



Welcome to the  
30% Maine Food by  
2030 Subgroup

Meeting 4

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# 30% Maine Food by 2030 Subgroup

## Meeting 4 Agenda

Welcome and Introductions

Overview of New England State Food Plans

Environmental Impact of Seafood in Maine

Prioritize Recommendations and Action Items – Voting

Break

Flesh out Recommendations and Action Items – More detail

Public Comment

Next Steps, Feedback, Conclusion



The collective task of the work groups is to update the 2020 Maine Won't Wait recommendations to make them:

- More specific
- More actionable
- More measurable
- More equitable



The mission of our subgroup is to develop strategies to achieve the goal from Maine Won't Wait: "Increase the amount of food consumed in Maine from state food producers from 10% to 20% by 2025 and 30% by 2030 through local food system development."



We will discuss when the strategies can be implemented, who can own the implementation of those strategies, and what the hoped-for outcomes of the strategies are.

# 30% Maine Food by 2030 Subgroup

## Mission

Four meetings of the 30% Maine Food by 2030 Subgroup

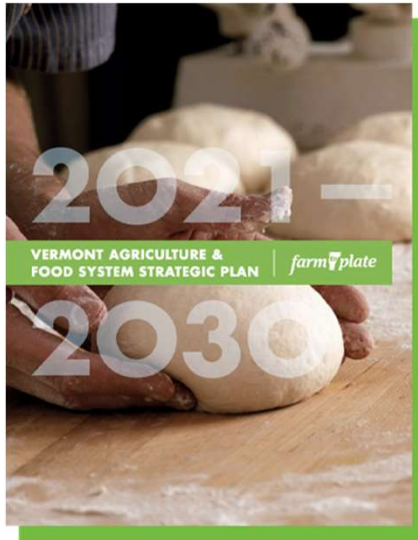
Creating recommendations and actions

Reviewed by the Natural and Working Lands Workgroup

Reviewed by the Maine Climate Council

Added to the updated version of Maine Won't Wait

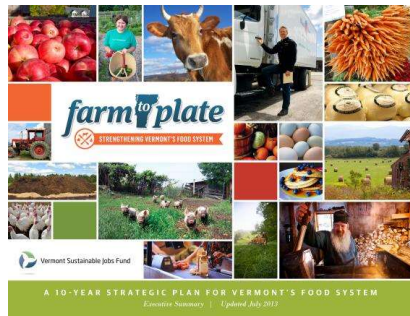
30% Maine Food by 2030 Subgroup



Developed by:  
 Metropolitan Area Planning Council  
 Franklin Regional Council of Governments  
 Pioneer Valley Planning Commission  
 Massachusetts Workforce Alliance

