North Hwy 395 Produce Corridor

Nils Johnson
WSU Stevens County Extension
Ag and Food Systems Coordinator
8/3/18
Project Timeline

• 2014 – Farm to Food Pantry Program
  • 2015 – Food Hub/Food Access grant
  • 2015 – Social Ventures Bootcamp
  • 2016 – CoolPup Trailer Development
  • 2017 – SNAP-Ed Farm to Community
  • 2018 – Mobile-Enabled Inventory Control Grant
  • Hwy 395 Produce Corridor
  • Contact Info
• Program Details
  • 3-year pilot program from Rotary First Harvest
  • One of three sites selected in the state
  • One full-time Americorps VISTA

• Funding Sources
  • Produce Purchases: $4000 from WSDA Food Access group
  • Americorps Match: Hunger Coalition Funds
  • Hunger Coalition Funds: Providence Healthcare Community Benefits Fund

• Partners
  • Rotary First Harvest, Harvest Against Hunger
  • WSDA Food Access
  • Stevens County Gleaners

• Program Successes
  • 2014 - Delivered 8658 Lbs of produce to food pantries
  • Demonstrated feasibility
  • Program now in it’s 5th year
Currently serving 16 food pantries in Ferry, Stevens, and Pend Oreille Counties
**Farm to Food Pantry Program (2017)**

- **Local Farmers**
  - Donations
  - 2000 Lbs
  - Hunger Coalition

- **Gleaners**
  - Donations
  - 11,000 Lbs
  - Gleaning Schedule

- **Hunger Coalition**
  - Contract
  - 8000 Lbs
  - Pickup & Delivery

- **Distribution Plan**
  - 20000 Lbs
  - Food Pantry

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

**Average Cash Cost:** 31¢ per Lb

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Stevens County Extension, 6-22-18
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2014 – Food Hub/Food Access Grant
Providence Northeast Washington Community Benefits Fund

• Grant Details
  • Food Hub infrastructure and processing for hunger relief
  • Tri-County Economic Development District was grantee

• Funding Details
  • $21,000 Contract Hire for Project Manager services
  • $5,800 Contract Hire for grant writing services
  • $3,200 Mileage, cellphone office supplies etc.
  • $3000 indirect costs
  • $33,000 Total

• Program Results
  • 2014 - Produced a Food Hub Pre-Feasibility Study
  • 2015 – 50% Staff FTE plus $6,000 in travel funding
### Services or Activities Provided by Program Staff

<table>
<thead>
<tr>
<th>Outputs (persons, households, specific services)</th>
<th>Outcomes (2 to 4 impacts you will track)</th>
<th>Indicators (use # and % where possible)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Assist patients in getting health care coverage</td>
<td>Low-income households will have greater access to health care</td>
<td>80% of 100 households contacted enroll in health care coverage.</td>
</tr>
<tr>
<td>a) 100 Households b) 80 enrolled</td>
<td>The number of stakeholders who attend meetings.</td>
<td></td>
</tr>
</tbody>
</table>

1. **Connect w/stakeholders to identify gaps and resources**

   Bring together partners who work with disadvantaged (PHC, RR, Hunger Coalition) along with those committed to creating programs to support economic development (TEDD, WSU) and front line (farmers, food banks, gleaners, etc.) to consider year around farmers’ market

2. **Collaborate with community stakeholders for shared outcomes**

   Evaluate physical plant under consideration, costs for changes to create the needed space and functions for preserving, a commercial kitchen, and educational needs

   The number of stakeholders assisting with the creation of the feasibility study

   An agreement by stakeholders that the creation of a year around farmer’s market is the next step

3. **Create a detailed plan and time line for completion**

   Time line for feasibility study created

   Feasibility study keeps to time line

   Feasibility study “mid-term” findings submitted by Sept. 30, 2014

4. **Identify funding sources towards completion of goal.**

   Time line for project created

   A cost analysis including potential funding sources completed for next steps.

