

TAHOE FOOD HUB

Bringing Regional, Organic Food to Tahoe

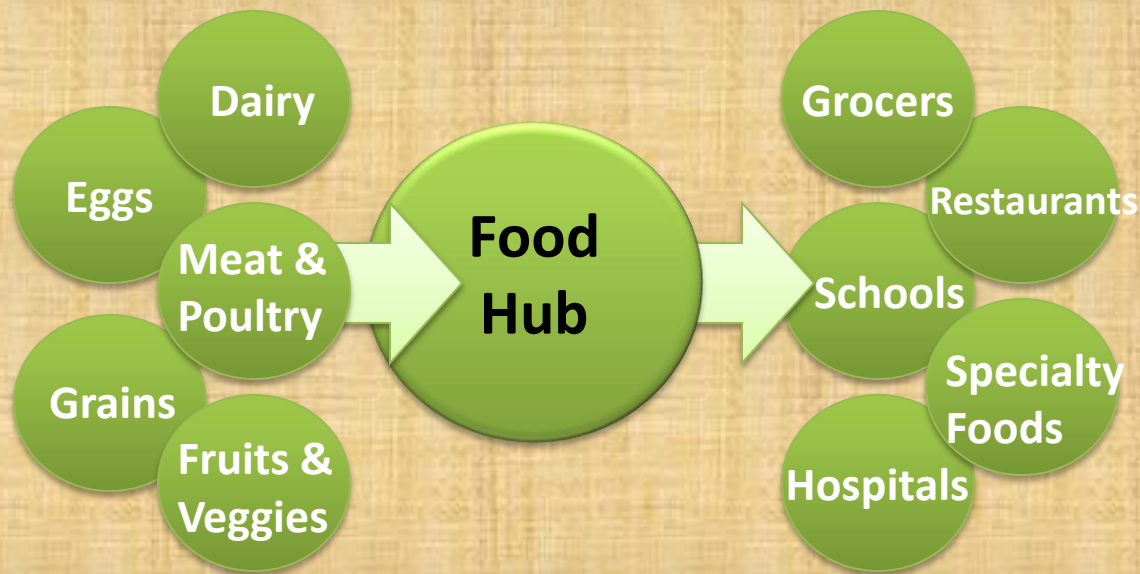
A Project of the
North Lake Tahoe -Truckee
Leadership Program

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What is a Food Hub?

A food hub aggregates food from regional producers stores it, markets it and distributes it within a region. It opens up new markets for small-scale farmers, ranchers and specialty food producers helping them sell on the wholesale market (restaurants, grocery stores, schools, hospitals).



The Tahoe Food Hub will bring organic food from small producers within 150-miles and makes it available for wholesale distribution in North Lake Tahoe.

Guiding Principles:

1. Provide regionally produced and sustainably grown foods to the North Lake Tahoe community.
2. Create a market for small farmers and ranchers who have a challenging time competing on the wholesale market
3. Offer commercial kitchen space for incubating specialty, food businesses.
4. Donate cold storage to North Lake Tahoe's hunger relief agency, Project Mana.
5. Workshops and advocacy for 4-season growing methods



Target Markets

BUYERS

- **Restaurants** - all price ranges
- **Institutions** – hospitals, schools and colleges.
- **Grocery Stores** – national chains and local, natural food stores

PRODUCERS

- **Farmers**
- **Ranchers**
- **Specialty Food Producers**

CONSUMERS

- **Members & Donors**
- **Grassroots Advocates**

HUNGER RELIEF

- **Project Mana**
- **Sierra Senior Services**



Community Benefits & Services

Commercial Kitchen – incubates entrepreneurial food businesses and encourages more to get established.

Shared-use Partners – One of the food hub’s biggest assets will be its available cold storage for Project Mana but also the school district and hospital.

Food Co-op – retail space will sell the foods produced in the commercial kitchen as well as any food produced locally. It will only sell “Made in Tahoe” food products.

Food Preservation – Working volunteers of the hub/co-op will flash freeze and can rescued food from regional farms. These products will be sold in the co-op and extend the availability of local food in the winter months.

Center for Sustainability and Food Policy – central place that people can go to for information about growing food and food access. Future home of the North Tahoe Food Policy Council.

