



# Workshop Agenda: Framing an Economic Evaluation of Community Food Systems

*February 14, 2017  
10:00 AM - 4:00 PM*

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|----------|--|---|
| 10:00 AM | Welcome and overview of day  | <i>Dawn Thilmany, CSU<br/>Julia Freedgood, AFT</i>              |
| 10:30 AM | Toolkit introduction: Sharing the vision of USDA AMS                 | <i>Debra Tropp,<br/>USDA AMS</i>                                |
| 10:45 AM | Module #1: Framing the community economic assessment process.        | <i>Alfonso Morales, UW</i>                                      |
| 11:30 AM | Module #2-3: Data! What do we know? What can we learn?               | <i>Dawn Thilmany, CSU</i>                                       |
| 12:00 PM | Lunch Break  |   |
| 1:00 PM  | Module #4 Engaging your community & interpreting the data.           | <i>Alfonso Morales, UW</i>                                      |
| 2:00 PM  | Module #5 -7: A deeper look at the economics behind localizing foods | <i>Allie Bauman, CSU<br/>Samantha Schaffstall,<br/>USDA AMS</i> |
| 3:00 PM  | Group learning exercise  | <i>Toolkit and GFC Team</i>                                     |
| 3:50 PM  | Questions and discussion   | <i>Toolkit and GFC Team</i>                                     |
| 4:00 PM  | Adjourn  |   |



### Workshop Goals:

- Help you measure the economic impacts of local food investments;
- Share best practices, community case studies and applied research;
- Support rigorous assessments of food system activities;
- Develop a roadmap to evaluate potential contributions and impacts.

### Training Team:

- Dawn Thilmany (Coordinator), *Colorado State University*
- Allie Bauman, *Colorado State University*
- Alfonso Morales, *University of Wisconsin*
- Debra Tropp & Samantha Schaffstall, *USDA Agricultural Marketing Service*
- Julia Freedgood & Jessica Fydenkevez, *American Farmland Trust*

### GROWING FOOD CONNECTIONS PARTNERSHIP



American Planning Association  
Making Great Communities Happen

### Doña Ana County Vision & Goals

The Doña Ana region has a thriving and inclusive food system that:

1. Provides affordable and abundant healthy food for our families and communities;
2. Provides competitive financial return and esteem for our farmers, and generates sustainable employment and small business opportunities that promote a vibrant and equitable economy;
3. Protects & regenerates the health of our farmlands and natural resources.

### Luna County Vision & Goals

To enhance food security, safety and awareness by ensuring sustainable and economically viable agriculture for Luna County. Luna County's goals include:

1. Revitalize, promote, and expand markets for small scale agriculture and food production.
2. Coordinate and provide information to emergency food providers to make sure the people who need services and resources get them.
3. Expand culinary and vocational education and training to establish food connections.

### USDA-AMS TOOLKIT PARTNERSHIP

