “Food Systems 101” style primer module and give it to all participants before the training. This ensures that all attendees have a baseline of knowledge at the start of the program.
- Focus on equity discussion and build that portion of the training out more.
- Provide training slides in the course materials to allow attendees to follow along.
- Slow down the training and allow for more conversation/ discussion among participants.
- Participants identified that if the training was offered on a fee basis, a priced in the \$25-\$50 range (including lunch) would be reasonable.
- Could be feasible for broad application in Texas with improvements especially including “Food Systems 101”.

Training and Certification- Iowa State Curriculum Outline

In-Person Agenda

Equity: A Foundation to Our Work:

- Equity lens in food systems work
- Self-Work
- Layers of Diversity

Working in Food Systems:

- Logic Models
- Developing a work plan

Evaluation:

- Creating an evaluation plan for your work
- Resources and tools for systems evaluation

Facilitation and Capacity Building:

- Community inclusion and leadership
- Power dynamics

Professional Development and Leadership:

- Creating a professional development plan

Online Modules

Introduction:

- Review of intent and objectives

Module 1- Community Food Systems:

- 1.1 Understanding Local, Global, and Community Food Systems
- 1.2 Community Food Systems Program
- 1.3 Who Coordinates Community Food Systems
- 1.4 Job Skills and Professionalism
- 1.5 Policy

Module 2- Methods of Engagement and Leadership:

- 2.1 Community Food Systems Capacity and Coalition Development
- 2.2 Collective Impact
- Strategic Doing

Module 3- Creating Teams and Tools for Success:

- 3.1 Creating Effective Teams
- Creating a Plan of Work
- Finding Funding and Creating a Budget for Your Work
- Tools and Resources
- Food Systems Assessment

Module 4- Evaluation

- Evaluation 101
- Feasibility Study
- Program Development and Evaluation
- Systems Evaluation

Local Food Leadership Training Agenda

8:30- Networking + Registration

9:00- Ground Rules + Introductions

9:30- Equity: A Foundation for Our Work

10:30- Working in Food Systems

11:30- Evaluation

12:15- Lunch + Networking

1:00- Evaluation Plan

1:30- Facilitation + Capacity Building

2:15- Professional Development + Leadership

3:00- Wrap Up + Evaluation

Training Feedback- Elgin, TX May 2018

Please indicate which training you completed: Local Food Leader Community Food Systems

Please rate the following items on a scale from 1 to 5 by circling the appropriate number:

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1. The training was a good use of my time.	1	2	3	4	5
2. I think this training should be provided in Texas.	1	2	3	4	5
3. I would recommend this training to others.	1	2	3	4	5
4. What was the most valuable aspect of the training?					
5. What can we do to improve the training for a Texas audience? What would you suggest that we do differently?					
6. What organizations or groups would most benefit from this training:					
7. What do you think is a reasonable fee to charge per person for this training in Texas? (Note: It will be challenging to provide at no charge.)					
8. Now that you have completed this training, how will you apply what you have learned?					
9. Additional comments or suggestions:					
10. I'd like to stay in touch as this project develops. Please contact me.					

Name: _____ Email: _____ Phone: _____

Participant Evaluation

1. The training was a good use of my time.

Average Score: 4.0

Item 1	Answer Options	Response Count	Response Percent
	1 (Strongly Disagree)	0	0%
	2 (Disagree)	0	0%
	3 (Not Sure)	5	23%
	4 (Agree)	11	50%
	5 (Strongly Agree)	6	27%

2. I think this training should be provided in Texas.

Average Score: 4.4

Item 2	Answer Options	Response Count	Response Percent
	1 (Strongly Disagree)	0	0%
	2 (Disagree)	0	0%
	3 (Not Sure)	3	14%
	4 (Agree)	7	32%
	5 (Strongly Agree)	12	55%

3. I would recommend this training to others.

Average Score: 3.8

Item 3	Answer Options	Response Count	Response Percent
	1 (Strongly Disagree)	0	0%
	2 (Disagree)	0	0%
	3 (Not Sure)	7	32%
	4 (Agree)	8	36%
	5 (Strongly Agree)	7	32%

Responses to Open-Ended Questions:

4. What was the most valuable aspect of the training?

- Networking and hearing from others
- Networking and sharing. Knowing these things are happening.
- Networking
- The facilitation portion. Resources provided. Examples of projects.
- Networking with others in the food industry.
- Strategies to communicate food systems effectively.
- Strategies for implementation in my community.
- The diversity of attendees from Central Texas.
- Meeting others
- SMART Goals. How to set tangible goals and achievable.
- Convening this group. Meeting new contacts.
- Meeting all of the attendees with similar goals.
- Networking opportunities, larger discussion on facilitation.
- The networking
- The potential to result in dual impact- 1)diverse folks brought together as seed for future work. 2) folks trained in equity awareness effective if covered thoroughly.
- Gained knowledge of the topic to share with stakeholders
- Analytical thinking process
- Additional resources provided post training (allegedly). Hope to obtain contact information of all attendees.
- This was really an intro not a training.
- Networking opportunities and meeting other food leaders and their projects.
- Discussions on eval. How to make this work measurable.
- Meeting and see network colleagues

5. What can we do to improve the training for a Texas audience? What would you suggest that we do differently?

- More clarity and logical focus. Maybe a one day training rather than multiple separate days.
- I was confused about what I was supposed to do on the logic model. More direction/ clarity needed on that exercise. I came to learn about outputs/inputs/behaviors/KASA's, etc.
- Have more breaks. Secure more space
- Have more paper info to follow along with.
- Make this training available in all Texas regions.
- This is very informative and sufficient to begin any new project.
- There seemed to be too much material to cover in the time allotted. We skipped around and I don't feel like we really dug in to anything.
- Do not skip equity. Esp with white folks working within a community of color. More time for collab.
- Food systems info presented.
- Dedicate more time to networking and experiential learning and less lecture. Real world examples would have been helpful in many cases.