   Completed study to PHC CB Board by Dec. 31, 2014

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This plan failed when the proposed Food Hub building was sold to a tire retailer.
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• **Event Details**
  - Week long bootcamp
  - Mendoza School of Business Notre Dame University
  - Focus: Triple Bottom Line social ventures
  - 8 teams total at the event including ours
  - Our Team...
    - Two from CCS Food for All
    - One from LINC Farmers Coop
    - One from WSU Stevens County Extension
  - Final project result presented to a

• **Funding Details**
  - Grant and other funding from CCS

• **Boot Camp Results**
  - Developed the Hwy 395 Produce Corridor idea
Delivery Task using Shared Infrastructure

Produce Supply and Need

- Food Pantries
- Schools
- Farmers/Growers
Infrequent, large deliveries
Unsold food gets composted
### Business Model Canvas

#### Partners
- Farms
- Food Banks
  - 2nd Harvest
  - Northwest Harvest
- Food pantries
- Catholic Charities Spokane
- Northwest Hunger Coalition
- Washington State University Stevens County Extension - Food Sense
- LINC Foods
- Rotary First Harvest
- Cascadia Foodshed Funders
- Providence Healthcare
- New Priorities Foundation

#### Key Resources
- Organized network of Farmers
- Established logistics system
- High quality produce
- Strong food system partnerships
- Access to grant funding

#### Key Activities
- Logistics coordination between farms, food banks and food pantries
- Network development
- Marketing and merchandising
- Network management
- Product distribution

#### Value Proposition
Our services will help farmers, food banks and food pantries easily and efficiently provide high quality and nutritious produce to underserved families by streamlining ordering, logistics and distribution.

Families will have:
- Healthy food
- Dignified shopping experience
- Support and nutrition education

#### Customer Relationships
- Trusting
- Respectful
- Supportive
- Open feedback and communication
- Collaborative
- Non-competitive

#### Channels
- Online marketplace
- Trucks
  - LINC Foods
  - Food banks
  - Farmers
  - New and existing partners

#### Customer Segments
- Food Banks
  - 2nd Harvest
  - Northwest Harvest
- Food pantries

#### Costs
- Personnel / overhead
- Transportation
- Product costs
- Marketing
- Software services

#### Revenue
- Product purchases by food pantries
- Grant funding
  - Federal and State
  - Providence Healthcare
  - Empire Health Foundation
  - Cascadia Foodshed Funders
  - Providence Healthcare
  - New Priorities Foundation
North Hwy 395 Produce Corridor – Joint Project

1. Produce Listings
2. Portable Cold Storage
3. Spokane Warehouse
4. Produce Orders
5. Online Store (LINC)
6. Hunger Coalition
7. Happy Broccoli-Loving Clients

Happy Clients

Schools

Rural Resources

Food Pantry

Hunger Coalition

LINC Foods

Northwest Farm Credit Services

PROVIDENCE Health & Services

RFH

Washington State University

WSDA

NEWhunger coalition
Hwy 395 Produce Corridor - Farm to Client Delivery Process

1. Farmers list produce for sale or donation on the LINC web page.

2. Produce is hauled by the Hunger Coalition delivery network from farms to local refrigerated storage units located along the Hwy 395 route.

3. LINC picks up produce along the Hwy 395 Produce Corridor route and delivers it to their Spokane warehouse.

4. Food Pantries, Food Banks, and Schools order the produce they want through the LINC online store.

5. Produce is aggregated at the LINC warehouse and packaged for each Food Pantry, Food Bank, and School. It is then delivered by LINC along the Hwy 395 Corridor, dropped off to portable refrigerated storage units and to Rural Resources.

6. Produce packages are delivered to individual food pantries and schools by the Hunger Coalition delivery network.

7. Fresh high-quality produce is made available to grateful food pantry clients and school kids.
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Farm to Food Pantry Program

Very small scale...
Grant from NW Farm Credit Services

Rural Community Grant: $3500
Trailer – Design Specifications

Food Pantry and On Farm Refrigeration

- Final Design Criteria
  - Small enough to pull behind a small car
  - Holds 25 banana boxes on a pallet
- Runs on a 2000 Watt generator
- Forkliftable on and off the trailer
Two Mini-Sized Refrigerated produce trailers... 

- DIY Version
  - ~$5700 Mobile
  - ~$4100 Stationary

- Factory made Version (by Harvest Scape)
  - Price: ~$7500 not including the trailer itself

Funded by Catholic Charities Spokane
395 Produce Corridor – 2 Trailer Versions

Finished Product, ready to haul produce!

