

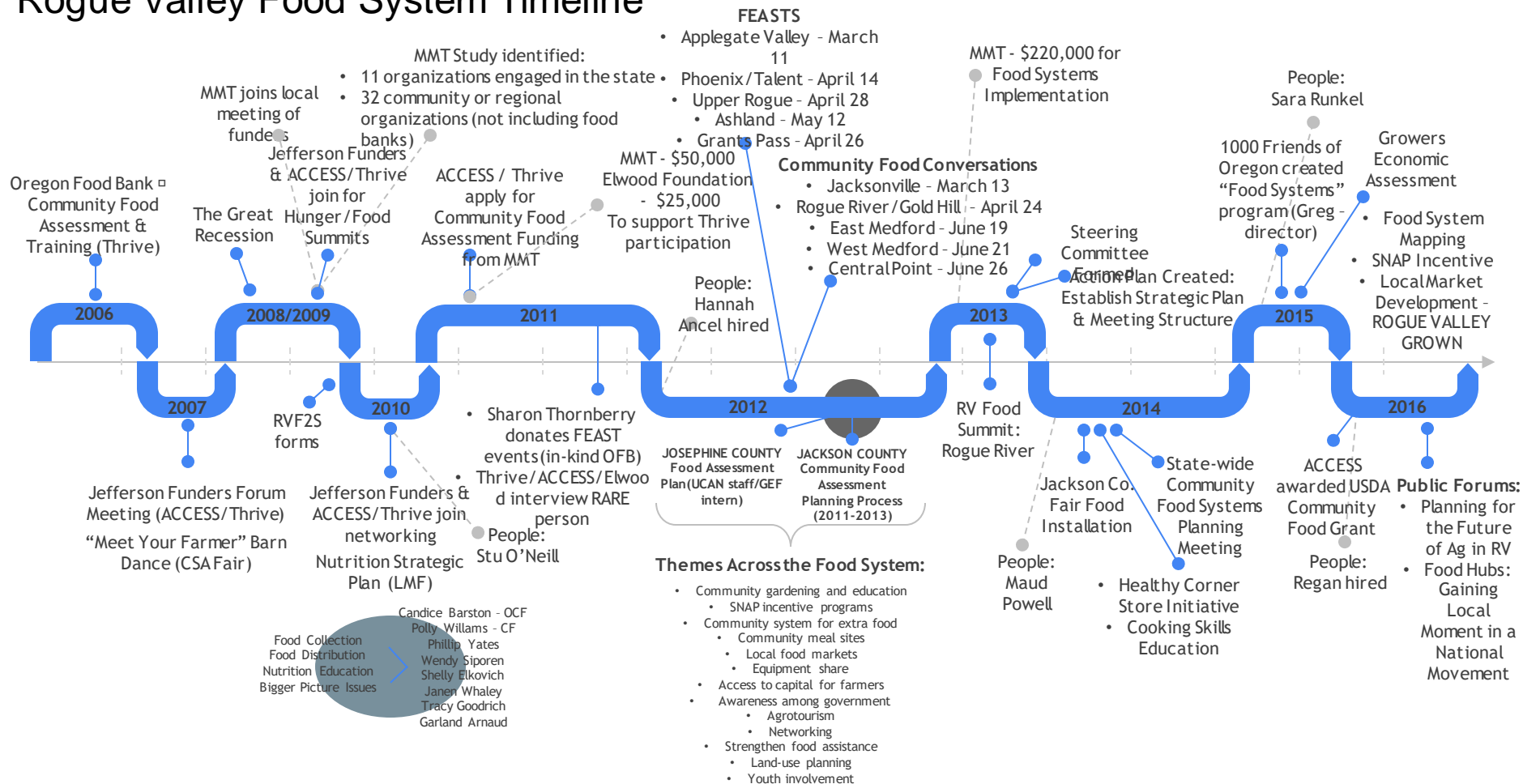
Growing our Local Food System Together

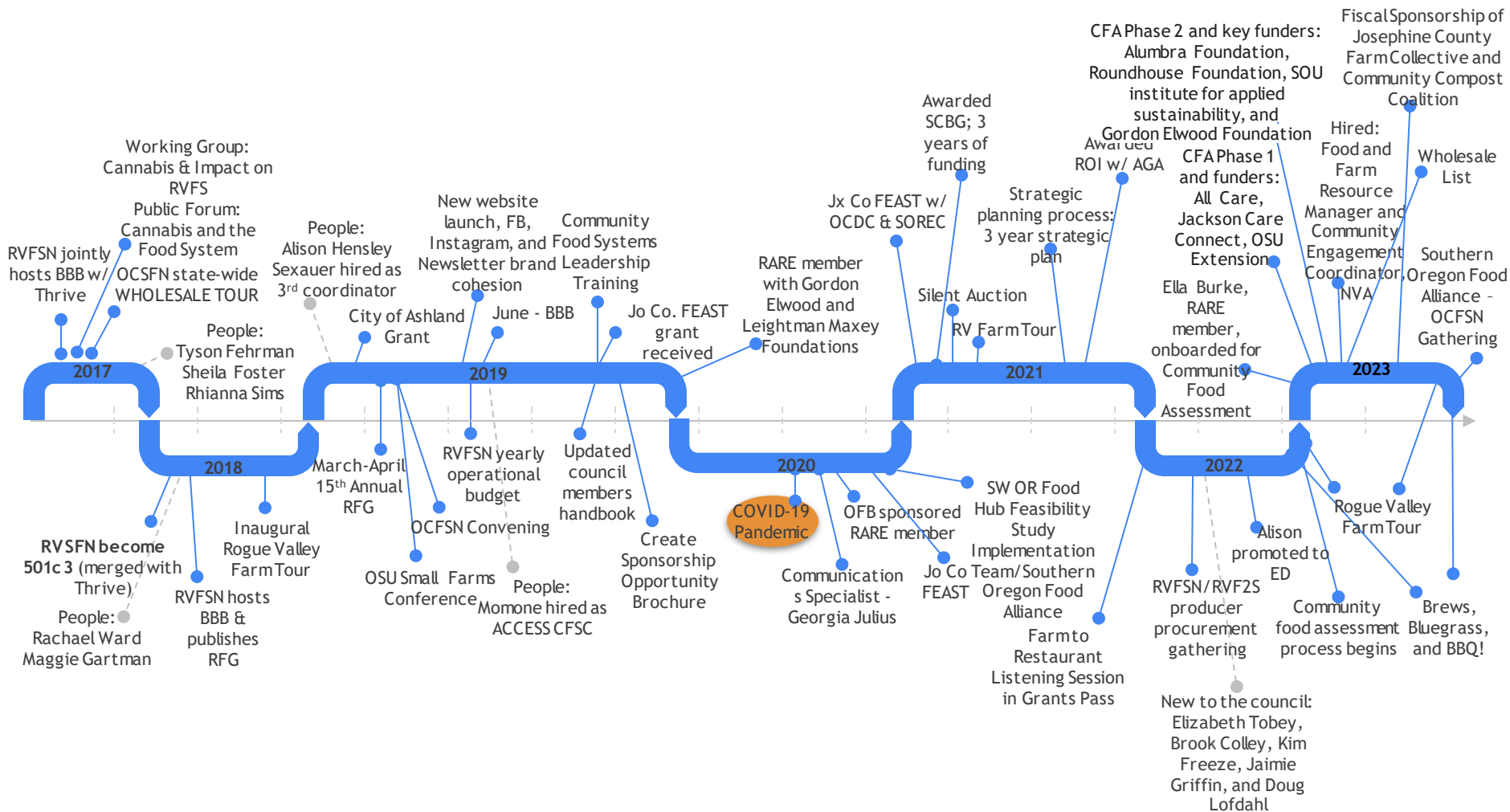
Rogue Valley
Food System
NETWORK

growing our local food system



Rogue Valley Food System Timeline





What word or words come to mind when you hear the term “Food System”?

