

Summary- Santa Fe County Agriculture Economic Development Campaign

The Santa Fe Food Policy Council is proposing a Santa Fe County Agricultural Economic Development campaign. Enhancing local agriculture and resident food security will act as an economic driver in SF County and increase farmers' abilities to sell into public, wholesale and direct markets.

This campaign is uniquely designed to meet the needs of both consumers and producers through providing residents with information about healthy food choices, increased access to locally grown fresh and minimally processed food, and diversified economic opportunities. Branding and marketing will be developed in order to connect producers and consumers through local 'Santa Fe grown' food. Promoting local food will build upon and expand the food production and resource base in Santa Fe County and increase resident access to nutritious food.

Project Activities

The following scope of work outlines activities to be conducted for Santa Fe County during a period of 18 months.

6 Months---Santa Fe County Agriculture and Market Assessment

1. Convene advisory committee (including, but not limited to, a representative of county planning office, county extension, consumer groups, farmers/ranchers, private sector marketing expert, representative of SFFPC, health providers, i.e. WIC, La Familia Clinic) and finalize scope of work
2. Research models of local agriculture economic development initiatives (i.e. North Carolina 'Buy Fresh, Buy Local')
3. Develop the framework for the Santa Fe County Agriculture brand, which emphasizes public health, diversified agricultural economic opportunities, reducing food miles and greenhouse gas emissions, and pride in agricultural tradition
 - 3.1 Identify stakeholders and facilitate focused working groups; build on current relationships and develop partnerships that encourage farmer/rancher/food retailer/consumer/health provider participation
 - 3.2 Conduct consumer surveys in a variety of food outlet settings to understand what consumers want to see represented in a Santa Fe County brand.
 - 3.3 Collaborate with agricultural organizations and County agencies to compile existing data and gain input from farmers and ranchers as to what should be reflected in a "Santa Fe County Agriculture" brand.
 - 3.4 Conduct market assessment to identify current and potential opportunities for purchase of Santa Fe County Food.

4. Design an accessible and inexpensive way for farms and ranches to apply for the brand
 - 4.1 Develop a system for farms and ranches to qualify (look at NMDA Grown With Tradition)
 - 4.2 Collaborate with existing agricultural organizations and county agencies to develop a way for farms and ranches to develop capacity building plans
 - 4.3 Create a tool(s) to track economic progress as farms/ranches participate in the Santa Fe County Agriculture campaign
 - 4.4 Create a tool(s) to track institutional purchasing for Santa Fe County Agriculture (i.e. precedent NY State Food Metrics)
 - 4.5 Create a tool(s) to track public health progress/local food access as consumers learn about/buy Santa Fe County agricultural products.

12 Months---Santa Fe County Agriculture Economic Development Campaign Launch

5. Launch the Santa Fe Agriculture Economic Development Campaign
 - 5.1 Work with local retail, institutional, and direct market partners from assessment phase to publicize the brand, initiate local procurement policies, and build momentum
 - 5.2 Use social media, signage, tabling, brochures to highlight the 'Santa Fe Agriculture' brand, and to explain why it is important for the consumer to buy local food (i.e. lowered food miles, public access to fresh food, local agricultural economic development)
 - 5.3 Work with graphic designer for logo, posters, fliers, brochures, etc.
 - 5.4 Work with County staff to develop a page on Santa Fe County website with information about Santa Fe Agriculture including county farmer/rancher bios, and consumer information
6. Coordinate and facilitate meetings with the farmers/ranchers throughout the County to launch the 'Santa Fe Agriculture' Economic Development campaign
 - 6.1 Work with farmers to understand their current practices/situations; learn what types of resources would be of greatest benefit to them (i.e. financial, educational, infrastructural, etc.)to mitigate risk and benefit their economic bottom line as businesses meeting the needs of changing times and shifting consumer preferences
 - 6.2 Document farm/ranch stories
7. Produce a final summary report, recommendations, and presentation for the Santa Fe Board of County Commissioners, and for the Santa Fe County farmers and ranchers

Performance Monitoring

Work with advisory committee (Santa Fe County staff, and Santa Fe Food Policy Council) to identify appropriate performance measures. Collect and compile data as needed and provide to advisory committee for evaluation. Summarize results for inclusion in interim and final progress reports.

Project Deliverables

1. Project timeline (due 14 days after contract initiation)
2. Meeting materials, agendas, stakeholder/participant lists, correspondence transcripts
3. Completed Santa Fe County Agricultural Assessment report to include quantitative baseline data and qualitative information (their stories)
4. Santa Fe County Agriculture Brand Development proposal and report, to include farm and ranch evaluation criteria, rating methodology and capacity building plan.
5. Implemented consumer education and marketing campaign
6. Access to social media, signage templates
7. List of participating retail, institution, and direct market venues
8. Final summary report, recommendations, and presentation for the Santa Fe Board of County Commissioners, and for the Santa Fe County farmers and ranchers