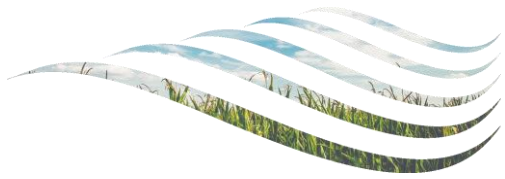


LFSC Needs Assessment

10/17/19

NCR Listening Session Webinar





Farmers Union: A Family Farm Organization

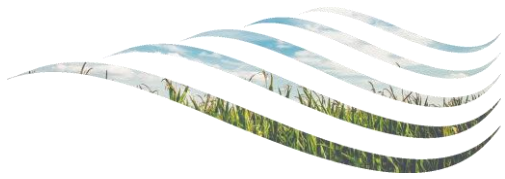
We envision...

A world in which farm families and their communities are respected, valued, and enjoy economic prosperity and social justice.

Our mission is to...

Advocate for family farmers and their communities through education, cooperation, and legislation.





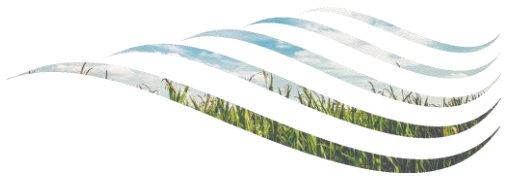
Food Safety Education



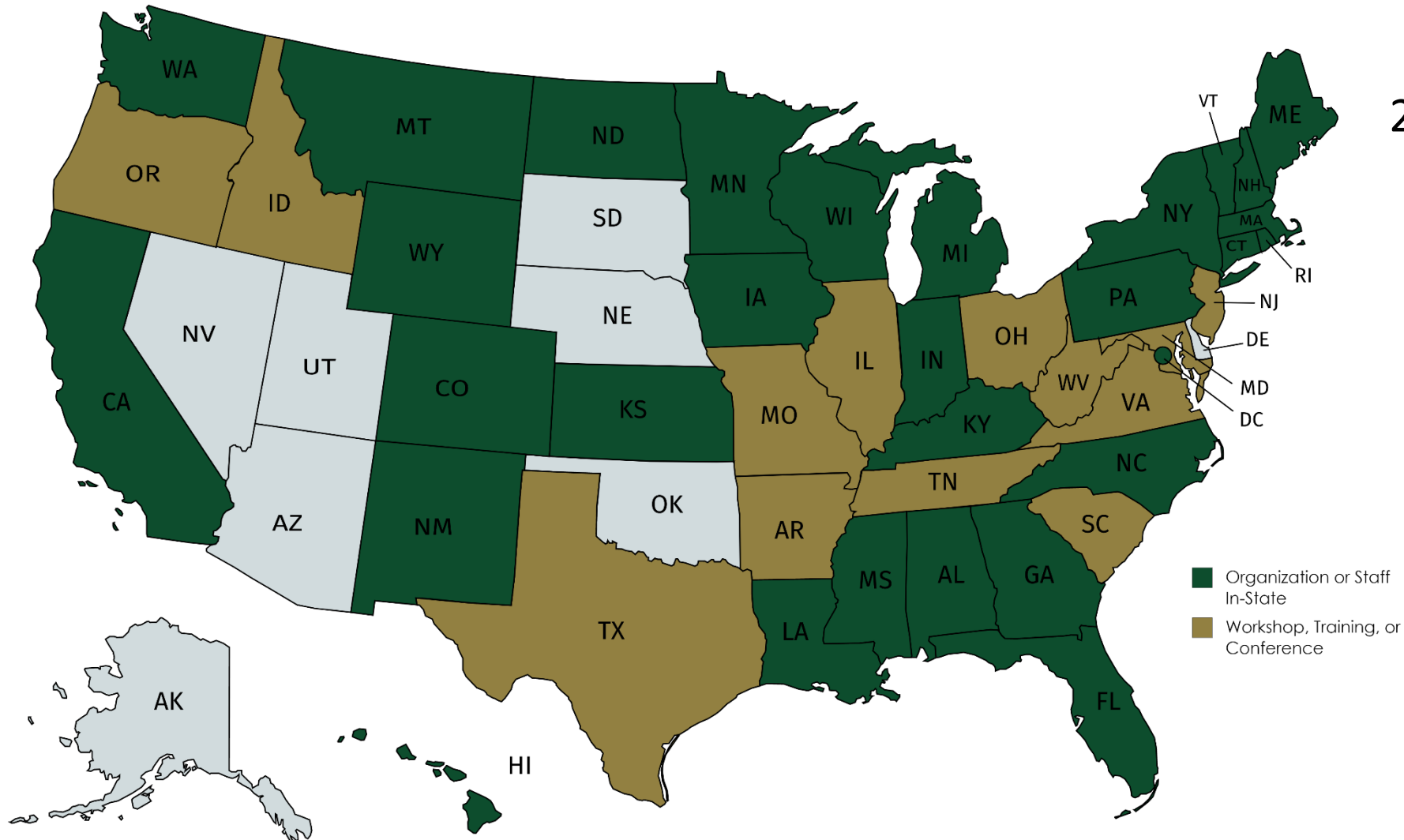
Local Growers = Over 50% of product
sold within 275 miles

