

COLORADO FARM TO SCHOOL TASK FORCE WORK PLAN: INFORMATION HUBS

Vision: Collaborative, sustainable implementation of farm to school statewide.

Food Hubs are facilitating local food to schools and local Farm to School efforts are happening around the state.

How: Strategy and Tactics	Who	When	What: Deliverable	Why: Preconditions
Create an Information Hub with a Peer Network				
<p>1. Develop concept (purpose, audiences, content, need, use patterns)</p> <ul style="list-style-type: none"> a. Well-known, comprehensive, up-to-date, one-stop-shop for Farm to School in Colorado b. Audiences: schools, producers, parents, school board members, local health departments, economic development interests, retail stores, restaurants, and other institutions c. Contains accurate and relevant information that is appropriately designed for different audiences. Includes peer learning component and social media. d. Schools and producers are in need of a wide range of information, models, and resources to effectively implement FTS. Information Hub will result in increased FTS programs and improved local economies. 	Task Force	May 2011 Mtg	<ul style="list-style-type: none"> • Online website connects Colorado stakeholders with the resources they need. • Peer to peer networking is active and supported by peer experts. 	<ul style="list-style-type: none"> • School Districts can meet food safety handling requirements • School menus reflect what is available locally • Producers are producing what schools want • Local Producers can meet food safety requirements
<p>2. Develop information partnerships (shop to key organizations whose resources need to be on it) and secure commitments and identify resources from:</p> <ul style="list-style-type: none"> a. CO Farm to School Initiative b. USDA Farm to School c. CO Foundation for Ag d. Community Food Security Coalition e. CO Food Systems Advisory Council f. ARRA Food Systems Project g. Colorado Market Maker h. Other local/regional CO Initiatives 	<p><u>Lead TF members:</u></p> <p>Wendy White (chair)</p> <p>Jeremy West</p> <p>Mark Lara</p> <p>Lyn Kathlene (Spark)</p> <p>Wendy Peters Moschetti (FTS)</p> <p>Jim Dyer (FTS)</p> <p>Brandon Williams (CDPHE)</p> <p>Elaine Gulezian (CDPHE)</p>	June 2011 – March, 2012		

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3. Secure funding (leverage commitments) <ul style="list-style-type: none"> a. Colorado Foundations b. CDA's Agricultural Management Fund c. Private sector: Whole Foods, Natural Grocers, other businesses with an interest in healthy food 	Core Team	June – Dec 2011	Sustainability secured: CDPHE designs & develops initial site. CDA houses site.	
4. Develop use partnerships (shop to key organizations who are examples of target audience), and secure expert “peers” <ul style="list-style-type: none"> a. Public & state agencies b. Colorado Foundations c. County & local agencies Agricultural organizations d. Regional federal agencies e. Private businesses f. Media g. Recruit “expert” peers to participate in “Ask an Expert” learning component (from schools & producers) 		April 2012	Will connect to the CO-FSAC website, and LiveWell Colorado site on food systems	
5. Design the information hub (website designer and manager) <ul style="list-style-type: none"> a. Separate pages for each audience <ul style="list-style-type: none"> i. Specific resources, toolkits and links for schools ii. Specific resources, toolkits and links for producers iii. Ask an Expert and peer to peer support component for schools and producers (direct posting by schools & producers) b. Align with relevant state activities & state policy <ul style="list-style-type: none"> i. CO Food System Advisory Council ii. HEAL Coalition & school food work group c. Use of strategic advertising to help sustain it (e.g., Whole Foods, Natural Grocers, Rocky Mountain Children’s Hospital, etc.) d. Identify & recruit permanent “home” for site 	Brandon Williams (Website designer) & Wendy White (manager) Input from: FTS Taskforce, Spark and Colorado FTS Initiative	Completed by March 2012; update as needed	Home: CDA	

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<p>6. Populate the information hub</p> <ul style="list-style-type: none"> a. Begin with Colorado FTS website b. See FTS-TF Roadmap for partner content c. Review other states' sites, National FTS, USDA FTS. 	<p>Brandon Williams (Website manager)</p> <p>Input from: FTS Taskforce, Spark, and Colorado FTS Initiative</p>	<p>Completed by March 2012</p>		
<p>7. Market the information hub</p> <ul style="list-style-type: none"> a. Colorado FTS-TF member organizations <ul style="list-style-type: none"> i. Via links, newsletters, email announcements b. National FTS Network <ul style="list-style-type: none"> i. Posting on Colorado's site c. Colorado Foundations involved in healthy eating/healthy schools 	<p>FTS Taskforce</p> <p>Spark</p> <p>CO FSAC</p>			
<p>8. Initiate the peer network activities</p> <ul style="list-style-type: none"> a. Train "Experts" on functionality of interactive site area b. Market peer learning component to FSD and producers 	<p><u>Lead TF members:</u> Wendy White Jeremy West Mark Lara</p> <p>Lyn Kathlene (Spark staff)</p>			

