

Oregon Solutions Partners' Team ONEStop Meeting 1

Date: September 19, 2013 – 1:30pm-4:00pm

Location: Clackamas County Offices, Development Services Building RM 120

In attendance: Co-Conveners Commissioner Martha Schrader and Dean Shelly Parini; Project Manager Bob Wise, Commissioner Policy Staff, Trent Wilson, Clackamas County ONEStop Contact, Rick Gruen and

Introductions

- Martha Schrader (Schrader): introduced the Clackamas County Food Systems ONEStop project designated by Governor Kitzhaber as an Oregon Solutions project. The project has the unanimous support of Clackamas County Board of County Commissioners as an implementation strategy of the Ag. Investment Plan.
- Shelly Parini (Parini) identified "Imagine Clackamas" as a parallel initiative by Clackamas Community College Board of Education to evaluate educational and economic future for Clackamas County as a project with widespread engagement of college partners. She also circulated the Clackamas Covenant that developed a partnership to serve returning veterans. Both projects are based on a model similar to Oregon Solutions of wide collaboration.
- Bob Wise (Wise): introduced the concept of community governance as detailed on the Web Site for Oregon Solutions: <http://orsolutions.org/about>. The Oregon Solutions process works to encourage regional and community identification of projects that require regional collaboration to develop solutions. This project is designed to develop Clackamas County +partners support platform for food producers in the regional food economy.
- Wise introduced the goal to reach the Declaration of Cooperation, noted it the DoC is not legally binding. An example of a DoC was distributed.
- Rick Gruen (Gruen):
 - The people around the table here all work with the same constituency group and we all have different toolboxes to assist agricultural producers to be successful. Our assumption is that it is easier to share resources than create something new.
 - ONEStop is being developed by the County not to address a contentious issue but to develop and support an innovative virtual process to help producers.
 - Gruen presented the slide show of Agriculture Investment Plan (Attachment 2).
 - The ONEStop is the solution we will be implementing. The Partner Team will work to ensure that we are not duplicating resources and be effective as a community supporting producers

What Should We Do Now? What are Current Resources to Build On?

- Gruen: We are not building a new building but linking resources.
- Parini: Asks how many people at the table already have a website representing their party. All of the state and federal agencies raised their hands, as well as a few others.

- Gruen: What would be ideal is to create an “owner’s manual” describing the skills and expertise available to producers.
- Jackie Hammond-Williams: Farmers need a wider range of support at all scales.
- Amanda Osborne: It seems like the outcome of the project is a clarification of resources serving the agricultural producers. Is there a budget?”
- Gruen: “There is a budget just for facilitating the Oregon Solutions project.
 - There is no pre-determined outcome of how the ONESStop project will be implemented, just that the County wants to implement it with several partners.
- Parini: The DoC is not the end of the project; implementation and more happens afterwards.
- Amanda Osborne: Discusses “Food Hub” as a model of a virtual network . See: (www.foodhub.org)
 - It is a FREE virtual network and hosted by Ecotrust with sliding scale for specialized services.
 - Foodhub helps producers (40% of members) connect to buyers (40% of members). 20% of members are associates (associates vary including educators, consultants etc).
 - Most producers use Foodhub as a marketing tool.
 - We can potentially build ONESStop as a sub-hub within our architecture.
- Katy Lynd: The Multnomah Food Action Plan has a wide network that supports the plan’s guiding principles and is taking a range of individual actions. At this time over 500 organizations support the guiding principles of the plan and some have taken specific actions to implement the plan. See: www.multnomahfood.org only represents Multnomah County and the Portland area. There are various ways to get involved including the upcoming Food Summit on Food Justice. The County is also launching an institutional food buyers’ alliance that can be built in.
- Rob Campbell: How do we increase awareness of our Small Business Development Center as a network for food economic development? We provide many services useful to producers. See: <http://www.clackamas.cc.or.us/sbdc/>.
- Jackie Hammond Williams: Farmers’ markets use a network we can build on: www.managemymarket.com
- Schrader: Does labor present any problems? How do we get the product off the farm onto the truck?
 - Rob Campbell: One of the biggest barriers to growth is labor.
 - Tom Winterroud: It is hard to make the jump from being an independent farmer to anything larger because of how expensive labor is.
 - Narendra Varma: labor issues always come back to cost. A virtual regional network is dependent on local culture and their interests in supporting food production. We all would like to pay farmworkers more but that will require other changes in the food system.
 - Nellie McAdams: What are the challenges of mechanized labor? Blueberries are being developed for mechanical harvest.