Main Objectives

- Needs Assessment
- Outreach and Education
- Training
- Grower Liaison Model
- Communication

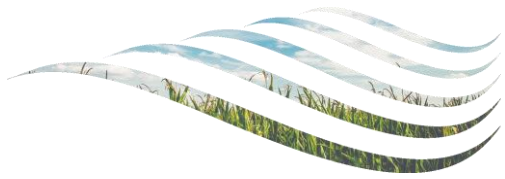


LFSC Presence

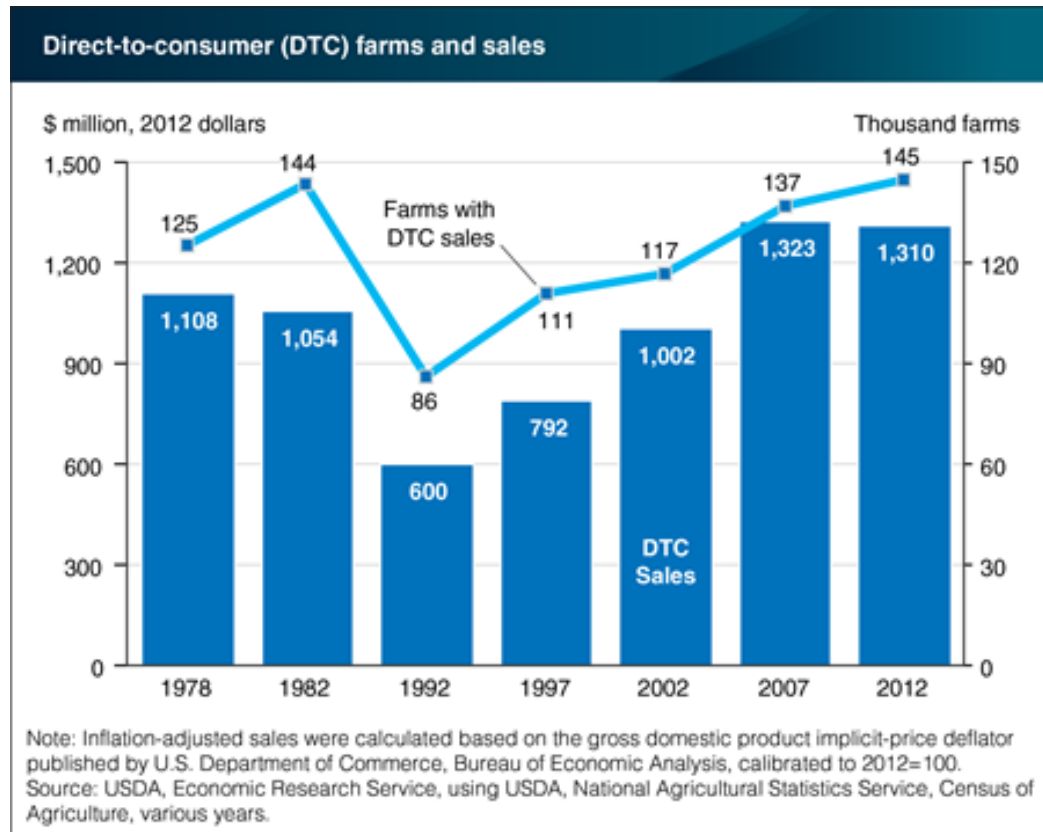


23 Subrecipients Since
2016

21 Subrecipients in
this last year



What Do Local Growers Need?

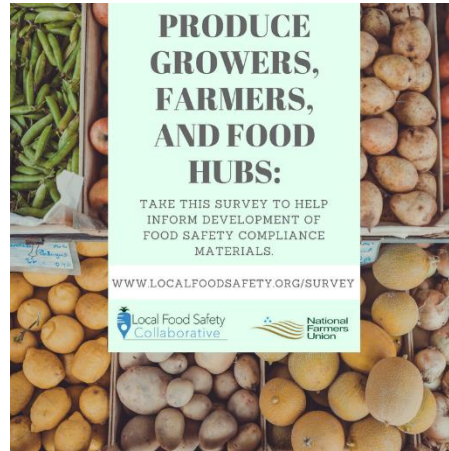


Your farm is eligible for a qualified exemption from this rule, which means that you must comply with certain modified requirements and keep certain documentation, as per Sections 112.6 and 112.7.



