Workshops & REAL Talks

NACDEP 2020 Virtual Conference

NACDEP
National Association of Community Development Extension Professionals

Friday, May 29, 2020 – 10:30-12:00

Title:
Defining Core Competencies for Food System Curriculum

Lead presenter: Courtney Long, Iowa State University

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Defining Core Competencies for Food System Curriculum

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North Carolina State Extension

Zoom-gistics

Check Your Tech!

Connect and **test your Zoom audio**.

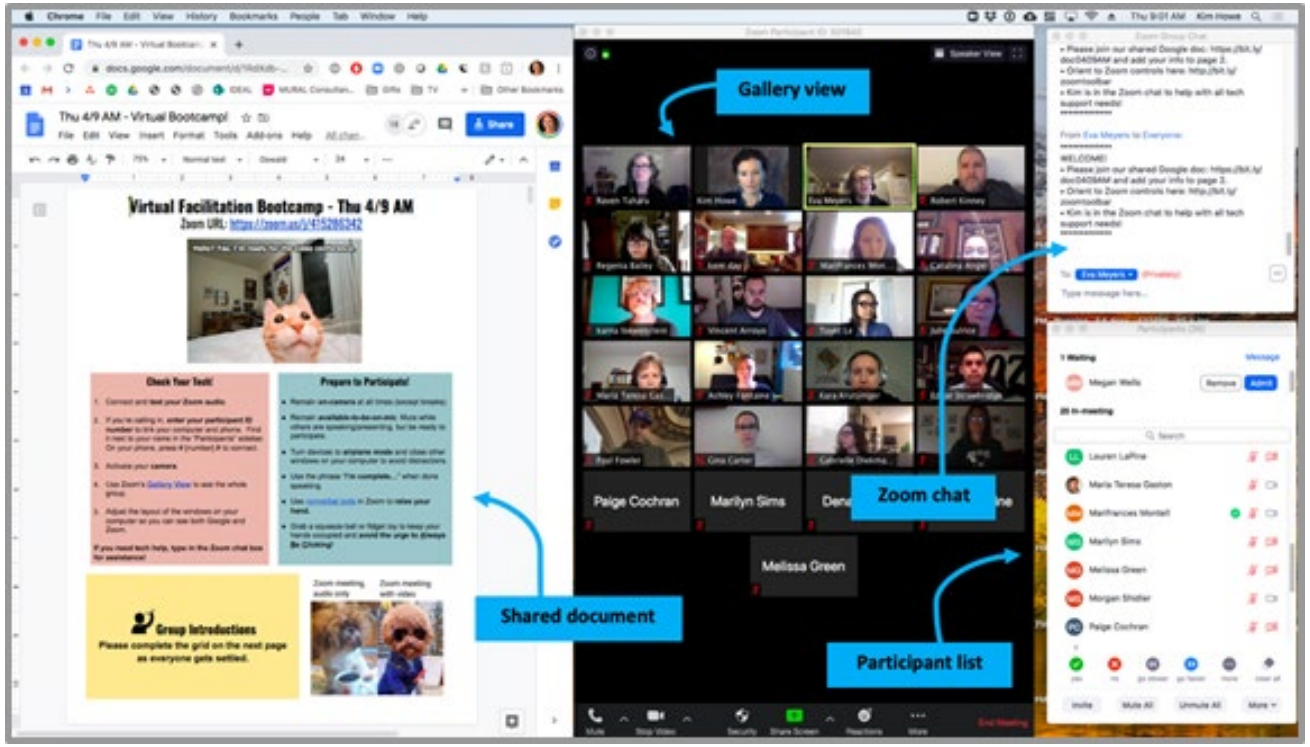
If you're calling in, **enter your participant ID number** to link your computer and phone. Find it next to your name in the "Participants" sidebar. On your phone, press # [number] # to connect.

Activate your **camera**.

Use Zoom's Gallery View to see the whole group.

Adjust the layout of the windows on your computer so you can see both Google and Zoom.