- Give some background info about this training ahead of time. I was not aware of the purpose of this training.
- It would have been encouraging to see TX A&M Extension
- Networking time structured to build collaborations with specific focus. Incorporate where you are in the food cycle, food system overview.
- We need all slides send them prior to so that it can be printed- Texas based resources.
- If some one never had a local food leader training, it would need to be broken down to a more simplistic training.
- Texas is enormous. Short of offering multiple trainings throughout, simply consider the diversity of needs across the state.
- Too much high level info. I would do modules first and give the first day to connecting as a community.
- More definition and explanation of terms to make sure people are on same level of understanding.
- Don't zip through parts pertaining to equity. We need to have this convo in as many ways as possible.
- 1. slow down 2. better visual images

6. What organizations or groups would most benefit from this training?

- Community organizations/ activists, policy makers, farmers
- Local leaders who want to convene and network to gets projects done.
- Any food coop groups. Anyone like American Producer Associations
- Meals on Wheels. Community outreach programs.
- All organizations that are promoting food equity.
- Small rural communities, lack of food, lack of resources, needy communities.
- Young organizations. People new to the food movement.
- Young farmers
- Coops, Food groups, Community farms and gardens
- COOPS
- Anyone in the food business, including small time home businesses.
- Food pantries, Statewide food/ hunger relief groups. Groups with resources for local food systems. Universities.
- Community organizations and local gov't
- Most any with desire or need to improve equity/ inclusion. Cross-community representative groups.
- The group was good today. More farmers markets and food banks.
- Grant workers, program managers
- TOFGA, SFC, myriad Texas nonprofits dispersed throughout the state aiming for a common goal of increased sustainability
- Anyone. Who works in the food systems, there is so much value in partnership.
- Edu farms, kids garden programs, in the us esp in TX. Incubator farms, edible mag editors, farmers mkt orgs.

7. What do you think is a reasonable fee to charge per person for this training in Texas? (Note: It will be challenging to provide at no charge.)

- \$30 or \$50 w/ certificate and online access and subsidized spots available.
- \$100
- \$40-\$50
- \$25
- Base payments on income or find grant funding.
- \$150
- At this point, I am unsure if the training is necessary. Hard to price.
- \$100 for a day \$250 for all 3
- \$25-50
- \$50 not counting value of food
- \$20 the people who would benefit most wouldn't be able to afford much.
- \$25-50
- \$100-\$150 but there would need to be deeper dive into content.
- With no meal \$50 with min base price \$500
- \$40-50
- \$25-\$50 Perhaps a different fee for nonprofits
- The training needs to be designed first. Then maybe offer scholarships based on need.
- Sliding scale options. Lower income and nonprofit orgs
- \$50-\$100 with discount for students
- I think this depends on travel costs

8. Now that you have completed this training, how will you apply what you have learned?

- I will utilize the equity component.
- At work!
- Start a coalition. Work more with the community.
- I will use my networking connections.
- Communicate and share learned skills with potential stakeholders.
- Visit Austin food policy group to implement in my community.
- Unsure
- Educational tool
- Creating tangible objective goals
- To bolster my work in the community and personal projects.
- Using the facilitation pieces to host stronger more focused group meetings. Help me to be more intentional.
- Offer thoughts generated to Sue/ TCLF- join outreach effort.
- Proper presentation of a project to administrators
- Would very much like to connect with the other attendees to host workshops and network events to design and implement specific projects.
- More questions
- Learned new evaluation tips.
- connect the city!
- I will stay connected

9. Additional comments or suggestions:

- Whirlwind day. Went through topics too fast. Spent too much time on icebreaker in the beginning. Talked about leadership but didn't talk about how to apply leadership skills. Non-networking time- happy hour or extended lunch needed- at least 2 hrs. When you move to others topic, explain why you are talking about them. What about learning facilitation is important?
- Did great!
- Include slide presentation in binder.
- It was distracting and hard to follow at times. When we were running through and skipping sections.
- Framing about training ahead of time.
- It would have been helpful to fill out survey ahead of time- number pages in binder- include table of contents.
- Change personal values activities to impact and inclusion. Consider basic leadership considerations and have this 1 day focus on equity, connections facilitation and group work and follow up focused content.
- Breakdown Why you need best practices? What does best practice mean? Why is it important? Need food system 101
- As much as I despise paper waste, some of the slides printed would be helpful. Also, compost, more eco-friendly meal supplies.
- Thank you
- Online module first, didn't know what I had signed up for.

Final Thoughts To Consider If Replicating Training:

- Provide a pre-training "Food Systems 101" training module.
- Include presentation slides in binder.
- Slow Down!
- Concerning Lunch:
 - Many of the participants were pleased with the catered breakfast and lunch at the LFL training.
 - At potential future LFL trainings:
 - Ensure that all materials are compostable and that recycling receptacles are obvious and clearly available.
 - If providing breakfast on one day, provide it on all days or ensure that an announcement is made
 - Expect to order, at least, 15% of the expected group size as a vegetarian option. We ordered 15% and barely had enough vegetarian options.
 - Make sure to ask for food preference in initial registration emails.
 - Ensure that vegetarian option does not include cheese.