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NOTES FROM MAY 2011 TASK FORCE MEETING

CREATE AN INFORMATION HUB WITH A PEER NETWORK

- On the road to:*
- *School Districts can meet food safety handling requirements*
 - *School menus reflect what is available locally*
 - *Producers are producing what schools want*
 - *Local Producers can meet food safety requirements*

Purpose: (what does success look like?)	<ul style="list-style-type: none"> • A well-known, comprehensive, up-to-date, one-stop-shop for Farm to School • Contains a mix of: <ul style="list-style-type: none"> ○ Accurate & highly relevant info, well-referenced, with web page text that is “cut and paste-able.” ○ Multiple formats designed for different audiences. ○ Attractive graphics, “bite-size” information that is easy to access and fun, ○ Colorado success stories, ○ Peer learning and interactive opportunity: easy to post. ○ Social media. • Front pages are highly accessible, and lead you into the more in-depth resources. • Relevant to other institutions (hospitals, nursing homes, prisons, etc.) • Serves as a model for other states 		
	Audience A: School Districts	Audience B: Producers	Other Audiences:
Types of content needed: Tabs for each audience. Linking to other sites and using existing resources. Toolkits available. Social media.	<ul style="list-style-type: none"> • Standard operating procedures & policies. E.g. Food safety. • Examples of bids. • Marketing materials (customizable) • Availability charts • Menus and recipes • Colorado Proud resources • Producers in your area • Curriculum • Grants & funding information • How to leverage local resources (e.g. in-kind, volunteers) • Resources for developing school gardens, activities (e.g., taste tests) • <i>Ask an Expert</i> and peer to peer support 	<ul style="list-style-type: none"> • Info on what schools buy and how – previous usage. • How and why they should get started. • Examples of standard operating procedures for food safety. • Information about districts in the area – students and meals. • Other producers in the area (for co=ops) • Transportation and distribution • Equipment co-op • Tips for success • Economics for Ag – supporting small farmers, local impact, water • Any producer can participate! 	Audiences include: <ul style="list-style-type: none"> • Parents • Board Members • Administrators • Local Health • Economic development community • Other Institutions (grocery, hospitals, prisons, bistros, cafes) Content includes: <ul style="list-style-type: none"> • Feel good information. • Economic benefits. • How to get started from the position they are in.
Sources for the content/ information:	<ol style="list-style-type: none"> 1. See Taskforce Roadmap. 2. Look at other states that are further along in the FTS process. 3. National farm to school website. USDA FTS. 4. Higher education – resources from our universities. 5. ID somewhere to find economic development information. Associations – 		

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	<p>Produce Marketing Association. Center for Disease Control.</p> <ol style="list-style-type: none"> 6. Colorado state agencies. 7. Identify experts to participate in the <i>Ask an Expert</i> site.
<p>Results of Information Hub Use:</p>	<ol style="list-style-type: none"> 1. Increased participation in farm to school programs. 2. Improved local economies due to local buying. <ol style="list-style-type: none"> a. More local jobs. b. Higher local tax base. 3. More of what's grown at home stays at home. <ol style="list-style-type: none"> a. Increased awareness and education among public about local produce and consumption of local produce. b. Students will understand the importance of knowing where your food comes from and the process. c. Information about better health/nutrition. d. Increased support for CO Agriculture and outside of school. Child nutrition – help schools reduce sodium, help schools conform to new regulations on meals, increased consumption of fruits and vegetables. 4. Build will for farm to school, which might contribute to ability to align legislation/policy to farm to school needs. 5. Increased access to FTS toolkits
<p>Strategy for Sustainability:</p>	<ol style="list-style-type: none"> 1. Advertisement (e.g., Whole Foods, Natural Grocers, (look at other FTS sites), Rocky Mountain Children's Hospital). 2. Needs an owner who maintains and sustains it (state agency or independent organization or public/private partnership). <ol style="list-style-type: none"> a. CDE/CDA as potential home. b. Writing website management into a job description at the state level. 3. Aligned with state activities, state policy. <ol style="list-style-type: none"> a. Help from the CO Food System Advisory Council
<p>Partners Needed & Process for Engaging:</p>	<ol style="list-style-type: none"> 1. Public & state agencies (CDPHE, school districts, Office of Econ Development IT, CSU, higher education, community colleges). 2. Colorado Foundations. 3. Counties/local agencies (health depts., Chambers of Commerce); 4. AG orgs (RMFU, CO Farm Bureau). 5. Regional USDA Rural Economic Development. 6. Private businesses (Colorado greenhouse industry & vet training programs, Whole Foods, Natural Grocers). 7. Media.
<p>Resources Needed:</p>	<ol style="list-style-type: none"> 1. Start-up: time & personnel. 2. Pursue funding. Research on funders (in alignment with other subgroups). 3. Funding Ideas: <ol style="list-style-type: none"> a. Colorado Foundations; b. CO Dept. Agriculture's AG Management Fund might provide some initial funding – they provided \$15K to CSU to create a Farmers Market website; c. Private sector: Whole Foods, Natural Grocers or other private businesses with an interest in healthy food; d. In-kind resources include student interns and graduate student projects. 4. See Sustainability section for other resources.

