Farm to Food Pantry
Program Kickoff 2018

Nils Johnson
WSU Stevens Co. Extension Ag & Food Systems Coordinator
5/22/118
Outline

• Farm to Food Pantry Program
  • Understanding Value
    • Food Pantry Client Produce Preference Survey
    • Nutritional and Value
  • 2018 F2FP Pricelist
  • New this Season
  • Contact Info
Farm to Food Pantry Program (2017)

**Average Wholesale Produce Price:** $1.95 per Lb

**Average Cash Cost:** 31¢ per Lb

**Hunger Coalition**

**Local Farmers**

Contract

Donations

8000 Lbs

Pickup & Delivery

Distribution Plan

Food Pantry

Local Farmers

Donations

2000 Lbs

Hunger Coalition

11,000 Lbs

Gleaning Schedule

Food Pantry

Gleaners

Donations

2000 Lbs

Food Pantry

Hunger Coalition

$7000

Food Pantry

2000 Lbs

Food Pantry

Food Pantry

Food Pantry

Food Pantry

Food Pantry

Food Pantry
Delivering to the Wellpinit Food Pantry in 10° F Weather
Serving FP Clients like Weekly CSA Clients

Wk 14 Fruit
- Apricots
- Peaches

Wk 14 Salad Veggies:
- Cabbage
- Tomatoes
- Sweet Peppers

Wk 14 Cooking Veggies
- Summer Squash
- Green Beans

Wk 14 Potatoes
- Baby Reds

Target Market Basket
Regional Food Systems Infrastructure
Measuring Value – Example: Delivery in January 2017

Cost and Retail Value of Produce Delivered ($)

Cost ($)
Value Delivered

Costs ($) Per Leg of Trip

Purchases
Miles
Time
2017 Season Accomplishments

• Total Produce Delivered
  • 19067 Lbs
  • Produce Contracts: $7000
  • Average cost: $0.31/Lb

• Number of Person Daily Portions
  • 22,522

• Retail Value (grocery store value)
  • $35,337

• Total Spent on Delivery
  • $5300

$10 for a week’s worth of produce for a family of four
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Our Goal...

Optimize amount of produce we buy that will actually be eaten

$ we’re currently spending

$ we should be spending

The dish tastes yucky... isn’t really “food”

Can’t figure out how to make that into “food”

Can’t envision making “food” out of that...

Nutrition Into Clients Tummies!

Into Household Garbage

Into Household Garbage

Into Food Pantry Garbage

Yay! It is “food”
Stevens County Food Pantry
2015 & 2016 Produce Preference Surveys

**Top 5 produce items requested as "Favorite they'd like more of" by Food Bank Clients in Stevens County (2015)**

- **Veggies Eaten Raw**
- **Veggies Eaten Cooked**
- **Fruit & Berries**

**Top 5 produce items requested by the General Public Stevens, Ferry, and Pend Oreille Counties (2016)**

- **Veggies Eaten Raw**
- **Veggies Eaten Cooked**
- **Fruit and Berries**
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Value of Produce

Nutrition – Natural Nutrient Rich (NNR) Score
(from Adam Drewnowski, University of Washington)

