



Oregon Solutions
Lincoln City Food Project Meeting Minutes
December 3, 2008; 3 -5 pm

Present: Mayor Lori Hollingsworth, Randy Walker, Dave Schaefer, Rob Pounding, Mike Barnes, Joyce Thompson Graham, Tilly Miller, Sharon Wiest, Isaac Knott, Carol Moore, Chris Christiansen, Max Hamblin, JoDana Bright Taylor, Neil Jensen, Sandy Pfaff, David Hawker, Rebecca Flaming, Rosemarie Cordello, Margaret Van Vliet.

Welcome by Mayor Lori Hollingsworth.

Rosemarie Cordello and Margaret Van Vliet from Oregon Solutions introduced the Lincoln City food project and the Oregon Solutions process. Rosemarie explained that the team will meet through Oregon Solutions until about May 2009. At that point, the team members will sign a Declaration of Cooperation describing the strategies they will pursue to promote local food consumption and production in the region and what role each team member will play.

Attendees introduced themselves and their interest in the project.

Email addresses and current information were collected from attendees to create a current contact list. Future contacts will be primarily through email.

The team discussed what information they needed in order to connect local buyers and sellers. They agreed to define “local” (their geographical reach) as the nearest available source for any given product. This may require purchasing from farmers from the valley.

Where are the producers?

An inventory is needed of new and established producers in the area. JoDana Bright Taylor and her colleague, Sam Angima, of OSU Extension have a list of producers. As Newport farmers market president, Randy Walker also has a list. Other sources are Five Rivers Food Web, other farmers markets, Oregon Tilth, the Local Harvest website, and the Dept. of Agriculture inspection division (John Paythe). Local private and community gardeners could also supply produce for the farmers market.

Where are the buyers?

Lincoln County has a list of restaurants. On individual buyers, the team agreed to investigate whether the Lincoln City farmers market could be improved. The

question of whether to survey local residents about what they want to see at a farmers market was discussed and not resolved. Tourists are also buyers in the region.

Opportunities identified

Rob Pounding stated that he meets with his main local producer at the beginning of each year to identify his needs for the year, prior to the planting of crops. His producer then purchases the necessary seeds and supplies to meet Black Fish Café's requirements.

A farmers-chef connection event will be held in January in Eugene. This will bring together many buyers and sellers.

What are the barriers?

Small number of producers in the region.

State and county health regulations.

Lack of information about food production, direct marketing, and for consumers, shopping at the farmers market and the nutritional value of eating local.

Day, time and location of the farmer's market.

Lack of access to cold storage.

Grocery stores' current model for purchasing fresh food.

Next Steps:

1. Review a list of producers. JoDana and Sam will bring a list to the next meeting. Randy will send them his list to make sure they're all included.
2. Organize a focus group for producers to learn what the opportunities and barriers are for them.
3. Conduct a survey or raise the profile of the farmers market through local events such as the Jambalaya Cook Off and Chili Cook Off. The farmers market will have a table at the Jambalaya Cook Off.
4. Consider holding a farmer/chef connection event to bring producers and purchasers together. Also consider how OSU Extension's "Farm to Table Connection" Contact Center can augment this effort.

Next Meeting: January 7, 2009, 3-5 p.m at the Center for Culinary Arts