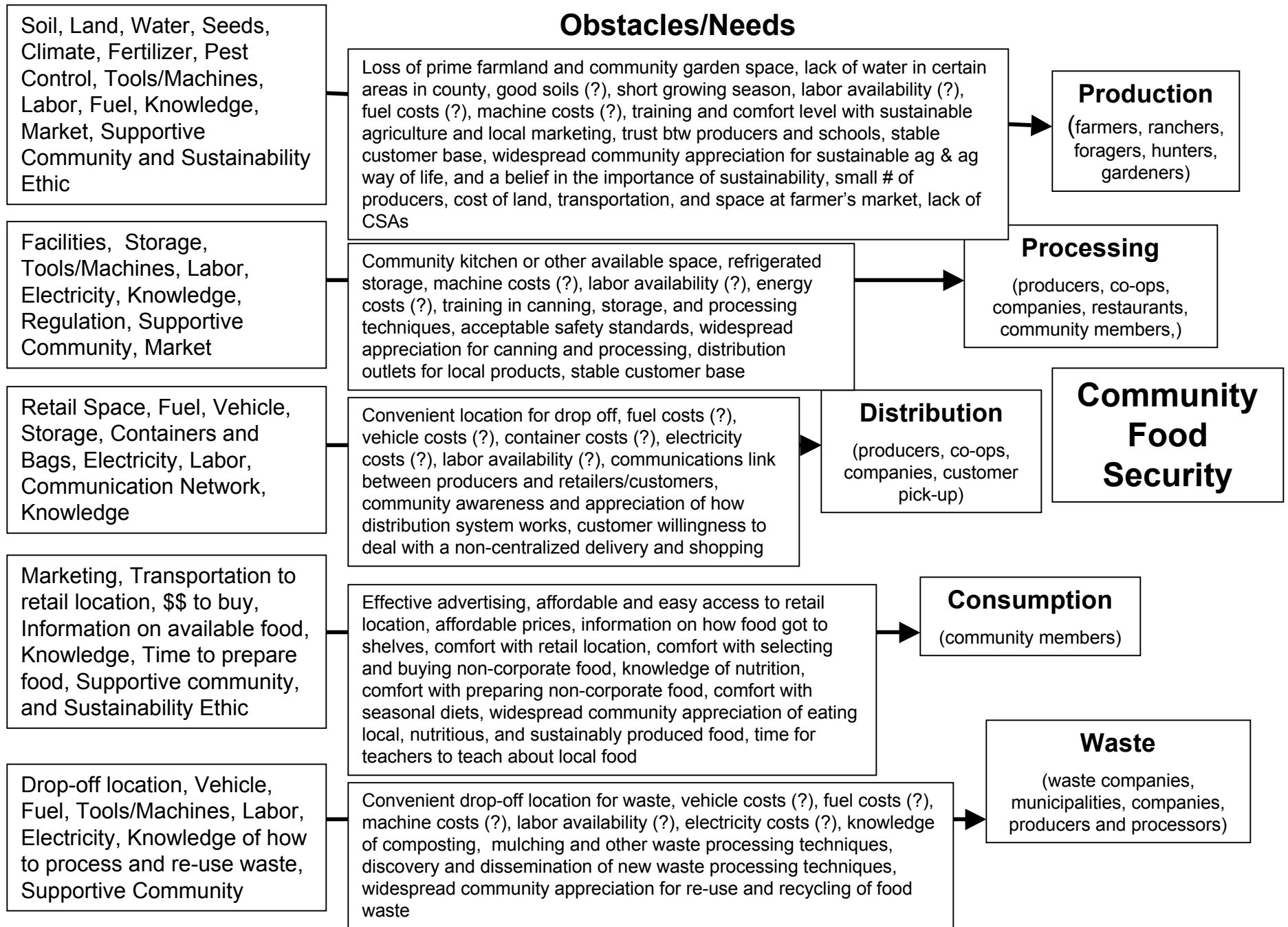