[PollEv.com/cuteautumn024](https://pollev.com/cuteautumn024)

Identity Crisis: From Council to Non Profit



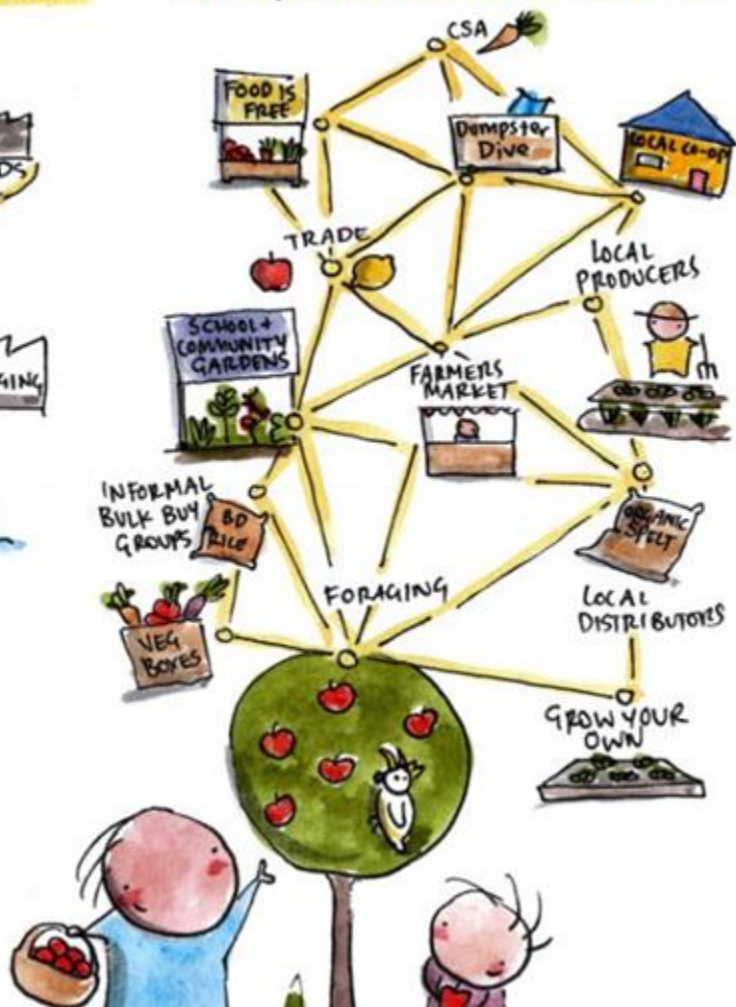
What is a Food System?



A FRAGILE FOOD SYSTEM



A (OUR) RESILIENT FOOD SYSTEM



What is the current funding landscape of food systems?

Food System Sectors:

1. Environment and Natural Resources
2. Agricultural Production
3. Consumer Demand and Marketing
4. Nutrition and Health
5. Food Security and Access
6. Food Systems Emergency Preparedness and Resiliency
7. Food Waste Management

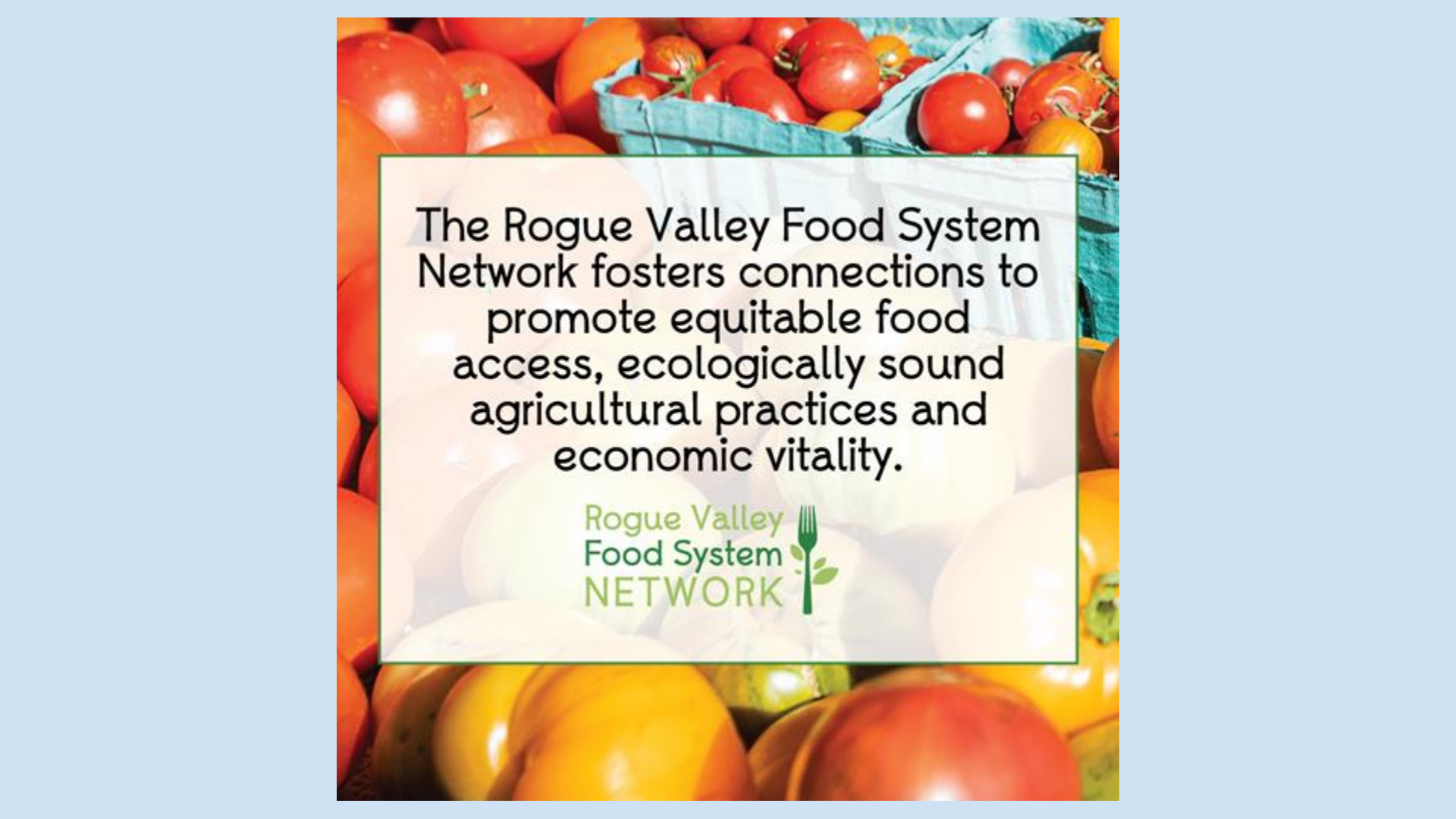
Overarching Themes:

1. Community Health and Resilience
2. Environmental Health and Resilience
3. Economic Viability

Food Systems Issues that weave through all areas:

1. Infrastructure
2. Labor and Employment
3. Education, Advocacy, Policy
4. Capital and Funding

Reflections?



