

APPENDIX 2

Food Hub Essential Functions Mapped

9/17/2012

The Weld Food Hub Advisory Panel identified essential food hub characteristics that are vital to a successful food hub. Characteristics are divided into two broad categories: Activities and Services, and Operational Services that collectively focus on three main topics: marketing, education and food hub systems.

Food Hub Activities & Services - Mapping Document

Marketing Services	Product Technical Assistance (Hub provides or finds partners who can)	Product Differentiation Strategies	Community Services										
<p>Producer</p> <ul style="list-style-type: none"> * Guaranteed Market * Widespread Marketing Promotion * Fair Prices * Business Tools (eCommerce) * Liability Insurance * Coordinated Supply Chain Activities * Access to Larger Food Distributors <p>Buyer</p> <ul style="list-style-type: none"> * Single Point of Purchase <ul style="list-style-type: none"> * Billing/Receiving * Reduced Transactions/Costs * Local Source Identification * Food Safety Reviewed * Diversified Products * Year Round Access 	<p>Production Planning</p> <p>Contract Growing Assistance</p> <p>Season Extension</p> <p>Sustainable Production Practices</p> <ul style="list-style-type: none"> * Certified Organic * Minimal Pesticides * Naturally Raised (meat & poultry) <p>Handling Practices</p> <ul style="list-style-type: none"> * Post Harvest * Production <p>Competitive Pricing through Season</p> <p>Food Safety</p> <ul style="list-style-type: none"> * Training * Plan Development * Farm Visit * Non-Certified 3rd Party Audit * Traceability <p>Liability Insurance</p>	<p>Identity Preservation</p> <ul style="list-style-type: none"> * Product Origin (Locality) * Producer History <p>Group Branding</p> <p>Product Attributes</p> <table border="0" style="width: 100%;"> <tr> <td>* Heirloom/Unusual Variety</td> <td>* Grass Fed/Range Free</td> </tr> <tr> <td>* Vegetarian</td> <td>* Certified Organic</td> </tr> <tr> <td>* Vegan</td> <td>* Non-GMO</td> </tr> <tr> <td>* Gluten Free</td> <td>* Naturally Raised</td> </tr> <tr> <td>* Kosher</td> <td>* Minimal Pesticides</td> </tr> </table> <p>Grown with Sustainable Production Practices</p>	* Heirloom/Unusual Variety	* Grass Fed/Range Free	* Vegetarian	* Certified Organic	* Vegan	* Non-GMO	* Gluten Free	* Naturally Raised	* Kosher	* Minimal Pesticides	<p>Consumer Education (Why Buy Local)</p> <ul style="list-style-type: none"> * Support Farms * Nutritional Value of Food <p>Nutrition/Cooking Education Classes</p> <p>Food Bank/Food Assistance Organization</p> <p>Donations</p> <p>Increase Healthy Access to Underserved Areas</p> <ul style="list-style-type: none"> * SNAP/EBT Redemption <p>Educational Farm Tours(?)</p> <p>Employment/Internship Opportunities (?)</p>
* Heirloom/Unusual Variety	* Grass Fed/Range Free												
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Food Hub Operational Services - Mapping Document

Aggregation Services*	Operational Functions	Food Value Chain - Shared Partner Values	
		Shared Mission Values	Shared Operational Values
<p>Phase 1 Pass-through facility (Warehousing/Storage): Advisory Panel identified Characteristics</p> <ul style="list-style-type: none"> * Located on major travel corridors- I-25 & HWY 85 * Self-service * Minimal staffing * Rent-a-pallet/surrogate storage for buyers * Delivery services * Food Safety Program * Cost Control- competitive pricing * Product Standards-specs * Other Services * Automated Services: online ordering * Billing Payment: Producers and buyers education <p>component assisting with reasonable payment expectations (timelines) and proper procedures in place before selling (pre bid meetings)</p> <p>Phase 2 Packing Shed: Advisory Panel identified characteristics:</p> <ul style="list-style-type: none"> * Delivery System * Food Safety Program * Cost Control * Standards- Specs * Producer Friendly * Farm Identification * Traceability * Other services <p>Multiple Satelite Sites Food Safety Review of Approved Producers</p>	<p>Year Round or Seasonal Considerations for each:</p> <ul style="list-style-type: none"> * Customer Retention * Off Season Facility Use <p>If Year Round:</p> <ul style="list-style-type: none"> * Off Season - buy outside region * Diversified Products - examples: Meat/Poultry Dairy Eggs Value-Added Products (Baked Goods, etc) Honey/Sauces <p>Technology</p> <ul style="list-style-type: none"> * Business Management (e-Commerce) * Traceability (Food Safety) * Producer Profiles/Product Info <p>Product Handling</p> <ul style="list-style-type: none"> * Requirements by Classification <p>Food Safety</p> <ul style="list-style-type: none"> * Facility Licensing * Liability Insurance * Product Classification Certifications <p>Financial Structure</p> <p>Farmer Engagement</p>	<p>ex. * Healthy Food Access</p> <ul style="list-style-type: none"> * Farmland Preservation * Farm Viability * Sustainable Production Practices 	<p>ex. * Transparency through all Food Hub Segments</p> <ul style="list-style-type: none"> * Long Term Commitment * Open Communication * Accountability

* Identified by the Weld Producer Food Hub Advisory Panel