- 1 Carrot provides a daily portion of Vitamin A, Calcium, and Potassium

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Per 100g</th>
<th>Std. Error</th>
<th>Recommended DV</th>
<th>% DV per 100g</th>
<th>Label Threshold If Multiplied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>0.930 g</td>
<td>8.00E-03</td>
<td>65 g</td>
<td>1.431%</td>
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<tr>
<td>Vitamin A</td>
<td>16706.000 IU</td>
<td>0.000E+00</td>
<td>5000 IU</td>
<td>334.120%</td>
<td>Vitamin A X 57.0%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>5.900 mg</td>
<td>1.19E+00</td>
<td>75 mg</td>
<td>7.867%</td>
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<tr>
<td>Calcium</td>
<td>33.000 mg</td>
<td>1.15E+00</td>
<td>1300 mg</td>
<td>2.538%</td>
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</tr>
<tr>
<td>Iron</td>
<td>0.300 mg</td>
<td>1.40E-02</td>
<td>18 mg</td>
<td>1.667%</td>
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<tr>
<td>Zinc</td>
<td>0.240 mg</td>
<td>1.10E-02</td>
<td>11 mg</td>
<td>2.182%</td>
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<tr>
<td>Folate</td>
<td>19.000 ug</td>
<td>5.17E+00</td>
<td>400 ug</td>
<td>4.750%</td>
<td>Folate X 64.88</td>
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<tr>
<td>Thiamine</td>
<td>0.065 mg</td>
<td>1.10E-02</td>
<td>1.2 mg</td>
<td>1.667%</td>
<td>Thiamine X 0.23</td>
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<tr>
<td>Riboflavin</td>
<td>0.058 mg</td>
<td>1.30E-02</td>
<td>1.3 mg</td>
<td>4.462%</td>
<td>Riboflavin X 0.20</td>
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<tr>
<td>Vitamin B-12</td>
<td>0.000 ug</td>
<td>0.000E+00</td>
<td>2.4 ug</td>
<td>0.000%</td>
<td></td>
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<tr>
<td>Vitamin D</td>
<td>0.000 ug</td>
<td>0.000E+00</td>
<td>10 ug</td>
<td>0.000%</td>
<td></td>
</tr>
<tr>
<td>Vitamin E</td>
<td>0.660 mg</td>
<td>2.69E-01</td>
<td>15 mg</td>
<td>4.400%</td>
<td>Vitamin E X 2.25</td>
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<tr>
<td>MUFA</td>
<td>0.014 g</td>
<td>0.000E+00</td>
<td>20 g</td>
<td>0.070%</td>
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<tr>
<td>Potassium</td>
<td>320.000 mg</td>
<td>8.41E+00</td>
<td>3500 mg</td>
<td>9.143%</td>
<td>Potassium X 1092.68</td>
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<tr>
<td>Fiber</td>
<td>2.800 g</td>
<td>0.000E+00</td>
<td>25 g</td>
<td>11.200%</td>
<td>Fiber X 9.56</td>
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<tr>
<td>Vitamin B-5</td>
<td>0.273 mg</td>
<td>1.45E-01</td>
<td>5 mg</td>
<td>5.460%</td>
<td>Vitamin B-5 X 0.93</td>
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<tr>
<td>Energy</td>
<td>41.0 kcal</td>
<td>0.000E+00</td>
<td>2000 kcal</td>
<td>2.050%</td>
<td>Energy X 140.00</td>
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</tbody>
</table>

Carrots, Raw - % DV

Main summary NNR Button
Regional Food Systems Infrastructure
Measuring Performance: Nutritional Value

NNR for Produce Delivered through 2016 N.E.W. Hunger Coalition F2FP Program

Produce Regularly Available at Food Pantries from BigAg-BigShipping Sources

Average NNR: 2.35

Produce the 2016 F2FP Delivered the Most Of

Average NNR: 13.02
Measuring Value
Nutritional Daily Portions per Dollar (NDP/$)

- Average Family Chosen
  - 2 older adults, 2 teenagers
- USDA MyPlate (cups):
  - Recommended daily servings (fruit & vegetables)
    - Vegetables: 2.25 Cups/day
    - Fruit: 1.75 Cups/day
- USDA AMS data to convert Cups to Lbs
- Result: Person Daily Portions per Lb (each produce item)
- Multiply by NNR score (each produce item)
  - New measure: PDP-NNR per Lb
- Divide by $ Cost (each produce item)
  - New measure: Nutritious Daily Portions per Dollar
Measuring Value

Nutritious Daily Portion: Person Daily Portion – NNR Product

- Is a 1-number measure of the nutritional value of any food product
- Based on USDA data on nutrient concentrations versus calories in food

Examples:

1 lbs of Spinach:
- NNR Score = 22.80
- MyPlate PDP = 2.25 Cups
- Cups/Lb = 7.54
- Cost = $2.70/lb
NDP per Lb: 22.80*7.54/2.25 = 76.67
NDP per $: 76.67/2.70 = 28.40

1 lbs of Corn on the Cob:
- NNR Score = 5.33
- MyPlate PDP = 2.25 Cups
- Cups/Lb = 1.54
- Cost = $0.70/lb (0.50/Ear)
NDP per Lb: 5.33*1.54/2.25 = 3.65
NDP per $: 3.65/0.70 = 5.22
Regional Food Systems Infrastructure

Nutritional Daily Portion Dollar Value for Top 10 Preferred Produce Items in each Usage Group

Salad Vegetables

Cooking Vegetables

Fruits and Berries

Client Preference Score (%)
Nutritional Daily Portions per Dollar
Regional Food Systems Infrastructure
Measuring Performance: Nutritional Serving Value per Dollar

