

**Goal 1: Improve coordination and cooperation:** Create a local food task force (continuing body) to create a shared vision, build links between sectors to improve coordination between local efforts and initiatives, and work on identifying needs and priorities to move forward and carry the workshop forward.

**Learn, listen, research, seek to understand, assemble info**

*Seek to be efficient and understand what currently exists. Assemble existing knowledge and lists of contacts and likely partners. Consult with Growing Local to understand whats going on and not duplicate efforts*

Melinda Brown

**Improve food value chain and regulation safety**

*Execute upon the Value Chain Coordinator position (based upon the USDA and Federal Resere's 2017 "Harvesting Opportunity" blueprints").*

Fred Schlupe

**Study/evaluate cooperative concepts and opportunities**

*Explore the feasibility of virtual tools for coordinating food needs of businesses and restaurants with local producers so that local production is aligned with local demand (or tourism demand)*

William Wallace

**Share, host, distribute information and data**

*Work toward building a LFLP resource page on the Healthy Shasta website that could be used in a way that would best serve everyone involved. A clearinghouse of info for LFLP related initiatives.*

Mary Messier

*Continue to be the connector to the resources that are available to our makers, manufacturers, growers in the community with resources that are available to them to help them optimize their revenue.*

Trisha Funk

*Ask our Farmers and Producers about scheduling ways to utilize their time most effectively. Important to listen and create a plan that benefits all parties involved.*

Blake Fisher

*Centralize Food Safety Modernization Act / Produce Rule to encourage more cooperation among local food producers.*

Fred Schlupe

*Look into establishing a Gardener's Market downtown on lower California Street. Contact Shasta Growers Association officers to find out their interest in helping to set up a in Farmer's Market downtown area.*

Kirkwood and Donna Hale

*Create a cooperative space that is affordable, supports many small business vendors, creates an atmosphere that's inviting & safe for the entire community. A multi-use space that supports many vendors (being mindful of competing with other existing small food businesses)*

Michelle Cave

*Utilize SCAC's public access channel to deliver the messages and actions of the group to those who are interested in the topics. The meetings can be recorded or PSA can be recorded and broadcast to cable subscriber & accessible over the internet (no cable tv necessary)*

Agata Maruszewski

*Expand the local food conversation to local products producers - Host Zoom w/attendees from 3 recent convenings that relate to the "Maker Movement" and food: Made in Shasta event Small-Scale Manufacturing event, The Makery & Startup Redding community. Include the Maker Faire organizers.*

Rachel Hatch

## Goal 1, p2: Institutional and organizational roles and responsibilities (tasks forces, committees, needed conversations, etc)

*Brainstorm and then reach out and have conversations with various groups and people.*

- Set up a meeting with others to discuss specifics to how to get Gardeners market or Food Co-op downtown. ... Michelle Cave and Heather Phillips with hopes to dedicate some of our space at 2018 California St.
- Set up meeting with Samantha to see how we can partner with USDA to help set up a Community Market on California Street
- Contact City's Kim Neimer to see how the city may help with setting up another Gardener's market at the end of California Street
- Activity - Host convening and regular meetings of residents to determine needs, desires

John Truit, Kirkwood and Donna Hale

*Identify best role for Healthy Shasta in supporting coordination and cooperation. (ex: facilitate local task force, or provide background support, collect/analyze data or community input, grant writing, or ??)*

Amy Pendergast

*Create or nominate an existing group/org/ committee to coordinate local food efforts in near term, mid, long. Determine a lead agency or facilitator to coordinate logistics. Identify who will reach out to personally invite the additional partner(s).*

- April Jurisich, Michelle Cave

*Create a Local Food Taskforce present/participate in downtown events- e.g. kick off for new housing, the new Dieselhorse to downtown trail, and connect with existing downtown groups to identify contacts and support events (ongoing).*

- Janessa Hartman, Scott Stollman

*Convene development community to sync up on early stage planning efforts regarding food and encourage [City of Redding Community Development Advisory Committee](#) to get creative when considering potential uses of CDBG funds brief them on the LFLP conversation. IMPORTANT: include state/federal partners who can recommend funding options for this..*

Rachel Hatch

*As part of task force, create a subgroup focused on farmer assistance to connect or facilitating local producers to buyers. This could be city/school/volunteer sponsored group. For schools, it could be, tying it to some element of the curriculum e.g business, accounting, marketing, science*

Andrew Moiseff

*Research what funds or grants might be available to support goals and actions of our LFLP plan.*

