



# Building Farm to Institution Markets

A webinar and survey to help Minnesota farmers grow

Thursday, November 6

Presented by:



[www.iatp.org/FTI](http://www.iatp.org/FTI)

# Webinar Orientation & Participation

- Participants are muted. We will take questions at the end.
- Use the “Question Box” on your control panel to submit questions for the presenters and to seek technical support (i.e. problems with sound, etc.).
- Call in using telephone audio option on your control panel.
- Webinar is being recorded and will be available online at [www.iatp.org/video](http://www.iatp.org/video)

# Partners and Contributors



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# Webinar and Producer Survey

- Goal: listen to producers on “next steps” needed to grow farm to institution sales – making it easier & more profitable for producers.
- How: online producer survey on farm to institution in Minnesota created by IATP, SFA and RTC – with help from our friends!
- Survey now live – available until end of November

# Farm to Institution – What is it?

Initiatives that connect producers with nearby public institutions to provide fresh, healthy and minimally processed foods for their clients.

- K-12 Schools
- Preschools
- Child Care Centers
- Home Child Care Providers
- Universities / Colleges
- Hospitals
- Adult / Elderly Care
- Government Offices
- Prisons / Correctional Facilities

# Farm to Institution – Why is it important?

- Public institutions feed a large & diverse number of people every day – significant income potential for producers.
- Dollars spent in local economies have greater local impact on other businesses, including food infrastructure.
- Fresh, health and sustainably produced local food provides numerous benefits for institutions and their clients.

Sources: *USDA, Farm to School Census (2012); IATP, Farm to Hospital Report (2013); IATP, Grower Perspectives on Farm to School (2012); Upstream Public Health, Health Impact Assessment (2011)*

# Some Challenges and Opportunities

Challenges	Opportunities
Aligning seasonality of food production with different needs of different organizations.	Expanding storage and value-add operations
Guaranteeing a specific quantity of produce at a specific date	Developing advance menu and purchasing planning between producers and institutions
Working with limited institution budgets, particularly schools	Creating greater purchasing coordination between institutions in a shared region
Matching scales of logistics between producers and institutions (i.e. too small / too big)	Exploring opportunities for producer cooperation and aggregation





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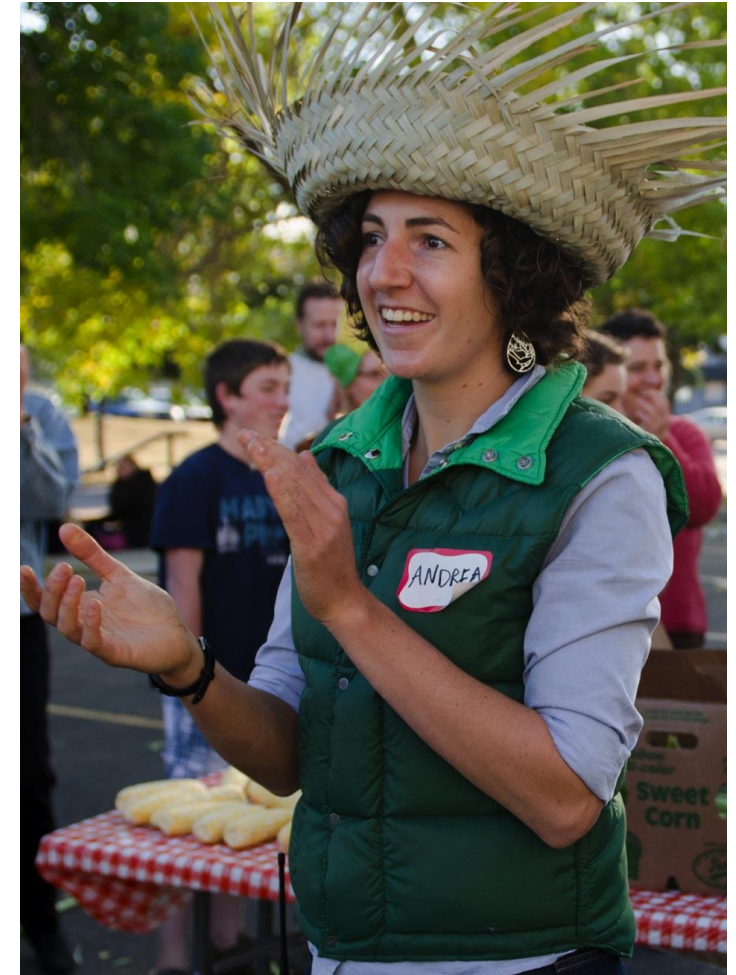
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# Q & A Session

Submit your questions to the presenters via the “Question Box” in the webinar control panel.





# Thank you!

Producers

Please complete our survey on farm to  
institution - tell your friends!

[www.iatp.org/FTI](http://www.iatp.org/FTI)

Questions? Pete Huff ([phuff@iatp.org](mailto:phuff@iatp.org))

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