



# Farm to Fork Strategic Plan

2023-2027

Farm to Fork has strong long term goals that were developed in the strategic listening sessions held in 2022. The priorities that arose out of those sessions were as follows:

Theme 1: Make agriculture a universal part of the Utah education experience. Not everyone needs to be a farmer, but everyone needs to know about farming. All students from pre-K on should receive hands-on experience with the whole food chain.

Theme 2: Increase market opportunities for small producers.

Theme 3: Support school nutrition programs as equal partners in education.

In order to grow and develop the Farm to School movement in Utah we propose that Farm to Fork work in the following areas in the short term:

1. Network creation, growth, and development
2. Special events that promote local food and local food procurement
3. Simplified lines of communication with one point of contact
4. Awareness campaign utilizing existing communications channels
5. Diversification of the funding streams and leadership of Farm to School

## **Network Growth and Development**

The success of the long-term goals and the activities rest on having a strong, well-coordinated network to advance the Farm to Fork priorities. In order to create this network there is a need for focused, intentional network development. To grow the network you should focus on the following activities: Holding monthly Peer Learning Sessions, hosting yearly Farm to School Movement Building Nights in each region/district, creating a resource map, and forming a Farm to School advisory board.

### **Special events that promote food produce and local food procurement.**

In addition to focusing on network development, it is important to show progress in a more tangible way. This area should be one in which an early win is possible. In addition, it should affect as many interested parties as possible. With this in mind, the recommendation is to focus on adding special events that promote local food and local food procurement.

The recommendation is to build on Apple Crunch with two additional local food events.

### **Simplify the lines of communication with one point of contact**

To streamline involvement there should be one person who acts as a matchmaker for farm to school participants. This person should help connect farmers to schools and schools to farmers when there is a need or desire to sell to a school. Additionally, they should be available to connect people with others who are working in similar areas or addressing similar problems. This person can direct people to existing resources, connect people for Peer Learning Sessions, and drive attendance at local events.

### **An awareness campaign focused on utilizing existing communications channels**

While significant effort has been made to promote Farm to Fork, there is still more work to be done. Farm to Fork should use existing channels to promote the work they are doing to build a Farm to School movements.

### **Diversification of the funding streams and leadership of Farm to School**

Farm to School has significant funding for the next few years, but there is a need to find long-term funding for the work. The advisory board should be tasked with seeking out and finding funding to care for this work throughout the next decade. This could include legislative funding, federal support, foundation support, individuals, and private business.