Needs Assessment

Nationwide Survey



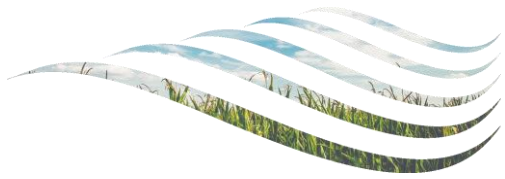
- Open 6/20/17 – 10/31/17
- 1173 responses

Performed by Cornell University with assistance from the NFU team.

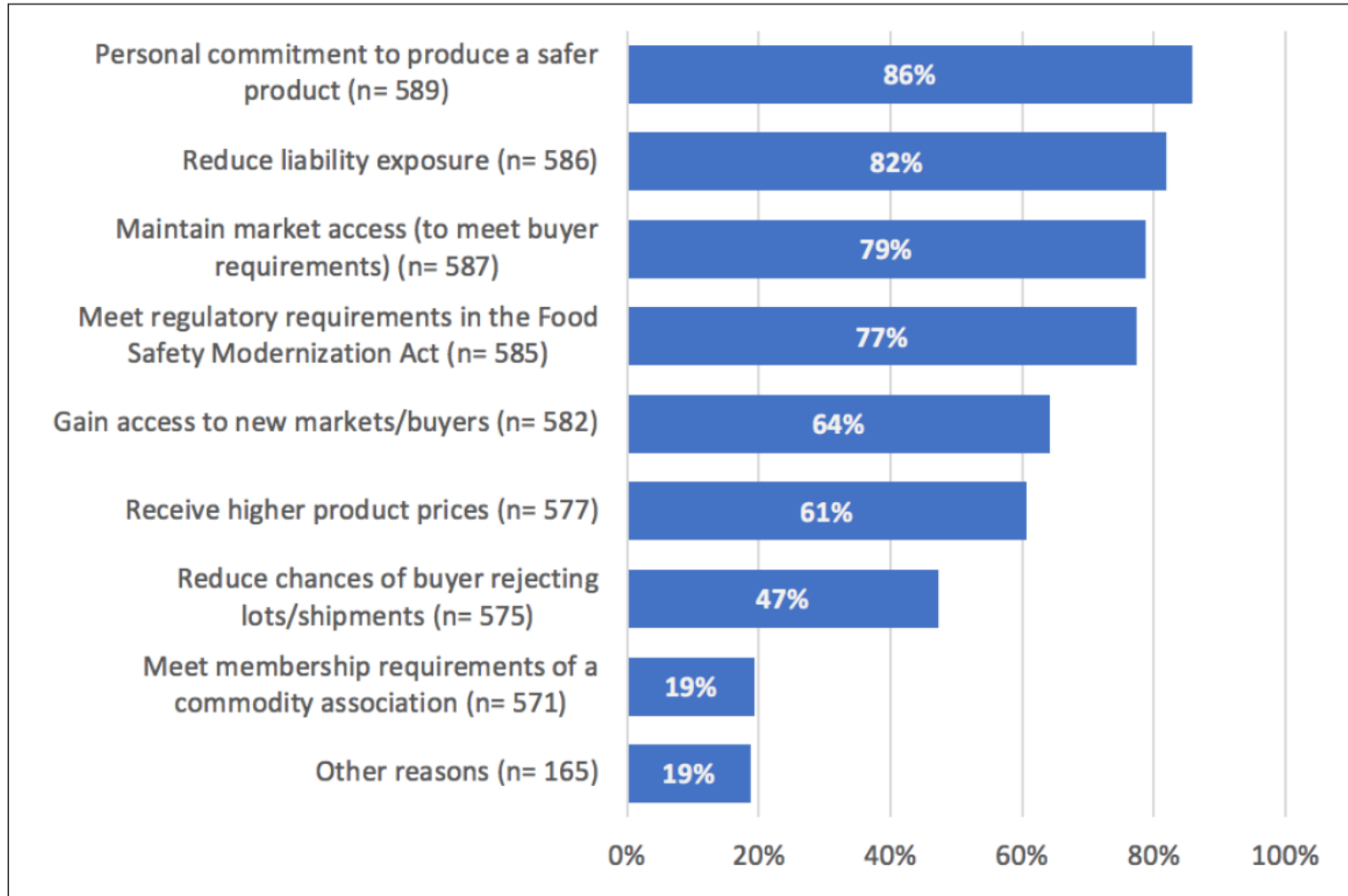
Listening Sessions



- Processor and Grower Sessions in 2018
 - Wisconsin
 - Mississippi
 - Massachusetts
 - California

