

## **Summary of Final Report**

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

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

**Amount of Grant Award: \$17,317**

**Date of Final Report: 2/5/08**

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

The overall project goal was to provide new market opportunities for local farmers. We were successful in facilitating farm-to-institution sales to Humboldt State University, St. Joseph's Hospital, and numerous local school districts.

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

We established an advisory board comprised of representatives from UC Cooperative Extension, USDA, Humboldt Creamery, Pro Pacific Fresh, and other organizations. CAFF then hired a project coordinator who has conducted extensive outreach to both farmers and institutional clients.

In partnership with UC Cooperative Extension, CAFF participated in the development of a web-based sales and marketing tool that will facilitate farm sales direct to institutions, restaurants and other online buyers in the region. The website can be found at [www.redwoodag.com](http://www.redwoodag.com).

Humboldt State University was the first institutional client to take advantage of the farm-direct purchasing opportunities and worked with CAFF to develop a monthly purchasing calendar for their salad bar program. Produce sales have been \$4,000/month.

CAFF has also helped facilitate farm direct sales to Arcata School District, Coastal Grove Charter School, Trillium, Trinidad, Jacoby Creek Elementary, and Laurel Tree. CAFF is working closely with Arcata-McKinleyville School District to help them utilize locally grown produce in their newly implemented salad bars.

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

Humboldt County institutions have been highly proactive and responsive in implementing local procurement programs. Local growers are increasing their production to meet the increased demand. More dollars are remaining locally with our local growers instead of food purchases being made out of the regions.

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

CAFF is committed to continuing work begun on this project. Melanie Patrick, Market Development Coordinator has effectively completed her first subcontract and we will be creating a new subcontract in order for her to continue project activities in the second year.