

Local Food Connection, 2010 Workshop Notes

Workshop Title

Rm#

Estimate # of Attendees in
Rm

Panelist Names

Notes of Proceedings

Moderator Name

Note Taker Name

Notes:

Lynne begins with a brief history of FoodHub – she and Karl becoming aware of Eco-trust's (ET) work and linking in to that effort. Lynne reviews the development history with Ecotrust. A lot of work is represented by the on-line application. Pitch to sign up during the day.

Stacy—farm to school coordinator for FoodHub. Here to present with Erica.

Stacy asks for crowd identification by buyers/sellers/other. She estimates buyers and sellers about half and half and a few others. Oregon food bank, Travel Oregon, Oregon Tilth.

Mission of ET—3 e's. Programmatic mission is to make a local food system the norm. ET originated the Farmer-Chef connection. Hard copy guide is the predecessor to the food hub concept. Food hub represents a broad bandwidth updatable searchable SYSTEM.

Erika begins demonstrations: 1394 product FoodHub. Food hubs the match dot com for food. Erica introduces the Facebook-like dashboard interface.

Audience is not bored, doing great [I didn't take notes on the workings of the actual demo, but about the questions/responses]. Audience wants to know about hot sheet for buyers, and Erin demonstrated market place.

Q: If a buyer and sending a request. Does it come as a personal email or an order to email? Erica explains subscriber notification.

Q: Why are photo's not in market place—would like to see photos in market place. Can you place or hyperlink to video? Erica explains Food Hub designed to work on satellite phone. Dial-up users and blackberry users are in the user base..

Q. What about non-technological users. Looks helpful, but... And what about the issue of dissemination? How about training sessions? Erica explains there are lots of things happening. Email lists. Mail lists. An Ambassador program.

Q: What kind of outreach materials for the member's of food hubs clients?—if someone wants to buy from you and you want to transact through food hub. Erica explains about a free trial membership w/o profile. Landing pages. These allow guests to roam and view but no contact ability.

Erica wants to demonstrate FH use as research tool. Add product and browse.

Q: What about branded products? Erica discusses ramifications of eight types of blue cheese. They can be branded in the description. Description has to come in profile page.

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Q: If producer has a website, can it have a link to this? Yes both ways.

Q: How to determine when a brand v product identity? There are certification options.

Q: Is there any regulation that will not let you use food hub? No but.... Remember who built food hub. Government funding means exposure to government. Interested to see how that turns out.

Q: Cost? Free today. \$100 not a sliding scale, not transaction fees. Pay for itself

Q: Where to sign up? Erica and Stacy explain.

Q: what about generic types of food as opposed to specific varieties—e.g. sweet corn? Use feedback button. Customer member services team. Have discussed a fast-track entry. Add to feedback and move on.

Erica demonstrated Get Satisfaction feedback tool. Anyone hesitant should contact ET. Sharon Thornberry interjected an idea of using interns/tap young folks to help with the interaction with the food hub system.

Q: What's the difference between farmer and rancher? Processor/manufacture.

Q: Can processing beans as a service be entered? What about a Processor category?

Q: (Hummingbird Charlie): issue of distribution and transport? Food hub and distribution a ball of yarn. There is some networking of distribution through networking/dating service and spatial mapping, but not through formalized interface for transport. ET is meeting with distributors on Tuesday.

Q: What about other services like transport? Put that in profile in marketplace.

Q: Is there any limit for categories? We ask private questions to report to funders, but determine size by packaging sizes.

Q: What is the difference between availability and seasonal/yearly sheets? Don't delete items, just don't list as available in fresh sheet.

Q: Are there other models? Erica lists a few and then describes the differences/FH advantages: FH has full transparency both directions—buyer and sellers—no other service has all the connectivity and functionality. Built on OS software. CAKE PHP

Q: Are you having conversations with large grocery chains? Please define taxonomy. ET is in conversation with large suppliers and distributors larger retailers. New seasons loves it and is paying for their growers to get in.

There is an audience suggestion for making trucking a product/service as opposed to under the producer information. Section of market place that was transportation

Q: How does sign up work? Erica explains and show link to getting started guide.

Can you have automatic update to Facebook? No, not yet.

Q: What about sellers that don't sell or buyers that don't buy—what about the bad guys? No good answer for the bad guys at the moment. No rating system or reporting system in place. The transactions are still between individuals and all the tools currently available still apply.

Q: Can you use on-line payment systems like pay pal? Yes.

Q: Is the goal to have food hub be self funding/sustaining? Yes.

Q: Is Eastern Oregon on the list of stops? Yes (dates and locations given.)

Q: What about Idaho/Treasure Valley?

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Q: The region covered is Oregon and Washington and all adjacent states, and Alaska.

Q: Is Eco-trust staff available for training? Yes.

Q: Can you search for other words like owner last name or product brand name? Advanced search is coming that will index the content of the profiles, not just the keywords/taxonomy.

Q: How is distance calculated? To the subscribers address via Google maps.

Q: How does the product storey stay intact? How does FH deal with the multiple invoice issue? How does it aggregate invoices?