The Rogue Valley Food System
Network fosters connections to
promote equitable food
access, ecologically sound
agricultural practices and
economic vitality.

Rogue Valley
Food System
NETWORK




Maximizing Impact Through Collaboration

“Individually, we are one drop.
Together, we are an ocean.”

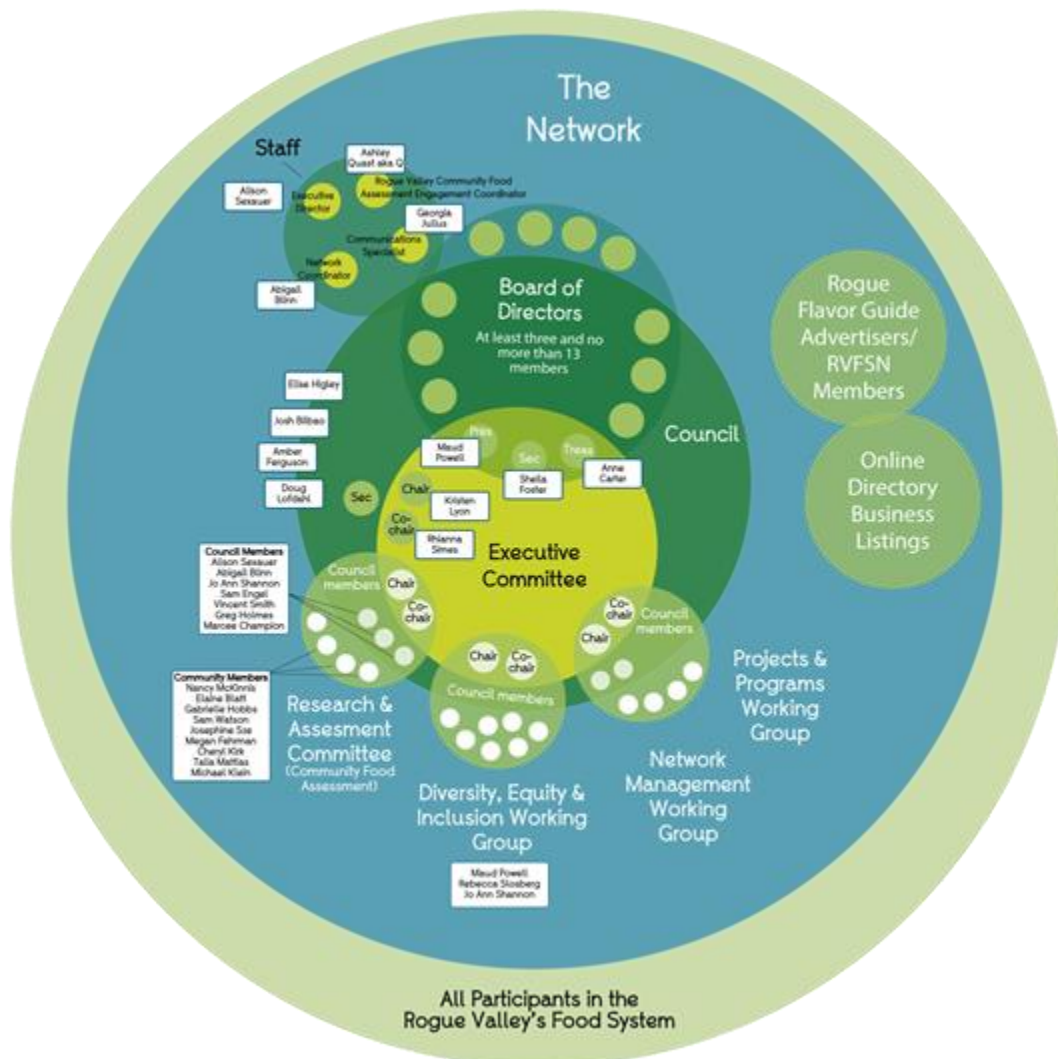
— Ryunosuke Satoro



A wooden crate filled with green and red apples, with a quote overlay.

“ The world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and a vision of what's possible rather than worry about critical mass. Our work is to foster critical connections. ”

- Margaret Wheatley,
The Berkana Institute



Community Food Assessment Steering Committee



Rogue Valley Food System NETWORK

Strategic Plan 2022-2024

Purpose

The Rogue Valley Food System Network fosters connections to promote equitable food access, ecologically sound agricultural practices and economic vitality.

Vision

The Rogue Valley has a visible, engaged and vibrant food system.



Strategic Priorities 2022-2024

1. Become the hub for food systems related work in Southern Oregon.
2. Build the sustainability and visibility of local food and farming businesses and organizations.
3. Incorporate equity, diversity and inclusion into all of our work.
4. Focus on convening with purpose and being a catalyst for action.

OUR REGION



As part of the network of USDA Regional Food Business Centers, the Northwest and Rocky Mountain Regional Food Business Center supports a more resilient, diverse, and competitive food system. This Center is designed to be a node for our region's small and mid-tier food and farm businesses and local and regional food sector development initiatives by supporting cross-regional collaboration, providing and analyzing relevant and timely data, and serving as a gateway for USDA programs and other third-party funding opportunities, with a focus on underserved farmers, ranchers, and food businesses.

