

Marketing & Distribution

20.

Hiring someone to

help connect

multiple farms

with markets

Step 1: Better define your action plan topic/goal/activity

Review and revise, if necessary, your group's topic. What is the group's goal and activity for this topic: holding a conference, create a brochure, starting a business, sharing information?

Simplify, strip down and define an action goal (an activity) that is **realistic** for coordinated action during the next year.

Please print in large print.

Develop a co-op of farmers & individual consumers
Evaluate consumer needs and identify/coordinate with a variety of forms to meet these needs
organize a direct buy, farm share, ect system
coordinate a pick up schedule & location for distributing products.

When finished, post to top clothespin on your stake (over your original topic sign).

Action Topic: Farm Share Program Coordinator

Step 2: Brainstorm

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
Farms with a variety of products to share + what they provide <u>consumers needs</u>	Someone to source farms + contact consumers farms disclaimer	all local product farms - (list) Dairy - Beef - Produce hot garden Goats Lambs / Wool Vegetables	Advertising i.e. web site flyers Funding Position (1) Coordinator Volunteers for web site design, dist. Laptop, cell phone Accounting software

Then, for each item listed above, identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
		Some farms	Accounting software

When finished, post to the second clothespin on your stake.

Action Topic: Farm Share Program Coordinator

Step 3: Brainstorm (pass the potato) all actions that could/should be taken by your working- action group. These actions might be to establish contacts, acquire *good* information, find resources, reach out to other individuals or organizations; **anything** that will advance you to your goal in the next week or in the next six months.

List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

Number

Possible actions

<u>Number</u>	<u>Possible actions</u>
I	Identify farms and products
2	Identify possible coordinator
3	Advertise for customers
4	Identify possible dist sites
5	Web site design / Facebook Page
6	Funding / Grants
7	Set up data Base - Farms / Customers
8	Business Plan
9.	Legal - Contract, Disclaimers, Agreements
10	Packaging / Labeling

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done
If you have time, **highlight** the three most important actions.

Action Topic: Farm Share Program Coord Page 2

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Number

Possible actions

<u>Number</u>	<u>Possible actions</u>
11	Way of distribution
12	Brainstorm session to further define action.
13	Give Receipts to customers Develop Receipts
14	Work w/ low income groups to use surplus -
15	Volunteers

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done
If you have time, **highlight** the three most important actions.

Action Topic: Jaen Share Program Coordinator

Step 4: DRAFT Action Plan— What needs to happen, Who will do it and When will it be done?

Discuss exactly how your group will tackle your next two actions (at minimum; at maximum plan out 6 actions).

Remember these are **coordinated** actions—organizing and communicating about each action is an action in itself!

REQUIRED		Optional concurrent actions
First Action	<p>What: Brainstorm Topics 1, 6, 8, 9, 4, 11, write email to invite</p> <p>When: Immediately</p> <p>Who: Wendy Juen, Shaun Beck, Malin & Bill Hechtel & others?</p>	<p>What: Structural Organization (carrying out Business Plan)</p> <p>Who: Core group - all</p> <p>When:</p>
Second Action	<p>What: develop Business Plan</p> <p>Who: add executive BFBH Rep, Brad Jarvis,</p> <p>When: ASAP</p>	<p>What:</p> <p>Who:</p> <p>When:</p>
Optional Third Action	<p>What: Funding</p> <p>Who: Grant,</p> <p>When:</p>	<p>What:</p> <p>Who:</p> <p>When:</p>

Feel free to think and visualize further actions, but **FIRST** plan in detail the initial actions you have agreed to and outlined. Don't overwhelm or get ahead of yourselves or each other!

Post your action plan to your third clothespin

Action Topic: Farm Share Program Coordinate

Step 5: How can Buy Fresh Buy Local -Piedmont Environmental Council help?

What can Buy Fresh Buy Local and the Piedmont Environmental Council do to help you move forward with your action plan?
 What can other organizations or individuals do to help you to move forward with your action plan?

1. What do you need NOW? (e.g., information, meeting place, phone conference line)

What	When	Who
BFBL person to work with core group on Bus. Plan	When contacted within next month	BFBL representative Sharon Bear will contact.
email from PEC to BFBL list to invite others for participation	ASAP	BFBL mailing list - Malou Hechtel draft email to BFBL

2. What will you need LATER?

What	When	Who

Add this sheet to your Step 1 sheet at the top of your stake.

Action Topic: Farm Show Coordinator Program

Step 6: List committed Action-Group Members

Name	Organization	Phone	Email
MAlou DICHTEL	FARM colony	(434) 985-6530	MA13TARKE.AOL.COM
W Dichtel	Farm colony	(434) 985-6530	WDICH@AOL.COM
Shawn Bear		(540) 894-0653	ttedensksed@gmail.com
Wendy Owen	Oakherge Farm	(540) 522-8283	WLOIEN@AOL.COM

Leave this list at your table.