

Goal 5 : Alaskans are engaged in our food system.

Objective 5b : Increase number of food advocates among the public that support healthy food initiatives and policy changes.

Priority Strategy 5 : Identify and support existing local food system leaders, products, events and activities that support Alaska's food system.				
Action Item	Who	When	Cost + Resources	Progress
What is the concrete task or action need to carry us closer to achieving the strategy?	Who (person, organization, group) is responsible for this action? Who will lead the effort?	When will it happen? Is there a deadline? Is this action item immediate, mid-range, long term?	What resources will help you complete the action item: funding, staff? Is there a specific cost?	What is success? How do we measure it? How are we doing? Are we succeeding?
1 Recruit and convene group members to determine details of workplan	Group co-chairs All members	Summer 2012	Volunteer time Meeting space	Group members identified Group meeting (tentative) schedule determined Workplan task list determined
2 Identify Alaska stakeholders who should be engaged with AFPC: <ul style="list-style-type: none"> • Southcentral/Kenai, • Y-K Delta, • Southeast, • Interior • Northwest/Arctic, • Bristol Bay, • Kodiak, Aleutians 	All members Eliza and Ally, Sharon Whytal ?? Lisa Sarah & Mara Angela Valdez Folks in charge of FM ??	Summer 2012	Staff and volunteer time	Increase in number of actively engaged members across the state
3 Advocate Buy Alaska Grown, Made in Alaska and Buy Local strategies (where possible) to the public	All AFPC members	Summer 2012 Ongoing	AG materials	Increase in Alaska Grown purchases, Made in Alaska purchases

4	Develop (with Communications group) outreach strategies to distribute marketing package materials	All members Communications Workgroup	Summer 2012	Marketing package: Brochures, PPT, summary of priority strategies	Marketing materials distributed
5	Develop + support a statewide calendar of online local food events like Local Harvest (localharvest.org) or Food Routes (foodroutes.org)	Cooperative Extension (existing calendar) Chamber of Commerce AFPC (online resources)	Spring 2013 Annual reminder Ongoing	Staff and volunteer time Web hosting costs AFPC Blog / Facebook Page	Events identified Calendar and website developed Website publicized in communities statewide
6	Identify local partners for a statewide traveling Alaska Food Film Festival	ACE (<i>Apply Ocean FF model</i>)	Pilot in 2 regions by Spring 2013	Postage Volunteer time \$ to license films	2 other communities have hosted AK Food Film Fest
7	Promote (via AFPC website) other “food for free,” “food for barter” and “food for sale” websites in Alaska	Local Harvest AK Grown sourcebook Craigslis Alaska wikispace Annual reminder	Spring 2013	Staff and volunteer time	Farmers, growers, buyers use Local Harvest to sell and buy from each other
8	Engage local health providers to educate clients about healthy food as part of health + wellness	Ionia Interior public health partners	Pilot by Fall 2014 Export elsewhere, 2015	VISTA position \$ (Rasmusen Fdn?)	Creating more local whole and Alaska food advocates (<i>target = 100 more</i>)
9	Identify and support creation of local AK food policy councils (foodsheds)	Nick, ACE Danny	2014		Increase in number of food policy councils (<i>target = 5</i>)

10	Work with communities to increase farmers markets' ability to accept SNAP, Quest and WIC vouchers from lower-income families	Farmers markets Dept of Health and Public Assistance Division of Agriculture VISTA position USDA (Danny)	Ongoing	USDA funding?	Increase in % or number of farmers' markets accepting vouchers
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Implementation

Notes for Final Revision of the Action Plan

These action plans are still in draft form, and require refinement from the group during their initial meeting(s). The Governing Board offers the following suggestions for finalizing this action plan to make it a feasible guideline for the next three years.

1. This action plan is designed around a specific strategy to accomplish one of the five goals in the AFPC Strategic Plan. The general timeline for this action plan is the next three years: 2012 – 2015. The scope and deadlines of specific action items should also follow this timeline.
2. Some of these action items are very large in scope and, as written now, not necessarily appropriate projects for the AFPC itself to take on. For each action item, consider carefully what role the AFPC and its workgroups can play to accomplish a goal: for example, the AFPC is not likely to establish a school garden or a food distribution hub, but can be influential in encouraging these activities or policy change to support them.
 - a. Highlighted action items in the text indicate specific tasks that the Governing Board had concerns about. Please re-consider these items by changing their scope or identifying the appropriate role for the AFPC to achieve the intended outcome.
3. The “WHO” column is a way to keep individuals accountable to their assigned tasks. Where possible, include individual names in this column, not just organization names, once a contact person is identified.
4. AFPC intends to collaborate with the Governor’s Working Group on food issues, when its agency representatives are called together. Where applicable, the workgroup should consider how the new Working Group of state agency representatives may be good partners to accomplish some of your identified actions, or what priorities the Working Group should take into account related to your goal area.
5. When considering action items, the workgroup should coordinate with the Governing Board and the Research workgroup to identify ways to measure their progress toward accomplishing the goal and objectives they are pursuing.
 - a. This group will also collaborate closely with the Communications Workgroup, especially for the development and distribution plan of AFPC materials such as brochures, presentations and copies of the Strategic Plan.
6. This group should be particularly mindful of balancing focus between urban and rural Alaska, especially in regard to outreach plans (e.g. farmers markets and public events). While there may be more resources to promote awareness of the food system in urban areas like Anchorage and Fairbanks, the group should endeavor to encourage outreach across the state.
7. Made in Alaska products (food products) should also be promoted, in addition to Alaska Grown products.
8. Item 10, promoting acceptance of Quest, SNAP (EBT) and WIC benefits at farmers markets, was debated among the Governing Board because it is actually a different strategy in the APFC plan, but not one of the initial 5 priorities. Because it seems an important project and will directly affect access to healthy foods for those of low socioeconomic status, it has been added to encourage local communities to implement the program.

Current or Potential Members

1. Co-Chair(s): Lisa Sadleir-Hart and Nick Moe
2. GB Liaison: Lisa Sadleir-Hart and Nick Moe
3. Danny Consenstein
4. Joanie Fogel
5. Gracy Larson
6. Eliza Eller
7. Ally Becherer
8. Sharon Whytal

Guidelines for Workgroups

1. Workgroups will be organized around each Action Plan, named according to their focus (e.g. School Programs Group, Production Group)
2. Workgroups will need to prioritize their action items, immediate need and/or greatest chance of early success
3. Workgroups should be facilitated by one or more group co-chairs
4. At least one Governing Board member will sit on every workgroup
 - a. This will make liaison between workgroup and AFPC as a whole easier
 - b. Board members can sit on more than one group, but required to be on at least one
 - c. Board members report back on workgroups' progress at monthly Board meetings
5. Workgroups should set a regular meeting schedule, monthly or as needed depending on the strategy and timing
 - a. Example, the Schools (Strategy 1) group may meet heavily during the school year, but be on hiatus during summer months
6. Workgroups will coordinate as needed to share information, resources and collaborate on tasks affecting multiple strategies
7. Workgroups will update the Action Plans accordingly as tasks are completed, objectives are met and the group determines new strategies to pursue