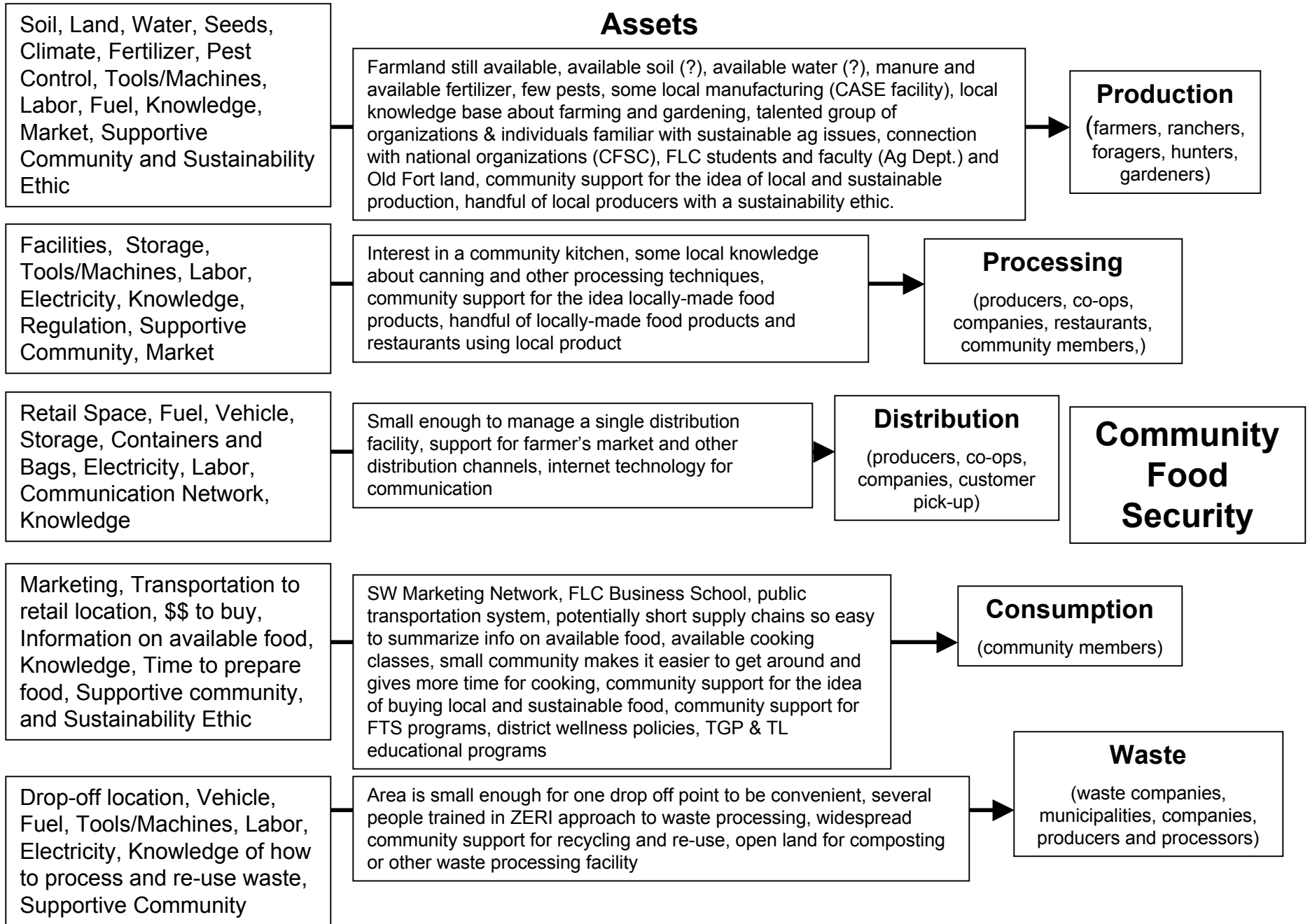


