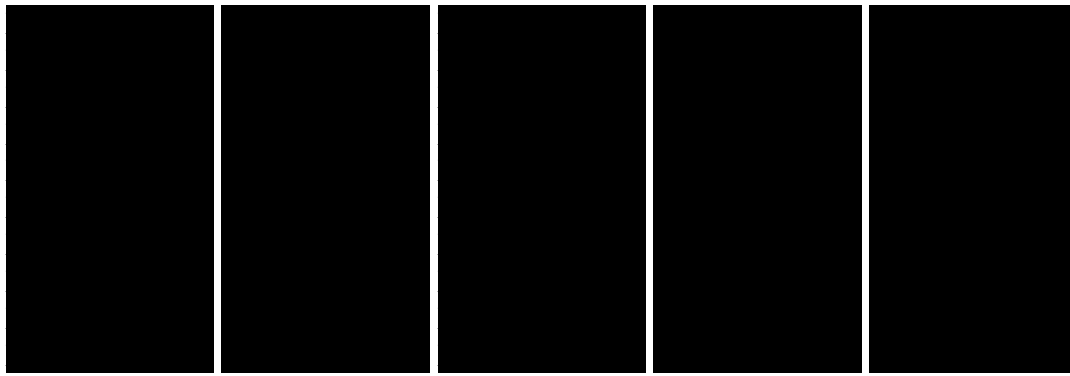


Local Food Promotion Program (LFPP) – 2014
GRANT NARRATIVE FORM AND INSTRUCTIONS

8. Executive Summary (200 words or less):

██████████ is requesting \$98,410 from the LFPP to develop the ██████████ and to reach these goals: (1) to increase demand for ██████████ -grown and produced products; (2) to increase supply of ██████████ -grown and produced products; (3) to better connect the supply and demand by developing a successful food hub. We will utilize these funds to develop a ██████████ Brand logo, do outreach and education, connect with ██████████ markets, put together a list of demand for local products, work with farmers/producers to meet that demand, and set-up the ██████████ under expert guidance and with extensive training.

Our expected outcomes in 5 years are to double our ██████████ food production and to connect with sufficient ██████████ markets to be able to distribute at least \$1,000,000 worth of ██████████ products. This would generate \$150,000 in income (by charging 15% for our services), which would make the ██████████ financially self-sustaining. Recognizing that the initial phases will take significant time and effort, we conservatively target \$10,000 to be flowing through our Hub by the end of the LFPP grant cycle in September 2015. The beneficiaries of accomplishing these goals will include our ██████████ farmers/producers,

9. Background Statement:

Unfortunately, our current situation is far from this historic vision of food security and abundance; 80-90% of our food is imported and many of our farmers/producers only farm (or raise cattle or deer, or catch and sell fish) part-time, since they must work at other jobs to make a living. Our consumers yearn for more locally grown and produced food, as evidenced in our Agricultural Needs Assessment, where 98% of those surveyed said they would eat more local food if it was available (██████████, May 2012; see Supporting Documents). In addition, our ██████████ (62% of our population) have a disproportionately high rate of obesity, diabetes, high blood pressure, and gout – chronic diseases that have been attributed to unhealthy dietary choices amongst these groups (██████████). These two groups have the shortest life expectancy (68 years) of any population in the U.S. (██████████, 2010).

Several issues resonate strongly on ██████████, which has resulted in outsiders defining our community by the “lack of”: lack of employment, lack of affordable housing, lack of educational resources, lack of training and skills for the 21st century economy, lack of infrastructure for electricity and water. Our ██████████ currently has 14% unemployment, and much of the employment available consists of seasonal work with corporate GMO seed companies, or low-wage earning

jobs. [REDACTED]

[REDACTED] is a 501(c)(3) nonprofit which began in 2008 as a grassroots initiative to maintain the [REDACTED] rich culture and the historic legacy [REDACTED] while embracing modern pathways to a sustainable future. Our project, the development of the [REDACTED], is based on what residents have stated that they want and need. It has the following goals: (1) to increase demand for [REDACTED] & produced products; (2) to increase supply [REDACTED]-grown & produced products; (3) to better connect the supply and demand by developing a successful food hub.