HIGH PRIORITY ISSUES ▾ | PROGRAMS, EVENTS & T

Building Meat Supply Chain Capacity

Creating Diverse Markets for Climate Resilient Ag

Connecting and Scaling Food Entrepreneurs

Supporting Right-Size Investing and Infrastructure

Statewide Initiatives

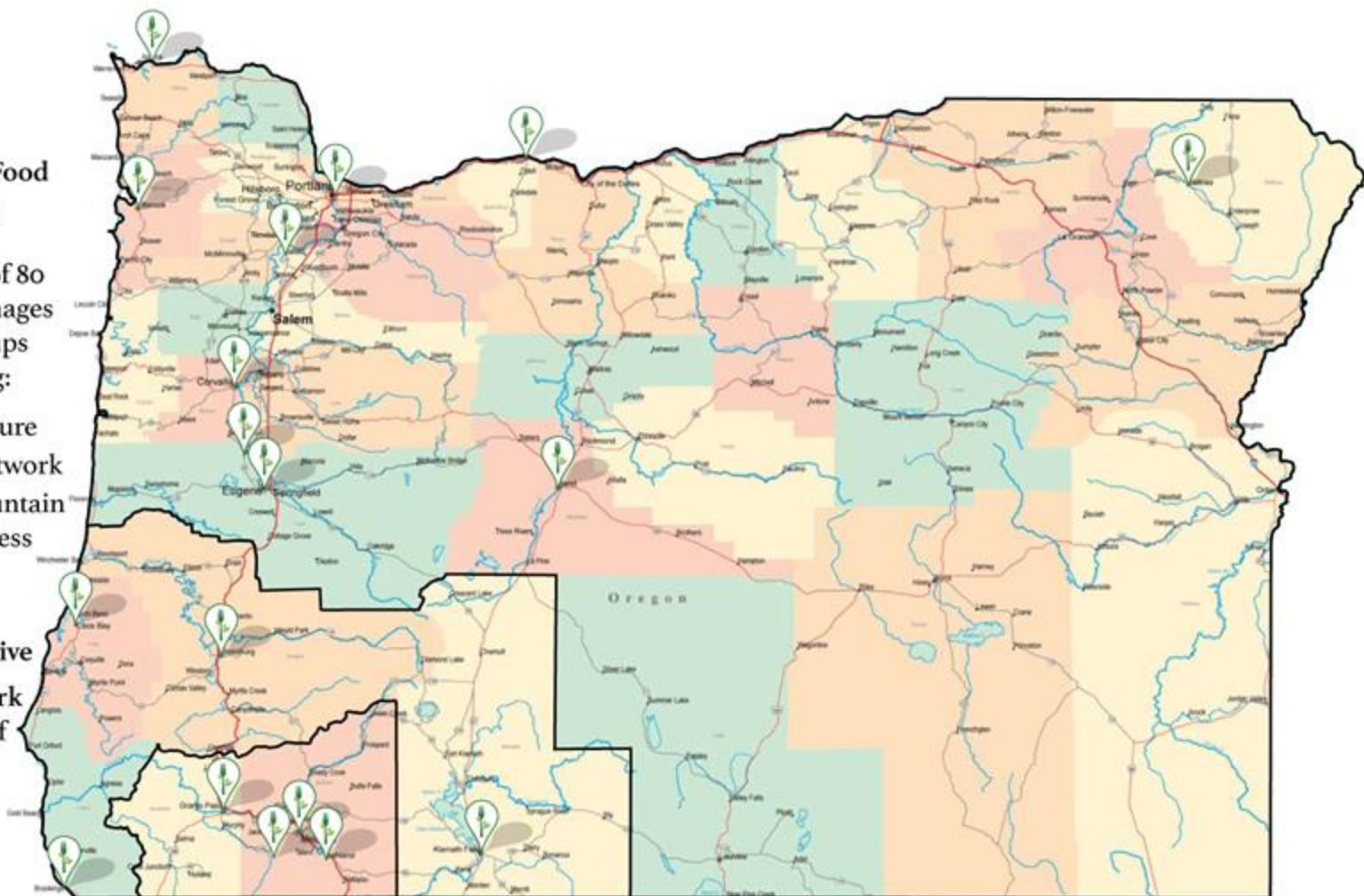
Oregon Community Food Systems Network *Portland*

A statewide network of 80 organizations that manages several working groups statewide including:

- Farming for the Future
- Oregon Food Hub Network
- Northwest Rocky Mountain Regional Food Business Center

Oregon Farm to Institution Collaborative

Oregon Pasture Network A program of Friends of Family Farmers *St. Paul/Junction City*

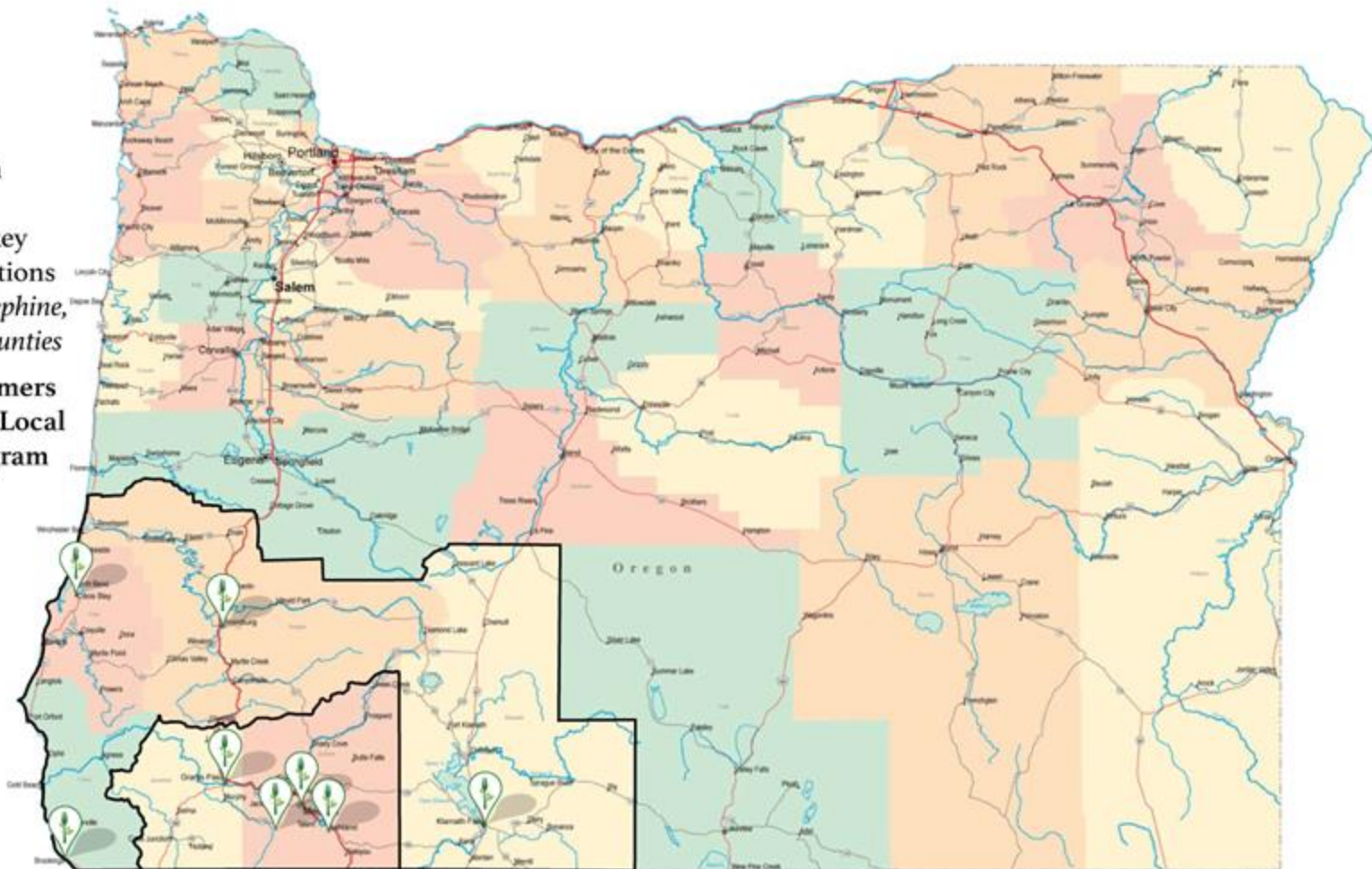


Regional Initiatives

Southern Oregon Food Alliance

a partnership with key
food-focused organizations
*Coos, Curry, Jackson, Josephine,
Douglas and Klamath counties*

