

Local Food Systems for Extension Agents Course - 2015

Module 3 - Value Chain: Farm to Fork - Part 1

Session Agenda

PART 1

Day 1

- 10:00 am Session Topic Team Reports - Session 2, Bottom Line
Small Group Activity – Groups divided by section topic from Diamond article, *Exploring Food Value Chains*
- 11:45 *Travel to Chef & Farmer*
- 12:00 pm Lunch and Discussion
Chef & the Farmer – Local Sourcing in Rural Communities
- 1:45 Load bus for Site Tour
- 2:00 Site Tour, *Regional value chains and urban/rural connections, Pork and Beef Producers, Nooherooka Natural Beef and Oak Wood Farm*
- 5:20 Return to Kinston
- 5:30 ‘Evening Group Discussion’ – Optional for commuters, *Label Claims and Product Attributes--- Regulatory Implications for Producers and Consumer (mis) Interpretations*
- 6:45 Site Tour – Optional for commuters, *Mother Earth Brewing*
- 7:45 Planned activities end. Dinner on your own.

Day 2

- 8:30 am Planning/Logistics for Day 2 and next Session, Discuss quiz & session team reports, Team Project Sign-ups for Day 2 afternoon
Lecture, Building a Regional Food System
- 10:00 Break - coffee/tea only
- 10:15 Small Group and Class Discussions – Reading 1 (Selfa); *Understanding Producer Consumer Networks in Local Food Systems: What is the value in Value Chains*
Panel Discussion, Rural Economic Development through Support of Local Value Chains
- 12:35 Lunch Break
- 1:30 PM Debrief on site tours, Quiz 1 discussion/Session Team Reports
Planning/Logistics, End of Session 2 Survey
Final Project In-Class Work Time with Co-instructors
- 3:00 Adjourn

PART 2

Day 1

- 10:00 am Session Topic Team Report - Session 4, Common Denominator; & Logistics
- 10:30 Lecture, *Value Chain Upgrading and Market Channel Research*
Small Group Activity - synthesize homework
- 12:15 pm Lunch Break (optional working lunch in project teams/ meeting time with instructors)
- 1:15 Logistics: Review Session 4 Quiz; Time to meet with project teams
- 1:45 Travel to TRACTOR
- 2:45 Site Visit- TRACTOR
- 4:15 Travel back to Buncombe Co Office
- 5:30 Planning/Logistics for Evening and for Day 2
- 5:30-6:30 *Evening Discussion - Optional for Commuters, Change and Future Directions*

Day 2

- 8:30 am Class Meets at Manna Food Bank
- 8:45 Site Tour- Manna Food Bank
- 10:00 Travel to Blue Ridge Food Ventures, A-B Tech Enka Campus, at 1461 Sand Hill Road, Candler NC 28715 (just west of Asheville)
- 10:30 Site Tour- Blue Ridge Food Ventures + conversation with County Health Dept and NCDA
(Tour first - ½ hour for dx. with NCDA/County Health)

12:00	Travel Back to Buncombe Co Office
12:30	Lunch
1:15	Round Table Discussion, <i>Values in the Value Chains in Western NC</i>
2:30	Lecture / Small Group Activity, <i>Role of Extension in Food Hubs and Other Projects across the Value Chain</i>
3:30	Survey

Module 3 Learning Objectives

1. Students are able to:
 - a. Explain what a value chain is, using correct terminology, and with awareness of different value chain structures, functions and stakeholders and their relevance for different contexts.
 - b. Articulate values in the value chain.
 - c. Identify which values are relevant in their county.
2. Students learn how to help their clients self-assess their position in the value chain, options and readiness to change their position in the chain for improved profitability, and Extension educator options for supporting these changes and overall value chain development.
3. Students understand what value chain stakeholders need to know relative to rules, regulations and resources to assist stakeholders.
4. *(For those attending evening discussion)* Students understand different label claims and consumer dietary choices, and how these impact farmers.