

Local Food Systems for Extension Agents Course - 2015

Module 3 - Value Chain: Farm to Fork

Supporting Assignments

Part 1

1. Selfa, T., & Qazi, J. (2005). *Place, taste, or face-to-face? Understanding Producer–Consumer Networks in “Local” Food Systems in Washington State*. *Agriculture and Human Values*, 22(4), 451-464.
2. Diamond, Adam, Debra Tropp, James Barham, Michelle Frain Muldoon, Stacia Kiraly, and Patty Cantrell. *Food Value Chains: Creating Shared Value to Enhance Marketing Success*. U.S. Dept. of Agriculture, Agricultural Marketing Service, May 2014. Web. <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5107776>
3. Watch an Episode of *A Chef's Life*. <http://www.pbs.org/food/features/a-chefs-life-episodes/>
4. Watch webinar recording. Lamie, D. 2015. *Economic Impacts and Multiplier Effects - Local Food Systems*. Clemson University. April 10. <http://mymediasite.online.ncsu.edu/online/Play/3517265c66ad4972b61de65ccb617bdd1d?catalog=18b825f7-1776-49c3-9576-25d83869c1c1>

Part 2

1. LeRoux, M. *Guide to Market Channel Selection: How to Sell through Wholesale & Direct Market Channels*. Cornell Cooperative Extension of Tompkins County. <http://files.campus.edublogs.org/blogs.cornell.edu/dist/0/2113/files/2012/04/Market-Channel-Assessment-132dr2l.pdf>
2. Lelekacs, J.M., Bloom, J.D., Ranells, N., Jakes, S., Schwab, S., and Melton, T. 2015. *Extension Agent Guide for Evaluating the Type and Level of Support for Local Food Entrepreneurship Projects*.
3. Carolina Farm Stewardship Association. 2012. *Growing Your Local Food Business: A guide to North Carolina laws and regulations*. <http://www.carolinafarmstewards.org/north-carolina-reg-guide/>
4. Marks, Peter. (2014). *The Regulatory Environment for Farms in Western NC*. Appalachian Sustainable Agriculture Project. <http://asapconnections.org/downloads/the-regulatory-environment-for-farms-in-western-north-carolina.pdf>
Read in preparation for panel discussion. Bring questions for panel.

Module 3 Moodle Forum Questions

1. After you have read the Selfa article, consider this: Do 'alternative provisioning systems' exist in your county? If so what are they or how do they function? What are the values that drive them and what role do they play within the local food system?
2. In what ways would your county lend itself to the formation of values-based value chains?