Nutritious Daily Portions per Dollar for Produce Delivered through 2016 N.E.W. Hunger Coalition F2FP Program
(based on NNR Score and USDA MyPlate serving recommendations)
### Farm to Food Pantry Contract Pricing

Price uplift for:
- High Nutrition
- High Preference

#### 2017

<table>
<thead>
<tr>
<th>Produce Item</th>
<th>Usage Category</th>
<th>Package Type</th>
<th>Price per Lb</th>
<th>NDP per Lb</th>
<th>Client Pref.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apples, Raw, with skin</td>
<td>Fruit and Berries</td>
<td>Loose in Banana Boxes</td>
<td>$0.42</td>
<td>3.59</td>
<td>44%</td>
</tr>
<tr>
<td>2. Apricots, Raw</td>
<td>Fruit and Berries</td>
<td>Baskets or Flats</td>
<td>$0.85</td>
<td>6.74</td>
<td>17%</td>
</tr>
<tr>
<td>3. Artichokes (Globe or French) Raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$4.80</td>
<td>2.95</td>
<td>0%</td>
</tr>
<tr>
<td>4. Asparagus, Raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$1.80</td>
<td>3.52</td>
<td>64%</td>
</tr>
<tr>
<td>5. Basil, fresh</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$5.00</td>
<td>7.69</td>
<td>8%</td>
</tr>
<tr>
<td>6. Beet Greens, Raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$2.00</td>
<td>20.65</td>
<td>4%</td>
</tr>
<tr>
<td>7. Beet, bulk, no tops</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$0.63</td>
<td>0.00</td>
<td>31%</td>
</tr>
<tr>
<td>8. Beet, all colors, with tops</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$1.00</td>
<td>11.62</td>
<td>31%</td>
</tr>
<tr>
<td>9. Beets, Raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$0.88</td>
<td>2.60</td>
<td>31%</td>
</tr>
<tr>
<td>10. Pepper, bell type, green, big</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$4.00</td>
<td>6.22</td>
<td>28%</td>
</tr>
<tr>
<td>11. Pepper, bell type, green, midsized</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$3.00</td>
<td>6.22</td>
<td>28%</td>
</tr>
<tr>
<td>12. Blueberries, Raw</td>
<td>Fruit and Berries</td>
<td>Baskets or Flats</td>
<td>$3.00</td>
<td>12.03</td>
<td>45%</td>
</tr>
<tr>
<td>13. Broccoli, Raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$2.40</td>
<td>7.37</td>
<td>77%</td>
</tr>
<tr>
<td>14. Broccoli raab, raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$2.00</td>
<td>15.36</td>
<td>6%</td>
</tr>
<tr>
<td>15. Brussel sprouts, raw</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$2.00</td>
<td>17.16</td>
<td>30%</td>
</tr>
<tr>
<td>16. Cabbage, head type, green or red</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$0.66</td>
<td>6.33</td>
<td>35%</td>
</tr>
<tr>
<td>17. Cabbage, leaf type</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$0.80</td>
<td>6.33</td>
<td>35%</td>
</tr>
<tr>
<td>18. Melon, Canteloupe, Raw</td>
<td>Fruit and Berries</td>
<td>Loose in Banana Box</td>
<td>$0.54</td>
<td>18.35</td>
<td>44%</td>
</tr>
</tbody>
</table>
Regional Food Systems Infrastructure
Measuring Performance: Food Pantry Client Preference VS Nutritional Value

Food Pantry Client Preference (%) VS Nutritional Value (NDP) per Dollar

- Orange: Cooking Vegetables
- Green: Salad Vegetables
- Red: Fruit and Berries

Scallions
Strawberries
Cantaloupe
Lettuce
Kale
Broccoli
Carrots
Pumpkin

Nutritional Daily Portions (NDP) per Dollar
Regional Food Systems Infrastructure
Using Produce Value Data to make Decisions

![Graph showing Food Pantry Client Preference (%) VS Nutritional Value (NDP) per Dollar.](image)

**Cooking Vegetable**

**Client Preference (%) VS Nutritional Value (NDP) per Dollar**

- **Broccoli**: 12.88, 77.00%
- **Sweet Corn**: 11.13, 61.00%
- **Beets**: 15.80, 31.00%
- **Winter Squash**: 18.20, 21.00%
Regional Food Systems Infrastructure
Using Produce Value Data to make Decisions

Client Behavior Change – “Like” more Nutritious Produce

Increased Supply of Produce (Lower Cost Nutritious Produce)

Nutritional Daily Portions (NDP) per Dollar

Cooking Vegetable Client Preference (%) VS Nutritional Value (NDP) per Dollar

- Broccoli
- Sweet Corn
- Beets
- Winter Squash
- Pumpkin

Extension Role: Ag Tech Support

Extension Role: SNAP Ed

Success: High nutrition produce items to move this direction...