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Realistic Timeline:	<ol style="list-style-type: none">1. Build on the existing Farm to School Website, www.coloradofarmtoschool.org<ol style="list-style-type: none">a. Transfer the CO FTS URL to the FTS Information Hub for continuity.2. Goal is to have the Information Hub up by December 2012.
Task Force Leads and participants:	<ul style="list-style-type: none">• Wendy White (chair)• Jeremy West• Mark Lara• Lyn Kathlene (Spark staff)

ON-GOING NOTES

12/07/2011 TF MEETING DISCUSSION:

External partnership development

- The Information Hub will be one central place where everything we're finding can be housed. Thanks to CDPHE, we have a website developer to help us. A way to organize the information that will be in the hub was needed, so we propose three sections: information for producers, information for schools, and information for parents and communities. In other words, we will organize the information by how you might enter the site.
- When we get to the point of sorting the information, we'll be sending out a request for Task Force members to participate.
- What is now on the Colorado Farm to School website will migrate to new site.
- It will be very interactive, so people can have a dialogue about topics.

Review logo

- Options: do we want to adopt the national logo with a little Colorado tweaking? Advantages include that there would be a clear connection to the national movement. A disadvantage is that it would look like everyone else's.
- Discard Option 2.
- Option 1 suggestions:
 - Mountains!
 - Different font. The font on option 3 is nice.
 - Needs something to represent biodiversity.
 - Needs something to represent physical activity.
 - Option 1 votes: One 1, two 3s, six 2s.
- Option 3 Suggestions:
 - Make Colorado bigger.

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- Use fewer circles – four maximum. Keep the apple, cow, tractor, and kids running.
- Use Colorado colors.
- Model it on Vermont's logo.
- Option 3 votes: Two 1s, three 3s, four 2s.
- In general, fewer details are better
- Julie will send tweaked options out by noon tomorrow and we will vote by email.

09/15/2011 TF MEETING DISCUSSION:

Update

Overview

- Purpose is to gather the existing information (well-organized links and documents), disseminate lessons learned and resources, interactive peer networking in a discussion group or blog. Many groups will be linked to it, local to region to state and federal.

Progress

- Brandon Williams at CDPHE will develop the website. He has developed a mock site.

Discussion

- Dynamic and static resources. Logo. Design components.

Working Group Report Out

Ideas

- Migrate the current FTS website to a more encompassing site with Task Force work and more.
- Conduct surveys at events to find out the type of information people want and the method of updating most useful to them. CSNA Fall Conference 9/30-10/1; Durango Conference; Real Food – January 2012.
- Sustainability: Colorado Department of Agriculture main contact to update /maintain the website. Others? Administrative access? Brandon at CDPHE is the main resource for the website.
- Launch before the next Task Force Meeting: Beta version by 11/1/2011 and live by 12/01/2011.
- Within each audience's page, have information on the following topics: food safety, procurement, schools, producers, parents and community (where to get involved), training (webinars, presentations).

Dynamic content information

- Event calendar that anyone can add to; FTS-TF in events but color-coded; Ask an Expert – anyone can pose a question; Poll questions that change with immediate results and comments, eg: how

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many people did the Colorado Proud School Meal Day?; daily / weekly FTS news to share information and educate – how to do this?

Static content information

- Links to local school districts with farm to school; map with links to schools doing FTS, producers selling to schools, coops aggregating, and food hubs; grants.

Logo and Website Design

- The logo will be used on website and materials, and for schools and producers to use. (Julie will work on the logo)
- Freshen up the logo with launch of website.
- RSS Feed – what is it? How is it used?
- Social network component.
- Forms and documents: headings that lead to a new window with specific documents.