Specifically, our vision for the [REDACTED] [REDACTED] is that it will aggregate and distribute locally produced food, as well as assist our farmers/producers in increasing their production. Our definition of “local” is food that is produced on [REDACTED]. Initially, we intend to distribute on [REDACTED] to our stores, restaurants, and schools. Our secondary goal is to connect with the larger [REDACTED] markets on [REDACTED] (both are within 100 miles) to increase the markets for our producers. Our [REDACTED]-grown and produced products include produce (fruit and vegetables), proteins (beef, deer, fish, and eggs), and value-added products (described below).

The [REDACTED] will be built during the week of July 28, 2014. [REDACTED] raised the funds for the structure through crowd source funding earlier this year. It will be ready for use in early August 2014. Funds from LFPP would greatly assist us in furthering its development.

10. Work Plan, Resources, and Timeline Requirements:

The following table summarizes our goals, activities, timeline, resources required, milestones, and who will do the work. A more detailed explanation follows the table. It should be noted that all of the following activities will be coordinated by the [REDACTED] Manager. The [REDACTED] Executive Director (ED) will support the Manager in several of these activities, as noted in the table.

Activities	Timeline	Resources Required	Milestones	Who will do work
Goal 1. Increase demand for [REDACTED]-grown and produced products				
Develop [REDACTED] brand with logo.	10/14 – 2/15	Graphic designer (\$1,000)	Logo designed & agreed upon by February 2015	[REDACTED] Manager
Do outreach & education with community, especially schools.	10/14 – 9/15 (ongoing)	Funds to coordinate events (\$3,500)	- [REDACTED] Food Expo - Nutrition classes - Sign up schools for FFVP (Fresh Fruit) -	[REDACTED] Manager & ED
Meet with [REDACTED] markets (hubs, stores,	1/15 – 9/15	Funds to travel (\$1,600)	- Meet with key people on [REDACTED] - Get demand #s	[REDACTED] Manager

Goal 2. Increase supply of [REDACTED]-grown and produced products				
Put together an updated list of demand to share with farmers.	10/14 – 9/15 (ongoing)	No new resources	- Have updated list of demand for on-XXXXXXXXXX - Add to list with off-	[REDACTED] Manager & ED
Meet with producers to discuss demand & plan to meet it.	10/14 – 9/15 (ongoing)	No new resources	Complete a Growing Plan with who will grow what & amount	[REDACTED] Manager &
Work with farmers/ producers to increase production.	10/14 – 9/15 (ongoing)	Input from UH Extension & MEO	At least 5 farmers have Production Plans for increased supply	[REDACTED] Manager, ED, UH,
Goal 3. Better connect supply & demand by developing a successful food hub				
Get Food Hub set-up with supplies for food distribution.	7/14 – 12/14	\$3,250 for supplies (box, labels)	Food Hub built and stocked with supplies for food distribution	[REDACTED] Manager &
Buy a computer & software.	10/14 – 12/14	\$4,500	Software set-up & functioning	[REDACTED] Manager
Rent a truck for pickups & delivery.	10/14 – 9/15	\$14,260 for truck rental, fuel, coolers	Truck picking up & delivering produce	[REDACTED] Manager &
Develop business & marketing plan	10/14 – 7/15	\$3,600 to pay UH	Complete our biz & marketing plan	[REDACTED] Manager,
Attend trainings & work with mentors on business model, packaging, production development, etc.	10/14 – 9/15	\$1,600 for travel & tuition. \$4,000 for mentors	- Attend “Hub Camp” in Denver in Nov. 14 - Adjust biz & market plan based on HPX input & our experience	[REDACTED] Manager & HPX

Goal 1: To increase demand for [REDACTED]-grown & produced products.

The theme of this goal is awareness and pride. We aim to increase our resident’s awareness of the benefits of eating locally produced food (economic, health, and social), through marketing, outreach, and education, as well as to encourage pride in doing so.

The first activity associated with this goal is to develop a [REDACTED] Brand with a logo for all products grown and produced on [REDACTED]. The intent of creating such a brand and logo is to make [REDACTED]-grown and produced products easily recognizable for on-[REDACTED] shoppers who wish to support local agriculture, as well as to foster off-demand for the unique products that our [REDACTED] produces, such as Sweet Potato, breadfruit, taro, and deer, as well as our value-added and other specialty products, some of which are already being produced, and others that may not even have been created yet. We plan to hire a graphic designer to design a [REDACTED] Brand logo. We would pay him/her \$1,000 for such work, which is targeted to be completed and approved by February 2015.