If you need tech help, type in the Zoom chat box for assistance!



Agenda

Ground Rules and Technology

Core Competency Overview

- *Project Goal and Vision*
- R*eview of process*
- R*eview of findings | Outputs and Deliverables*

Questions and foundation –

Curricula Examples

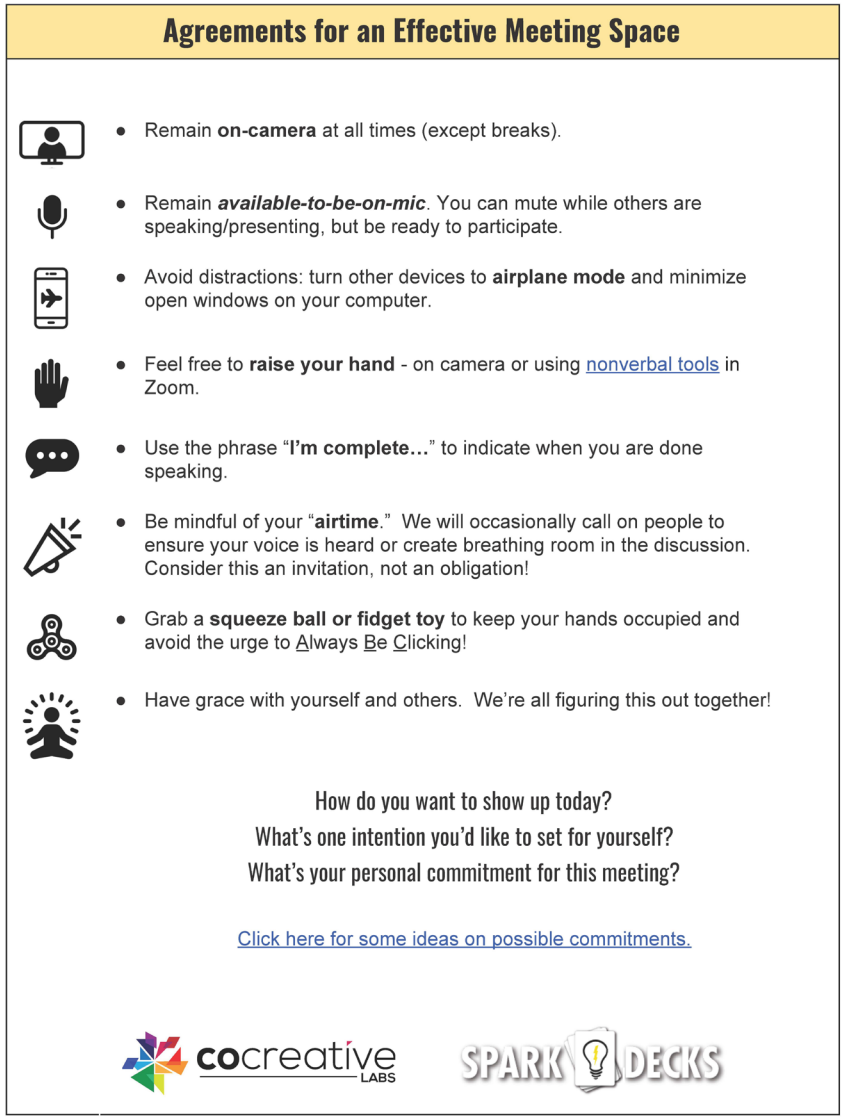
- *NC State*
- Iowa State University

Questions –

Next Steps

Ground Rules

- Remain on-camera
- Remain available-to-be-on-mic; but mute while others are speaking
- Avoid distractions
- Please ask questions using the chat tool or by "raising your hand" with participant non-verbal tools
- When finished speaking, please share "I'm complete, or finished" and mute your mic
- Be mindful of "airtime"
- Have grace with yourself and others.