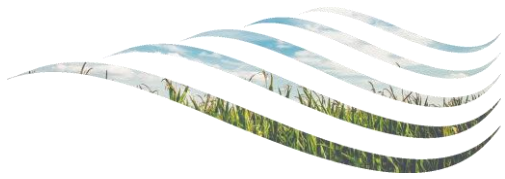


Motivations to Learn About Food Safety



Food Safety Influence on Decision Making

- Food safety and produce safety constantly influence their decision making.
- Impact on the quality of product.
- Depends on the activity being performed.
- Market access.
- Pass an audit or be in compliance with a regulation.



Survey Main Takeaways



✓ Interested in and want more information on audits.

✓ Feel confident in knowledge despite lack of formal training.



✓ Want Transparent and Plain Language Information.

✓ Want Hands-on or on-farm learning.

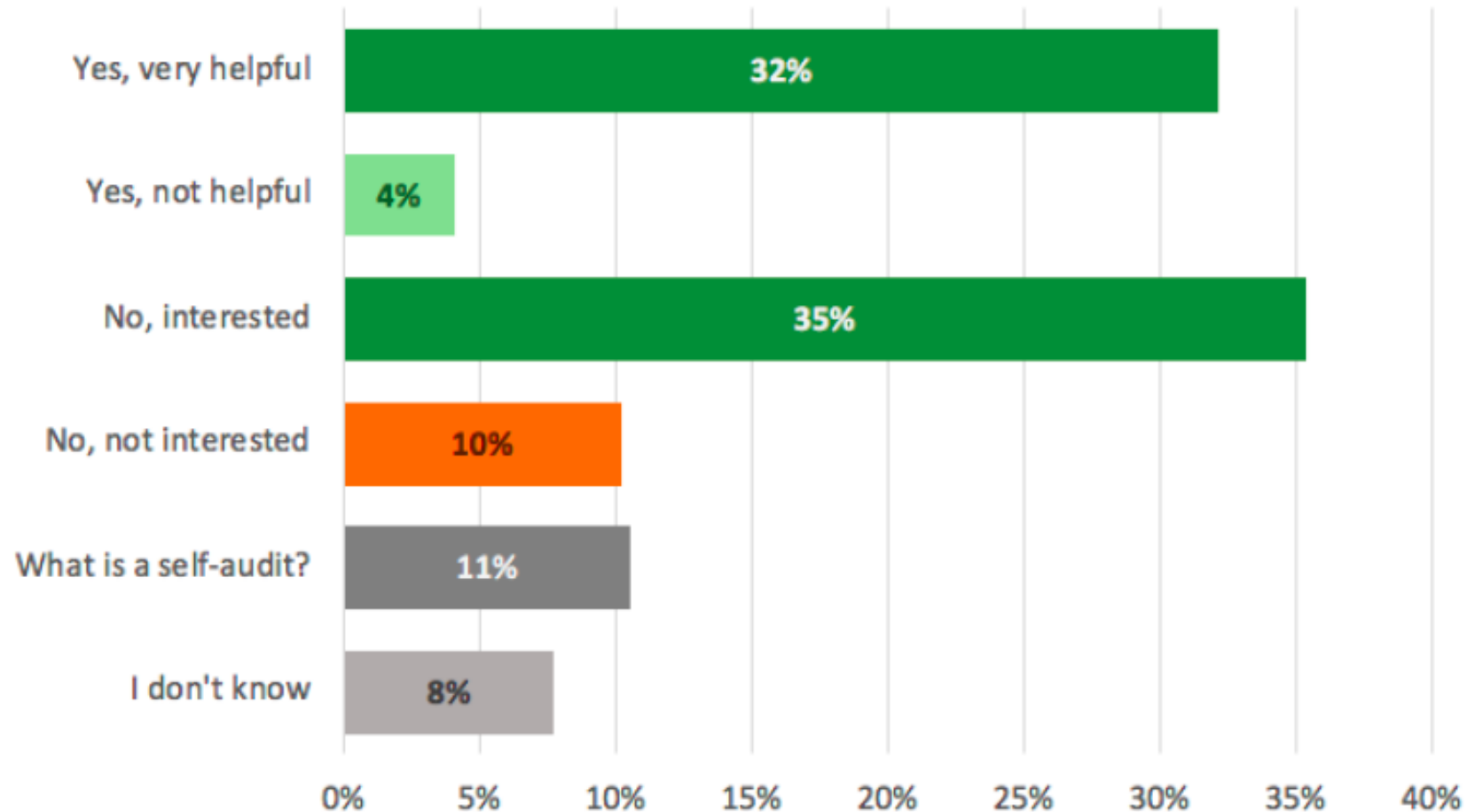


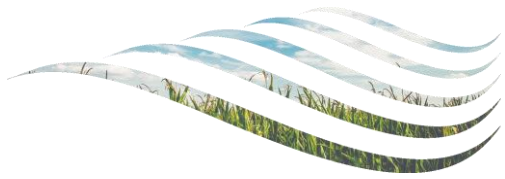
✓ Largest perceived barrier is expense.