4-Season Growing Workshops – As the food hub aggregates regional food, it will teach our citizens how to grow food by capturing Tahoe’s 280+ days of sunlight with year-round farming techniques.



Promotional Launch

1. Logo
2. Informational website
3. Promotional piece to create a buzz – refrigerator magnet/calling card



The Tahoe Food Hub brings organic food from small producers within 150-miles and is **OPENING FALL 2013!**

Our Guiding Principles:

1. Provide regionally produced and sustainably grown foods to the North Lake Tahoe community.
2. Create a market for small farmers and ranchers who have a hard time competing on the wholesale market.
3. Offer commercial kitchen space for incubating specialty, food businesses.
4. Donate needed, cold storage to North Lake Tahoe's hunger relief agency, Project Mana.

[Click to learn more!](#)

What is a Food Hub? A food hub collects food from regional producers stores it, markets it and distributes it to local markets for small-scale farmers, ranchers and specialty food producers helping them sell on the wholesale market (e.g., farmers markets).

Here is a bit more... Food hubs create relationships with their producers looking out for their best interest by sharing their story and getting them a fair price. With less time needed for marketing, food producers can focus on what they do best...making food; allowing them to invest profits back into their business. A food hub connects eaters with where their food comes from by educating the public about the importance of ecological agriculture and the ripple effect of buying local. In addition to brokerage services, food hubs often serve as a "hub" for many other food related issues including cold storage for other food businesses, commercial kitchen space for specialty-food producers, gardening and cooking workshop and retail space for locally produced foods. A food hub helps build a regional food system by making local food more available. By taking a regional approach, communities can work together to address their food security and build a more equitable supply chain from grower to consumer.



Marketing Plan – Phase I

- **Create a steering committee** of stakeholders to ensure the food hub meets the goals of its buyers, producers and community. The committee will also be critical in helping to spread the word and raise awareness.
- Host a **quarterly public forums** to share information about what services the food hub will provide and keep energy alive for the project.
- Partner with related events where we can create **strategic alliances**.
- Initiate a **membership drive** to start garnering interest and monetary support for the food hub working from a social network platform.
- Begin cataloging the **stories of all the farmers**, ranchers and specialty food producers in order to start connecting people to their food and create excitement for the food hub.



- Launch the **TAKE 10 FOR TAHOE** campaign which asks food outlets to dedicate 10% of their food buy to the food hub. The “TAKE 10 FOR TAHOE” emblem will serve as an outward representation that a food retailer is a partner of the food hub.



Timeline

Month	Task
Feb-May '12	Preliminary primary and secondary research
June '12	Write business plan
July '12	Apply for non-profit certification
Aug. '12	Write first grant to fund planning phase
Sept. '12	Establish steering committee
Oct. '12	Write second grant to fund build-out, begin producer interviews
Nov. '12	Continue producer interviews, host first forum
Dec. '12	develop website, review building layout options
Jan. '13	Finalize website, finalize layout design, catalog farmer profiles
Feb. '13	Launch website
Mar. '13	Begin "10% for Tahoe" recruitment, order build-out materials (pending grant), host second forum



Financial Strategy

- Federal Grant for the business plan
- State & Local grants which support projects which foster economic stimulus
- Local community foundations
- Business & Individual donors
- Personal memberships

BUDGET:

Description	Cost
Non-profit application	\$1500
Grant writer	\$2500
Marketing & Public Relations	<u>\$1000</u>
TOTAL	\$5000



A Food Hub For All

- **Individual:** Consumers advocating for more regionally produced food will encourage food establishments to purchase from the food hub and support the “Take 10 for Tahoe” Campaign
- **Community:** Opportunity for Tahoe to support small farms in our neighboring food producing regions; makes more local, seasonal, organic food accessible to people in Tahoe; and by supporting other local economies, Tahoe is nurturing its own. The Food hub will generate related jobs as well as indirect jobs from the economic stimulus it brings to the area.
- **Society:** As more regional food hubs develop around the country, our society will become less dependent on the national food system and more reliant on the relationships created with neighboring, regional food hubs to fulfill the needs of its people.



Thank You to Our Partners

