Building a Sustainable Food System for North Lake Tahoe

Tahoe Food Hub 2.0
Executive Summary:

The Tahoe Food Hub (TFH) has served the community and connected North Lake Tahoe's local food system since 2013. TFH is entering its fifth year. We are proud of the awareness that has been raised around local food producers, small farms and organic agriculture. We are fulfilling our mission to build a regional, sustainable and equitable food system. We have established a base and a foundation of conscious eaters.

As we prepare for this large leap forward, we need to evaluate our organization's financial sustainability. Our proposal outlines a plan to expand our non-profit organization as we prepare for the next five years. We must strengthen our local food system through our Program strengthening not only our local food system but our nonprofit organization as we prepare for the future.
The Tahoe Food Hub was founded on October 15, 2012 as a non-profit organization and began moving local food in June 2013. Tahoe Food Hub (TFH) is educating the North Lake Tahoe community on the social, environmental and economic benefits of a local food system. By demonstrating how we can work together to increase the security of our Sierra foodshed, TFH networks a fair marketplace for small, family farms, increases access to nutritious, ecologically grown food, ensures equal access to schools and low-income and provides an education about agriculture in an alpine ecosystem.
Our Mission

galvanize our community to build a regional, sustainable food system.

Food System

and equitable food system.

Community

fresh, healthy food

Provide equal access to local,

Offer Farm and Garden

education for students

Educate community on the

environmental, economic and

social health benefits of a local

and equitable marketplace

Support local farms with a fair

agricultural practices

Promote sustainable

and resilient food system

Build a diverse, sustainable
Current Programs

- Fiscal Year 2016

**Farm to Market**
- Build Your Own Box
- Farm Shop
- Wholesale Accounts
- **Revenue = $447,500**

**Outreach & Education**
- Outreach Events
- Community Soup Night
- Farm Dinners
- **Revenue = $42,600**

**Healthy Food Access**
- Cleanings
- Farmer Donations
- **Pounds Donated = 3,000lbs**

**Farm to School**
- Lunch (6,250lbs)
- **Revenue = $7,300**
- Harvest of the Month
- School Lunches
- Farm Cart in the Classroom
- Sierra Arboretum Center
It takes a community to build a local food system.

Reaching Out into the Community

- Food Access
- Healthy Events
- Outreach
- Center
- School
- Farm to Agroecology
- Sierra
Organizational Strategy

The Roots

Farm Shop

Pitchfork & the Pan

Build Your Own Box

Farm to Market
What's Next for Tahoe Food Hub?
strategies in place to mitigate the threats and weaknesses, advantage of both its strengths and opportunities, and at the same time put in order to achieve its goals, the TFH must realign its processes to take better resiliency.

By increasing capacity, Lake Tahoe Food Hub can scale up to better serve Truckee and North Lake Tahoe. It will create a thriving local food economy. An economic development and how mountain towns can diversify their economy for position Truckee on the frontier of mountain town and advantage of both its strengths and opportunities, and at the same time put in order to achieve its goals, the TFH must realign its processes to take better resiliency.
Lake Tahoe has 2 watersheds = 2 foodsheds!

Your foodshed is your watershed.
Farm to Market Program

Consumers: Retail Store, F2M then distributes orders to mini hubs to their cold storage in the Hub. F2M Program transports product from the Hub located within 6-12 other producers. The producers to "mini hubs" locations centrally several weeks and they are responsible for delivering demand. Producers receive two orders a week and they are responsible for delivering demand. Producers receive two orders a week.

Every week, F2M coordinates availability by "sustainable farming methods" and good agricultural practices (GAP) and whether Producers meet guidelines for visiting the F2M staff, where they assess safety plan. All Producers receive an on-site visit by the F2M under their Food Accountability. All F2M Producers are required to apply and are the earned income model for the regional food distribution arm of the F2M. It is the Farm to Market (F2M) Program is the foundation of the Food Access program.
During the 2016/2017 school year, XX school district supplied seasonal fruits 2\-2 month during the school year.

The local foodshed includes small corner markets and both New Moon Natural Food Stores. The school district offers seasonal fruits, offering a way to reach new consumers and spur interest in the largest percentage of wholesome accounts. Restaurants often highlight FFH product.