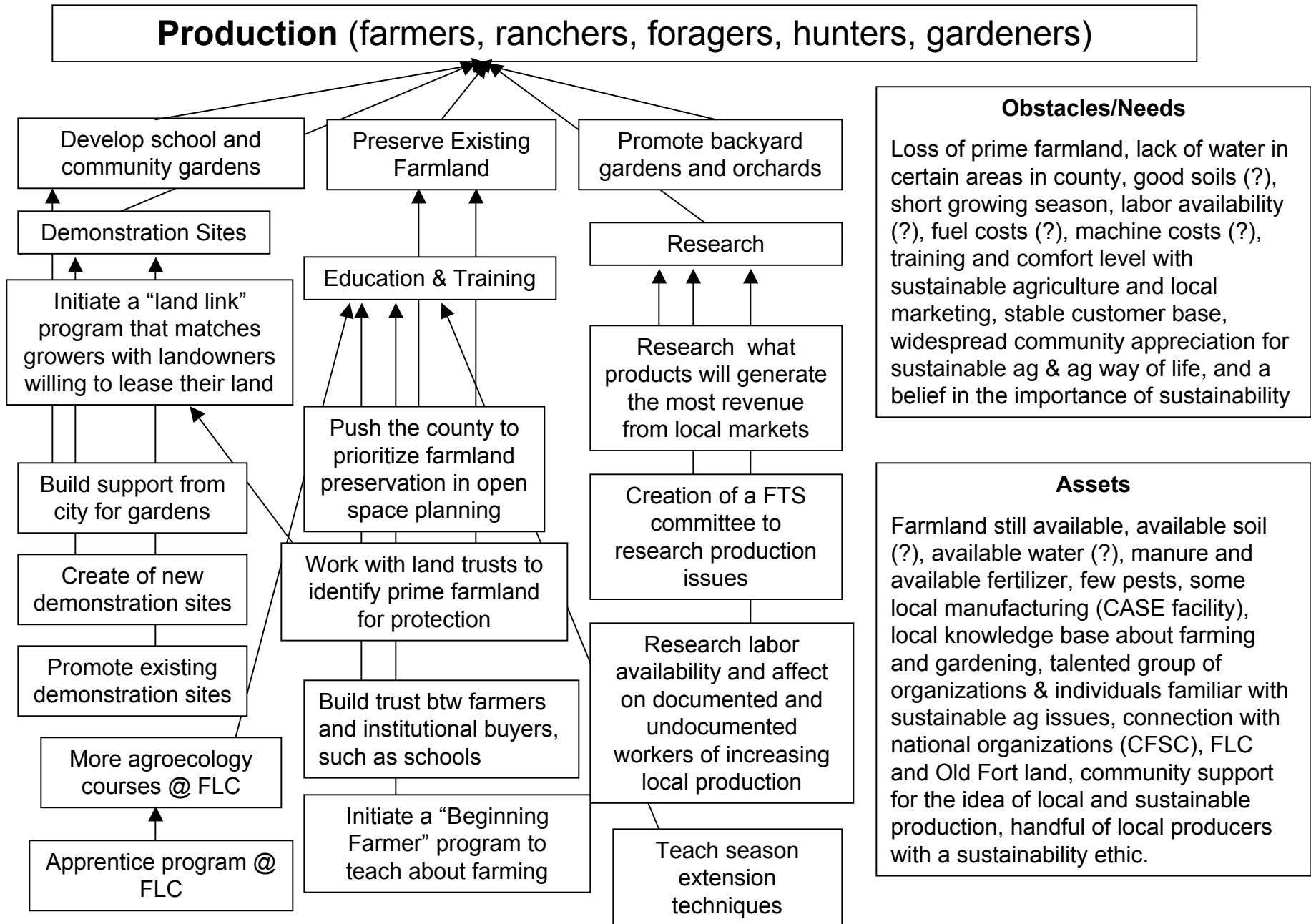
Obstacles/Needs



Assets

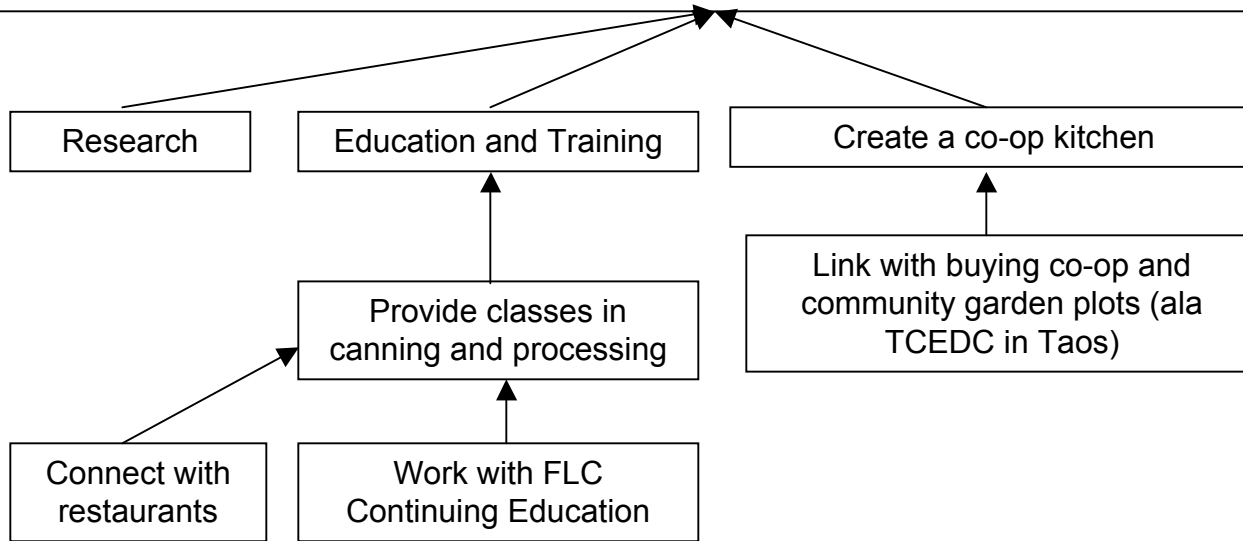


Strategies



Strategies

Processing - (producers, co-ops, companies, restaurants, community members)



Obstacles/Needs

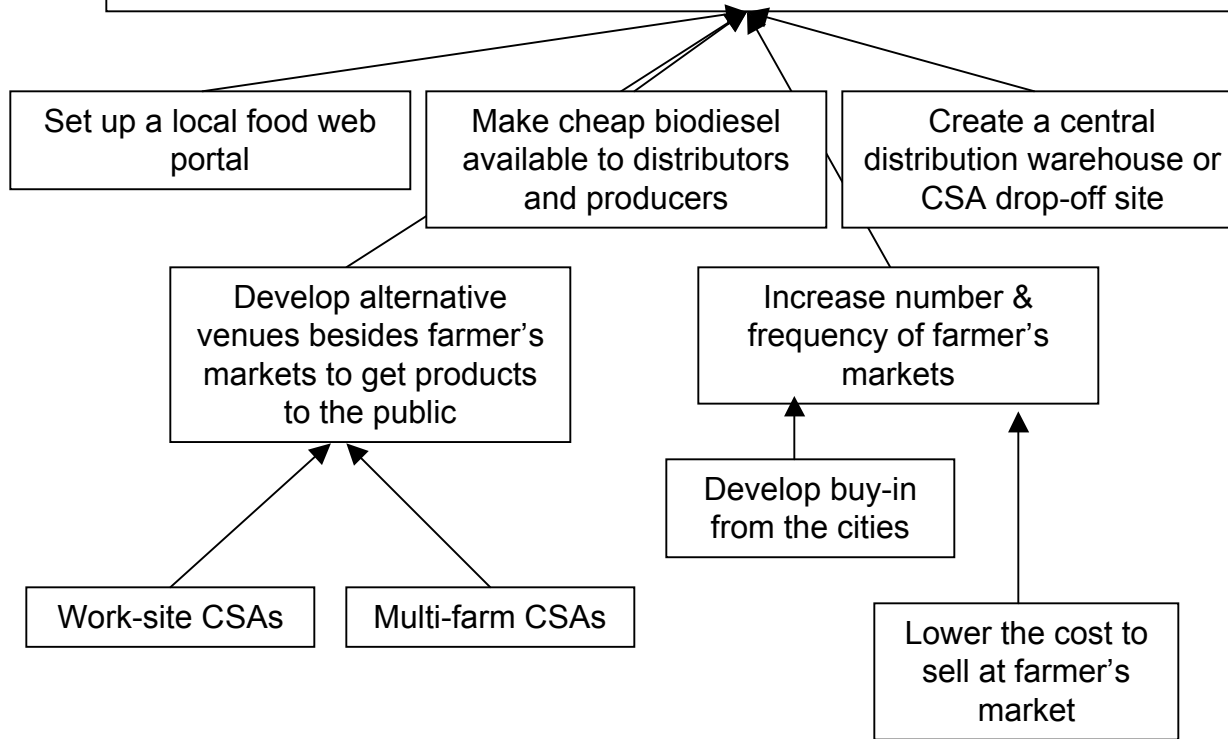
Community kitchen or other available space, refrigerated storage, machine costs (?), labor availability (?), energy costs (?), training in canning, storage, and processing techniques, acceptable safety standards, widespread appreciation for canning and processing, distribution outlets for local products, stable customer base

