



**Oregon Solutions
Declaration of Cooperation
Lincoln City Food Group
May 20, 2009**

Purpose

The purpose of the Lincoln City Food Initiative is to increase the amount of local food production and consumption in the region by connecting producers with grocery stores, restaurants and other institutions and by strengthening the Lincoln City Farmers Market.

Background

The Lincoln City Oregon Solutions Local Food Project is part of Governor Kulongoski's Wellness Initiative, launched in fall 2008. The Wellness Initiative seeks to promote the health and wellness of citizens in their work places and in their communities. The Lincoln City food project was identified as a representative project that could promote wellness, and potentially be replicated in other Oregon communities. Inclusion in the Wellness Initiative enabled Oregon Solutions to provide assistance in the form of staffing, project management, and collaborative problem solving through Oregon Solutions.

In fall 2008, the Governor asked Mayor Lori Hollingsworth to convene a team of community partners to inform the project and to determine and implement the changes needed. This team formed includes the Mayor, City Manager, Lincoln City Farmers Market manager, farmers, the County's OSU Extension agents, restaurant owners, grocers, emergency food providers, and other institutional buyers such as Camp Westwind and the City's Culinary Center.

Work Completed to Date

Throughout winter and early spring 2009, the team gathered information on the opportunities and barriers to increasing access to local food and promoting the region's growers. They used these three avenues:

- A grower-buyer workshop sponsored by Lincoln County OSU Extension;
- A vendor survey to determine the interest, capacity and preferences of local farmers for selling at the Lincoln City Farmers Market; and
- A survey of residents to determine what would attract them to regularly shop at the farmers market.

In February and March, the residents' survey was conducted. In order to reach the widest range of residents, surveys were distributed in several different locations at various times of the week. Survey results were compiled by the City Manager's office. In order of priority, residents listed the following improvements as most likely to make them regular market shoppers:

- More produce and meats, fewer or no crafts
- Change the time from Sundays to Saturdays
- Change the location, off-grass and possibly to the Community Center
- Publicize the market more widely

The vendor survey was mailed to growers who were potential market vendors. About ten growers responded. These responses reflected a strong preference for moving the market's location, particularly to an off-grass site, and an interest in vending on Saturday mornings.

Using the information gathered, the team determined the most promising strategies for increasing patronage of the farmers market and connecting local producers with food outlets. The team decided to make the following changes in the market for its 2009 season: move the market day to Saturday morning, change the location to a more heavily traveled on-pavement site by the Community Center, recruit vendors more actively and publicize the market more widely. All of these changes were well-received by the vendors and the community. Team members are finalizing preparations so that the new and improved market can open on Saturday, May 23.

With the team's support, Lincoln County OSU Extension conducted a grower-buyer workshop in February. At this workshop, it introduced its new interactive website. The purpose of the website is to link interested buyers with growers in the County who have product to sell. The consensus of attendees at the conference was that the website would be a useful way for small institutional buyers such as restaurants to begin developing relationships with the area's growers. The team agreed that the website was a good first step in promoting these direct buying interactions. Therefore, part of this project will consist of working with OSU Extension to develop and promote the website.

Action Areas for Team

The project team will focus its work in two areas:

1. Team members will work with Lincoln County OSU Extension to:
 - Provide feedback to develop and strengthen the grower-buyer website
 - Recruit people and organizations to participate in the website
 - Go online to connect with growers and do business, thereby creating some early success stories that can be publicized to grow the effort
 - Help find a home and/or funding for the website as needed

2. They will also work with the city's farmers market manager and board to:
- Secure a favorable long-term site for the market
 - Improve their marketing and outreach to the community
 - Increase the volunteer base, bringing in more community members
 - Provide ideas for increasing the vendor pool
 - Add non-vendor community members to the market board

If the team decides it is needed, support is available from Oregon Solutions to reconvene for a meeting in the fall to assess progress, capture what's been learned and plan next steps.

Cooperative Activities

To carry out the goal of the project, we the undersigned cooperating partners agree to:

- **Cooperate** in the activities of the two agreed-upon action areas,
- **Monitor** progress as the 2009 growing season unfolds, and
- **Reconvene** in November to assess progress, capture what has been learned, and plan next steps.

Declaration

Institutions

Lincoln City

As Lincoln City's Mayor, Lori Hollingsworth will serve as a booster and ambassador for the Farmers Market. In this role, she will help the market to secure a favorable permanent site, assist with marketing and continue her efforts to promote local purchasing, both by the City and its residents. She will also serve on the Farmers Market board. The Mayor will be kept informed on development of the grower-buyer website and assist in linking it with resources if this becomes necessary.



Mayor Lori Hollingsworth

As the City Manager, David Hawker will work with the Farmers Market to help it secure a favorable long-term site, consider small infusions of cash and in-kind contributions to publicize the market, and play a role in educating residents about local food.



David Hawker, City Manager for Lincoln City

OSU Extension Lincoln County

Sam Angima, chair of Lincoln County's OSU Extension Services, will lead a sub-group of the project team to:

- Provide him with feedback to develop and strengthen the grower-buyer website;
- Recruit people and organizations to participate in the website (for example, restaurants and growers);
- Create some early success stories that can be publicized to grow the effort; and
- Help to find a home and/or funding for the website if this becomes necessary.

This work will be done through email communications, phone calls and one or two meetings.