For:  
 Massachusetts Food Policy Council

December 4, 2015

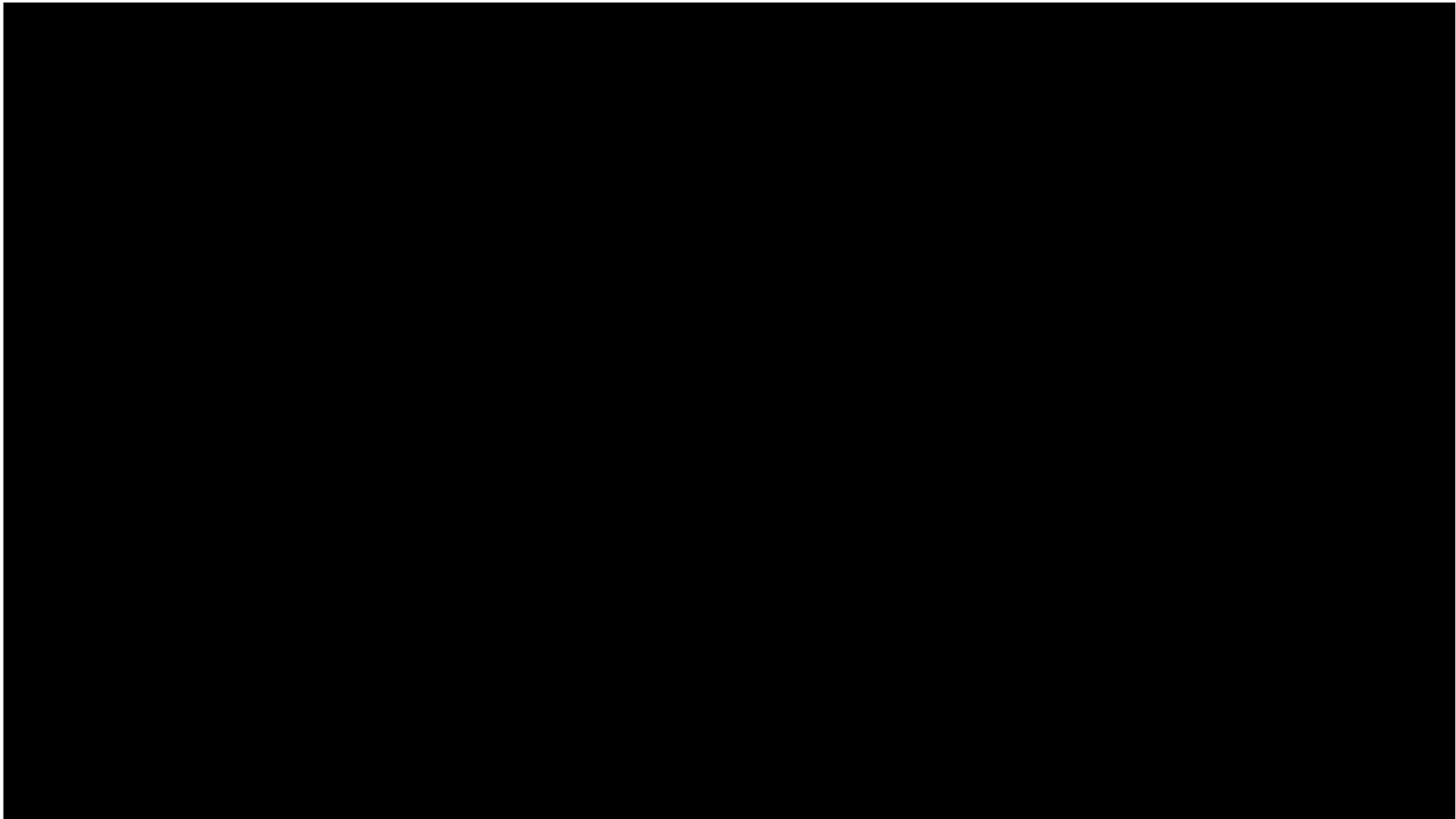


# Overview of New England State Food Plans

Juli Stelmaszyk, Director of Food Strategy,  
 Rhode Island Commerce

Winton Pitcoff, Deputy Commissioner /  
 Legislative and Policy Director, Massachusetts  
 Department of Agriculture

Jake Claro, Farm to Plate Director, Vermont  
 Sustainable Jobs Fund





# Overview of the Maine Seafood Sector

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BEN MARTENS, EXECUTIVE DIRECTOR,  
MAINE COAST FISHERMEN'S  
ASSOCIATION

# Prioritize Recommendations

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## Instructions:

1. Need to narrow it down to 4 recommendations
2. Currently have 6 recommendations
3. Each person gets 3 votes (blue stickers)

## Recommendations:

1. Expand strategic, long-term funding for the food system.
2. Increase and expand access to technical assistance for producers
3. Increase farmers' access to processing infrastructure
4. Create more Maine markets for Maine producers
5. Define local food
6. Create a strategic food plan for Maine



# Prioritize Action Items

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Instructions:

1. Need to narrow it down to 3 action items per recommendation
2. Currently have various numbers of recommendations
3. Each person gets 3 votes (green stickers)

Actions:


See each recommendation

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**Expand strategic, long-term funding for the food system.**

1. Create an inventory of existing state and federal funding opportunities.
2. Identify gaps in funding opportunities and underutilized programs.
3. Work with partners to do comprehensive outreach about the existing funding opportunities.
4. Create a framework by which grant applicants are evaluated which aligns with state goals around climate change, etc.
5. Target funding to support producers to adopt climate change mitigation and resilience strategies. One program is the Maine Healthy Soils Program.

**Increase and expand access to technical assistance for producers**


1. Establish permanent funding for the state to help producers navigate the technical assistance and funding opportunities that are available throughout the state.
  2. Focus on reaching all populations throughout the state.
  3. Increase the amount of business planning technical assistance for producers.
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### **Increase farmers' access to processing infrastructure**

1. Create an inventory of the food processing and storage and aggregation capacities that currently exist.
2. Evaluate the infrastructure gaps and needs.
3. Invest in infrastructure development that aligns with the scale, geography, and food type needs.
4. Increase capacity of the Maine Agriculture, Food and Forest Products Investment Fund
5. Connect small producers that don't currently have access to necessary storage and processing infrastructure.
6. Support coops to create strong business plans

### **Create more Maine markets for Maine producers**


1. Create a resource hub for middle of the supply chain businesses
  2. Develop a program to assist producers in developing relationships with supermarkets.
  3. Ensure Cross Cafe is sourcing as much local food as possible as a "lead by example" initiative.
  4. Develop a marketing plan to focus on local food consumption. The plan will connect Real Maine and the Seafood Directory to the goals of 30% Maine food by 2030. It will enable state departments, agencies and interested groups to communicate a more unified message to identify Maine food and its value to the economy, nutrition, and the climate.
  5. Create a dashboard for consumers and stakeholders about Maine food consumption.
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### **Define local food**

1. Gather feedback from retailers, institutions, and consumers about how they think about and track local food.
2. Look to other New England states' local food definitions.
3. Create a local definition that can be adopted and used statewide.

### **Create a strategic food plan for Maine**

1. Identify funding and goals
  2. Look to align the strategies with those of existing Maine strategic plans.
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## Add more details

1. Will the implementation take place in the
  - a. short term (2025),
  - b. mid term (2030), or
  - c. long term (2050)?
2. Will the outcomes be realized in the
  - a. short term (2025),
  - b. mid term (2030), or
  - c. long term (2050)?
3. Who will take the lead on these actions? What other partners should be involved?
4. What types of actions are these?
  - a. Legislation, rules/regulation, internal program guidance changes
  - b. Establishment of a new program or a fund,
  - c. Conduct additional research
  - d. Provide education or training
  - e. Coordinate with other parties/agencies/states
  - f. Other (please describe)
5. How can we measure the outcomes?

Thank you!

Feedback on 30% Maine Food by  
2030 Subgroup Process