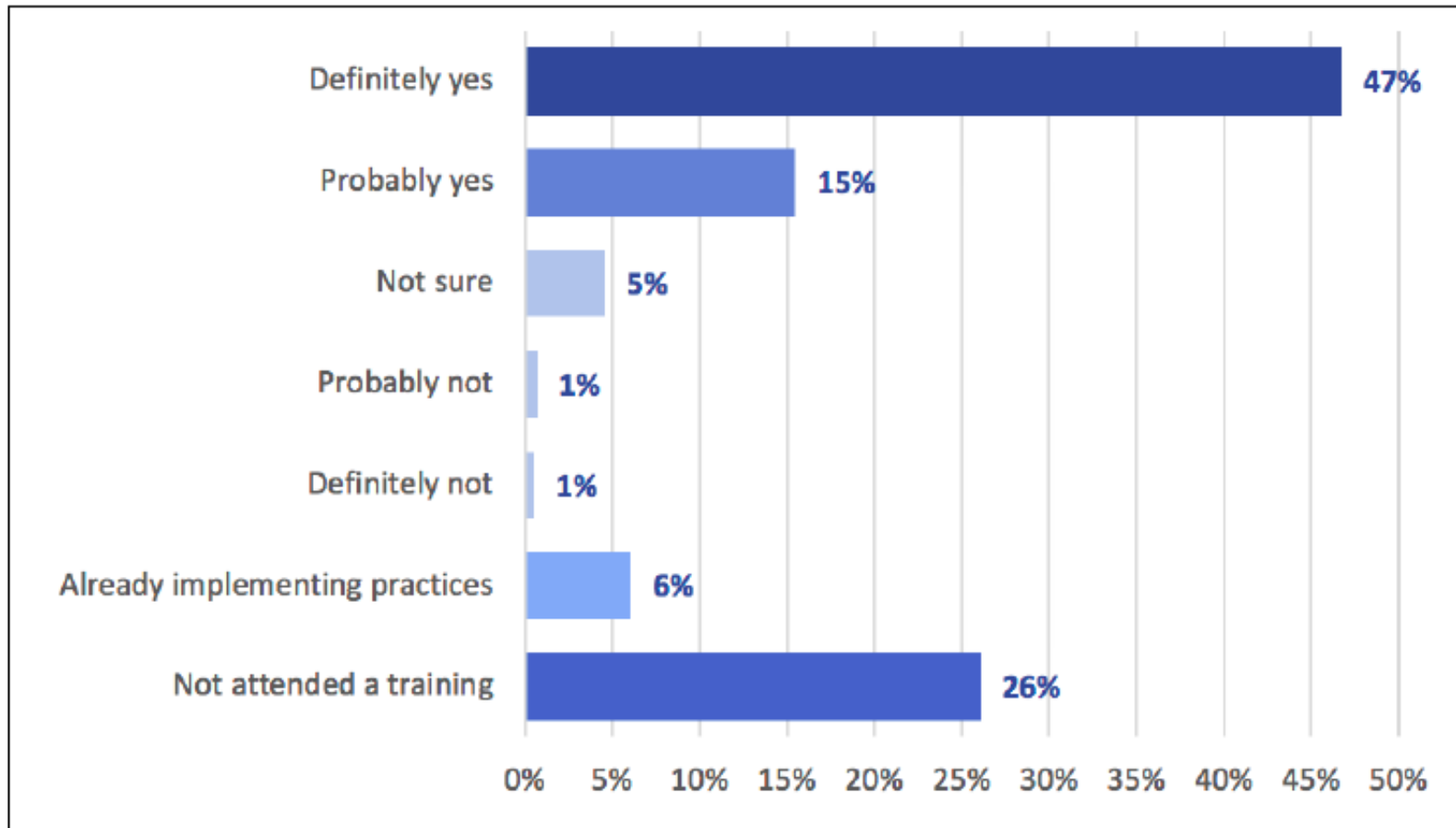
Conducted a Self-Audit of Food Safety Practice on Your Farm/Facility