- There are major immigration reform issues that we can add our voice to that are being pursued by our congressional delegation.
- Mary Stewart: Tourism offers a “soft product” to the community and we are building a network of 250 producers that can serve as a connection for the ONEStop. Farm Loops are currently designed to facilitate agricultural tourism.
- Wise: What about the state and federal agencies here. Thoughts?
 - Rob Campbell: Partnerships with the agencies will be extremely helpful in our work because it is so easy to get lost in the agency network.
 - Gary Roth: Access to marketing by the State Department of Agriculture should be is easy, broad, and open.
 - The biggest thing that needs to happen is to define “What does success look like?”
 - Will it be a step-wise approach towards success?
 - What are effective ways to share information?
 - How do you get more information in front of the farmers?
 - Katie Pearmine: My job is to support domestic purchases. An annual networking event would be helpful.
 - Vickie Walker: We supported development of the Food Hub and can do the same for the ONEStop, especially if it can use the architecture of the Food Hub as a basis for its network.

Who is Not Here We Should Engage?

- Funders, lenders, and banks
- Rob Paul of James Beard Market
- Incubator farms
- Beginning Urban Farmers, Headwaters, CCC program (will attend next meeting)
- Large farms (e.g., Siri)
- Farm to School
- Livestock/meat farmers
- Small Business Development Center network
- Someone to address labor issues.
 - Potentially someone from federal delegation on immigration reform. Trent Wilson will connect them to the project.
 - PCUN leadership program/ Farmworker Housing Development Corporation (farm workers union)
- Land Use and Planning Department (Mike Mc Callister, Planning Director for Clackamas County)
- Partners for a Hunger Free Oregon. . <http://oregonhunger.org/>
- The Convergence Partnership composed of regional foundations funding regional food networks statewide

- Educational programs provided such as:
 - Agribusiness Council
 - 4H
 - FFA
 - USDA: www.landbasedlearning.org
 - UC Davis
 - Agripedia
 - Center for Land Based Learning Farm Academy
 - Cooperative Extension has many resources that are not well known
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Other Discussion

- Need for branding and awareness strategy
- Diversity of needs of producers
- Need for website +
- Decide where it will be housed/hosted, managed, funded, operate, self sustaining
- Define cost so that small growers can participate.
- Realize small growers sometimes don't have internet.
- Start small and be systematic
- Start up small and family farms may only have family labor
- Need to focus more on the new generation of farmers
- Cooperatives can serve as marketing vehicles
- Focus on Portland Metro area

Potential Criteria for ONEStop Implementation (summary by Wise)

- Gruen: How do we build on current ONEStop design and create a Declaration of Cooperation? How can we make it simple to navigate and have real navigators/brokers with personal service?
- Gary Roth: How do we measure success?
- Parini: How do we create a safe place for discussion?
- Vickie Walker: Agree on how partners will participate in the ONEStop?
- Varna: How do we have personal connection/advocates?
- Wise: How do we make the ONEStop real and helpful for producers?

Next Steps: Schrader

- We need to focus on defining needs for ONEStop concept based on today's discussions.
- Identify key gaps (apparently capital and labor focus)
- Develop the platform of the ONEStop to serve food producers in the county and the region.

Future Meetings

Meeting	Date	Day	Time	Location
October meeting	10/30/13	Wednesday	1:30pm – 4:00pm	Clackamas Community College / Community Center rm# 127
November meeting	11/21/13	Thursday	2:00pm – 4:30pm	Oregon City Red Soil County Offices (DSB 119/120)
January meeting	1/23/13	Thursday	1:30pm – 4:00pm	Clackamas Community College / Environmental Learning Center – Lakeside Conference Room
February meeting	2/6/13	Thursday	1:30pm – 4:00pm	Oregon City Red Soil County Offices (DSB 119/120)
March meeting (Final Meeting)	3/6/13	Thursday	1:30pm – 4:00pm	Clackamas Community College / Environmental Learning Center – Lakeside Conference Room

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