**Friends of Family Farmers
Capital Assistance for Local
Farmers (CALF) Program
Partnership**



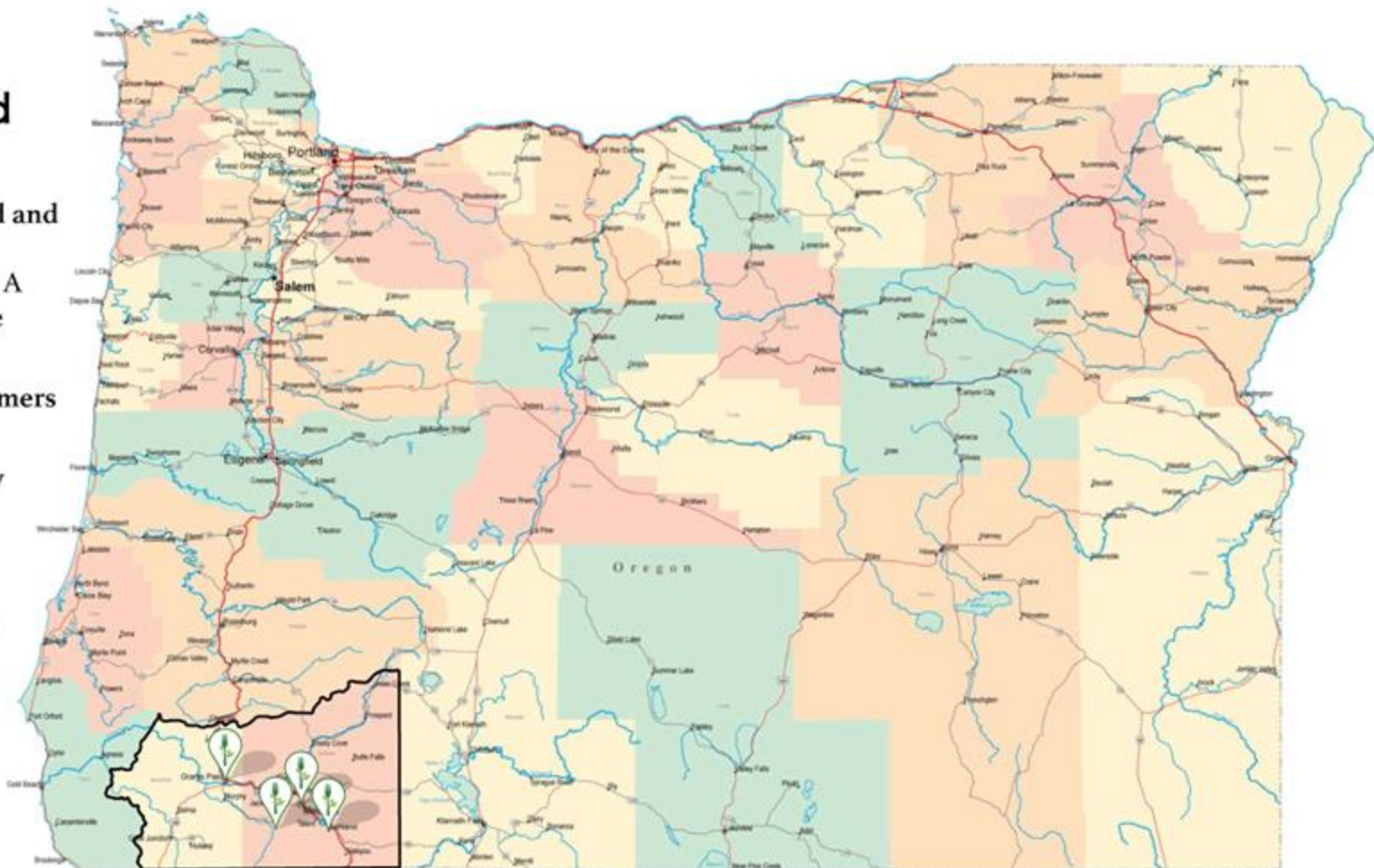
Local Place-Based Initiatives

Applegate Valley Food and
Farm Network
in partnership with A
Greater Applegate
Applegate Valley

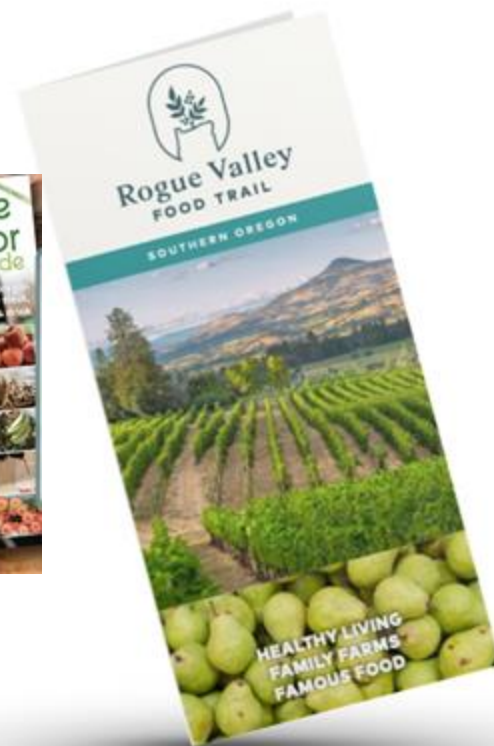
Friends of Family Farmers
Medford

Josephine County
Farm Collective
Grants Pass

Community
Compost Project
Ashland



What do we do?



Hello neighbor!

Support your community: visit with neighbors, and enjoy fresh local food and handcrafted goods three days each week in the Applegate Valley!

See you there,



Williams Farmers Market Mondays 4 - 6:30pm
SCA, 206 Tetherow Road, Williams
May 1st through October 4th
July & August from 5pm - 7:30pm
[instagram.com/thewilliamsfarmersmarket](https://www.instagram.com/thewilliamsfarmersmarket)

Applegate Evening Market Wednesdays 5 - 8pm
Longword Vineyard, 8555 Hwy 238, Jacksonville
May 31st through September 27th
no August Market, September from 4-7pm
[applegateeveningmarket.com](https://www.applegateeveningmarket.com)

Murphy's Outdoor Market Fridays 9am - 1pm
6890 Williams Highway, Grants Pass
April 7th through September 1st
[murphysoutdoormarket.com](https://www.murphysoutdoormarket.com)



RVFSN's monthly food and farming newsletter



Happy Monday!

New wholesale items: fennel, red butter lettuce, and cured yellow onions from Wandering Roots.