Confident in Knowledge Despite Lack of Formal Training

Plan to Implement Food Safety Practices as a Result of Training



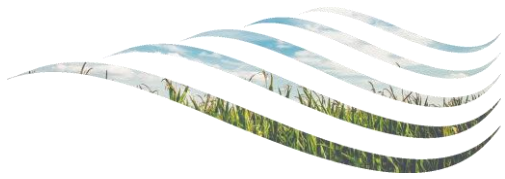
85% of respondents or more responded with somewhat or strongly agree that they could:



Describe how human pathogens spread in their operation



Identify the ways to reduce food safety risks in their operation

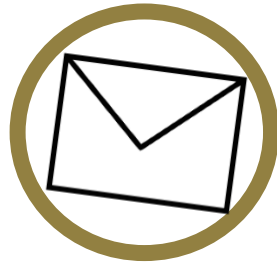


Want hands-on or on-farm learning

Sources to obtain information
or learn a new skill



Websites



**Written
Materials**

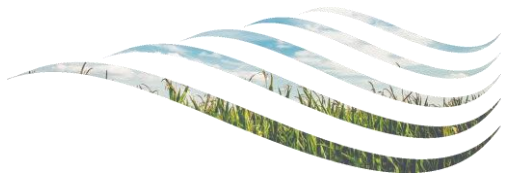


**Extension Trainings,
Group Meetings, and
Seminars**

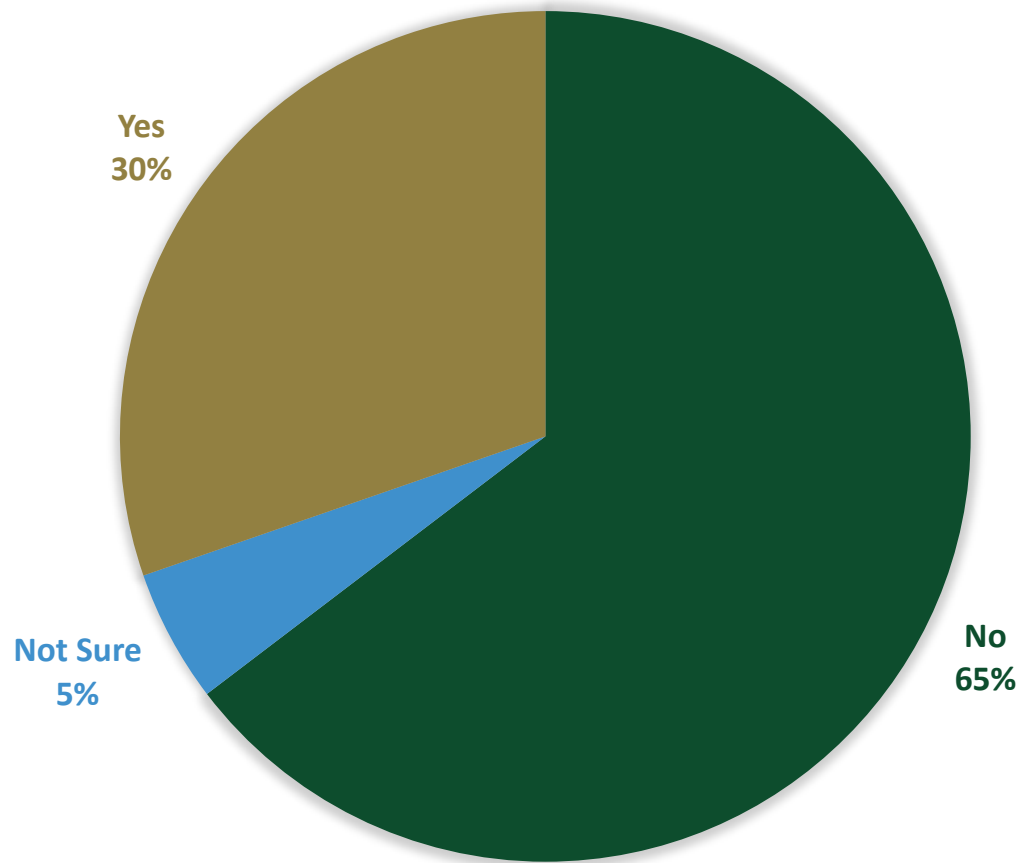


Open-Ended Responses

- Farmer-to-farmer learning
- Hands-on learning
- Personal interaction with experts

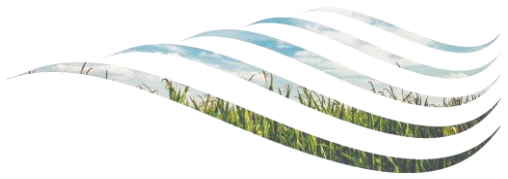


Do You Have a Written Farm Food Safety Plan?



