

WHERE WE ARE GOING...

Our Food Hub Network serves diverse communities spanning all colors and cultures. A consistent baseline of sales helps producers grow and thrive, and high quality, healthful foods can reach all of our people. Stable markets allow producers to take risks and expand business models to utilize the full capacity of their assets. This increases the amount of available local foods and lowers prices for consumers.

With access to shared infrastructure in hip, convenient locations, producers experience less isolation, more efficiency. As producers capture more margin they are released from the need to sell at commodity prices. Increased profits allow workers to own their boats, fishing quotas, farms, and pasturelands.

As pride in our local food system increases, we see a new generation interested in pursuing this lifestyle. Residents appreciate the social and ecological intersections of food and culture; communities rally to support each other in deeper ways. Social impact investing creates new wealth on local levels that improves conditions for all. Marketing inform and attract empathetic residents and visitors who relish the opportunities to connect and spend money in the places they love.

WHAT'S HAPPENING NOW...

A **delivery start-up** launched in March 2021 offering hub-to-hub and hub-to-buyer delivery. Expanded delivery capacity is expected to drive hub direct to consumer sales, increase consumer access to locally produced foods, as well as create opportunities to fulfill larger volume and wholesale buyers.

Astoria Food Hub, a commercial redevelopment project that will likely house a mix of 35 to 40 new and existing entrepreneurs and non-profit organizations has the potential to generate upwards of two million dollars annually in producer revenue in accordance with 2019 USDA data average producer income of those participating in direct to consumer markets.

Expanding non-profit food hubs offering greater markets and services to small, medium and emerging producers.

Two major fishing ports with onsite food processing businesses.

Opportunity for several medium and large breweries and food processors to increase their purchasing and process of local products.

A Focus on Infrastructure. As more key producers expand into wholesale markets with meaningful supply volumes, infrastructure needs will continue to grow. Currently no USDA licensed meat processing facilities are located within the region increasing costs for mid scale producers. Additionally slaughter dates for niche producers are limited resulting in reduced opportunity to capitalize on regional sales growth. USDA slaughter, cut and wrap and post cut and wrap value added production are high priority needs within the region. Similarly the region has a dearth of appropriately licensed and scaled fish processing infrastructure. Access to ice, totes and critical equipment like blast freezers and cold storage constrain growth for mid-scale producers. A lack of access to live tank systems, canners/retort systems and grinders for waste composting severely limit market access for mid scale producers.

INVESTMENTS TO DATE

2017

\$116,000

The Ford Family Investment in Small Commercial Fishing supply chain development and economic impact research.

2018

\$120,000

Tillamook County Visitors Association (TCVA) receives Business Oregon Rural Opportunity Initiative grant to develop producer partnerships and surveys on food hub engagement and collaborative marketing. TCVA, Travel Oregon & Chamber partners fund the mapping and launch of the North Coast Food Trail; and TCVA funds and launches Crave the Coast.

2019

\$40,000

Port of Garibaldi secures USDA and other funding to establish market and financial feasibility for a seafood services hub at the Port.

2020

\$592,000

Significant investments in online infrastructure, feasibility and planning, a cold storage delivery vehicle, marketing and staffing. Notable funders include USDA, Tillamook County, Business Oregon, Tillamook County Visitors Association, Oregon Coast Visitors Association, The Ford Family Foundation, Catch Invest and the Columbia Pacific Coordinated Care Organization.

2021

\$980,000+

Investment in build out of Astoria Food Hub and additional investment in staffing for regional coordination of producer product supply and sales.

NEXT 3 YEARS... WHAT WE NEED TO GET THERE

MOBILE COLD STORAGE

The supply chain shocks of 2020 resulted in dramatic sales growth for each of the region's small, non-profit hubs. Even greater sales can be achieved with increased cold storage capacity.

NEED

\$30,000 | Refrigerated cargo containers

\$10,000 | Smaller trailers that can be towed from location to location

\$35,000-\$75,000 | Refrigerated vans or trucks

SMALL SCALE COMMERCIAL COLD STORAGE

Hubs also need commercial cold and freezer storage to accommodate increased retail customer counts, customer growth in CSA pick ups and larger volume purchasing opportunities.

NEED

\$10,000-\$30,000 | Walk-in Freezer

\$1500-\$3000 | Refrigerated Merchandisers

ASTORIA FOOD HUB MID-LARGE SCALE COLD STORAGE

Hub logistical functions are separated into constituent entrepreneurial endeavors, allowing producers greater access to specific system needs while distributing risk. The project includes the space needed to accommodate restaurants, commercial kitchen space, mid scale fish processing and critically up to 5,000 sq ft of combined frozen and cold storage.

NEED

\$500,000 | 5,000 sq ft, 144 pallet system, includes construction and install of paneling & refrigeration systems

ASTORIA FOOD HUB COMMERCIAL KITCHEN

Of all sectors of food business, value-added production is the most scalable, with food in general being one of the highest economic multipliers for regions. When infrastructure for value-added food businesses is combined with the encouragement and prioritizing sourcing local, the economic benefits continue to grow.

NEED

Full build out of a commercial kitchen ranges from \$95,000-\$150,000