The next group of activities is to do outreach and education with our community, especially our schools, around the benefits of eating more locally grown, nutritious foods. One of the specific activities we have planned is a [REDACTED] Food Expo in February 2015. Our main

personal creations featuring locally grown products. In addition, we will co-host nutrition and cooking classes throughout the year. To do this, we will partner with the cooks of Paddlers Inn, as well as [REDACTED] (which means “heart”), a local organization dedicated to fostering health and wellness for [REDACTED]. We will also organize a [REDACTED] Artist Workshop in May 2015 that will be centered on painting murals that promote farming, fishing, and eating local, especially traditional [REDACTED].

A major focus of our outreach and education efforts will be with our schools, since we understand the importance of reaching kids at an early age in order to develop their taste preference for fresh, locally grown foods. [REDACTED] currently runs Farm-to-School programs in the [REDACTED]’s only Middle School and High School, as well as in 1 of the [REDACTED]’s 4 elementary schools, [REDACTED]. Our 3 Farm-to-School programs include varying components of the following aspects: school gardens, classroom teaching, and procurement. During the 2013-2014 school year we had two FoodCorps Members, who led our efforts in these schools. Our two incoming Members will do the same in the coming year, expanding our efforts as they build on this past year’s successes. One of the specific programs that [REDACTED] will be coordinating is the USDA Fresh Fruit & Vegetable Program (FFVP) program in the [REDACTED] Elementary School. [REDACTED] is currently working towards being the DOE vendor that will supply [REDACTED] with their fruit and vegetables for this coming school year. We are aiming to have 100% of that produce be grown on [REDACTED]. We will also discuss the FFVP program with the other 3 elementary schools and encourage them to sign up for the 2015-16 school year, which they have to do by April 2015.

The last component of our activities aimed at increasing demand for [REDACTED]-grown and produced products is to meet with key people connected to [REDACTED] markets, including distribution centers, stores, and restaurants on [REDACTED] and [REDACTED]. This is a vital aspect of our work, since the market on [REDACTED] is limited by our population (7,300) and relatively low tourist numbers (estimated 75,000 annually). Based on our initial market research, there is significant demand on [REDACTED] for locally grown products that [REDACTED] can supply. We believe that through meeting with key buyers on these other [REDACTED] we could form relationships that would enable us to sell [REDACTED] products to them, thereby encouraging our farmers to grow more. Thus, we have budgeted for two trips to [REDACTED] and two trips to [REDACTED] to have these conversations and solidify these relationships, which will take place between January and September 2015.

Goal 2: To increase supply of [REDACTED]-grown & produced products.

The three main activities associated with increasing our supply of [REDACTED]-grown and produced products are closely related. The first is to put together an updated list of demand for such products and share that information with our [REDACTED] farmers/producers (we currently know the approximate total, but not the breakdown by product). The second is to facilitate discussions among farmers/producers about who will produce what, and what amount, resulting in a [REDACTED] Growing Plan. The third is to work with our producers to create Production Plans that result in an overall increased supply of [REDACTED]-grown and produced products.

Fortunately, we have numerous resources available to accomplish our goals related to increasing production (specific numbers are included in the Expected Outcomes section). We have had initial discussions with some key people on [REDACTED] to put together a strong support network for agricultural business and production planning. These people include the University [REDACTED], the [REDACTED] Business Development Center Director, [REDACTED] all Business Advocate, [REDACTED] (contact info for all 3 is included in Supporting Documents).

Furthermore, we have a secure commitment from the co-owners of [REDACTED], a distribution center on [REDACTED], to assist in the business development of our [REDACTED], as well as the development of Production Plans for our farmers (more details below).

