

V Kann Rasmussen Foundation Grant

Listed below is a message from the Rasmussen Foundation awarding the grant. The funds will further the regional food system work into Greenwood, Laurens and Abbeville Counties. The grant is for \$40,000, with no required match, and the partners are included in the proposal, but include Clemson University, Feed & Seed, Inc., Coastal Conservation League, and two local planning firms: Arnett Muldrow and Associates and Alta Planning + Design.

Dear all,

I contact you with good news: Megan Gavin and I took the liberty to include the Feed & Seed proposal in the V. Kann Rasmussen Foundation board material - although a fiscal sponsor had not been formally identified at the time of the application deadline. The project was discussed at the board meeting, and the board gave the staff the mandate to finalize the discussion with you in regards to fiscal sponsor identification and approve a 40,000 dollars grant when a satisfying fiscal sponsor is in place. You should count on this being a one time grant as our funding to Greenwood related projects are limited.

Please allow me to express the sincere appreciation of the entire board for your work on this important project. We are sure that this work will have an important impact on the local food systems and health in the Upstate area. We find that this is an important supplement to the downtown farmers market project that VKRF has recently supported in Greenwood.

Yours sincerely,
Irene Krarup
V. Kann Rasmussen Foundation
Executive Director

FEED & SEED PROPOSAL

1. Name of the organization and title of the project.

The Feed & Seed, Co., a South Carolina registered non-profit organization (federal status applied) is partnering with Clemson University, Arnett Muldrow and Associates, and Alta Planning and Design, in association with Greenville County and Ten at the Top, to continue the Regional Food System Plan for the ten counties of Upstate South Carolina. This grant will specifically be used for research and analysis of Greenwood, Abbeville, and Laurens Counties.

2. A description of the organization, its mission, and goals.

Feed & Seed is a model private-public partnership devoted to training in commerce of regionally produced farm products. It will serve as an incubator for food-system businesses and consortium efforts. This vision of a culinary marketplace for sustainably produced, regional agricultural productivity and its secondary processing, capitalizes on existing business and public structures, while paving the way for future innovation and entrepreneurship. Feed & Seed is focused on rebuilding the local food production infrastructure in Upstate South Carolina including Greenwood, Abbeville and Laurens Counties.

3. A clear statement of the need or problem being addressed.

The Upstate of South Carolina, as defined by Ten At The Top, is comprised of Greenwood, Abbeville, Laurens, Anderson, Oconee, Pickens, Greenville, Spartanburg, Union and Cherokee counties. These counties face common issues related to the epidemic of obesity and related illnesses, commonly caused by a lack of proper nutrition associated with a dearth of fresh produce and an overabundance of highly processed foods. Addressing this nutrition issue requires a complex of actions, with some priority goals to include increasing Upstate agricultural productivity, availing logistics of fresh edibles into all communities, and improving the economy by developing local production. Understanding what assets are currently available to coordinate increased production of and access to fresh foods is impaired by a lack of uniform data across the socio-economic sphere of the food system in the Upstate. In addition, understanding the support and need for a central marketplace, included in findings from a 2013 study supported by the V. Kann Rasmussen Foundation, is strategic in the re-creation of the regional local food infrastructure that will again direct products, both raw and processed produce and proteins, from the farm to retail and wholesale consumers.

4. The project's goals and a clear plan to achieve them.

Building upon the understanding of the need that was discovered in part by the Upstate Region Food Hub Study (the 2013 study funded by V. Kann Rasmussen Foundation via the SC Coastal Conservation League) the project will identify food-system-related assets

currently in place in each Upstate County. This task is foundational to creating an efficient, coordinated approach to fostering growth. Creating efficiency across our rural production and urban marketplaces can be achieved by coordinating business, public, foundational, and institutional assets that reflect each of our Counties' potentials, by minimizing duplicity and increasing cooperation. Feed & Seed seeks to coordinate our partners in Clemson University, Arnett Muldrow, and Alta Planning and Design to execute a baseline assets and economic impact report for Greenwood, Abbeville and Laurens Counties by virtue of the V. Kann Rasmussen Foundation's Grant. This study will mimic simultaneous work by the same group for TriCounty Technical College for Pickens, Oconee and Anderson Counties, as well as a soon to be submitted reach into Union, Cherokee, Spartanburg, and lastly, Greenville County.

5. The expected results and a description of how the results will be measured.

This work will result in a report document that will include a detailed analysis of the agriculture and related sectors in the three counties and a set of strategies for agri-based economic development in this tri-county region. The report will include data on employment, earnings, and productivity growth by specific products and sectors. The counties will be analyzed individually and as a single unit, and will be benchmarked against other counties in the state and US. The report will also include data on the operations of agricultural producers and managers of processing facilities in the counties, including details on existing and potential linkages between them as well as with entities throughout South Carolina. GrowFood Carolina, the state's first local food hub, located in Charleston, will continue to consult on potential partnerships in the Lowcountry, PeeDee, and Midlands in order to create a strong statewide system . (All recorded input will be provided as appendices to the final report.)