Michelle Cave

*Offer space & facilitate meeting for growers, food vendors, restaurant owners, grocery store owners, school districts to bring producers in contact with local vendor opportunities.*

Agata Maruszewski

*Utilize SCAC's public access channel to deliver the messages and actions of the group to those who are interested in the topics. The meetings can be recorded or PSA can be recorded and broadcast to cable subscriber & accessible over the internet (no cable tv necessary)*

Agata Maruszewski

*Create a program where food services in downtown Redding (and other areas) commit to serving plates/dishes/meals using local products, ingredients, etc. Use committed local dishes as springboard for branding/marketing local food.*

William Wallace

## Other, funding, programs, initiatives

*Connect the local food task force with HUD's CPD Rep for the city of Redding to discuss ways the LFLP initiative can be included in the 2021 Action/Con plan submitted by [City of Redding Community Development Advisory Committee](#) to HUD*

Robert Jamieson

*Ensure that the annual plan is centered around the serving of LMI individuals living in the aforementioned housing allowing for the use of HUD CDBG funds*

*Identify overlapping needs for economic development in the downtown area (e.g. broadband for business attraction, virtual tools, better living).*

William Wallace

**Goal 2: Ensure access to affordable, fresh and healthy food for people who live or work downtown:** Meet the needs of people who will live in the new low-income and market rate housing currently under construction and provide healthy options for using SNAP benefits.

**Develop Farmer Connections with Markets/Restaurants**

*Work with existing small markets to include local food options. This has been done in the past through Cal Fresh, but it is a challenge to sustain if the owner isn't on board with it.*

Mary Messier

*Connect the local farmers to downtown restaurants and markets to create a sustainable food supply system.*

Steve Bade

**Expand EBT and Match Programs Utilization Downtown**

*Write grants and/or organize fundraisers to get EBT match for all of our local farmers market as a sustainable option that our low-income community members can rely on to bolster their affordability to more local, healthy options.*

Trisha Funk

*Work with existing and future retailers to accept SNAP and implement 'healthy corner store' strategies. Provide education to SNAP participants on healthy eating options and sources for health local foods.*

Amy Pendergast

**New Uses in the Downtown**

*Encourage schools in the downtown corridor to establish school gardens by presenting at school staff meetings, identifying a school lead person, and providing resources/links to facilitate development.*

Suzanne Wall

*Facilitate micro-markets by utilizing the pocket park and lawns by Old City Hall. This is weather-dependent but good visibility and good parking options in vicinity.*

Agata Maruszewski

*Establish a Plant Nursery Café on California Street.... a non-profit to provide a training center for marginalized individuals and a space for Community Market.*

Donna Hale

**Downtown and Local Foods Promotion and Education**

*Assess (survey, forum focus groups, and organize events, etc) new residents of downtown to: learn what types of foods/food venues they prefer; and learn opportunities, barriers, and ideas of residents for accessing their preferred/cultural food choices.*

William Wallace, April Jurisich and Sara Sundquist

*Communicate local food preferences to local markets and vendors and work with them to help meet resident preferences*

Sara Sundquist

*Create and implement a comprehensive educational and promotional program for local food and destinations in downtown Redding.*

*Elements may include: display literature, print media, wayfinding signs, and materials, shelf tags identifying farmers*

*Possible target audiences: MBS property management and residents, new and existing residents, all income levels, local businesses and workers in downtown, Redding Cultural District audience*

*Example destinations to promote: Farmers Markets, new stores, fairs, food banks, Sizzles Kitchen, restaurants, local food markets, food truck court etc*

Rachel Hatch, Melinda Brown, Steve Bade, AmyPendergast  
Andrew Moiseff, Mary Messier, Janessa Hartmann, Agata Maruszewski, Sara Sundquist, and John Truitt

## Goal 3, PAGE 1: Evaluate and enhance the local food system and economy as a driver of downtown revitalization:

Identify and work to develop or enhance missing pieces of the local food system/food economy that create a more vibrant, walkable downtown, and that establish successful food related destinations that draw people into the area and utilize existing vacant space.