F2M wholesale accounts services restaurants, grocers and schools. Restaurants account for

The Building Your Own Box (BYOB) Program allows consumers to buy directly from the FFH.

The Growing Dome: 3) The Sierra Aeroecology Center donates food on average 200lbs/year from rescue food from farm fields that would otherwise go to waste contributing on average 5,000lbs/year. The Sierra Aeroecology Center donates food on average 200lbs/year from rescue food from farm fields that would otherwise go to waste contributing on average 5,000lbs/year.

Order: In summer of 2017, 2,000lbs were collected from farms and vegetables donated extra products when they deliver their own products to restaurants, farmers, and local food banks.

In combination with Project Maana's, North Lake Tahoe's, and Healthy Living's, healthy relief agency, the Healthy Living's Farm Shop provides fresh and healthy products... and locally produced crafts.

The Farm Shop is a retail outlet for local, farm food located in Alpine Meadows, 11 miles

The Farm Shop is a retail outlet for local, farm food located in Alpine Meadows, 11 miles away.
Accomplishments:

- 1,000 school children have visited the Sierra Agroecology Center
- 10 employees
- 2,000lbs of food donated by farmers to Project Mana
- 3,000lbs of gleaned food donated to Project Mana
- 5,000lbs of fruit into school meals annually
- 75 producers and 75 wholesale buyers
- Sales are growing at 35-40% per year
Growing for the Future

Our path to sustainability:

1. Strengthen the foundation of the organization
2. Improve the Farm to Market earned income model
3. Build the brand through outreach and education
Organizational Foundation

Strengthening the non-profit foundation:

1. Initiate a Development Program where we cultivate key donors and engage the community on a philanthropic level.

1. Invest more time into grant writing.

2. Organize board structure with defined roles and committees.
Farm to Market Evolution

Diversifying and expanding Farm to Market:
1. Secure a more stable revenue stream by expanding direct-to-consumer sales.
1. Relocate the farm shop to a more centralized location.
1. Expand and improve the Build Your Own Box program.
1. Increase wholesale mark-up from 27% to 30% by 2019.
Farm to Market Evolution

1. Develop Pitchfork & the Pan:

2. Offer prepared meals that are available with Build Your Own Box.

3. Catering business for events.

4. Concept Café with 100% local seasonal foods.
Build Your Own Box (BYOB)

BYOB 2.0

Expanding BYOB will enable individual consumers to get a single, customizable box without having to form or join a buying club.

Distribution: Consumers would come to the Farm Shop to customize and pick up their box.

Projected Sales Targets:
- Winter 2018 - 12 shares, $4,500 - 12 weeks
- Summer 2018 - 48 shares, $28,800 - 20 weeks
- Summer 2019 - 96 shares, $57,600 - 20 weeks

Start Date: Winter 2018 (pilot)

Add-ons: Can add a prepared meal each week from Pitchfork & the Pan
Increasing Direct-to-Consumer Options

Proposed new location for the Farm Shop at the Truckee Airport is closer to larger population centers with lots of cross-traffic.

- Prepared Meal add-on for BYOB customers - $20 for 2-person meal
  Pop-up Farm Dinners - $8/year, 45 ppl @ $95 = $3,450/year

Pitchfork and the Pan Café - Summer 2019, profit donated to TFH
Pitchfork & the Pan Catering - Fall 2018, profit donated to TFH

FARM SHOP

Food Hub
Outreach & Education

Farm to School

- Annual Farm to School fundraiser to support TUSD bringing local food
- Continue Harvest of the Month Partnership.
- Harvest of the Month & School Lunches

Importance of local, sustainable food.
Students learn business skills as well as the

Farm Cart in the Classroom

- Trucée, and the Trucée Airport.
- Proposed sites: Squaw Valley, Plumas Bank
- More classroom access.
- Develop a new centralized campus to allow for

Sierra Agroecology Center

In the Classroom
Outreach & Education

Healthy Food Access

- Grants that help us buy local food
- Food grown in the Growing Dome
- Weekly donation boxes by our farmers
- 3-4 gleanings by volunteers
-food for those in need

at SAC
Outreach & Education

Events

- TFH Events
- Connects us with the community
- Education opportunities
- Event Beneficiary
- Communicate our message and reach a wider audience
- Winter Wondergrass, Made in Tahoe, Alpenglow Film Series
Timeline for Food Hub 2.0