

## ***NORTH COUNTRY REDC***

### **WORK GROUP STRATEGIES AND ACTIONS REPORT FORM:**

- ❖ *Work Group Name: Agriculture*
- ❖ *Date Submitted: July 27, 2012*
- ❖ *Council Member/Work Group Contact: Anita Demming*

This form should be used to report the following\:

1. Refinements to existing strategies which are included in the NC REDC Strategic Plan.
  2. New “Strategies” that fit within the NC REDC Strategic Plan “Visions”.
  3. Information about a potential project(s) that implement refined or new strategies.
1. Review designated “Strategies” and suggest refinements, if need, or a new strategy. If this is a new strategy(ies) please add information justifying the strategy(ies).

#### **“Refined” or “New” Strategy:**

**Existing Strategy - Strategy 2:** Increase and expand direct marketing sales with consumers, institutions, restaurants and grocery stores to capitalize on the region's burgeoning local food movement

**Existing Action -** Fund a multi-year marketing campaign that creates, publishes, distributes and coordinates a "North Country Grown" product label to produces and agri-businesses and by profiling local farms/agri-businesses in the media and the products they sell

**Proposed Refined Strategy Action -** Fund a multi-year marketing campaign that creates, publishes, distributes and coordinates an "Adirondack Harvest" and a "North Country Grown" product labels.

The proposed refinement adds the Adirondack Harvest campaign to the activities that help agriculture producers, processors, distributors and local food marketers. The project will also look at means of expanding the products and market areas of the existing Adirondack Harvest service and market areas as well as promotion of locally produced and available local foods.

2. Review list of 2012/Year 1 designated “Actions” and suggest refinements, if needed. Note where an action has been accomplished or if an action is currently in progress. If this is a new strategy describe “Actions” that are underway and have to be completed in 2012/Year 1.

#### **Actions that implement the “Refined” or “New” Strategy in 2012/Year 1:**

Highlight farms, Farmers' Markets, agri-business, and local stores in the media and the products they sell.

Expand Adirondack Harvest web site.  
Print local food guides.  
Signage for farms, Farmers' Markets, and stores to find local products.  
Harvest tours and festivals for products and farms.  
Press releases and feature stories in newspapers, TV and radio

3. Review list of 2013/Year 2 designated “Actions” and suggest refinements, if needed. Note specific actions which have to be accomplished to keep the action on tract or if an action is currently in progress. If this is a new strategy describe “Actions” that are underway and have to be completed in 2013/Year 2.

**Actions that implement the Strategy in 2013/Year 2:**

Solicit CFAs that help:

- local food producers and farmers add value to local produced products
- Seek enhanced funding for marketing local products at the local and regional markets areas.
- Seek capital funding to support capital investments that address local and regional processing (e.g. Food Hubs) and market outlets (e.g. farmers markets).

4. Review list of “Stakeholder” resources (see Regional Implementation Agenda forms) and suggest revisions and/or additions which advance refined or new strategies and actions.

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