Sam Angima, *Lincoln County OSU Extension*

Lincoln City Farmers Market

As the manager of the Lincoln City Farmers Market, Carol Moore's most important role is to continue to do what is necessary to create a successful market. In addition to Carol's usual work operating the market, she will collaborate with Sharon Wiest, Lori Hollingsworth and Georgia Newton (from the NewsGuard) to increase publicity for the market, add Sharon and Lori to her board of directors and use them as informal advisors, and work with the City to secure a long-term site.



Carol Moore, *Lincoln City Farmers Market*

Pacific Coast Center for Culinary Arts

As manager of the Pacific Coast Center for Culinary Arts, Sharon Wiest will:

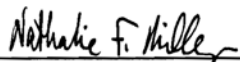
- Publicize the farmers market through the VCB and Culinary Center
- Highlight the Center's local food purchases at the Culinary Center
- Serve on the Lincoln City Farmers Market board and
- Funnel volunteers to the farmers market as needed



Sharon Wiest, *Pacific Coast Center for Culinary Arts*

Lincoln City Food Pantry

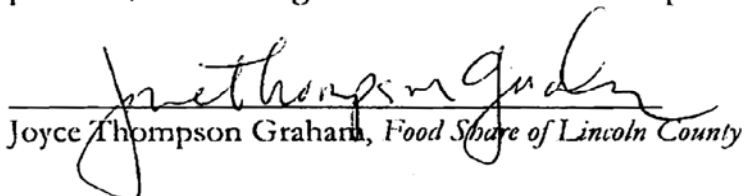
As manager of Lincoln City Food Pantry, Tilly Miller will get help from the County's OSU Extension office in using their website to connect with growers to make purchases and contacting farmers market vendors to buy their leftover produce for use at the food pantry. She will also funnel food pantry volunteers to the farmers market, which is in need of volunteer help.



Tilly Miller, *Lincoln City Food Pantry*

Food Share of Lincoln County

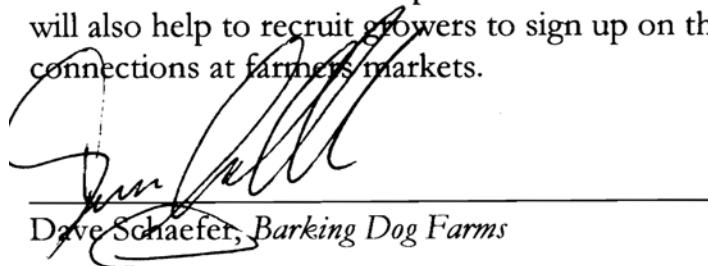
Joyce Thompson Graham, of Food Share of Lincoln County, will pursue funding to work out pre-planting buying arrangements with farmers. She will work with the County's OSU Extension office to use their website and identify funding resources and other resources to connect with farmers. Once the farmers market season begins, Joyce will attempt to do advance planning with vendors to set up food purchase/donation agreements for their unsold product.



Joyce Thompson Graham, *Food Share of Lincoln County*

Barking Dog Farms

As a veteran grower who sells directly to consumers, Dave Schaefer will collaborate with OSU Extension to improve their website connecting growers and buyers. He will also help to recruit growers to sign up on the website, particularly through his connections at farmers markets.



Dave Schaefer, *Barking Dog Farms*

SCHAFFER

Lincoln City Visitor and Convention Bureau

As the Executive Director of the City's Visitor and Convention Bureau, Sandy Pfaff will place flyers publicizing the farmers market in strategic locations in the city, including faxing a copy to lodging properties. She will put the dates and times of the Market on Channel 4. She will also include a section on the market in one of her upcoming e-newsletters. In addition, she will add it to the calendar of events on the website.



Sandy Pfaff, *Visitor and Convention Bureau*

Blackfish Cafe

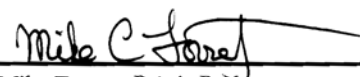
As the owner of Blackfish Café, a long-time Lincoln City restaurant, Rob Pounding has been buying directly from local growers for many years. In this capacity, he will help to recruit local restaurants to sign up on the OSU Extension website linking growers and buyers. He will also help the Lincoln City Farmers Market to recruit vendors as needed. He will publicize the newly improved farmers market at his restaurant and through his customers.



Rob Pounding, *Blackfish Cafe*

Price'n Pride Grocery Store

As a local grocery store, Price'n Pride would like to increase its purchases of fresh, local food. To this end, Mike Forest from Price'n Price will work with the County's OSU Extension office to get on its grower-buyer website and make at least one purchase from the local farmers registered there. This new relationship with a local farmer (or farmers) will be publicized at its store and perhaps through its advertising.



Mike Forest, *Price'n Pride*

Lincoln County Community Gardens

As the manager of Lincoln City's community garden program, JoDana Bright Taylor will link interested community gardeners with the Lincoln City Farmers Market to sell their extra produce. She will also work with OSU Extension agent, Sam Angima, to connect interested community gardeners to the website to sell any extra produce. She will also help connect gardeners with Lincoln County Food Share so they can donate extra produce.



JoDana Bright Taylor, *Lincoln County Community Gardens*

Westwind Stewardship Group

As Executive Director of Westwind Stewardship Group, Dave Martin will arrange for the Stewardship Group to use the OSU extension website to increase the Camp's purchase of local food, publicize these purchases at the Camp and consider how to use the land onsite to incubate new farmers



Dave Martin, *Westwind Stewardship Group*