The specific milestones associated with these activities include the following. We will have the updated list of demand for [REDACTED] products ready by November 2014 (will need to be updated periodically). We currently have estimated total dollar amounts, but we will work with our stores, restaurants, and schools to get a more exact list of products that they purchase on a regular basis that our producers could supply them with. We will then add to that list with off-[REDACTED] demand, as we obtain those details through our meetings on [REDACTED] by August 2015. Second, we will complete a Growing Plan with details on which producers will supply which products and the amounts and dates by March 2015. Third, we will have Production Plans for at least 5 producers to increase their production by August 2015.

Goal 3: To better connect this supply and demand by developing a successful food hub.

To reach our third goal of developing a successful [REDACTED] Food Hub, we have outlined five primary activities associated with this grant, which can be broken down into the categories of

“Set-up” and “Planning & Training.” Set-up includes: (a) stocking our food hub with the supplies needed for food distribution, including boxes, labels, hairnets, gloves, and aprons; (b) buying a computer and food hub software to coordinate all of our pick-ups and deliveries; (c) paying for the rental of a pick-up truck, fuel for the truck, and coolers to carry out the actual pick-ups and deliveries of the goods.

Planning & Training includes developing a full business and marketing plan, as well as attending “Hub Camp” (or a similar training), such as the one put on by [REDACTED]. This 3-day training would be very beneficial since they cover numerous aspects of food hub start-ups, including legal issues, financial, food safety, software, etc. In addition, we are extremely fortunate to have the guidance of [REDACTED]; they have offered to provide us with their mentorship on various aspects of our business development. We plan to take full advantage of their offer to mentor us through the 12 months of the LFPP grant cycle, and beyond if funding allows.

11. Expected Outcomes and Intended Beneficiaries:

The development of the [REDACTED] Food Hub is expected to take approximately 5 years to be fully functioning and financially self-sustaining; however, we expect significant results to be achieved each year along the way to that end goal. Thus, below are our 5-Year Goals, as well as estimations of what will be accomplished by the end of the one-year LFPP grant cycle, which would start in the last quarter of our first year of this project (officially started in January 2014).

Number of jobs retained and created & Number of farmer/producer beneficiaries

Direct:

Current Situation: The [REDACTED] Food Hub project currently pays the salary of 1 contracted employee, [REDACTED], who is contracted by [REDACTED] to act as the [REDACTED] Manager. She is currently working on developing the project. No food is flowing through the Hub yet, but it is projected to be by August 2014.

5-Year Goal: *The [REDACTED] will employ 3 FTE employees*, including one Hub Manager and 2 staff.

By that time, we intend that the funding for these positions will come from income generated by the [REDACTED], through charging 15% for our services.

LFPP 1-Year Goal: *1 FTE and 1 PT employee*, along with 0.25 FTE work for Sustainable [REDACTED]'s Executive Director. These positions will be grant-funded initially.

Indirect:

Current Situation: There are an estimated 25 full-time farmers/producers that make a living from farming/producing (5 individual farmers, 15 farmers who work on local farms, and 5 producers of beef, deer, fish, and value-added products, [REDACTED]). However, these people are skilled farmers, who could easily transition to farming for local production if the demand was increased.

5-Year Goal: *To double the number of FTE farmers/producers from 25 to 50.* We believe this is feasible for several reasons, namely that there are numerous part-time farmers that could easily become FT if the market was expanded. In addition, there are hundreds of seed farmers who might switch to local food production if they had a secure position.

LFPP 1-Year Goal: *To get at least 2 PT farmers/producers producing enough food to become FT farmers/producers.*

Number of markets expanded and/or new markets established, or expansion of the consumer base served, & Dollar amount and percentage change in market sales

[REDACTED] **Market:**

Current Situation: [REDACTED] has 5 grocery stores of various sizes, where our 7,300 residents purchase nearly 100% of their food. These stores spend approximately \$28,000 per week on produce, 85-90% of which is imported. Total amount spent on produce is estimated at \$1,456,000 annually. In addition, [REDACTED] currently produces some beef, deer, fish, and eggs. A conservative estimate of the amount of these proteins purchased by our stores (deer not currently sold in our stores) is \$2 Mil.

