



WELCOME

ARC USDA RFSP Public Learning Session #1





Partnerships Across the Food Value Chain

July 10th, 2024



AGENDA

7.10.24

- ARC Introduction
- RFSP Project Introduction
- Timeline/Deliverables
- Overview of 1st convening
- Next steps
- Q&A
- Closing



Webinar housekeeping

- Webinar will be recorded and available on the ARC website
- Please use the Q&A function
- Introduce yourself in the chat!
 - Name, organization, and where you are calling in from





**OUR GOAL:
SYSTEMS
TRANSFORMATION
TO BUILD
COMMUNITY
HEALTH,
COMMUNITY
WEALTH, AND
CLIMATE RESILIENCE**

Bay Area, CA

ANCHORS IN RESILIENT COMMUNITIES

WHAT IS ARC?

ARC is a multi-sector community-based partnership that coordinates equity-centered regional projects and learning spaces to maximize the purchasing power and collective investment of the region's anchor institutions to improve health and generate wealth.

WHO SETS THE TABLE?

Emerald Cities Collaborative and Health Care Without Harm

OUR VISION

ARC leverages the assets and the capacities of Bay Area institutional anchors to target the social determinants of health and well-being with a focus on expanding jobs, improving health outcomes, and community climate resilience.

ENGAGEMENT PRINCIPLES

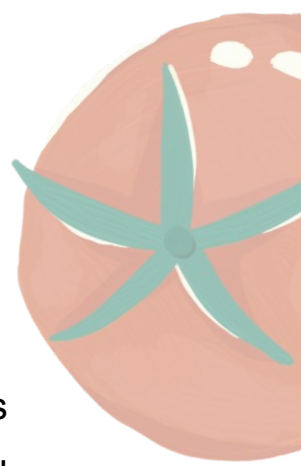
- Equity and Inclusion
- Transparency and Accountability
- Long-term Commitment
- Shared Governance





ARC's Regional Food System

- Goals of ARC's Regional Food System
 - Aggregate institutional demand for local and sustainable food products
 - Increase community-owned food business and manufacturing opportunities
 - Increase opportunities for local BIPOC producers who have been historically excluded from institutional markets
- Strategies for Implementation
 - Small scale one on one anchor procurement pilots
 - Value added product development and sourcing
 - Regional Coordination led by Regional Food System Manager - H Nieto Friga
 - USDA RFSP Project





ARC RFSP: Catalyzing a Local Food Processing Network in the Capital Corridor





yolo food hub network

(infra)structural change

Our RFSP grant helps catalyze a **revolutionary project**: a processing and distribution hub that delivers processed local food to institutions in Northern California.



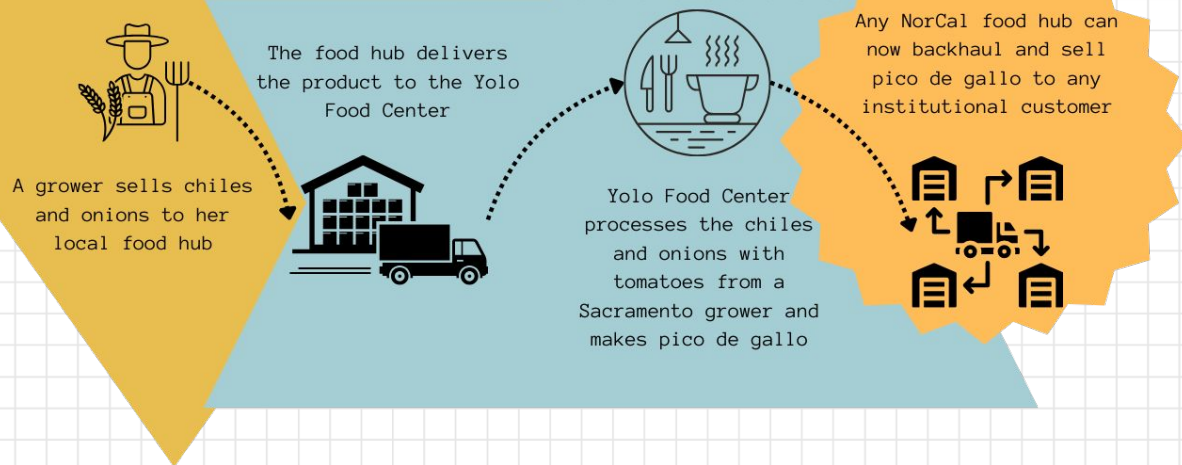
the problem

- **Corporate contracts** and **market consolidation** block farmers and food hubs from selling to institutions
- Institutions have **severe labor constraints** and need much more **pre-cut and value-added foods** than whole and fresh produce
- They also need **stable volumes, competitive pricing** and **clear reporting** to achieve their sustainability goals

the solution

- **Consolidate back:** One processing center all values-based farms and food hubs can use, to compete with large suppliers at scale
- **Product development that solves problems:** create pre-cuts, sauces, condiments, and more that are local, sustainable labor saves
- **Coordinate production** with local farmers to stabilize price, volume, and embed values-based data through the chain

How it works



CommonWealth Kitchen (Boston) makes products from local farms for institutional foodservice

We can solve the “Pico de Gallo Problem” by coordinating **production**, matching it with **demand**, and streamlining **distribution**



the opportunity

UCSF Top 10 Pre-Cut Item Categories by Cost: Jan 2022 - Apr 2024				
Item Type	Cost	Bay Cities Produce		US Foods
Fruit	\$ 1,044,385	83%		15%
Vegetable	\$ 769,169	91%		9%
Potato	\$ 357,365	59%		37%
Onion	\$ 205,191	42%		58%
Tomato	\$ 203,088	82%		17%
Apple	\$ 179,049	93%		7%
Cucumber	\$ 112,398	93%		7%
Pepper	\$ 94,768	78%		22%
Mushroom	\$ 86,254	83%		17%
Celery	\$ 84,486	93%		7%