See the Local Wholesale List.

How to use the Rogue Grown Wholesale List: As part of our mission to increase access to local farm products, RVFSN is now producing a seasonal wholesale list of available food and farm products for restaurants and other food businesses. You can reference a live version at the link below and sign up to receive the updated list weekly straight to your email on our website.

How to use the list: Each farmer's contact information is listed on the list on the right-hand side of the list. You may contact the farm directly or reply to this email with total quantities, final cost, and delivery details and we can help connect you to the farm. If the farm contact information is not listed, their order system is a bit more involved and we can assist you.

Are you a local farm or ranch interested in being added to this network of producers?
[Contact Abigail!](#)

This initiative is a work in progress and we are open to feedback to aid in streamlining the process.

Abigail Blinn, BS RDN

Network Coordinator, Rogue Valley Food System Network

Wholesale List

ITEM	FORM	SOURCE	COUNTY	UNIT	CASE WEIGHT	PRICE/ UNIT	PRICE/ CASE	Contact Info
NEW!								
red butter lettuce	fresh, whole	Wandering Roots	Jackson	ct.	12, 24	\$1.87-2.25	\$27, \$45	Jeff Boesch: (541) 855-5346, thewanderingroots@gmail.com
fennel	fresh, bagged	Wandering Roots	Jackson	ct.	12	\$2.25	\$27.00	Jeff Boesch: (541) 855-5346, thewanderingroots@gmail.com
yellow onions, cured	fresh, whole	Wandering Roots	Jackson	lb.	20, 40	\$1.25-1.75	\$35, \$50	Jeff Boesch: (541) 855-5346, thewanderingroots@gmail.com
FRUITS								
watermelon	fresh, whole	Fry Family Farm	Jackson	lb.	35	\$0.69	\$24.00	541-531-8663, suz@fryfamilyfarm.org
cantaloupe	fresh, whole	Fry Family Farm	Jackson	lb.	35	\$0.74	\$26.00	541-531-8663, suz@fryfamilyfarm.org
strawberries	fresh, pint	Wandering Roots	Jackson	pint	12	\$3.50	\$42.00	Jeff Boesch: (541) 855-5346, thewanderingroots@gmail.com
bing cherries	\$10, \$20, \$30 bags, >20lb = fat	Kainer Fruit Stand	Jackson	lb.	20	\$6.00	\$120.00	Perry Kainer, 541-226-8716
blueberries	\$10, \$20, \$30 bags, >20lb = fat	Kainer Fruit Stand	Jackson	lb.	20	\$6.00	\$120.00	Perry Kainer, 541-226-8716
dried blueberries	dried	Sisters Fruit Co.	Washington	lb.		\$5.25		
dried cinnamon dusted apples	dried	Sisters Fruit Co.	Washington	lb.		\$3.95		
frozen berries: blueberries, raspberries, blackberries, sliced strawberries	frozen, whole	Willamette Valley Fruit	Marion	32 oz. bags		\$5.29		
applesauce	24 oz. jar	Sweet Creek	Lane	24 oz. jar		\$4.02	\$48.24	
PROTEIN								
carne asada	USDA processing, frozen	Rusted Gate Farms	Jackson	lb.	1	\$6.00	\$6.00	John Souza, 541-621-3387, JSouza@rustedgatefarm.org
ground beef	USDA processing, frozen	Rusted Gate Farms	Jackson	lb.	1	\$6.00	\$6.00	John Souza, 541-621-3387, JSouza@rustedgatefarm.org
pork breakfast links, maple	frozen, prepared by Taylors Sausage	Marvins Gardens and Cattle Co.	Jackson	lb.	10	\$12.00	\$120.00	Marvin Parker, 541-661-3286
breakfast sausage, maple	frozen, prepared by Taylors Sausage	Marvins Gardens and Cattle Co.	Jackson	lb.	5	\$12.00	\$60.00	Marvin Parker, 541-661-3286
country sausage	frozen, prepared by Taylors Sausage	Marvins Gardens and Cattle Co.	Jackson	lb.	5	\$11.00	\$55.00	Marvin Parker, 541-661-3286
canadian style bacon	frozen, prepared by Taylors Sausage	Marvins Gardens and Cattle Co.	Jackson	lb.	5	\$12.00	\$60.00	Marvin Parker, 541-661-3286
center cut bacon	frozen, prepared by Taylors Sausage	Marvins Gardens and Cattle Co.	Jackson	lb.	5	\$11.00	\$55.00	Marvin Parker, 541-661-3286
ground beef, grass or grain finished	15% fat, fresh or frozen	Salant Family	Josephine	lb.	5	\$8.00	\$40.00	Contact: Peter Salant Ranch: 541.899.8295 / Cell: 541-941-6634
ground beef, frozen	15% fat	Plaisance Ranch	Josephine	lb.	60	\$6.80	\$240.00	
eggs		Runnymede	Jackson	1 doz		\$5.00		
walnuts	shelled, whole	Cedar Pines Ranch	Josephine	lb.		\$15.00		
hazelnuts	shelled, whole	Cedar Pines Ranch	Josephine	lb.		\$15.00		
nut butters (hazelnut, walnut)	8 oz jars	Cedar Pines Ranch	Josephine	8 oz jars		\$15.00		CedarPinesRanch@gmail.com
sunflower seed butter	16 oz jars	Cedar Pines Ranch	Josephine	16 oz jar		\$14.00		CedarPinesRanch@gmail.com
pumpkin seed butter	16 oz jars	Cedar Pines Ranch	Josephine	16 oz jar		\$16.00		CedarPinesRanch@gmail.com

FREE and OPEN TO THE PUBLIC

Cannabis and the Food System: A Changing Landscape

**July 19, Wednesday
6-8 pm**

**Medford Public Library
Large Conference Room
205 S Central Ave
Medford, OR**

The growth of the cannabis industry in Southern Oregon has brought remarkable opportunities and complex challenges. The Rogue Valley Food System Network invites you to learn more about the changing role of cannabis on food production through an expert panel presentation. Whether you are a cannabis grower, food producer, or interested citizen, you will walk away with a better understanding of issues relevant to a growing cannabis industry and ways to promote regional sustainable solutions.

Speakers will address water resources, soil fertility, land use planning, rules & regulations, and labor issues. Panelists will briefly present on the current state of research and regulations in each of these areas. Following the panel presentations, the Rogue Valley Food System Network will moderate a question & answer session with the audience.

We hope you will join us as we support informed dialogue around this issue.



The Rogue Valley Food System Network is a group of individuals who have joined together to strengthen the food system. We hope to advance the vision of a healthy and sustainable food system by connecting people to healthy food, local farmers and producers, promoting networking and the sharing of knowledge and best practices, and fostering innovative partnerships. Website: www.rvfoodsystem.org

For more information contact: 541-507-7742 or email: coordinator@rvfoodsystem.org



WATER, DROUGHT, AND A CHANGING AGRICULTURE IN THE ROGUE VALLEY



**JUNE 3RD
5:30-7PM**

**JOIN US VIA ZOOM
FOR A PUBLIC SESSION**

Anti-Racist and Decolonial Agriculture Speaker Series

**Thursdays at noon
1/26 through 2/16**

Register online!