Certification Poll

Presentation Objectives

1

Awareness

- Increase **awareness** of USDA AMS **Core Competency Project** and findings

2

Knowledge

- Increase knowledge of **two existing curricula** that meet parts of core competencies

3

Collaboration

- Provide information on collaboration opportunities **amongst partners**

Project Goal and Vision

- Increased networking throughout the nation on food systems curriculum
- Understanding and Development of core competencies for Extension Educators and practitioners in food systems
- Increased understanding in the existing curriculum available related to core competencies
- Identification of gaps where curricula does not exist to meet an identified core competency

Project Outputs

- Report of existing curriculum gathered from existing surveys from leading organizations
- Report of requisite core competencies for local food Extension Educators
- Assessment survey to organizations with curriculum to understand which competencies are met
- 2 in-person meetings with partner organizations
- Report and matrix of curriculum and core competencies
- Final in-person presentation to USDA with leading partners (5 organizations inclusive of ISU)
- Public platform for hosting of the matrix developed

Core Competency Partners

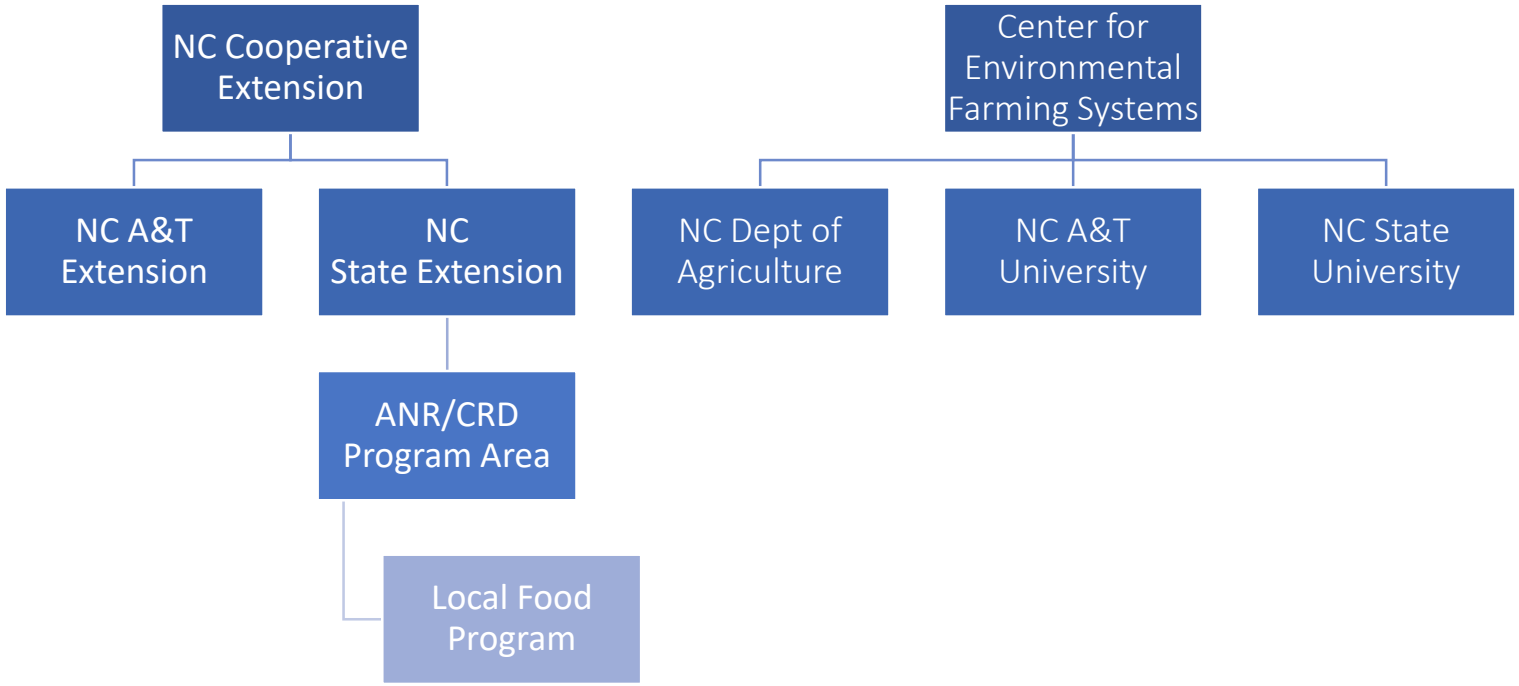
Leading Partners

- NAFSN
- eXtension
- Wallace Center
- NC State

Partner Organizations

- Alaska Pacific
- Alaska Extension
- Colorado Public Health
- Texas Center for Local Food
- University of Kentucky
- Community Farm Alliance- Kentucky
- Southern Extension Risk Management
- University of Arkansas
- Central Pennsylvania Farm to Food Network
- Penn State Altoona