Assets

Interest in a community kitchen, some local knowledge about canning and other processing techniques, community support for the idea locally-made food products, handful of locally-made food products and restaurants using local product

Strategies

Distribution - (producers, co-ops, companies, customer pick-up)



Obstacles/Needs

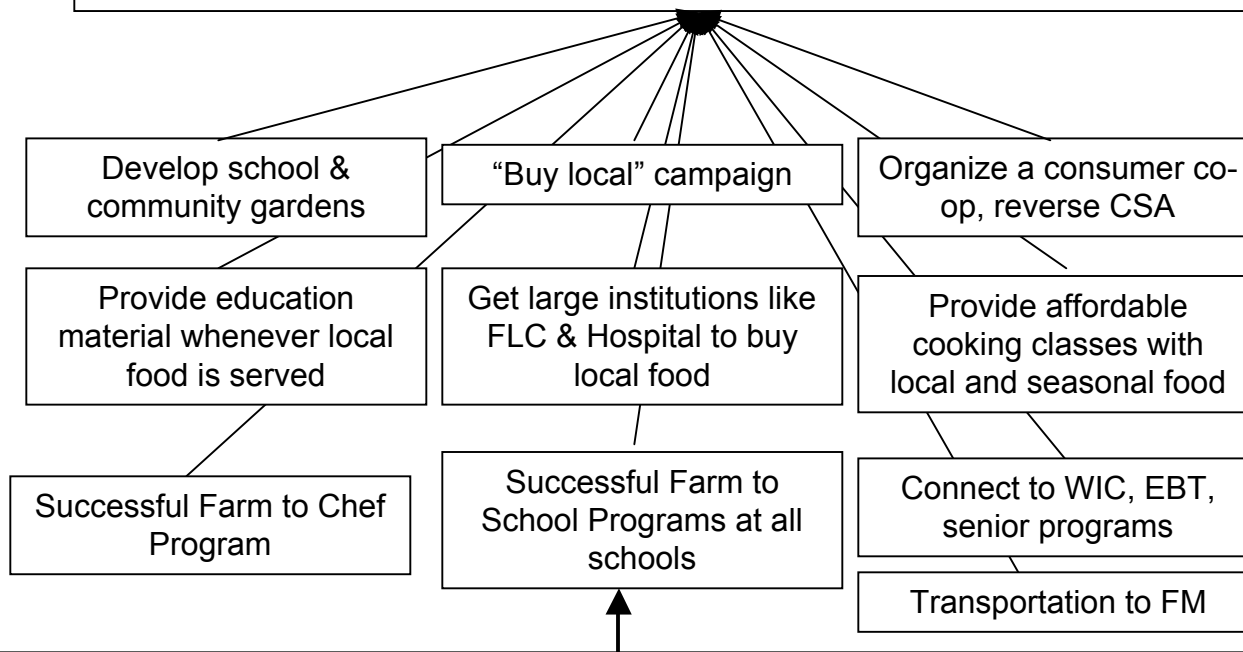
Convenient location for drop off, fuel costs (?), vehicle costs (?), container costs (?), electricity costs (?), labor availability (?), communications link between producers and retailers/customers, community awareness and appreciation of how distribution system works, customer willingness to deal with a non-centralized delivery and shopping

