

## **Summary of Final Report**

**Organization Name: Community Alliance with Family Farmers (CAFF)**

**Project Title: Developing Urban Markets for Humboldt County Produce**

**Amount of Grant Award: \$25,222**

**Date of Final Report: June 25, 2009**

### **1. What were the project goals and were they achieved?**

- a) Facilitate the development of out of county wholesale markets for Humboldt County farmers.  
An experienced broker was hired to work with an advisory committee and with farmers and key institutions. The broker conducted outreach and compiled data with regards to purchaser's needs which were relayed to the farmers.
- b) Buy Fresh Buy Local regional branding and marketing  
Increased recognition and regional adoption.
- c) Collect county-wide crop production information  
Realization that much of this is confidential in nature and there are enormous amounts of data.. Decision to work with Dennis Mullins at the county to help gain access and tease out crop data.
- d) Increased sales for local farmers  
Increase in sales for the 12 participating farmers of over \$20,000 total.
- e) Augment in-county institutional market development efforts  
Established regular sales with HSU, Klamath-Trinity Unified School District, Trinidad School District and Coastal Grove Charter School. Also additional sales with both hospitals.

### **2. What were the activities undertaken and accomplishments through the completion of this grant?**

- Promoted Buy Fresh Buy Local message through retail store partnerships.
- Developed 14 page color Local Food Guide which was included in the Humboldt County Independent Business Alliance's Local Options Directory
- Local produce season sales of \$36,000 for 2008 at institutional sites (HSU, schools, hospitals)

### **3. What are the lasting benefits of the project?**

CAFF has successfully facilitated wholesale accounts for 12 farmers resulting in additional sales of \$20,000. CAFF has also networked with city, county, schools, principals, food service directors, farms, restaurants and parent organizations to problem solve food issues and concerns.

We continue to build broader partnerships. The Buy Fresh Buy Local Food Guide, online farmer database and regional branding will remain as a community resource for others.

**4. How will you continue work started by this project?**

The Buy Fresh Buy Local campaign is a statewide campaign partially covered by grant funds. Our local chapter is 20% self funded by sales of our chapter merchandising materials: bumper stickers, t-shirts, tote bags, banners etc. The potential of our sales and marketing program to become a self-sustaining program has been in development. Support for our project will be sought from farms, restaurants, stores and both city and county support of the program.