



# KANE COUNTY

SMITH, Kenyon, Auger, Barreiro, Ishmael, Molina, Sanchez

## AGRICULTURE COMMITTEE

THURSDAY, JANUARY 18, 2018

---

County Board Room

Agenda

10:00 AM

Kane County Government Center, 719 S. Batavia Ave., Bldg. A, Geneva, IL 60134

---

1. **Call to Order**
2. **Approval of Minutes: November 27, 2017**
3. **Public Comment**
4. **Partners**
  - A. Kane County Farm Bureau Updates (Steve Arnold, Manager)
  - B. Northern Illinois Food Bank Updates (Teresa Schryver, Communications Specialist)
  - C. Big Rock Organics (Donna Lehrer) (attached)
5. **Presentations/Announcements**
  - A. Food Hub and Prescription CSA Updates (Matt Tansley, Land Use Planner & Janice Hill, Executive Planner) (attached)
6. **New Business**
7. **Reports Placed On File**
8. **Executive Session (If Needed)**
9. **Adjournment**

# Big Rock Organics



Donna Lehrer

# Business Snapshot

Big Rock Organics is locally grown fresh organic produce and lamb from our Family Farm to your family's table.

- ❖ Farm Established May 2000 as Lamb of God Farm
- ❖ Initial Marketing Opportunities at local Farmer's Markets
- ❖ 2003-2006 Expanded operations to include Vegetable Delivery Program
- ❖ 2006-2016 Established Retail Establishment( Esther's Place) to
- ❖ broaden operations to include Fiber Art Education
- ❖ 2016 Established farm identity separate from Retail Site Web Site
- ❖ Launched aggressive marketing campaign as Big Rock Organics
- ❖ Continued CSA operations with innovative offerings such as
- ❖ Culinary Box and Paleo Box and custom ordering/Lamb Sales increased



# Our Brand | Before & After

## BEFORE

- ❖ Only offered Full Share Boxes for 20 week delivery program
- ❖ Limited payment program available
- ❖ Three Delivery Sites
- ❖ Marketing off the Fiber Studio Web Site

## AFTER

- ❖ Established fresh new Name and Farm LOGO
- ❖ Launched stand alone website with shopping cart capabilities
- ❖ Expanded Box offerings to Full/Half Shares, Culinary Experience and Paleo Box
- ❖ Provided customer with weekly purchasing option
- ❖ Expanding Markets to Chefs, Wholesale and Shipping Nationwide

# Growth Challenges



- ❖ Need for Working Capital
- ❖ Need to hire Farm Team Members
- ❖ Identify Marketing Opportunities both locally and Nationwide

# New Markets Opportunities

- ❖ Expand the Lamb Marketing
- ❖ Develop Mail Order Business to ship Nationwide
- ❖ Expand on Wholesale Marketing Opportunities
- ❖ Develop Relationships with Chef and Custom
- ❖ Growing Contracts



## All Natural Lamb Big Rock Organics



[www.bigrockorganics.com](http://www.bigrockorganics.com)  
331-254-0334  
[donna@bigrockorganics.com](mailto:donna@bigrockorganics.com)

Raised on a small organic farm in Big Rock Illinois...

USDA processed artisan cuts:

Cubed, ground, patties (1 pound packages for \$8.00)

Specialty Sausages Original /Spicy...4 pack for \$10

Sun dried tomato and Feta; and Garlic and Onion (\$12 per 4)

# Customer Acquisition Tactics

- ✓ Identify Consumer Groups to Target Marketing
- ✓ Presentations
- ✓ Identify How to Get National Interest
- ✓ Create a fresh new image on Social Media



# Additional Information

- ❖ Consumers are concerned about where the food is coming from
- ❖ Consumers are eating more Organic Meat and Vegetables
- ❖ Consumers want convenience and quality
- ❖ Identify areas where Link Card Customers can Purchase Boxes





# Funding Needs

- Line of Credit for Salaries:
- Cash for butchering and lamb processing
- Cash for boxes to ship vegetables and lamb
- Cash to improve website and image on social media



# Thank EWE!



# Food Hub & Prescription CSA Updates

Matt Tansley, Land Use Planner

Janice Hill, Executive Planner & Farmland Protection Manager

Kane County Agriculture Committee

January 18, 2018



# Food Hub Business Planning Activities



## Initial Planning Team Meetings

- Establish the responsibilities for the project team members and goals for the coming year (led by Dream Hub)
- Develop a due diligence plan (work plan) for the development of the food hub business plan.

## KCFB Meeting of Growers and Hub Operator

Food hub operating team to meet with Farm Bureau leadership and farmer community to solicit input on future food hub operations



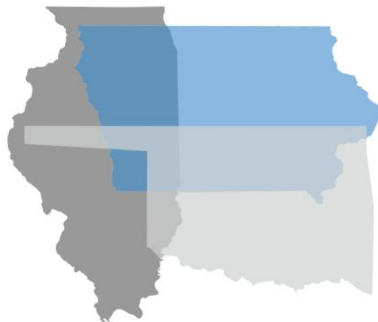
# Prescription Produce CSA Pilot

Grant awarded for 2018 implementation



## Program Highlights

- ✓ \$49,982 Grant Award
- ✓ Up to 50 Rush Copley patients to receive bi-weekly produce boxes w/ nutrition instruction
- ✓ Shared kitchen space to be leased in Aurora
- ✓ Custom training & crop planning instruction for participating farmers



Note:

The Rush Copley / Kane County proposal was recognized as the highest scoring proposal among applications submitted from Illinois

# Key Project Responsibilities



## Program Coordinator / Evaluation Specialist

- Responsible for project management including program logistics (coordinate meetings, scheduling produce deliveries and nutrition demonstrations)
- Monitoring of program performance through surveys and interviews administered over the course of the program. Will work with consulting team (NVA) and Kane County staff to generate reporting materials.

