

Local Food Systems for Extension Agents Course - 2015

Module 2 - The Bottom Line: Economic Opportunities & Challenges of Local Food Systems

Session Agenda

Day 1

- 10:00 am Logistics of the Session. Looking forward; looking back
Roundtable Presentations and Discussions, *Making the Case for Economics (and Triple Bottom Line) of Local Foods (research-base)*
Small Group Activity – based on homework lecture, *Introduction to Basic Legal Structures*
- 12:30 pm Lunch Break – lunch not covered by course
- 1:30 Lecture, *Introduction to Basic Business Planning and Risk Management*
Small Group Activity – by Regions, *Growing a Healthy Economy with Local Foods - Toolkit*
Panel Discussion, *Traditional and Alternative Financing Methods*
Planning/Logistics for Evening and for Day 2
- 5:10 Formal Day Ends
- 7:00 – 8:00 Optional Group Discussion for non-commuters, *Local and Regional Food Systems - Economic Theory + Social Context. Discussion of Readings; Clancy and Ruhf + Lusk and Norwood*

Day 2

- 8:30 am Session Topic Team Reports – Session 1, Introducing Local
Lecture and Discussion, *Marketing, Markets, and Regional Branding*
Break
Farmer/Service Provider Panel Discussion, *Successful Strategic Marketing Tactics* (grocer, distributor, food hub, FM, etc.)
Planning/Logistics for Session.
- 11:30 Lunch Break - lunch not covered by course
- 12:15 PM Leave for Robinhood Road Lowes Foods
Site Tour, *Lowes Foods Robinhood Road*
- 2:00 Leave for Buffalo Creek Farm and Creamery
Site Visit, *Buffalo Creek Farm and Creamery*
- 3:30 Travel back to Winston-Salem
- 3:45 End Day

Module 2 Learning Objectives

1. Students are able to identify economic opportunities and challenges in their county or region.
2. Students have a basic knowledge of strategic marketing tactics for food businesses.
3. Students understand and are able to explain:
 - a. Business basics for financial success - terminology, tools, and business models.
 - b. Triple-bottom line impacts of local foods.