6. A quantitative assessment of the potential impact of the work.

We will work internally to synthesize data collected to date, including stakeholder input and recorded survey responses. We will analyze "what we heard" in light of compiled federal and state economic data, which will inform the research process.

The goal of Phase II (below) is to build on the research findings report and develop a general framework and specific recommendations for a three-year strategic plan for agri-based economic development in this tri-county region. Continued input from the area's key stakeholders will ensure the final plan is fully actionable and firmly rooted in real-world opportunities. GrowFood Carolina opened in 2011 and has already demonstrated great success in increasing the amount of local, fresh produce available the community, ultimately supporting the local farming economy. Feed & Seed will rely heavily on GrowFood's real-world experience in order to mimic their positive results.

Based on the research findings report, we will develop a series of emerging strategies to meet project goals and leverage key opportunities for incubating, facilitating producer and processor connections to the marketplace, and directly marketing agri-based

businesses. This strategic framework will underpin the tactical recommendations for initiative partners to be detailed in the final plan.

7. The project's timeline.

Phase I – Research and Analysis

Task One: Gather and Review Background Information, Establish Primary Stakeholders

Task Two: Develop and Distribute Survey Instrument

Task Three: Host Project Kickoff

Task Four: Perform Data Collection and Synthesis

Task Five: Report Findings to Community and VKRF

Phase II – Plan Development

Task Six: Develop Strategic Framework

Task Seven: Report Strategy

Task Eight: Host Strategy Workshop

Task Nine: Final Report to Community Stakeholders and VKRF

8. The amount requested (just the total number).

\$40,000

9. Full contact information, including regular mailing address where successful applicants can receive payments.

Community Foundation of Greenville
c/o Feed & Seed, Co., Mike McGirr
630 East Washington Street, Suite A
Greenville, SC 29601

10. A detailed line item budget for the project for which funding is sought, including other funding sources already identified.

1	Background Information Review	\$4,000
2	Survey Instrument Development & Distribution	\$4,000
3	Project Kickoff	\$7,000
4	Data Collection & Synthesis	\$2,000
5	Progress Report	\$1,000
6	Research Findings Report	\$4,000
7	Strategic Framework	\$4,000
8	Progress Report	\$1,000
9	Final Presentation & Plan	\$3,000
10	GrowFood Carolina Consulting (Includes Travel)	\$10,000

11. A one-page general budget for the organization, including list of principal funding sources.

Feed & Seed, Inc. is a startup incubator currently being supported by partnership at Clemson University and pro bono work by Mike McGirr, Nexen Pruett, AgSouth Farm Credit, Farm Bureau, Ballentine Equipment, Clemson Small Business Development Center, Clemson Department of Communications Studies, and Clemson School of Architecture, Clemson Office of Economic Development, Greenville Forward, Ten At The Top, LiveWell Greenville, and many more should a complete list be of interest.

With the multiple partners collaborating on daily operation of Feed & Seed, only one full time equivalent is paid for work, Mary Beth McCubbin, Clemson Feed & Seed Liaison in her dual role as Feed & Seed Director of Community Development. This role connects researchers, curriculum and service opportunities in Clemson and other Upstate institutions to the core mission of the Feed & Seed mission: increasing the quality, variety and volume of locally produced edibles, and providing sustainable access systems to the full socio-economic sphere. The position's total compensation value comprised of salary, benefits, administration and facility space (studio space in Lee Hall, School of Architecture) of \$108,000.00 in partnership with Clemson University. Mike McGirr coordinates these energies and communicates these interests with dozens more institutions across the Upstate, to the same matter of increasing access to local edibles. He is currently working un-funded, as a private volunteer.

Feed & Seed is in final negotiations on their building site for the regional market and learning center. They have commitments from Federal USDA Rural Development Business & Industry Loan Guarantee Program to provide 90% loan guarantee to AgSouth's \$2.9Mil loan to Feed & Seed for construction of the facilities.

12. A list of directors and officers.

Feed & Seed Board of Directors

Mike McGirr, Founder
Scott Park, Greenville County
Mary Hipp, Non-Profit Consultant
Paul Savas, Warehouse Theater
Reece Lyerly, Gardening for Good, Greenville Forward
Jim Twining, Southern Tide
Mariam Pflug, AgSouth Farm Credit

13. Brief bios of key personnel involved in the project.

Mike McGirr, Feed & Seed, Inc.