The price problem. Can sort on other characteristics than price but not price because price is not listed. Price is settled through one-to-one interaction between producer and buyer. Multiple/aggregated invoices not an issue because the transaction is still independent of the dating service.

The story stays intact because the buyer can look to distribution affiliations and specify branded/farm-specific product through that distributor by noting the associations. It is also possible to see all growers available through a particular distributor.

Some further discussion of images, keeping the site responsive, number of mapped hits, etc.

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EWEB is sponsoring the first 100 people who want to sign up at the event today

Karl introduced Stacey and Erika
Stacey, Farm to School Program Coordinator with Ecotrust
Strategic Business tech geek behind FoodHub also with

Ecotrust is a non profit
Ecotrust Food and Farms goal is to create a food system where sustainability is the norm rather than the exception
Involved in connecting local buyers and sellers for over a decade
Guide to local and seasonal products over the past 9 years listing buyers and sellers

FoodHub came out of the guide to local and seasonal products

FoodHub features
Maintain current profiles
Hot sheets allow you to say "this week I'm selling this"
As a buyer "I need this" on Market place section
Buyers and sellers have the same level of transparency
You can also be a buyer and a seller
Enter who you are, how you like to do business, what you carry, what associations you're involved with
Food Hub will let you find people who are buying and selling broccoli locally

Go to food-hub.org
Enter
Your email address
And your password is EWEB

First thing you see is your dashboard, kind of like your Facebook profile
Fill in these sections:
Update your profile click on Edit Profile
Business description
More detailed business description
How to do business with us
Delivery range
Can load a photo
What type of business you are
Contact info and how to reach you most easily
Which farmers markets you sell at
Distributors you work with

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Can Search for broccoli (in product search)
Shows you how many buyers and/ or sellers
Packing type
Certification
Distance from your location
MAP VIEW! Can click on growers in the area on the satellite match
Click send a message
"hey I want broccoli"
Can even send an invoice and there's a template in the message center
"compose PO/Invoice"

Availability is what you expect to harvest each month. This is forecasting tool

The hot sheet lets you notify customers of what's available now. "I have it now" .
Can incorporate price with product here.

Can't promote products with prices in other areas on the site.
Market place can post "I need this product this week"
And can search on the marketplace for a specific product to see if its available now.

More school functionality added into food hub later
Seller can look for schools and find them.

Participants asked if its sustainable at \$100 per membership or funded by grants.
Ecotrust is committed to making sure its affordable

Sustainable products only? Do you certify?
FoodHub is an open market economy. There is food produced sustainably and also farmed fish.
Mostly sustainable products now.

FoodHub is a dating service. Use it to find product. Just a way to connect, however you chose to do it, phone, email and message center.

Why is EWEB here? If we're going to protect our sole source of drinking water, if we can support the farms in the area, we can support them developing markets, more sustainable practices and support those farms to keep farm land in farm land.

Certifications and Claims there are over 80 associated with different crops
We are asking people to self identify their certifications and claims
You can upload your certifications documents so you can post them.

Questions: do we have to use FoodHub invoice?
No only if you don't have any other way to invoice.

FoodHub to find your perfect match, whether you are buying or selling local food.

How large a region does it cover?
Oregon, WA and every state that touches those two and Alaska.
It's a connection service
It's a match making service
Nov 1st launched beta phase
Today Feb 1st if very first public viewing

Every day they get feedback about things that are missing form the site.
Because Ecotrust will have to report to funders they will send a survey about % of increase, how much business you've done. Its not required.

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How long are you funded for and how many participants do you need to meet grant requirements
Hoping to have 2,000 people in the site.

Food Hub is built on a giant database

The core is the products

Meat seafood vegetables food spices dairy grains and beans specialty, baked goods, variety of kinds of cheese

FEEDBACK big green button on the left hand side

Can send a question, idea, problem or praise

Q: What if frozen

Check fresh and/or frozen on product page

Q: post photos of products?

Can't post pictures of products right now, but can post a photo on your

For pictures of this product go to your website

Can't upload photos on hotsheets for now

To add products you want to buy or sell

Product name

Form (fresh)

Certifications (organic)

Processed, whole, cut etc.

Q: if you want to see everything that's available within a certain range

yes can search by range

One day the pins will be different colors (growers, buyers, etc)

Can also aggregate delivery

Roasted coffee?

Yes. Products that are processed in the area

Can sort by distance

To help buy or sell food

Packer/processors are in there

If you sign up today

You'll get a message encouraging you to complete your profile

You can enter your profile data or Ecotrust interns Interns can enter your data

Then you have to update your info keep your products current

How is outreach happening?

They will come do presentations for any group that requests them.

You can do a presentation for them

You can also invite other people to join FoodHub

Google search?

FoodHub comes up

Your data within foodhub will not come up on Google

Only people who are signed up for FoodHub can access the site

Quantity? Not really. There's a proxy there which is box, bin, etc. If someone is selling by bin, you know they have large quantity.

Ratings? No. not at this point. There's no one to moderate that.