



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST BUDGET MODIFICATION

(Revised: 8/18/11)

Board Clerk Use Only

Meeting Date: 1/10/13
Agenda Item #: R.3
Est. Start Time: 9:55 am
Date Submitted: 1/3/13

Agenda Title: BUDGET MODIFICATION Nond-12, Appropriating \$35,559 from the Oregon Department of Agriculture Specialty Crop Block Grant Funds in contract with Oregon Physicians for Social Responsibility

Note: For all other submissions (i.e. Notices of Intent, Ordinances, Resolutions, Orders or Proclamations) please use the APR short form.

Requested Meeting Date: January 10, 2013
Time Needed: 10 minutes
Department: Non-Departmental
Division: Sustainability
Contact(s): Katie Lynd, Food Policy Coordinator
Phone: 503-988-6150 **Ext.** 86150 **I/O Address:** 500/6
Presenter Name(s) & Title(s): Katie Lynd, Food Policy Coordinator & Keith Falkenberg, Policy Analyst for District 3 Commissioner Judy Shiprack

General Information

1. What action are you requesting from the Board?

The Office of Sustainability recommends approval of budget modification Nond-12 which appropriates \$35,559 from the Oregon Department of Agriculture Specialty Crop Block Grant Funds in contract with Oregon Physicians for Social Responsibility to convene an Institutional Food Buying Alliance and Advisory Team to support local food purchases by Multnomah County institutions including jails, schools, universities, hospitals, and business campuses.

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

The purpose of this project is to coordinate institutional food buyers (healthcare, education, government, non-profit, and business) through an alliance to create increased, consistent demand for Oregon Specialty Crops and send strong market signals to producers and suppliers to increase supply. This project will directly benefit Oregon Specialty Crop producers but also support institutional purchaser goals to provide local and healthy

produce to their customers and support the local food economy. On the buyer side, this project will increase institutional food buyers knowledge of Oregon Specialty Crops - how to find, buy and utilize these products. On the supplier side, this project will have far reaching implications from demonstrating and quantifying the regional demand for Oregon products to introducing conventional supply chain to Oregon producers and their products. This Project will also establish a common framework for tracking and reporting Oregon food purchases and an assessment of economic impact. The 2-year duration of the project will provide an opportunity to assess the impact on a full cycle of production planning and marketing spanning 2012 and 2013.

The goals of the project are to 1) identify a baseline for understanding the current buying of specialty crops by Portland-metro institutional purchasers – what, how much and supply methods; 2) establish regional food purchasing goals and tracking methods, 3) enhance and influence contract development to include increasing availability of Oregon Specialty Crops to achieve measurable purchasing goals; and 4) improve awareness of and connections with Oregon Specialty Crops producers by Oregon institutional purchasers including product attributes, use and purchasing channels.

Key objectives to achieve these goals include 1) Convene institutional buyers and project advisory team to support the Project; 2) Baseline current purchasing by institutional partners; 3) Map the purchasing pathways of institutional partners; 4) Identify 5-10 target products; 5) Establish purchasing goals for the buyers group and organizations; 6) Provide Education Opportunities (Product Tours and Product Culinary Demonstrations and Trainings); 7) Provide technical assistance to buyers and suppliers; and 8) Evaluate project success and impact

3. Explain the fiscal impact (current year and ongoing)

Multnomah County Office of Sustainability Food Programs will receive a flat-rate of \$35,559 to be invoiced in quarterly segments. Funds will support staff time spent on program activities.

4. Explain any legal and/or policy issues involved.

Funding received from the USDA Specialty Crops Block Grant would support the activities of a Farm to Institution purchasers' alliance. This action (15.4) was identified by the community and adopted by Multnomah County Board of Commissioners as part of the Multnomah Food Action Plan and a key strategy recommended by the Office of Sustainability to support local economic development of the food system.

5. Explain any citizen and/or other government participation that has or will take place.

Multnomah County's Office of Sustainability and the Oregon Department of Agriculture will co-convene a regional alliance of institutional purchasers to support goal 15.4 of the MFAP. Many local businesses, institutions, colleges, and local governments will be involved. The following Project Partners are committed to supporting the successful implementation of this Project:

OPSR will serve as a key partner providing support for the development of purchasing baselines, goals and purchasing contract language, co-coordination of the educational sessions, development of resources and materials, and technical assistance to project participants. ODA will serve on the project advisory team supporting the project by linking to relevant resources within the department to support trainings, evaluation, best practices, and strategy learned from supporting the Oregon Farm to School Program. Other participants on the advisory team will include Ecotrust and the Oregon Environmental Council, providing subject matter expertise and producer connections. Natural Epicurean Culinary Arts Program will provide product demonstration and training.

Collaboration with the following agricultural commissions will include, but not be limited to: the Oregon Cranberry Growers Association, Hazelnut Growers of Oregon, and Oregon Strawberry Commission. Additional grower organizations will be identified and included once target specialty crops are identified by participating buyers. This project will engage institutional food buyers as partners in the project including hospitals, universities, municipal food service operations and business campuses, as well as food service providers and distributors.

Budget Modification

If the request is a **Budget Modification**, please answer all of the following in detail:

- **What revenue is being changed and why? If the revenue is from a federal source, please list the Catalog of Federal Assistance Number (CFDA).**
\$33,559 in grant funding is added from the USDA through Oregon Physicians for Social Responsibility.
- **What budgets are increased/decreased?**
The Sustainability Office's budget is increased by \$33,559
- **What do the changes accomplish?**
This funding will pay for staff time to coordinate institutional food buyers (healthcare, education, government, non-profit, and business) through an alliance to create increased, consistent demand for Oregon Specialty Crops and send strong market signals to producers and suppliers to increase supply.
- **Do any personnel actions result from this budget modification? Explain.**
No.
- **If a grant, is 100% of the central and department indirect recovered? If not, please explain why.**
Yes.
- **Is the revenue one-time-only in nature? Will the function be ongoing? What plans are in place to identify a sufficient ongoing funding stream?**
Yes; this revenue is one-time-only and project-specific.
- **If a grant, what period does the grant cover? When the grant expires, what are funding plans? Are there any particular stipulations required by the grant (i.e. cash match, in kind match, reporting requirements etc)?**
This grant award is from October, 2012 through September, 2014.

NOTE: If a Budget Modification or a Contingency Request attach a Budget Modification Expense & Revenues Worksheet and/or a Budget Modification Personnel Worksheet.

Required Signature

Elected Official or Dept Director:	John Tydlaska /s/	Date:	1-2-13
Budget Analyst:	Christian Elkin /s/	Date:	1-3-13