Farm to Family Messaging & Outreach Plans

Presented to CA State Board of Food & Ag

Nov. 4, 2014

California Association of Food Banks

Overview:

- 17 interviews
- Combination of current and non-donors; CAFB staff; food bank representatives; and a representative from Ag Against Hunger.

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Six Concepts Tested:

- Farm to Family positively impacts bottom line of farmers/makes good business sense.
- Participation in Farm to Family helps create a happier/proud workforce.
- Farm to Family is good for sustainability/the environment.
- Farm to Family helps eliminate food waste/surplus product that would otherwise go unused.
- Farm to Family helps feed local individuals, families and communities.
- Farm to Family provides my business with tax incentives.

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Two Main Drivers:

- Participation is the right thing to do to help communities and people.
- Participation is a market alternative, providing a way for some growers/shippers to recoup costs for product that would otherwise go unused.

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Other Observations:

- Local connections are strong motivators.
- Donors feel good about providing healthy products.
- Tax incentives are seen as value added, but not a main motivator.
- Participation in the program is easy.
- Peer pressure is a motivator.
- There is a need to define roles between the association, local food banks and other parties.

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Positioning:

The Farm to Family program is a market alternative for farmers, growers and packers, and a way to support those in your community who may need a little help.

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Farm to Family Key Messages:

- The Farm to Family program is a way to help re-coup costs for product that is unmarketable or may otherwise go unused.
- Participation in the Farm to Family program is more meaningful than other secondary markets — juice, cull, dollar stores — because the food is going to individuals, children and families in your community.
- Fresh produce is especially valuable, as it provides needed health and nutrition benefits.

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Farm to Family Key Messages Continued:

- Participation in the Farm to Family program is easy and hassle free — transportation and logistics are our strong suit, and our professional team is always just a phone call away.
- More than 100 California growers and farmers are already participating in the program providing more than 50 varieties of fruits and vegetables — joining your peers will help make a difference.
- By participating in the program, you may be eligible for a tax incentive.

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Partnership Key Messages:

- Farm to Family works collaboratively with local food banks, and other food and nutrition partners who all want the same thing – to end hunger in local communities.
- All parties want to recognize the contributions and good work of California farmers and ranchers.
  - Product donations not requiring picking and pack out costs to be covered are generally allocated directly to local food banks. If the size of the donation is more than a local food bank can support, the Farm to Family program may step in to help ensure food gets to those who need it.
  - If donors need reimbursement costs covered, contributions are then facilitated via the Farm to Family program, which will ensure the food gets to those who need it in your local community and beyond.

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Partnership Key Messages Continued:

- The California State Board of Food and Ag has partnered with the Farm to Family program and CA Grown to double farmer contributions from 100 million pounds to 200 million pounds of produce and farm products annually.
  - The state board is lending support by raising awareness of food insecurity in California, and calling upon farmers, growers and packers for support.
  - The Farm to Family program coordinates directly with donors to help facilitate food donations and participation in the program, while raising overall awareness and support for the issue and California farmers.
  - CA Grown is lending support by engaging consumers in the program through its #CAGrown campaign and working with its grower members to enlist support for the program.

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#CAGrown Campaign:

- The #CAGrown consumer campaign is simple – anytime anyone shares a picture of a California grown product on Facebook, Twitter or Instagram with the hashtag #CAGROWN, CA Grown will coordinate a donation of one pound of food to a California food bank.
- The consumer campaign has set a goal to raise 1 million pounds of food via the consumer program.

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Food Recipients:

- We are all dealing with rising costs of living, including rising food costs. For many people, they need a little help from time to time — and sometimes friends, family and neighbors aren't enough.
- Food allocated to the Farm to Family program helps provide a solution for individuals, families and children to alleviate hunger, and ultimately strengthen communities.
- One in four children and one in six adults regularly go hungry.

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Reaching Our Goal:

- Dec. 3 event for Farm to Food Bank Month.
- Ongoing media relations strategy.
- Outreach to prospective donors and ag leaders.

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Media Relations & Donor Outreach Calendar:

Market	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Industry/Trade														
Urban Southern CA														
Inland Empire/Desert														
Coastal														
San Joaquin Valley														
Northern California														
Urban Bay Area														

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How You Can Help:

- Individual commitments.
  - Dec. 3 event.
  - Making a pledge.
- Work with commodity boards.

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Questions:

Sue Sigler
Farm to Family Program
510-272-4435
Sue@cafoodbanks.org

Teresa Siles
Nuffer, Smith, Tucker
619-296-0605, ext. 231
ts@nstpr.com

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