Oregon State University
Extension Service



COMMUNITY CONVERSATION: OREGON SEAFOOD IN SCHOOLS AND OTHER MARKETS

DISCOVER WHAT'S HAPPENING WITH OREGON SEAFOOD IN
K-12 SCHOOL CAFETERINAS AND OTHER MARKETS, AND ADD
TO THE MIX WITH YOUR IDEAS AND SUGGESTIONS

**March 26th
4:15 - 5:00 PM
via ZOOM**



**Register
HERE**

HEMP

**Impacts of a changing agriculture on the Rogue Valley
Food System**



**JUNE 19th 5:30-6:30 pm at the Central Point Library
116 S. 3rd St. Central Point, OR**

**COVID-19
Food System
Resource List**

COMMUNITY *Compost*



JOSEPHINE COUNTY
FARM COLLECTIVE



Five Stories from the Field



Seeds Farmers and Food Security





Healthcare and Farmers



Investing in Good Health!

Raffle every 30 minutes

CSA SHARE FAIR

Employee Sign Up Day
March 21st
Education Center
11am - 2pm

JOSEPHINE COUNTY FARM COLLECTIVE

Shop Josephine County's Food Hub of Local farms, ranches, bakers and makers.

jcfarmcollective.org
Use Employee ID "ACH1701" at check out

Connecting Community to Local Agriculture!

JCF will donate \$1.00 match in food to Josephine County Food Bank for every \$1.00 prepaid at the Share Fair.



Thank You!

... for participating in our Employee Work Wellness Program this season.

 **Siskiyou Community Health Center**

Food Waste Recovery, Farmers and Community building

COMPOST vs LANDFILL



COMING IN MARCH, 2024!

FREE FOOD-SCRAP DROP-OFF

THURSDAY MEDFORD GROWER'S MARKET

SUPPORT OUR FARMS!

Bring your food-scraps to the Thursday Grower's Market at Hawthorne Park, in Medford. We'll collect and transport them to your favorite local farms to utilize as compost and animal feed!



DROP OFF

- All non-meat/non-seafood scraps and leftovers
- All fruit and vegetable peelings, pits, and shells
- Pumpkins
- Rice, pasta, bread, cereal, and oats
- Egg and nut shells
- Dairy products
- Coffee grounds and filters; teabags

NO

- Meat items of any kind
- Yard debris - leaves, flowers, etc
- Paper products
- No produce labels
- No Compostable bags
- Coal or charcoal
- Over-the-counter or prescription drugs and medications
- "Compostable" plates or cutlery



Hyper Local Food Systems and Rural Economic Development

A GREATER APPLEGATE

RURAL OPPORTUNITY INITIATIVE
2021-2023



GOAL #1 EXPAND THE APPLEGATE VALLEY NETWORK

- ▶ Held successful Fall Food and Farm Gathering, initiated monthly newsletters with a 43% open rate, and formed 5 active working groups for various topics.
- ▶ Merged certain working groups, established an Engagement Tracker, and updated the Applegate Valley Inventory.

GOAL #2 COORDINATE EXISTING MARKETS AND OTHER RETAIL OUTLETS

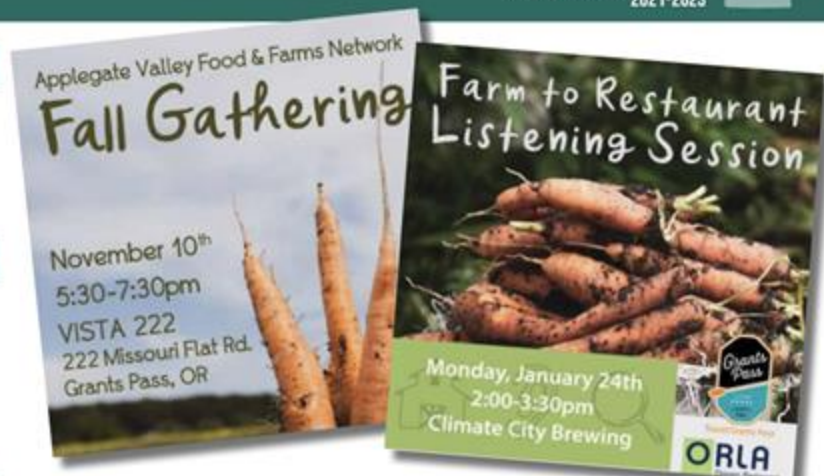
- ▶ Initiated Farmers' Market Support and group coordination activities.
- ▶ Created branding guide for AV Grown, established AV Grown Community Hub Booth, and developed Applegate Valley food and farm inventory.
- ▶ Established AV Food and Farm Network, fostering community and entrepreneurial ecosystems for local food and farm businesses.

GOAL #3 BUILD SUPPORT FOR LOCAL PRODUCTS

- ▶ Engaged in local farmers markets, providing support and marketing.
- ▶ Distributed direct mailer, published quarterly articles in local newspaper, sent monthly AVFF newsletter, featured in AGA newsletter, tabled at 3 markets, curated social media blasts, and developed event flyers.
- ▶ Raised awareness of Applegate Valley Food and Farm businesses, highlighted challenges faced by local farmers, and tracked progress through metrics like newsletter engagement, market attendance, AV Grown booth participation, AVFFN engagement, and Working Group participation.

GOAL #4 IDENTIFY AND CULTIVATE NEW ECOSYSTEM RESOURCES

- ▶ Surveyed markets for needs, created Resource Directory and Commercial Kitchen list.
- ▶ Established resource guide which is set to circulate in upcoming newsletter.
- ▶ Applegate Grown brand became an annual "icon" for Applegate Valley businesses in the Rogue Flavor Guide.



LOOKING FORWARD



- Utilize project insights to strengthen local entrepreneurship, collaborating with RVFSN's Community Food Assessment for synergy.
- Leverage assessment outcomes for branding, coordination, and communication, leveraging wine industry connections.
- Develop Applegate Valley Food hub, aiding farmers' distribution with funding and refrigerated truck.
- Pursue USDA AMS funding for wider local food reach, fostering economy and farmer-consumer connections.