Mike was raised on an organic farm in Massachusetts, worked in the advertising industry until 2005, most notably re-branding Ann Taylor Corporation in New York in 2004 as VP Marketing Creative Services under Jerome Jessup. His work included full-service creative and production, from national commercial retail and merchandising to local advocacy organizational campaigns. He left the industry to return to his culinary roots, and served as a private chef in California and Georgia, for notable families, including the Turner-Seydels at the EcoManor, Shlesingers, Aaronsons, Demi Moore, Ashton Kutcher, David Dobson. His culinary work was

always devoted to the advocacy and marketing of subsistence farm and small farm productivity, and served as a vehicle to introduce people of status and influence to the benefits of locally-sourced, fresh foods. He moved his advocacy to the Upstate to found Feed & Seed, building a coalition of University, Healthcare, Business, Foundation and private stakeholders to lead a coordinated, market-based food-system incubator for the 10 counties of the Upstate. Mike has attracted a top-tier team of advisors and partners, with General Counsel in Nexsen Pruet's David Gossett, Managing Partner who wrote the Rural America Bond Program, Thompson Smith of Farm Bureau, and Miriam Pflug, VP Marketing AgSouth Farm Credit guiding much of his approach to knitting together the rural and urban centers that can invigorate our food-systems' productivity.

Scott Park, Greenville County

Scott Park is a Principal Planner with Greenville County and currently serves as a board member on the South Carolina Food Policy Council and board member on the LiveWell Greenville Advisory Committee. His focus is to develop a regional food plan addressing the challenges of growing a robust system in Upstate South Carolina, Western North Carolina, and North Georgia. Scott is a member of the American Institute of Certified Planners, a GIS Professional, and an ISA Certified Arborist. He earned a BS in Biology with an emphasis in Botany as well as a MS in Environmental Sciences from Florida Atlantic University. Scott's work is trained on creating a comprehensive approach to develop a local economic engine that's as friendly to the farmer as it is to the new entrepreneur. Goals of his work include discovering ways to improve food access, strengthening land use decisions, and establishing new markets for local products. Scott authored the 2012 Greenville Area Food System Assessment and is currently working on completing the Upstate SC Food Hub Feasibility Study and compiling the Upstate Regional Food System Plan.

Tee Coker, Arnett Muldrow & Associates

Tee Coker is a Greenville-based consulting planner who has managed a wide range of community planning projects in twelve states. These have included downtown market studies, city and countywide way-finding plans, community branding and marketing initiatives, historic preservation plans, downtown and neighborhood master plans, regional tourism strategies, community education and outreach programs, and ongoing economic development services. Many of Tee's projects have focused on community visioning, grassroots economic development, and small business empowerment. Tee earned a Masters in City and Regional Planning from Clemson University and is a member of the American Institute of Certified Planners. He is also a skilled facilitator, interviewer, speaker, and project manager with extensive knowledge of current urban planning practices and technologies.

Tim Green, Clemson University

Tim Green is an Assistant Professor of City and Regional Planning in the Department of Planning, Development and Preservation at Clemson University. He teaches and conducts research in economic development and regional planning on a variety of topics including methods of strategic planning for economic development, the behavior of regional economic development organizations, and public policy around agglomeration economies. Tim has experience with survey design and research, regional economic analysis, GIS and spatial statistics, and qualitative research. He has authored a paper in the peer-reviewed journal

Housing Policy Debate and presented his research to the national conference of the Association of Collegiate Schools of Planning on multiple occasions. He received his B.A. at Cornell University and both his Master of City and Regional Planning and Ph.D. in Regional Planning at the University of Illinois at Urbana-Champaign.

Jean Crowther, Alta Planning + Design

Jean Crowther is an Associate with Alta Planning + Design, a national firm specializing in planning, design, and engineering for active transportation and outdoor recreation. She has a Masters in City & Regional Planning from Clemson University and an undergraduate degree from Furman University. Previously, Jean spent seven years as a community advocate working to address obesity and related chronic diseases through more active lifestyles. Located in Greenville, SC, she is a founding board member and current Chair of the nonprofit globalbike and a member of the Eat Smart Move More South Carolina Board of Directors. Jean recently led the *Healthy Comprehensive Planning for South Carolina* project, commissioned by Eat Smart Move More SC and the SC Department of Health & Environmental Control, to provide practical guidance for counties to incorporate healthy eating and active living into comprehensive plans.

Sara Clow, GrowFood Carolina

Sara is the General Manager of GrowFood Carolina, South Carolina's first local food hub, a program of the Coastal Conservation League. Before GrowFood Carolina, Sara was the Director of Sales & Marketing and the Commodity Manager at Pacific Organic Produce in San Francisco; marketing organic tree fruit and juice for over 200 growers to retailers and wholesalers nationwide under the Purity Organic brand. Sara has worked with a diverse group of growers and customers throughout her career and is committed to building thriving local and sustainable food systems. She is a member of the Advisory Board for the Culinary Institute of Charleston, a member of the Charleston Chapter of Les Dames d'Escoffier, and a columnist for the magazine, *The Local Palate*. She was also very involved as a volunteer with the Marin Agricultural Land Trust in Northern CA which serves to protect active farmlands for future generations. Sara is originally from The Garden State and graduated from Vanderbilt University.