Listening session responses

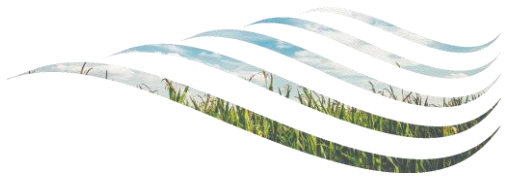
- Have a plan but it's not written down
- Just beginning - not ready for a full plan yet



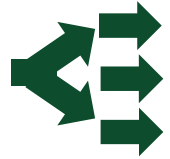
Barriers to Implement Food Safety Practices



*Percent that chose moderately or greatly limiting on a 4 point scale.



Listening Session Main Takeaways



✓ Local food producers reach all food distribution channels.

✓ There are food safety practices that need adoption or improvement.



✓ Requirements are complex and need to be clearly shared.

✓ Local producers want and need additional resources.

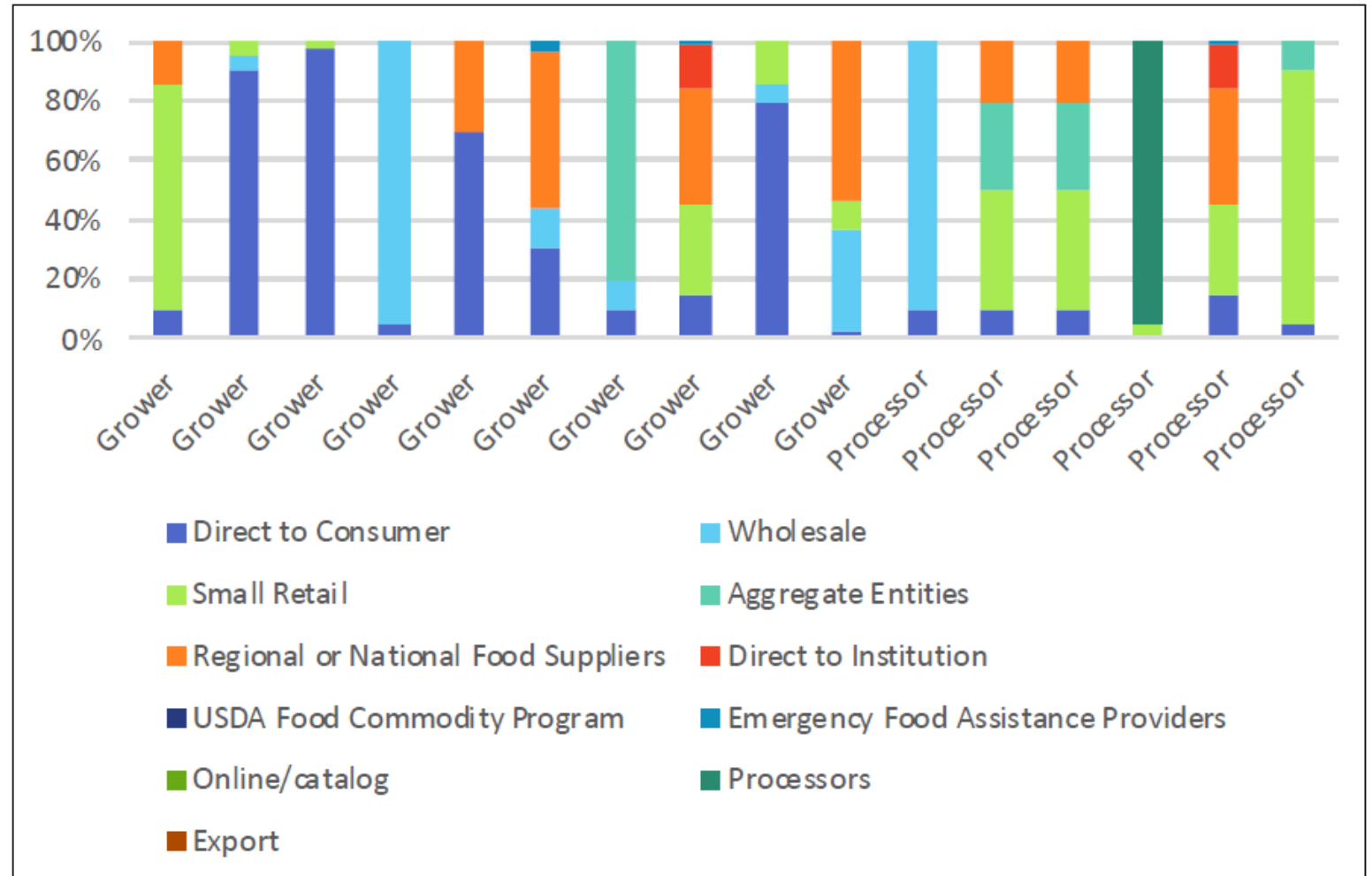


✓ Technical assistance is wanted and needed from individuals who are competent, accessible, and trusted.