For more information about A Greater Applegate, visit:
www.agreaterapplegate.org

Food Security, Regenerative Farming, and Farmer Training



Family Nurturing Center
SERVING SOUTHERN OREGON

Food and Farm Program

ROGUE VALLEY FOOD
SYSTEM NETWORK



Rogue Valley Community Food Assessment

Community Food Assessments

2012

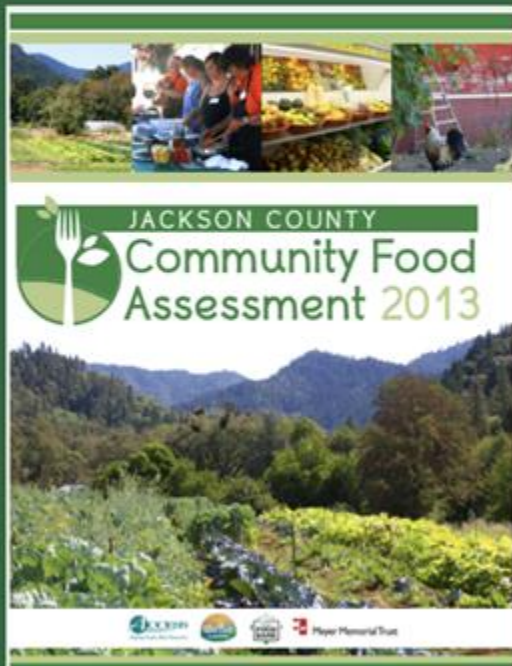
IT'S THE
CLIMATE



6/1/12

Looking at Food Security in Josephine
County

2013



Community Food Assessment Update

STUDY OBJECTIVES


- Identify the current assets and gaps in our food system by developing an updated, collaborative Rogue Valley Community Food Assessment & Action Plan of Jackson and Josephine Counties
- To serve as an
 - analysis of the community's food system,
 - outline a list of actions that will improve local food access,
 - and result in economic and infrastructural improvements across the Rogue Valley



SOUTHERN OREGON FOOD ALLIANCE

Spring Convening

Tuesday, April 20th
4-5:30 PM



A VIRTUAL OVERVIEW OF THE
RECOMMENDATIONS TO STRENGTHEN
COOS, CURRY, DOUGLAS, JACKSON,
AND JOSEPHINE COUNTY FOOD AND
FARM SYSTEMS.

[MEETING LINK HERE](#)

JOIN THE EFFORT IN EXPLOKING:



Farm to Restaurant Listening Session



Monday, January 24th
2:00-3:30pm
Climate City Brewing



Rogue Valley
Food System
NETWORK
growing our local food system



ILLINOIS VALLEY FOOD & FARM Listening Session

MARCH 2 • 4 - 6 PM
CAVE JUNCTION LIBRARY

Calling all Applegate Valley
farmers, ranchers, growers,
grocers, restaurateurs and food
entrepreneurs of any scale!



Join us for a....
Food & Farm
Network Gathering
November 10th | 5:30-7:30pm

Rogue Valley Food Solutions Summit



PROCESS

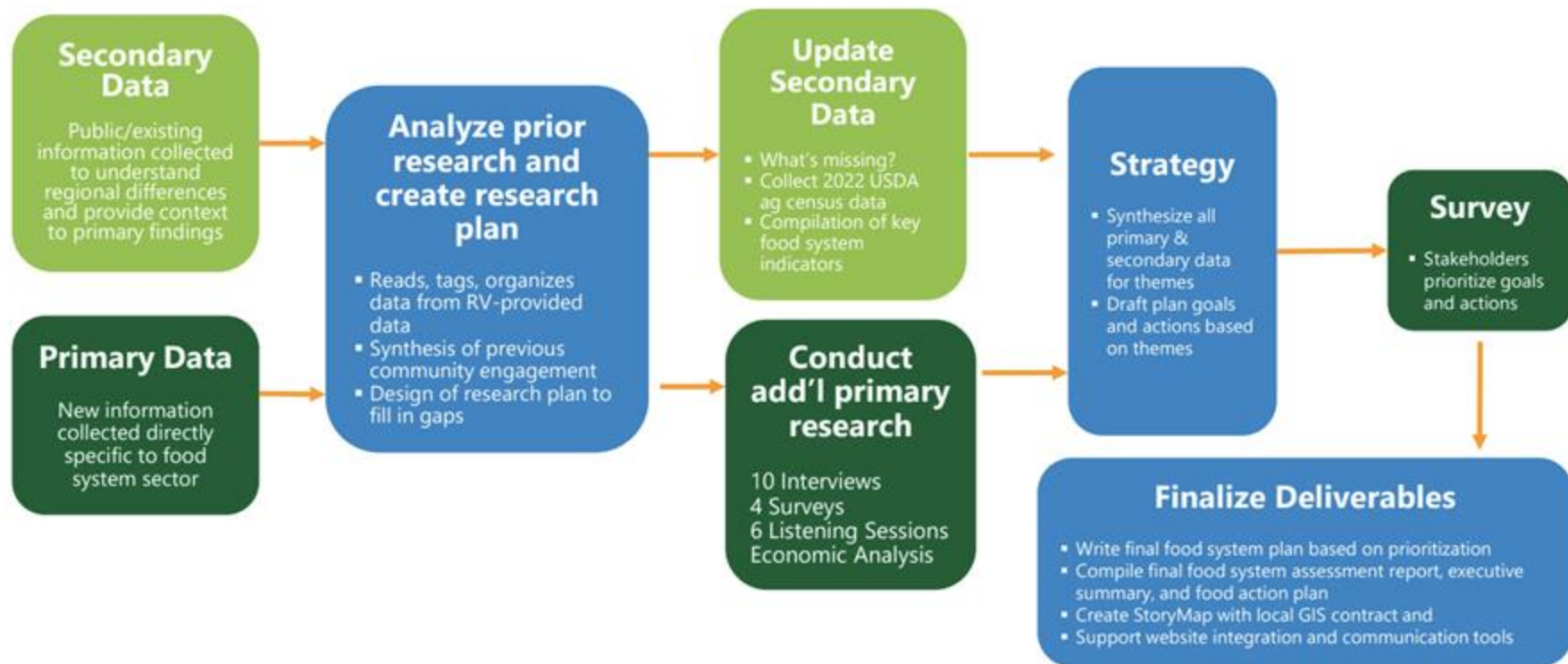
- 10 Topics Areas
- Facilitators & Notetakers at each group
- 3 Sessions/ Key Questions
 - Strengths and Successes + Challenges and Opportunities
 - Aspirations and Next Steps
 - Resources and Contacts
- Final Summary Activity + Gallery Walk

Roundtable Groups



DATA INFORMING ROGUE VALLEY COMMUNITY FOOD SYSTEM ASSESSMENT AND ACTION PLAN

NUMBERS, TRENDS, EXPERIENCES, CHALLENGES, GAPS, IMPRESSIONS, CONNECTIONS



We want to hear from you!



rvfoodsystem.org/cfa

Fill Out a Brief Survey and Enter to Win a Rogue Valley Foodie Staycation!

If you eat, grow, buy or sell food in the Rogue Valley, we're looking for your input! You will have the option of entering your name into a drawing for a chance to win raffle prizes, including a one-night stay at the Ashland Springs Hotel and two tickets to Brews, Bluegrass, & BBQ on June 1st! Submit the survey by March 31st to be entered.

Your anonymous answers to this 10-15 minute survey will inform the 2024 Community Food Assessment, which seeks to understand the experiences of those who participate in the Josephine and Jackson County food systems. Your participation will help shape the Rogue Valley Food Action Plan and the future of food and agriculture in the region over the next ten years and beyond.

Rogue Valley
Food System
NETWORK
growing our local food system

The logo features a stylized green fork with a leaf growing from its tines, positioned to the right of the text.

What word or words come to mind when you hear the term “Food System”?

[PollEv.com/cuteautumn024](https://pollev.com/cuteautumn024)

THANK YOU!