5-Year Goal: The [REDACTED] will work with farmers to increase their production to be able to supply these stores with 50% of this produce, which would total \$728,000 (up from 10% = \$145,600). The [REDACTED] will work with producers of beef, deer, fish, and eggs to be able to supply these stores with 50% of these proteins, which would total roughly \$1 Mil. In addition, a conservative estimate of \$250,000 of value-added products could be produced and sold to these stores (such as [REDACTED], basil & cilantro pesto, salsa, fruit leather, [REDACTED]; all of these products are already being produced in limited quantities). The total amount from 50% of produce, 50% of proteins listed, and new value-added products = \$1,978,000 worth of [REDACTED]-grown and produced products that could flow through the [REDACTED] just to supply our stores. Furthermore, [REDACTED] also aims to serve our [REDACTED]'s restaurants and schools. Thus, we could eventually have well over \$2,000,000 worth of goods flowing through our Hub just by supplying our [REDACTED] markets. *Our 5-Year Goal is to achieve 25% of that number, or \$500,000.*

LFPP 1-Year Goal: The [REDACTED] will work with farmers to increase their production to be able to supply these stores with at least 5% more local goods (increase from 10 to 15%). One reason this is very feasible is because we know of at least 2 farmers who ship all of their produce [REDACTED], but who would be willing to sell [REDACTED] if we handled the pick-up and delivery. Beginning in August 2014, the [REDACTED] will begin supplying its first customer, [REDACTED] Elementary School, with locally grown produce for the USDA FFVP. Their budget for this program for the 2014-2015 school year is \$4,250 (based on 65 students). In addition, one of our main restaurants, [REDACTED], is already purchasing locally grown produce, deer, and fish, and is looking to expand these purchases, and to do so through the [REDACTED]. *Our goal is to have at least \$10,000 of sales flow through the [REDACTED] by the end of the LFPP grant cycle in September 2015.*

Market (the):

Current Situation: The State of currently imports 80-90% of its food. According to a State of , Office of Planning report released in October 2012, “Replacing just 10% of the food currently imports would amount to approximately \$313 million dollars which would remain in the State.” It should be noted that almost 1 Mil of our state’s 1.39 Mil residents live , and that is where the highest number of tourists go (approximately 5 Mil per year).

5-Year Goal: The will connect -grown and produced products to markets on and . We will also work with our farmers and producers to increase their production so they can supply at least part of this market. A long-term goal (possibly longer than 5 years) is to capture 1% of the state’s total imported food market, or \$3.13 Mil. A more feasible *goal for our first 5 years is \$500,000 of produced goods being sold throughout the state to markets.*

LFPP 1-Year Goal: The will connect with key people at distribution centers, stores, and restaurants on , and will establish relationships that enable us to increase the export of our goods to these markets.

Summary (total of on and markets):

The 5-Year Goal of the is to increase the production of our farmers and producers, to connect their products with on and markets, and to coordinate the distribution of at least \$1,000,000. This would generate \$150,000 in income based on charging 15% for our services, which would be enough to make our Hub financially self-sustaining. Recognizing that the initial phases will take significant effort and time to ramp up our production, we conservatively target \$10,000 to be flowing through our Hub by the end of the LFPP grant cycle in September 2015. The beneficiaries of reaching this goal will include our farmers/producers, consumers, and the .

12. Outreach:

plan for disseminating project results consists of 2 primary components – one for those directly served and one for those indirectly served.

Directly: Those stakeholders directly served consist primarily of residents. They will know the general results of the project because they will experience them on a daily basis. Consumers will see products every time they shop at their local grocery stores or eat our restaurants. products will be widely marketed and advertised, and they will be prominently displayed with their Brand logo clearly visible. Farmers will know the results of the development as they are able to increase their production and have it distributed easily – both on and off- . Their revenues will increase, and many will be able to switch from being part-time farmers to having it be their primary way of earning a living.

In addition, will conduct follow-up surveys to ask how consumers feel about the availability of locally produced food (using questions similar to those asked in our

promote those who grow, purchase, and eat local food, highlighting our Native [REDACTED] heritage. [REDACTED] is planning to start publishing Annual Reports (our first is targeted for publication in early 2015), which will document our activities for the past year, including those accomplished by the [REDACTED], such as amount of food distributed through the Hub, and progress towards our goals of increasing the availability of [REDACTED]-grown and produced products. In addition, these Reports will include an annual Scorecard, which will document [REDACTED] progress towards “going local” and becoming more sustainable in all aspects.

