

Marketing and Distribution

21.

Educating

consumers about

local food

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.

Educating consumers about local food

Action goal: seminar series about local food.

Need to reach outside of existing local food

community

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

Action Topic: Educating about Local Food

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>
<p>Seminar Series Every 2 weeks Same night At Rebecca's</p> <hr/> <p>Produce Flyers</p>		<p>Josan Vidal Mike Clark Alan 'Local Food Hub' Caitlin Howell Susan Dunlap</p> <p>Common Ground Healing Arts Center for Nonprofit Excellence Healthy Living Directory Market Central Emily Anderson - [crossed out]</p>	<p>Harmony Tenny ^{Charlottesville} Radio Group (public service announcement)</p>

Then, for each item listed above, identify what you ALREADY HAVE: ^{Harvest} Rocky Knoll Kerrie & Reid Cook

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
		<p>Radical Roots. Whisper Hill IFA WALLACE. FIRE UNION - SOE1 SUSIE VANCE WPF Chapter Head.</p>	

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

Action Topic: Educating about Local Food

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
1	Make a 'restoring local way of life' graphic to serve as a unifying element for the series - also need a narrative for customers & speakers
2	Contact possible speakers -
3	Coordinate logistics - advertising (flyers, social media, radio) ^{common ground} seminar location, schedule
↓ 1A.	Schematiz with narrative - John W.

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: Educating about Local Food

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: email the group.</p> <p>When: 1/10</p> <p>Who: Susan V.</p>	<p>What:</p> <p>Who:</p> <p>When:</p>
Second Action	<p>What: Draft the Seminar Schematic</p> <p>Who: John W.</p> <p>When: 1/15</p>	<p>What:</p> <p>Who:</p> <p>When:</p>
Optional Third Action	<p>What: Complete narrative & finalize schematic / need a better name</p> <p>Who: the group -</p> <p>When: Beginning of February</p>	<p>What:</p> <p>Who: Rebeccas takes over</p> <p>When: logistics</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: Educating about Local Food

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
Help with graphics design of seminar materials	February '13	
#		

2. What will you need LATER?

What	When	Who
Help with spreading the word about the seminar series	March '13	
Do a feature article about the series	once the series is underway	

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

Action Topic: Educating about Local Food

Step 6: List committed Action-Group Members

Name	Organization	Phone	Email
William Calvani	Rebecca's NATURAL Food	434-977-1965	groc.rnf@gmail
KeriAn Dodson	Rebecca's Natural Food	434 977 1965	rebnat@mindspring.com
Susan Vidal	Brightwood Vineyard + Farm	540 717-2165	svidal@hughes.net
JOHN WHITESIDE	WOLF CREEK FARM	540-948-5574	JOHN.WHITESIDE@ WOLFCREEK-FARM.COM

Leave this list at your table.