## Dietician

Will coordinate with farmers to develop cooking demonstrations / nutrition instructions based on locally available products and deliver nutrition demonstrations for participating Rush Copley patients

## Farmers

The farmers will coordinate crop planning with the dietician and product delivery with the food hub operator and Program Coordinator.

# Kane & Rush Copley's Role



- **Project Coordinator Recruitment & Oversight**  
Interview, recruit and brief contract Program Coordinator. Provide ongoing direction.

- **Farmer Outreach**  
Make preliminary contact with farmers – confirm interest in being considered as program suppliers

- **Evaluation Support**  
Assist the Evaluation Specialist and Food Hub consulting team in developing/administering surveys and conducting interviews



**GROWING FOR KANE**

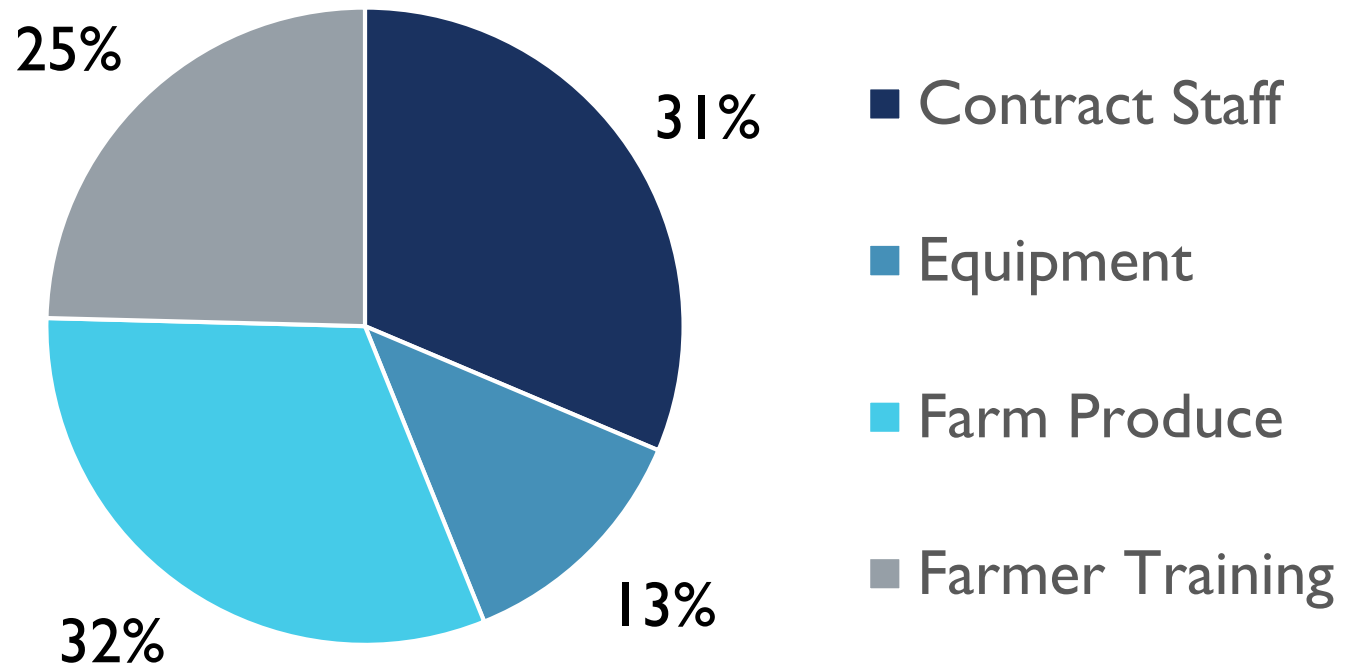


# Project Budget Breakdown



## Grant Expenditures

Award Total:  
\$49,982





# 2018 Tentative Timeline



January

February

March – May

June – October



- Project planning kickoff meeting
- Recruit grant-funded contract staff
- Recruit farm partners / suppliers
- Begin operations and logistics planning

- Secure farmer commitments
- Secure rental of demonstration kitchen
- Preparations for custom crop/succession planning & safe handling training for participating farmers

- Planning for nutrition demonstrations
- Entrance surveys for Rush Copley patients

- Bi-weekly box pickups w/ nutrition/cooking demonstrations
- Exit surveys for patients (Oct.)
- Stakeholder interviews

# Anticipated Outcomes



## For Farmers ...

- Info on local consumer preferences
- Crop planning instruction
- Introduction to wholesale & food hub partnership

## For Patients...

- Increased consumption of nutritional foods
- Enhanced nutritional awareness through dietetic lessons

## For the Food Hub ...

- Controlled learning opportunity on product aggregation and distribution
- Relationship-building w/ farmers for wholesale
- Procurement relationship w/ institutional buyer



**Transforming the traditional medical model of health care delivery**