Indirectly: [REDACTED] Annual Reports will be available to all who are interested, on our website or by requesting a hard copy. We also plan to work with other food hubs around the state, in order to share our successes and lessons learned with them, and to hear theirs. Furthermore, we will be working with [REDACTED], based on the Big [REDACTED], who is working towards becoming a resource to support and connect food hubs from around [REDACTED]. They intend to do this primarily through creating a Program Evaluation for [REDACTED]. This project will be coordinated by [REDACTED]. More information about this project is included in the Supporting Documents.

13. Budget Justification:

This section accompanies the completed “LFPP Project Budget and Match Request” form from the LFPP website: www.ams.usda.gov/LFPP

Personnel: \$61,100

\$32,500 is requested to cover 0.5 FTE of the annual salary (\$65,000) of the [REDACTED] Manager. The other half of that amount will be covered by matching funds, described in that section. The [REDACTED] Manager is responsible for the overall management of the project, as well as carrying out the majority of the specific activities involved, including continuing to fundraise for the project. [REDACTED] will continue to fill that role, although she will switch from being a contractor (current situation) to being an employee of [REDACTED]. Her resume is included in the Supporting Documents.

\$13,000 is requested to cover half of the \$26,000 needed to pay the Executive Director of Sustainable [REDACTED] (\$26,000 = 0.25 FTE of her \$104,000 annual salary). [REDACTED] resume is included in the Supporting Documents. The E.D. spends 0.25 FTE of her overall work on this project. This is a Direct Cost because she carries out activities directly related to the development of the [REDACTED], such as meetings with farmers, as well as coordinating marketing, outreach, and education activities.

\$15,600 is requested to pay one [REDACTED] staff (\$20 per hour x 15 hours per week x 52 weeks per year). This staff person will drive the truck to pick-up the food products and deliver them to stores, restaurants, and schools. They will also be tasked with washing, sorting, and packaging the goods.

Contractual: \$8,600

\$3,600 is requested to hire [REDACTED] as a contractor to help develop the [REDACTED] Business and Marketing Plan. [REDACTED]. Their fees for such work consist of \$6,240 plus \$1,200 for airfare, hotel, and rental car for travel to [REDACTED]. They are willing to donate \$3,840 of their fees as an in-kind match, which brings the total cost to the grant to \$3,600 (\$2,400 for services + \$1,200 for travel).

\$4,000 is requested to hire [REDACTED] as contractors. [REDACTED] are the co-owners of [REDACTED], which is a distribution center on [REDACTED]. With over 35 years of experience, and a strong desire to see the [REDACTED] succeed, they have offered to mentor [REDACTED] and work with our farmers to better understand crop seasonality, production and harvest challenges, and to facilitate market connections between [REDACTED] farmers and statewide buyers. They intend to work with [REDACTED] over the span of 1 year (2 days per month x 12 months), basically for free (a value of \$19,200), if we can cover the cost of their airfare from [REDACTED] to [REDACTED]. The average current rate is \$166 per round-trip ticket (x 2 consultants x 12 months).

\$1,000 is requested to hire a graphic designer to design a logo for a [REDACTED]. This will be a key activity to help us reach our goal of increasing demand for [REDACTED]-grown and produced products. The intent is to [REDACTED] products easily recognizable for on-[REDACTED] shoppers who wish to support local agriculture, as well as to foster off-demand for our unique products.

Travel: \$5,760

\$2,860 is requested to cover the cost of fuel needed by the rented truck that will pick-up products and deliver them to various [REDACTED] markets. [REDACTED] will travel an estimated 100 miles/week @ 10 miles/gallon = 10 gallons/week x \$5.50/gallon (this is current cost of unleaded gasoline on [REDACTED]) = \$55/week x 52 weeks/year = \$2,860/year. The 100 miles consists of approximately 25 miles for pick-ups (mostly around the [REDACTED] area) + 48 miles round-trip between [REDACTED] in [REDACTED] to the [REDACTED] grocery store (east side of [REDACTED]) + 26 miles round-trip from [REDACTED] in [REDACTED] to the [REDACTED] grocery store (west side of [REDACTED]).