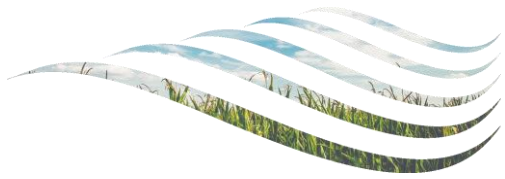


Food Distribution Channels of Local Producers

Figure 17 – North Central Regional Listening Session Percentage of Market Sales



- Support and education is important because these farmers impact all markets.
- FSMA regulations may impact products available locally.
- Lost economic opportunities.



Food Safety Practices for Adoption/Improvement

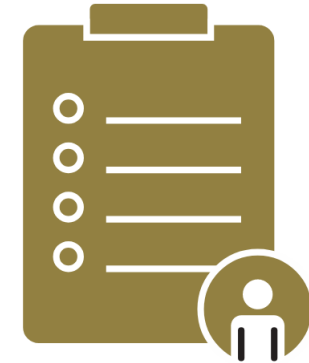


WORKER TRAINING

40.2% of producers reported worker training as not applicable to their operation during the survey.

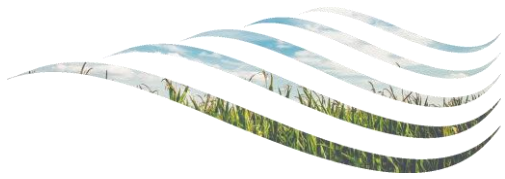
Even though water implementation dates are delayed it has not delayed the pressure growers feel from buyers or themselves to do something.

WATER TESTING



RECORDKEEPING

Recordkeeping only creates an illusion of food safety..."it's triaging everyday; like what's a real problem and what's the fake problems. 90 percent of FSMA is fake."



Requirements are Complex and Need to Be Clearly Shared



Many participants have signed up for information and put effort into trying to learn but the information is still difficult to understand or not tailored to their needs.



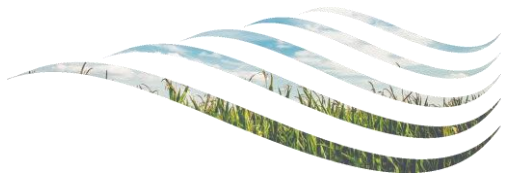
Growers requested that rule requirements be stated in simpler terms and presented in factsheets or checklists.



Current examples provided in resources are not size-specific for local producers and do not meet their scale of operations.



Food producers want to comply with regulations but it's unclear how to find what regulations apply to them and then how to comply to the ones that do apply.



Local Producers Want and Need Additional Resources



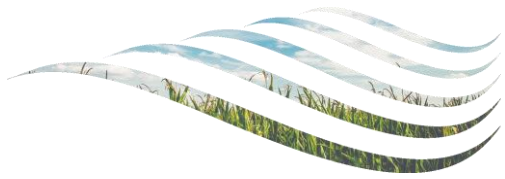
TEMPLATES AND SOPS

**CENTRAL LOCATION FOR
RESOURCES**



FINANCIAL ASSISTANCE





Technical Assistance From Individuals

RELATIONSHIPS ARE KEY!

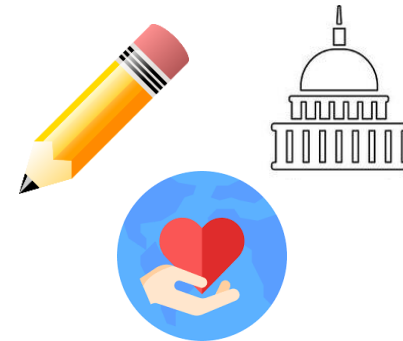
Inexperienced or incompetent trainers can have a negative impact on the attitude and motivation to implement practices.

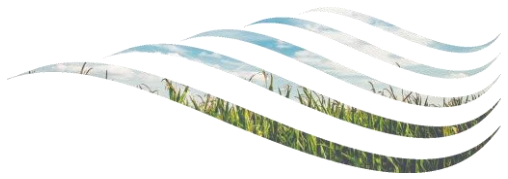


Having a trusted individual who was knowledgeable and accessible helped farmers receive tailored information.



Individuals mentioned were from University Extension, state government, and NGO.

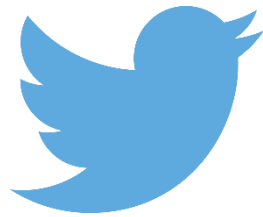




Stay Connected



Local Food Safety Collaborative



@LocalFoodSafety

LocalFoodSafety.org

NFU.org/connect