\$3.1mil in opportunity for ONE institution

top items across the UC system:

- **Pre-cuts:**

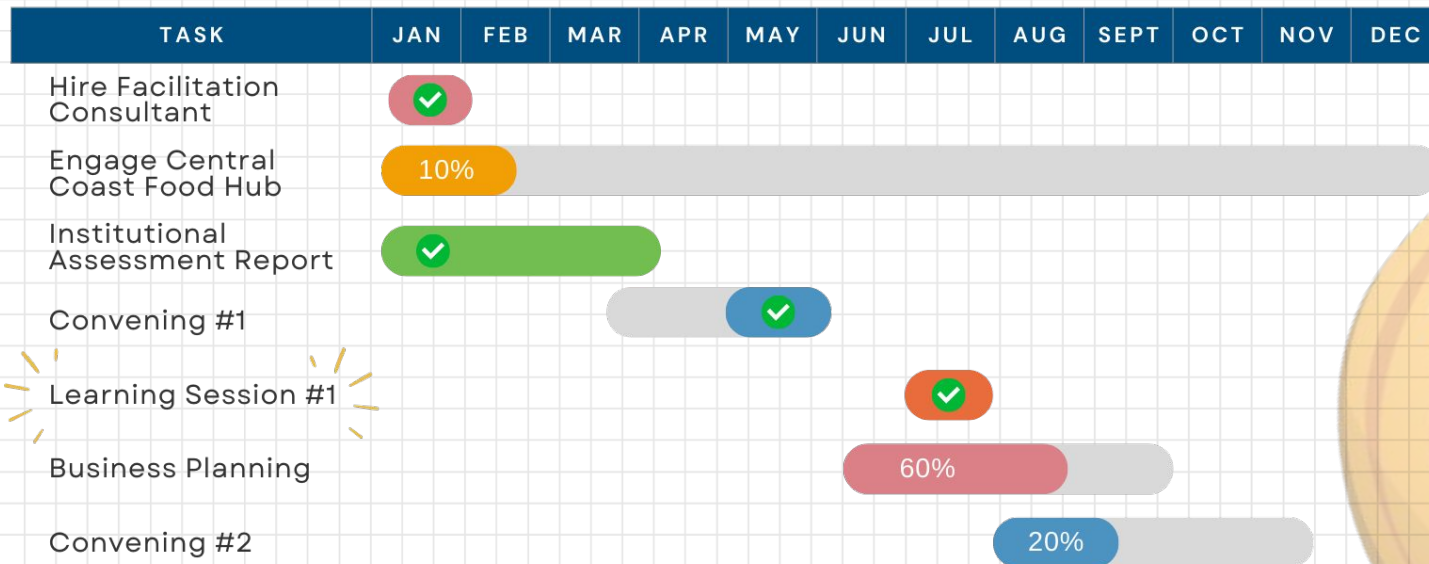
- sliced tomatoes
- sliced onions
- carrot coins
- salad mix
- grill blends
- sliced mushroom
- sliced cucumber
- diced potato

- **Pre-fab:**

- tomato sauces
- broths
- stews
- salsas



timeline + deliverables: 2024



2025 outlook

February: Learning Session #2
August: Real Estate + Financial Assessments, Fundraising Strategy
September: Convening #3
October: Secure institutional commitments

 **first convening: operators!**
may 8th + 9th, 2024 | woodland, ca



attendees

**Supporters
Operators**

ARC | SupplyChange | Food Works Group | Valley Vision | New Season | KTA
Marcellus Foods | Matriark Foods | Capay Valley Farm Shop



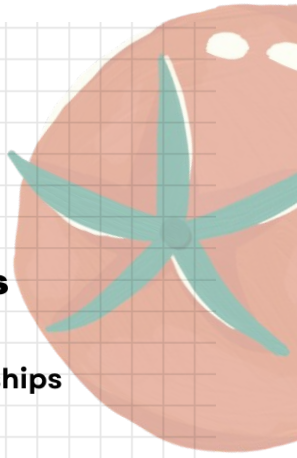
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main discussions + outcomes

- How will **inter-operator relationships** be structured?
 - Governance + legal structure
 - Site operations
 - Financial flows + agreements (revenue, inter-operator trading)
- How we will ensure a **good business model** for all?
 - Farm supply coordination
 - Market pricing + distribution
 - Maximizing efficiencies of co-location
 - Integrating other food hubs



2024

August: Business plan first draft complete!
September: SARE Grant (cross your fingers!) | RFSI retrofit of barn site begins
October: Convening #2: *Farms + Food Hubs*

2025

February: Learning Session #2
August: Real Estate + Financial Assessments, Fundraising Strategy
September: Convening #3: *Institutional Partners*
October: **Secure institutional commitments**



Left: Spreadwing Farm
(Capay Valley Farm Shop grower)

Center: Vero Mazariegos
of Brisa Ranch (Coastside
Food Hub)

Right: BIPOC broccolini at
UC Merced

Questions/
Comments?



Closing

Resources:

- Yolo Food Network 2 Pager

Additional Announcements:

- Look out for the next ARC RFSP Public Learning Session (early 2025)
- Slides and recording will be circulated in a follow up email



THANK YOU

Questions?

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