



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST NOTICE OF INTENT

(revised 08/02/10)

Board Clerk Use Only

Meeting Date: 4/26/12
Agenda Item #: C.2
Est. Start Time: 9:30 am
Date Submitted: 4/18/12

Agenda Title: **NOTICE OF INTENT** to Apply for a \$100,000 USDA Specialty Crops Block Grant to support implement of Action 15.4 of the Multnomah Food Action Plan: Establish a regional alliance of institutional purchasers

Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.

Requested Meeting Date: April 26, 2012 **Amount of Time Needed:** Consent Item
Department: Non-D **Division:** Sustainability
Contact(s): Katie Lynd
Phone: 503-988-6150 **Ext.** X86150 **I/O Address:** 501/6
Presenter Name(s) & Title(s): N/A

General Information

1. What action are you requesting from the Board?

Approval to submit a proposal with community partner Oregon Physicians for Social Responsibility (OPSR) to the Oregon Department of Agriculture (ODA) for a \$100,000 USDA Specialty Crops Block Grant that will support formation of a Farm to Institution purchasers' alliance co-convened by Multnomah County Office of Sustainability and the Oregon Department of Oregon.

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).

Upon award, Multnomah County's Office of Sustainability will receive approximately \$22,500 in 2012 and \$22,500 in 2013 for personnel costs to implement the project.

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 MFAP 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.

ATTACHMENT A

Grant Application/Notice of Intent

If the request is a Grant Application or Notice of Intent, please answer all of the following in detail:

- **Who is the granting agency?**
Oregon Department of Agriculture
- **Specify grant (matching, reporting and other) requirements and goals.**
No specific match is required; 1:1 match is encouraged.
Biannual Progress Reports required 30 days after the end of the quarter of the granting period and each year until the expiration date of the grant.
Final Performance Report required within 90 days following the end date of the grant agreement.
- **Explain grant funding detail – is this a one time only or long term commitment?**
This is a one time only grant designed to provide funds for direct market connections and educational opportunities for the regional Farm to Institution project and Local Food Buyers Coalition.
- **What are the estimated filing timelines?**
The proposal is due May 6th.
- **If a grant, what period does the grant cover?**
The grant covers a period of two years from October 2012 – September 2014
- **When the grant expires, what are funding plans?**
The project will draw funding support from project partners, additional grants, and contributions from members of the alliance and possibly industry partners as well.
- **Is 100% of the central and departmental indirect recovered? If not, please explain why.**
Yes.

ATTACHMENT B

Required Signatures

Elected Official or Department/ Agency Director:	Kat West /s/	Date: 4/17/12
Budget Analyst	Christian Elkin /s/	Date 4/17/12