Broccoli: Cut grower cost

Pumpkin: Increase Client Preference

Increased Supply of Produce (Lower Cost Nutritious Produce)
Outline

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  • Nutritional and Value

• 2018 F2FP Pricelist
• New this Season
• Contact Info
2018 F2FP Pricelist
Based on Farmers Market Retail Prices

1. Farmers Market peak season retail
2. Discount retail price by 50%
3. Scale by our Client Preference Survey results
   • (Max 10% uplift)
4. Scale by our Nutritional Value
   • (Max 10% uplift)
5. Cut price in half for high-availability produce:
   • Apples
   • Onions (mature bulbs)
   • Cucumbers (slicing type)
   • Potatoes (baker type)
6. Add in an estimated cost of packaging per Lb.
Incentivizing Value in our Pricelist
Higher prices paid for produce that clients want and is more nutritious

Produce Item Ranking in F2FP Produce List

Nutritional Value Uplift

10% Pricelist Decrease
50% of Farmers Market Retail
10% Pricelist Increase
Below Normal
Normal Range
Above Normal

Food Pantry Client Preference Uplift

10% Pricelist Decrease
50% of Farmers Market Retail
10% Pricelist Increase
Below Normal
Normal Range
Above Normal

50% of Farmers Market Retail
2018 F2FP Pricelist
Based on Farmers Market Retail Prices

Example: Asparagus

• FM Retail: $3.00/Lb
• Base Wholesale: $1.50/Lb
• Client Preference Survey ranking: 64% of max 77%
  • Survey Rank above normal (1 Std. Deviation): 2.07% – 43.9%
  • 10% maximum Preference Uplift
  • Nutritional Value normal (1 Std. Deviation): 0 – 54.2 NDP/Lb
  • 0% maximum Preference Uplift
  • 50% + 10% + 0% = 60% of Farmers Market Retail
• Estimated Packaging Cost: $0.05/Lb
• Total Price: $1.50 x 60%+ $0.05= $1.85
• Final Weighted Wholesale Price: $1.85/Lb
Example: Onions (bulb storage & sweet)

- **FM Retail:** $1.27/Lb
- **Base Wholesale:** $1.27 x 50% x 50% = $0.32/Lb
- **Client Preference Survey ranking:** 36% of max 77%
  - Survey Rank **normal** (1 Std. Deviation): 2.07% – 43.9%
  - 0% maximum Preference Uplift
  - **Nutritional Value normal** (1 Std. Deviation): 0 – 54.2 NDP/Lb
  - 0% maximum Preference Uplift
  - 50% + 0% + 0% = 50% of Farmers Market Retail
- **Estimated Packaging Cost:** $0.05/Lb
- **Total Price:** $1.27 x 50% x 50% + $0.05 = $0.37
- **Final Weighted Wholesale Price:** $0.37/Lb

*2018 F2FP Pricelist*
Based on Farmers Market Retail Prices
<table>
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<td>$5.05</td>
<td>7.69</td>
<td>8%</td>
</tr>
<tr>
<td>6. Bean, edible seed, dry</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$10.05</td>
<td>0.00</td>
<td>0%</td>
</tr>
<tr>
<td>7. Bean, edible seed, fresh</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$4.10</td>
<td>0.00</td>
<td>0%</td>
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<tr>
<td>8. Beans, snap, green, yellow, purple</td>
<td>Cooking Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$2.25</td>
<td>5.80</td>
<td>48%</td>
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<td>9. Beet Greens (without roots)</td>
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<td>Bagged or Loose in Banana Boxes</td>
<td>$2.05</td>
<td>20.65</td>
<td>4%</td>
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<td>11.62</td>
<td>31%</td>
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<td>11. Beet, all colors, no tops</td>
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<td>$0.93</td>
<td>0.00</td>
<td>31%</td>
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<td>14. Broccoli</td>
<td>Cooking Vegetable</td>
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<td>$2.45</td>
<td>7.37</td>
<td>77%</td>
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<td>15. Brussel sprouts</td>
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<td>17.16</td>
<td>30%</td>
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<tr>
<td>16. Cabbage, head type, green or red</td>
<td>Salad Vegetable</td>
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<td>$0.71</td>
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<td>35%</td>
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<td>17. Cabbage, leaf type</td>
<td>Salad Vegetable</td>
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<td>$0.85</td>
<td>6.33</td>
<td>35%</td>
</tr>
<tr>
<td>18. Carrot, baby, all colors no tops</td>
<td>Salad Vegetable</td>
<td>Bagged or Loose in Banana Boxes</td>
<td>$1.25</td>
<td>13.60</td>
<td>65%</td>
</tr>
</tbody>
</table>
Outline

