

# FRESH Project Strategic Plan

*Adopted by FRESH Project Core Team on February 21, 2017*

The FRESH Project's Three Pillars:

## **Food Access**

- Increase physical access to food
- Increase fresh food availability

## **Education**

- Develop a "Buy Local Campaign"
- Educate growers and consumers about food recovery to reduce food waste and increase fresh food availability

## **Community Engagement**

- Promote FRESH project's mission and vision to increase community involvement
- Establish a Food Council.

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Objective 1: Make double bucks program available at local farmers markets.

Strategies:	Deadline:	Status:
1.) Recruit farmers' market representatives	March 2017	
2.) Research local and Fair Food Network's "Double Up Bucks" programs (include grocery store research)*	April 2017	
3.) Invite local programs or Fair Food Network (via Skype/in person) to share their program model with The FRESH Project	May 2017	
4.) Develop strategic plan based on Fair Food Network or local program's model, including promotional efforts	August 2017	
5.) Promote "Double Up Bucks" program to all farmers' markets in Shawano County	August 2017 – March 2018	
6.) Promote program to target audience	March - September 2018	
7.) Conduct pre-survey evaluation with farmers' market representatives	April 2018	
8.) Implement "Double Up Bucks" program * <b>Target: 3 farmers' markets accepting double up bucks upon implementation</b>	June 2018	
9.) Conduct post-survey evaluation with farmers' market representatives	November 2018	
10.) Determine program changes based on evaluation results	January 2019	

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Objective 2: Expand the Share the Bounty program through a gleaning effort with local farms and community gardens

Strategies:	Deadline:	
<b>Phase 1</b>		
1.) Share with community gardeners information about Share the Bounty and engage them about volunteering for food recovery/gleaning	April 2017	
2.) Evaluate effect on program from community gardener outreach	October 2017	
<b>Phase 2</b>		
1.) Determine farms willing to allow volunteer gleaning operation * <b>Target: 2 farms in Shawano County</b>	November 2017	
2.) Meet with (x) nonprofit, service organizations, court system to discuss food recovery as option for community service activities	January 2018	
3.) Recruit (X #) volunteers for gleaning/food recovery program	February 2018	
4.) Set up 5-6 additional Share the Bounty locations (e.g. Bowler, Gresham, Ho-Chunk Pac Haci Community, Mattoon, Stockbridge-Munsee Community, Tigerton)	April 2018	
5.) Evaluate effect of gleaning program	October 2018	

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Objective 3: Establish bylaws and constitution and apply for 501(c)(3) status.

Strategies:	Deadline:	Status:
1.) Identify potential committee members	April 2017	
2.) Recruit members for committees	May 2017	
3.) Set up welcome meeting for new members	June 2017	
4.) Determine small committee of individuals to establish food council constitution and bylaws	August 2017	
5.) Meet with food council to approve the proposed constitution and bylaws	September 2017	
6.) Identify small committee of individuals to write 501(c)(3) application	October 2017	
7.) Seek legal review of application prior to submission	December 2017	
8.) Submit 501(c)(3) application	January 2018	

Objective 4: Host multiple “Living Library” sessions to raise project awareness and to share information about local resources.

Strategies:	Deadline:	Status:
1.) Set up agenda, topics and determine dates and locations for 4 “Living Library” sessions	June 2017	
2.) Secure speakers for each date and topic	July 2017	
3.) Advertise “Living Library” sessions through printed materials, web-based materials and local media	July 2017	
4.) Develop pre- and post-evaluation surveys for the sessions	September 2017	
5.) Host 4 “Living Library” sessions in January, February and March '18, April '18	April 2018	

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6.) Conduct pre- and post-evaluation surveys at each session and compile data	March 2018	
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Objective 5: Create a local directory for direct market producers.		
Strategies:	Deadline:	Status:
1.) Research and evaluate 3-5 local producer directories within the Midwest	September 2017	
2.) Determine template based off reviewed producer directories	October 2017	
3.) Identify producers who grow and sell fresh produce (USDA survey source*)	October 2017	
4.) Invite producers to join efforts and participate in focus groups	November 2017	
5.) Conduct focus groups with local producers of local food products	January 2018	
6.) Secure funding for communication materials	February 2018	
7.) Determine where directory will be housed	April 2018	
8.) Develop local producer directory (list X# of producers)	April 2018	
9.) Promote directory	May – November 2018	

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Objective 6: Develop mobile market and remote distribution system.

Strategies:	Deadline:	Status:
1.) Recruit committee members	March 2018	
2.) Research and identify existing mobile market programs	May 2018	
3.) Host 3 mobile market program groups (via Skype or in person) to present on implementation steps and lessons learned	August 2018	
4.) Decide on implementation program and develop strategic plan	November 2018	
5.) Secure funding for staff, vehicle(s), storage facility and proper licensure	June 2019	
6.) Develop promotional plan	August 2019	
7.) Promote mobile market program	August 2019–March 2020	
8.) Secure food sources for mobile market and purchase vehicle(s)	December 2019	
9.) Identify and establish remote storage facility	December 2019	
10.) Determine mobile distribution routes	March 2020	
11.) Purchase and set up EBT system	May 2020	
12.) Launch mobile market program * <b>Target: 3 locations in food deserts</b>	June 2020	
13.) Conduct post evaluation survey	Fall 2020	
14.) Determine program changes based on evaluation results	March 2021	