Do it Yourself Version

Factory-Built Version
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• Project Details
  • Originally developed by WSDA Regional Markets and WSU Pierce County Extension
  • Hashed out some details at the 2017 WSU Small Farms Team meeting
  • Focus: Increase the number of local produce access points in rural food deserts
    • Schools
    • Early child development centers
    • Small rural general stores

• Funding Details
  • A small amount of funding for CCS staff
  • No funding for Stevens County Extension

• Program Successes
  • Further developed relationships in the region and state
  • Pilot project for the idea of expanding past food pantries
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2018 – Mobile-Enabled Inventory Control
World Wildlife Fund

• Grant Details
  • Summer-long project
  • Focused on recovering food waste
  • $5000 Grant
  • Funding to cover electronic hardware, software, and Quickbooks consulting/training

• Program Successes
  • Work currently in progress...
Mobile-Enabled Inventory Control Methodology

1. Accounts Payable
2. Package
3. Weigh
4. Inventory Control App (Boxstorm, Solid Sales, Fishbowl, or other)
5. Print Box Labels
6. Load Boxes
7. Scan QR Codes on Delivery
8. Out of Inventory
9. Delivery Miles and Time
10. Reimburse Volunteer Mileage

Permanent Transaction Record (On Desktop Computer)

Deliver to:
- Food Pantry
- General Store
- School

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Mobile Enabled Inventory Control Methodology

1. Growers lets us know when produce is available.

2. At the grower’s site, a volunteer (or the grower) packs produce in containers (boxes or bags) appropriate for delivery.

3. Once packed, a volunteer weighs each container.

4. Weight, date, time, and grower name for each container is entered through the Inventory Control App. Each entry adds to current inventory.

5. Labels are printed and affixed to each container of produce.

6. Produce is loaded into a CoolPup Trailer for refrigeration and delivery.

7. Containers of produce are scanned as they’re being delivered to schools, stores, and food pantries. As each item is scanned, it comes out of current inventory.

8. Schools and general stores are invoiced from inside QuickBooks for produce they received.

9. Farmers payments are issued from inside QuickBooks for produce delivered.

10. Volunteers are reimbursed for mileage from inside QuickBooks.
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Pickup, Delivery, and Aggregation Sites

- **Food Pantry Locations**
  - Colville Volunteer Food and ...
  - Chewelah Food Pantry, 302 ...
  - Cusick Food Pantry
  - Curlew Food Pantry, 10 Main...
  - Tum Tum Food Pantry, 5227 ...
  - Hunters Food Bank
  - Ione Food Pantry, 302 8th Ave
  - Kettle Falls Community Che...
  - Loon Lake Food Bank, 3945 ...
  - Orient Peoples Place
  - Republic Peoples Pantry, 92 ...
  - Tum Tum Food Pantry 6424 ...
  - Valley Food Pantry
  - Wellprint Food Pantry
  - West End Food Pantry
  - Northport Food Bank
  - Nespelem Food Distribution

- **Schools**
  - Inchelium Middle School
  - Columbia School District
  - Cusick Elementary School
  - Selkirk High School
  - Kettle Falls Middle School
  - Borah Elementary School
  - Colville Junior High School
  - Valley School
  - Loon Lake Elementary School
  - Mary Walker School District
  - Evergreen School
  - Summit Valley School
  - Orient School District
  - Onion Creek School District 3D
  - Wellprint Middle School
  - Curlew Elementary & High Sc...
  - Northport High School
  - Republic Junior-Senior High ...
  - Newport School District No 56
  - Kesler Elementary School
  - Riverside Middle School

- **General Stores**
  - Panther Pit Stop - Conoco
  - Fruitland Service
  - Hunters Market & Liquor Store
  - People Place
  - Onion Creek General Store
  - Curlew Store Inc
  - Blue Creek Mercantile
  - The Falls Market
  - Ione Food Court
  - All Season's Grocery & Hardw...
  - Springfield Grocery & Hardware...
  - Tony's Market
  - Wellprint Trading Post
  - Kurt's Corner
  - Valley Store
  - Inchelium Community Store
  - Inchelium Community Store
  - Keller Community Store
  - Colville Tribes Trading Post
  - Trading Post Community S...n
  - Pappo's Konner
  - Reardon Store

