Community Food Assessments: Innovative Approaches to Building Better Food Systems

Kathy Nyquist
New Venture Advisors

Follow this and additional works at: https://newprairiepress.org/cecd

This work is licensed under a Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License.


This Event is brought to you for free and open access by the Conferences at New Prairie Press. It has been accepted for inclusion in Center for Engagement and Community Development by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.
You’ve done a Community Food Assessment
Now what?

A public/private planning process for community-based food businesses

Kathy Nyquist, Principal
New Venture Advisors
COMMUNITY-BASED FOOD BUSINESSES CAN SERVE MANY GOALS

- Economic development and job creation
- Environmental sustainability
- Workforce development

- Meet demand for local food
- Food security and crop diversity
- Support farmers and agriculture
- Food access and health equity

Profitability goal
Led by Private sector

Not for profit
Led by Public sector

© 2016 NEW VENTURE ADVISORS LLC
FRAMEWORK FOR PUBLIC-PRIVATE PLANNING

Public Sector

Stakeholder
Convener
Funder

Community Organization
Opportunity Identification
Feasibility Assessment
Business Planning
Fundraising
Launch
Stabilize and Grow

Opportunity Identification
Feasibility Assessment
Business Planning
Fundraising
Launch
Stabilize and Grow

Stakeholder
Convener
Funder

Environmental Assessment
Initial Business Concepts
Shape Concept
Test Viability
Strategic Plans
Pro Forma
Financing Plan
Investor Pitch
Phased Development
Lean Startup
Finance
Marketing
Operations

CFA happens here

Private Sector / Operator

New Venture Advisors advises public and private stakeholders in business analysis

© 2016 NEW VENTURE ADVISORS LLC
Wisconsin Food Hub Cooperative

Dane County Planning

Goal: Ag sector economic development

Top-down planning by public agency that understood gap

Launched in 2013
Western New York Food Hub

Field & Fork Network

Goal: include more farms in local food system and increase availability

Top-down planning by nonprofit agency

Pilot in 2015; launch 2016

FFN supports growers with technical assistance
Kane County Illinois Food Hub

Kane County Planning

Goal: improve health equity and increase farm output

Top-down planning by Public Health and Land Use Planning Departments

Incorporate health equity and farmer readiness strategies into business model
What is Health Equity?

“When every person has the opportunity to realize their health potential — the highest level of health possible for that person — without limits imposed by structural inequities.”

- Minnesota Department of Health
Specialized Processing Capabilities

Concept: Specialized processing capabilities to sell product to certain institutions (e.g. K–12 schools)

Will meet the demand for fresh cut, salad-bar ready products
Fresh & Local Foods Prescription Program

Concept: Community Supported Agriculture (CSA) style weekly produce box program for SNAP users

- Hub could offer 14 week shares – customers to pay in advance on a weekly basis
- Two or more pickup sites to be located near client populations
Thank you!

Kathy Nyquist, Principal
New Venture Advisors
(773) 245-3570
Chicago, IL
knyquist@newventureadvisors.net
https://www.newventureadvisors.net/