Assets

Small enough to manage a single distribution facility, support for farmer's market and other distribution channels, internet technology for communication

Strategies

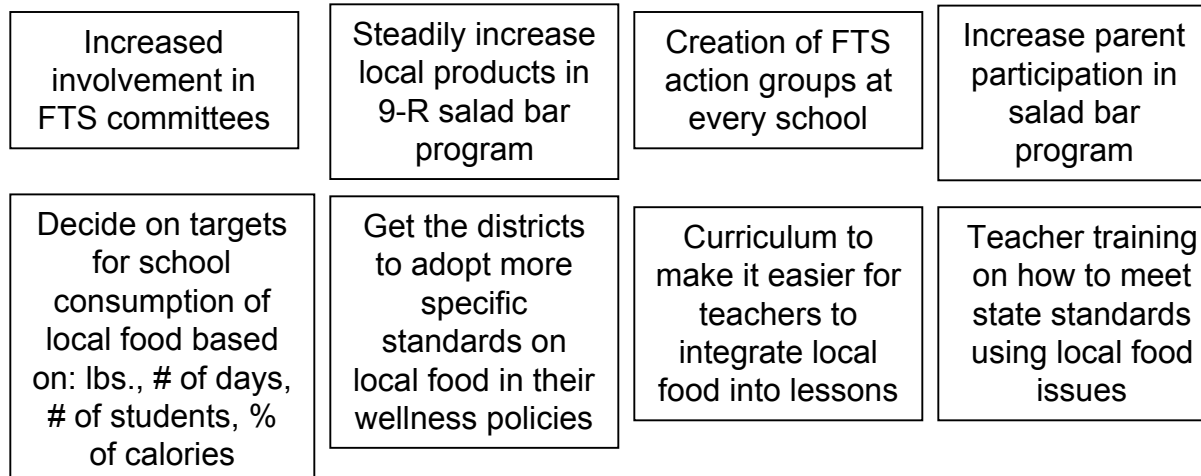
Consumption - (community members)



Obstacles/Needs

Effective advertising, affordable and easy access to retail location, affordable prices, information on how food got to shelves, comfort with retail location, comfort with selecting and buying non-corporate food, knowledge of nutrition, comfort with preparing non-corporate food, comfort with seasonal diets, widespread community appreciation of eating local, nutritious, and sustainably produced food, time for teachers to teach about local food

Farm to School Strategies



Assets

SW Marketing Network, FLC Business School, public transportation system, potentially short supply chains so easy to summarize info on available food, available cooking classes, small community makes it easier to get around and gives more time for cooking, community support for the idea of buying local and sustainable food, community support for FTS programs, district wellness policies

Strategies

Waste - (waste companies, municipalities, companies, producers and processors)

Research techniques
for processing waste

Create partnerships
between farmers &
ranchers

Municipal composting
program

Steadily reduce the
amount of waste
associated with the 9-R
salad bar program

Obstacles/Needs

Convenient drop-off location for waste, vehicle costs (?), fuel costs (?), machine costs (?), labor availability (?), electricity costs (?), knowledge of composting, mulching and other waste processing techniques, discovery and dissemination of new waste processing techniques, widespread community appreciation for re-use and recycling of food waste

Assets

Area is small enough for one drop off point to be convenient, several people trained in ZERI approach to waste processing, widespread community support for recycling and re-use, open land for composting or other waste processing facility