USDA & REGIONAL FOOD SYSTEMS: Navigating The Know Your Farmer, Know Your Food Initiative

March 8, 2012
Presentation Outline

- Technical Orientation
- NGFN Overview

**Jeff Farbman**  
*Wallace Center at Winrock International*

- The Know Your Farmer Know Your Food Compass
- Questions and Answers
- Upcoming Opportunities, etc.
NATIONAL GOOD FOOD NETWORK

Moving more good food to more people
NATIONAL GOOD FOOD NETWORK: VISION
Supply Meets Demand
  • There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

Information Hub
  • The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

Policy Change
  • Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.
National Food Hub Collaboration

Study and support regional aggregation and distribution entities “food hubs” across the country.

- Collaborate with USDA AMS, PPS, NAPMM and others
- Create a Resource Guide (Spring 2012)
- Establish and support a food hub Community of Practice
- Convene hub managers and supporters
- Provide technical assistance
- Document and communicate impacts, innovations, and models of success

http://foodhub.info
FIELD GUIDE TO THE NEW AMERICAN FOODSHED

Provide example-based education to producers and other participants in the food system to increase access to capital.

• Explain new opportunities for success in today’s market
• Illustrated by case studies
• Lenders can learn that their innovative investment is solid
• Comprehensive outreach program

• http://foodshedguide.org
• November 2011 NGFN webinar – http://ngfn.org/webinars
Evaluating and Improving Educational Instruments and Outreach for Beginning Farmers

Increase effectiveness of financial skills and business literacy of beginning farmers by supporting trainers.

- Collaboration with Farm Credit
- Collect a “toolkit” of top-quality resources
- Create and nurture a Community of Practice for trainers
- Create a rubric for evaluating training programs
- Targets the Southern US states
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: LOCATIONS
NATIONAL GOOD FOOD NETWORK

www.ngfn.org
contact@ngfn.org

... and for the Food Hub Collaboration:

www.foodhub.info
contact@foodhub.info
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- Technical Orientation
- NGFN Overview
- The Know Your Farmer Know Your Food Compass

**Elanor Starmer**  
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*USDA*

**Wendy Wasserman**  
*Communications specialist*  
*USDA*

- Questions and Answers
- Upcoming Opportunities, etc.
Navigating USDA Resources for Local and Regional Food Systems

The Know Your Farmer, Know Your Food Compass
KYF2: A new way of doing things at USDA

- A new emphasis (2008 Farm Bill)
- Coordination and collaboration
- Connecting the puzzle pieces
- Increased access to programs
- Sharing success stories
Resources for producers, retailers, and everyone in between.
The KYF Compass: Stories of Resources Put to Work
7 Compass Themes:

- Infrastructure
- Local meat and poultry
- Stewardship
- Farm to Institution
- Careers in Agriculture
- Healthy Food Access
- Local Food Knowledge
What’s in the Compass?
Join the Conversation

Webinar launching the KYF Compass, Feb 29
“Virtual conversation” with the White House, March 5
What’s Next?

USDA Releases
Agroforestry
Strategic Framework

Photo: Agroforestry is the practice of combining agriculture and forestry to create more resilient and sustainable agricultural systems.

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Latest Blogs

Mar 29, 2013 Interested in Local and Regional Food Systems? Jump into the Twitter Conversation Using #KFYF2

Editor’s note: Cross-posted from USDA blog. Agriculture Secretary Tom Vilsack and Agriculture Deputy Secretary Kathleen Merrigan receive a question via Twitter in the USDA TV studio during the webinar unveiling of the Know Your Farmer, Know Your Food (K FYF) Compass, an interactive web document and map highlighting USDA support for local and regional food projects. [ ]

Feb 29, 2012 Introducing... The Know Your Farmer, Know Your Food Compass

Cross-posted from the USDA Blog. Are you a farmer, rancher or food business entrepreneur interested in local and regionally-produced food? Are you a community leader wondering how local and regional food systems can help your local economy? Are you a consumer interested in learning more about where your food comes from? Now you can learn [ ]

Feb 17, 2012 FSA Teams With CT Advocate Program to Connect Residents With Local Farmers

[Editor’s Note: Cross-posted from USDA blog] Connecticut’s Advocate Program promotes local farmers by inviting the public to area events and demonstrations. One event allowed residents to ride a wagon through a dairy farm to learn how milk is produced and how they can support local dairy farmers. Windham County Farm Service Agency in Connecticut has [ ]


[Editor’s Note: Cross-posted from the USDA blog] Apples sold at a winter farmers market in Somerville, Mass. Farmers markets are an important source of fresh local foods and can also be key to the economic success of farms and businesses within their communities. As we’ve traveled the country, I’ve talked with more and more consumers [ ]

Feb 08, 2012 Apply Within: Matching Grants to Boost State Research Efforts

[Editor’s Note: Cross-posted from the USDA blog] Tomatoes on the vine in Hopewell, NJ. The Federal-State Marketing Improvement Program (FSIP) is a grant program designed to support research projects.
Get the Word Out

Twitter: #KYF2
Email: knowyourfarmer@usda.gov
Find Your Community
For more information:

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Questions and Answers

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Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

• 3rd Thursday of each month
3:30p EST (12:30p PST)

• Mar 15
Harvesting Investment Dollars from the 99%: Cutting Edge Ways to Fund Your Food Business

• April – Month off
Take time to review our archives!

http://ngfn.org/webinars
Three Notable Websites

- **www.FoodHub.info**
  - Food Hub “hub”
  - Research, case studies, list and map of hubs across the country, much more.

- **www.HUFED.org**
  - About the initiative
  - Grantee profiles
  - Library of many of the best food access resources

- **www.FoodshedGuide.org**
  - Case study-based business and financial training
  - Includes a “One Page Business Plan” and a “One Page Financial Plan”
Get Connected, Stay Connected

http://ngfn.org/database

National Good Food Network Database
Click to learn more

Search for: Wallace Center

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