• Farm to Food Pantry Program
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• 2018 F2FP Pricelist
• New this Season
  • New Hire: F2FP Program Manager
  • Mobile Enabled Inventory Control
  • Hwy 395 Produce Corridor
• Contact Info
New Farm to Food Pantry Manager

Job Description
- Oversee day-to-day operations of the Hunger Coalition Farm to Food Pantry (F2FP) program including coordinating volunteers and other members of the F2FP team.

- **Start date:**
  Monday, June 11th 2018

- **End Date**
  Friday, October 26th, 2018

YAY!!!
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  • Hwy 395 Produce Corridor
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Mobile-Enabled Inventory Control Methodology

Permanent Transaction Record (On Desktop Computer)

- Weigh
- Load Boxes
- Delivery Miles and Time
- Out of Inventory
- Reimburse Volunteer Mileage
- Into Inventory
- Print Box Labels
- Package
- Accounts Payable
- Accounts Receivable
- Scan QR Codes on Delivery
- Deliver

Inventory Control App

(Boxstorm, Solid Sales, Fishbowl, or other)

School

General Store

Food Pantry

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Outline

• Farm to Food Pantry Program
• Understanding Value
  • Food Pantry Client Produce Preference Survey
  • Nutritional and Value
• 2018 F2FP Pricelist
• New this Season
  • New Hire: F2FP Program Manager
  • Mobile Enabled Inventory Control
  • Hwy 395 Produce Corridor
• Contact Info
North Hwy 395 Produce Corridor

Purpose: Decrease produce delivery costs
• Easier for farmers to sell
• Easier for institution to buy

Tuesday Delivery Run
• Start in Kettle Falls
• Stops along Hwy 395
• To LINC Warehouse (Spokane)
• Return Trip on Hwy 231

<table>
<thead>
<tr>
<th>Site</th>
<th>Town</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSU Ext. Office</td>
<td>Colville</td>
<td>8:15 AM</td>
</tr>
<tr>
<td>Meyers Falls Market</td>
<td>Kettle Falls</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Chewelah Casino</td>
<td>Chewelah</td>
<td>10:12 AM</td>
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<tr>
<td>Loon Lake Access Rd</td>
<td>Loon Lake</td>
<td>10:47 AM</td>
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<tr>
<td>Deer Park Strip Mall</td>
<td>Deer Park</td>
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<tr>
<td>LINC Warehouse</td>
<td>Spokane</td>
<td>12:19 PM</td>
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<tr>
<td>Reardan Store</td>
<td>Reardan</td>
<td>1:26 PM</td>
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<tr>
<td>Pappy's Korner</td>
<td>Ford</td>
<td>2:21 PM</td>
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<tr>
<td>Springdale Store</td>
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<td>Valley Store</td>
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<td>4:31 PM</td>
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<td>5:20 PM</td>
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<td>WSU Ext. Office</td>
<td>Colville</td>
<td>6:05 PM</td>
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New CoolPup Trailer Design

Custom Built Trailer
- 2 Additional
- Enclosed trailers
- All aluminum
- We will install
  - Insulation
  - A/C Unit
  - CoolBot
  - Generator

Delivery date
- Early July
This program connects Farmers… With Vulnerable Families.
Contact Information

• Nils Johnson
  Stevens County WSU Extension Ag Program Coordinator
  Phone:       (509) 684-2588
  Mobile/Text: (509) 680-8659
  Email:      nils.johnson@wsu.edu

• Stevens Co. Extension Office:
  986 S. Main, Suite D, Colville WA