- **Farms**
  - Front Porch Farm
  - Meadow Lark Farm
  - Drumming Grouse Farm
  - Colville Corn Maze
  - Kowitz Family Farm
  - Lloyd Farms
  - Sweet Meadowoe Ranch
  - Wildwood Manor
  - Red Beards Garden
  - Dave and Ruth Bares Garden

- **Aggregation Sites**
  - Chewelah City Park
  - Happy Dell Park
  - Chewelah Casino
  - Loon Lake Access Rd
  - Deer Park Strip Mall
  - 9012 N Nevada St

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2018 – Hwy 395 Produce Corridor
Partners & Synergies – Lower Barriers for Farmers to Markets in Spokane

1 Farmers (so far) using the service to deliver direct market produce to customers in Spokane (CSA Boxes)

2 Farmers (so far) using the service to deliver farm products to LINC

LINC Farmers Coop
2018 – Hwy 395 Produce Corridor
Partners & Synergies – Lower barriers for produce donators

Recycled waxed produce boxes picked up and re-used for donated produce from growers along the route

Banana Box pickup in Colville and delivery to a major donation grower in Nine Mile Falls

Dave Bare
Only grocery store in Reardan WA
2018 – Hwy 395 Produce Corridor
Partners & Synergies – Wellpinit Trading Post

Only grocery store in on the Spokane Reservation
Gas station and store close to the town of Ford & the Newhouse Lane housing development.
Only grocery store in the town of West End
2018 – Hwy 395 Produce Corridor
Partners & Synergies – Fruitland Service

Only grocery store in Fruitland WA
We swap out past-due produce and replace it with fresh produce.

Benefits:
- Low risk to store
- Increased access
Mt. Carmel Hospital now signed up as a LINC Customer

Davenport School District might become a LINC customer
2018 – Hwy 395 Produce Corridor
WSU Extension & N.E.W Hunger Coalition

• Project Details
  • Once per week delivery run, 260 miles, 4 counties, 2 Reservations
  • Focus: Synergies related to food systems across sectors
    • Food Access: Broaden access to fresh produce in rural areas
    • Economic Development: Lower barriers to entry for local growing operations
    • Reduce on-farm food waste

• Funding Details
  • Travel funding: SNAP-Ed Farm to Community & PHC Community Benefits Fund grant
  • Staff Time: SNAP-Ed Farm to Community & PHC Community Benefits Fund grant
  • Produce Purchases: N.E.W Hunger Coalition donations from annual Gala

• Partners
  • LINC Foods farmers Co-op (Spokane)
  • Colville Tribe Federated Co-op working group
  • WSDA Regional Markets
  • Wellpinit Trading Post
  • Fruitland Service
  • Reardan Store
## 2018 – Hwy 395 Produce Corridor
### WSU Stevens Co Extension & Northeast Washington Hunger Coalition

### Mileage Cost v. Staff Cost

<table>
<thead>
<tr>
<th>Mileage Cost</th>
<th>Staff Cost</th>
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<tbody>
<tr>
<td>$168.41</td>
<td>$181.61</td>
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### Tuesdays

<table>
<thead>
<tr>
<th>Mileage Cost</th>
<th>Staff Cost</th>
<th>Total</th>
<th>Travel</th>
<th>PU/Del</th>
<th>Trip</th>
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<tbody>
<tr>
<td>$309.00</td>
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<td>12:42</td>
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### Delivery/Pickup Site

<table>
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<tr>
<th>#</th>
<th>Site</th>
<th>Time (minutes)</th>
<th>Leg Time</th>
<th>Log</th>
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<tbody>
<tr>
<td>1</td>
<td>WSU Ext. Office</td>
<td>0:15</td>
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<tr>
<td>2</td>
<td>Meyers Falls Market</td>
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<tr>
<td>3</td>
<td>Chewelah Casino</td>
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<td>Loon Lake Access Rd</td>
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<td>5</td>
<td>Deer Park Strip Mall</td>
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<tr>
<td>6</td>
<td>LINC Warehouse</td>
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<tr>
<td>7</td>
<td>Agape Acres</td>
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<td>Reardan Store</td>
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<td>Wellpinit Trading Post</td>
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<td>18</td>
<td>Meyers Falls Market</td>
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</table>

### Total Cost

<table>
<thead>
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<th>Map</th>
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<tr>
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Contact Information

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https://extension.wsu.edu/stevens/agriculture/