\$1,600 is requested for travel to [REDACTED] and [REDACTED] for marketing. The costs breakdown is \$166 per round-trip flight + \$100 for hotel + \$135 for rental car for 2 days, which is approximately \$400 per trip x 4 trips = \$1,600. During these trips the [REDACTED] Manager will be meeting with key people who can help connect [REDACTED] products to appropriate markets, such as grocery stores, restaurants, farmers markets, and food hubs/distribution centers.

\$1,300 is requested for travel to “Hub Camp” (described below). The next one is being hosted by [REDACTED] in Denver in November 2014. The expected costs are \$1,000 for a round-trip ticket (\$735 for [REDACTED] + \$166 for round-trip flight between [REDACTED] and v= \$901) plus \$100 per night at hotel (x 4 nights = \$400) = \$1,300.

Equipment: \$0

Supplies: \$7,750

\$3,250 is requested for packaging materials, which will consist of 1,000 boxes with inserts (\$1,750), 1,000 labels (\$1,000), and one box of gloves, hairnets, and aprons (\$500). Note: all costs include shipping to [REDACTED].

\$1,000 is requested for the purchase of 10 coolers (Coleman 120-gallon), which run about \$100 each with shipping to [REDACTED].

\$3,500 is requested for the purchase of a computer and printer. We are looking at purchasing a high-quality computer (\$2,500), a monitor (\$500) and printer (\$500) to handle the processing of our Food Hub orders through the software that we will purchase. The computer will also print invoices for our customers and the labels for our products.

Other: \$15,200

\$10,400 is requested for the rental of a pick-up truck for food distribution (2 days/week @ \$100/day x 52 weeks/year).

\$1,000 is requested to pay for food hub software for 1 year. We are still researching various types, such as the Local Orbit's software that does multiple functions, including marketing, inventory, sales, personal farmer's pages, creates invoices, and does financial tracking.

\$3,500 is requested for outreach and education. This category includes various activities, such as co-hosting a [REDACTED] Food Expo, nutrition and cooking classes, and local food festivals. [REDACTED] is also interested in hosting a [REDACTED] Artist Workshop that will include painting murals that support farming and eating local. Costs would include the rental of spaces for such events (\$1,000), supplies (\$1,500 for tables, chairs, food, emcees, paints, etc.), and publicity (\$1,000 for newspaper advertisements, and the printing of posters and public notices).

\$300 is requested for tuition to "Hub Camp" hosted by [REDACTED] (or a similar training). This 3- day intensive training would be very beneficial to attend since these camps cover numerous aspects of food hub start-ups, including legal issues, financial, food safety, software, etc.

Matching Funds: \$68,540

\$36,125 will be matched by the Applicant, [REDACTED]. This consists of \$26,500 for the [REDACTED] Manager and \$9,625 for the Executive Director of [REDACTED], who will work directly on this project for one-quarter of her time. This amount will come from other grants we have applied or will apply for, our general operating budget, or in-kind if needed. Letter attached.

\$9,375 is being provided by First Nations Development Institute (FNDI) to partially fund the salaries for the [REDACTED] (\$6,000) and the Executive Director, [REDACTED] (\$3,375). [REDACTED] granted [REDACTED] \$37,500 to be used between January and December 2014, which means 25% (\$9,375) would overlap with the LFPP grant period (October – December 2014). Letter attached.

\$3,840 will be offered as matching funds by the [REDACTED] at the University of [REDACTED] will be hired as a contractor to help develop the [REDACTED] Business and Marketing Plan. Their fees for such work consist of \$6,240 plus \$1,200 for their travel to [REDACTED]. They are willing to donate \$3,840 of their fees as an in-kind match. Letter attached.

\$19,200 is being provided in-kind by [REDACTED] [REDACTED], the owners of [REDACTED], a [REDACTED] distribution company, will work with the [REDACTED] and [REDACTED]-based producers to establish viable markets both on and [REDACTED] for increased financial sustainability. Services will be provided 100% in-kind, valuing \$19,200. This assistance accounts for rate of \$50/hour x 16 hours/month (2 days) x 12 months x 2 people. \$4,000 is being asked from LFPP to cover their travel costs. Letter attached.

Note: these last two matching funds total **\$23,040**, which is the amount listed on the LFPP Project Budget Form as the Matching Contribution from Consultants.