### Support Entrepreneurs and Advocate for Local Foods

*Support those with entrepreneurial vision with full business plan development and an achievable plan to access capital.*

*Trisha Funk*

*Serve on steering committees for organizations who are helping to promote and launch new food system opportunities.*

*Kirkwood and Donna Hale Trisha Funk*

### Create New Market Channels

*Integrate a formalized Farm To Food Pantry (F2FP) program to dovetail with direct to consumer and retail sales. F2FP will provide additional wholesale markets (food banks) and incentivize additional small farm food production.* Fred Schlupe

*Create year-round coop grocery store. This is the website of my coop:*  
<https://tpss.coop/>

*Andrew Moiseff*

*Zoom call with the folks from Corbin, Kentucky whose Farmers Market case study we heard from yesterday. Include city council members.* Rachel Hatch

### Develop Policy

*Engage the City of Redding in a planning process to consider zoning or other policies that might affect the ability for food manufacturers to do small-batch manufacturing in downtown Redding, and County environmental health.* Rachel Hatch

*Work with the local planning office to identify barriers to walkability and how the streetscape may be improved through plantings, traffic speed evaluation, etc. Identify zoning challenges that may be barriers to utilizing vacant space.*

*Sasha Pokrovskaya*

### Link Local Food with other Local Businesses

*Assist small businesses or entrepreneurs with information and resources to expand or include local food in their business model.* Steve Bade

*Ensure local and regional food businesses, farmers markets, and producers utilize the USDA Local Food Directories to bring awareness for current community food assets.* BatcherRon

<https://www.ams.usda.gov/services/local-regional/food-directories>

## Goal 3, PAGE 2: Evaluate and enhance the local food system and economy as a driver of downtown revitalization:

Identify and work to develop or enhance missing pieces of the local food system/food economy that create a more vibrant, walkable downtown, and that establish successful food related destinations that draw people into the area and utilize existing vacant space.

### Feasibility Studies for Local Food Infrastructure

*Conduct an analysis or feasibility study to determine what (coop, farmers market, healthy corner stores) is most viable downtown and where it should be located. The relationship with the existing farmers market near City Hall should also be studied.*

*(and/or)*

*Investigate/study possible blended site use, and examine co-located uses for co-op and foodshed/hub on a mini-campus model as part of study. Examining locations should be part of this.*

*Steve Bade, Scott Stollman, Michelle Cave, Mellinda Brown April Jurisich Amy Pendergrast*

### Developing and Using Metrics

*Work with City, County to determine sales, tax generated, for annual report. Will help make the case to some of the ROI on local food investments.*

*John Truitt*

*Encourage and train farmers to utilize financial metrics improve ROI.*

*Fred Schlupe*

# Parking lot: Value statements, other ideas, funding and research opportunities, etc

## Goal 2 or 3

*Inventory what promotion is being done for Downtown and/or the greater Redding area to determine where the gaps are, prioritize new outreach/marketing ideas, and identify possible new partners to promote the area's unique food assets.*

Scott Stollman

## Goal 2

*Take full advantage of USDA farmers market services, from design and marketing to WIC and senior benefits*

*Research "New Farms for New Americans" program from Burlington Vt.*

<https://www.aalv-vt.org/farms>

Andrew Moiseff

## Downtown Core

*centralized program in the most walkable and vibrant section of Downtown.*

*Benefit local downtown residents, bring people Downtown and support surrounding Local Restaurants/Businesses*

Blake Fisher

## Goal 2 resource

*USDA Food and Nutrition Service SNAP program resources.*

<https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program>

Ron Batcher

## Goal 2 and 3 resource

*Farmers Market Promotion Program*

<https://www.ams.usda.gov/services/grants/fmpp>

## Goal 2 or 3

*More actively promote Downtown Redding and the local area's unique food assets. Consider exploring local campaigns, local food guide, website, partner with tourism officials, develop a local brand, and others.*

Scott Stollman

## Education and make it fun

*Most Redding Establishments serve bar food, burgers, fried.*

*Educate and teach more about local healthy food and how easy it is to produce and cook.*

*Make it Fun! Sizzles Kitchen*

Blake Fisher

## Consistent Programming

*Year round with a set schedule and location.*

*Take account what residents, workers, and businesses will utilize the program.*

Blake Fisher

## Goal 1 and 3 resource

*Local Food Promotion Program*

<https://www.ams.usda.gov/services/grants/lfpp>

Ron Batcher

*Contact Riverfront Play House, Gold Street Liquors, and the Gymnastics building on Waldon about possibly sharing vision for downtown market and parking*

*Kirkwood & Donna Hale*

*ESTABLISH CLEAR VISION  
Every plan needs a clear path forward with reasonable goals, both short term & long term*

*Michelle Cave*