- Virgin Islands Good Food Coalition
- American Farmland Trust
- NCAT- Southeast + Northeast Region
- Virginia Tech
- Tuskegee University
- John Hopkins Center for Livable Future
- New Entry Sustainable Farming Project
- UW Madison Extension
- University of Vermont
- Chicago Food Policy Council
- National Urban Extension and K-State
- Southern SAWG and Clemson
- Nebraska Extension

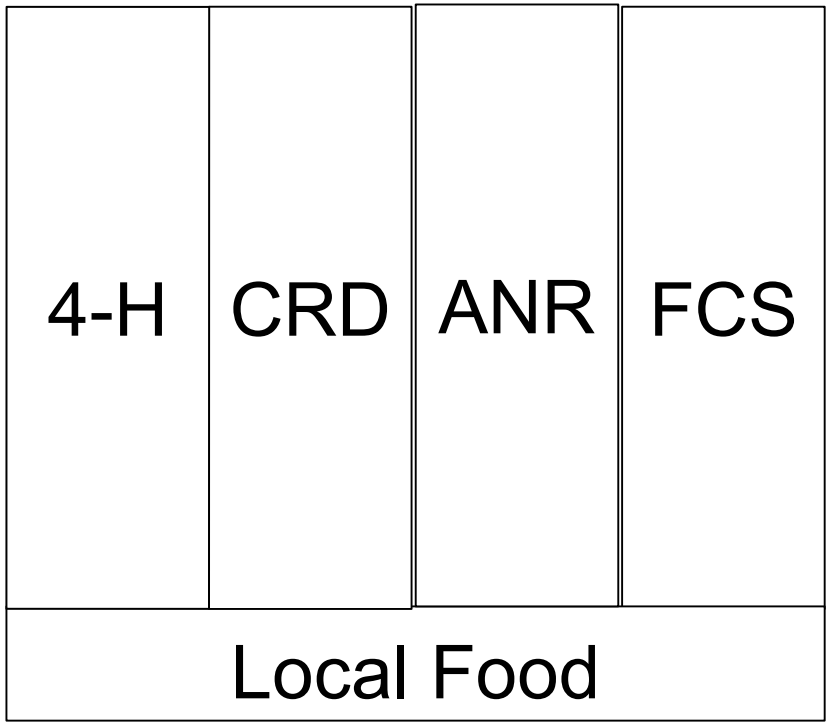
Introductions: NC State



The NCCE Local Food Program is a statewide initiative designed to promote the production, marketing, and consumption of food grown and caught in NC.

The Local Food Program integrates all Extension Program Areas to support our stakeholders that include: youth, consumers, farmers, and policy makers.

Local Food Coordinators are in each of our 101 County Offices and represent agents across all Extension Program Areas.



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Local Food Program Areas of Work

Local Food Program Team

This team consists of **7** work groups of **85** specialists and agents who have produced **19** programming resources and counted **655+** agents engaged in trainings.

Online Courses

Since 2015, **100** participants have taken the courses. We currently offer **3** online professional development courses.

Building Capacity for Local Food Systems

In the past two years, the Local Food Program has provided direct support for **6** grant-funded projects.

Technical Support for Agents

The Local Food Portal has **107** pages of information and resources about local food and agriculture.

There are **38** Agent Resources available on the Local Food Portal.

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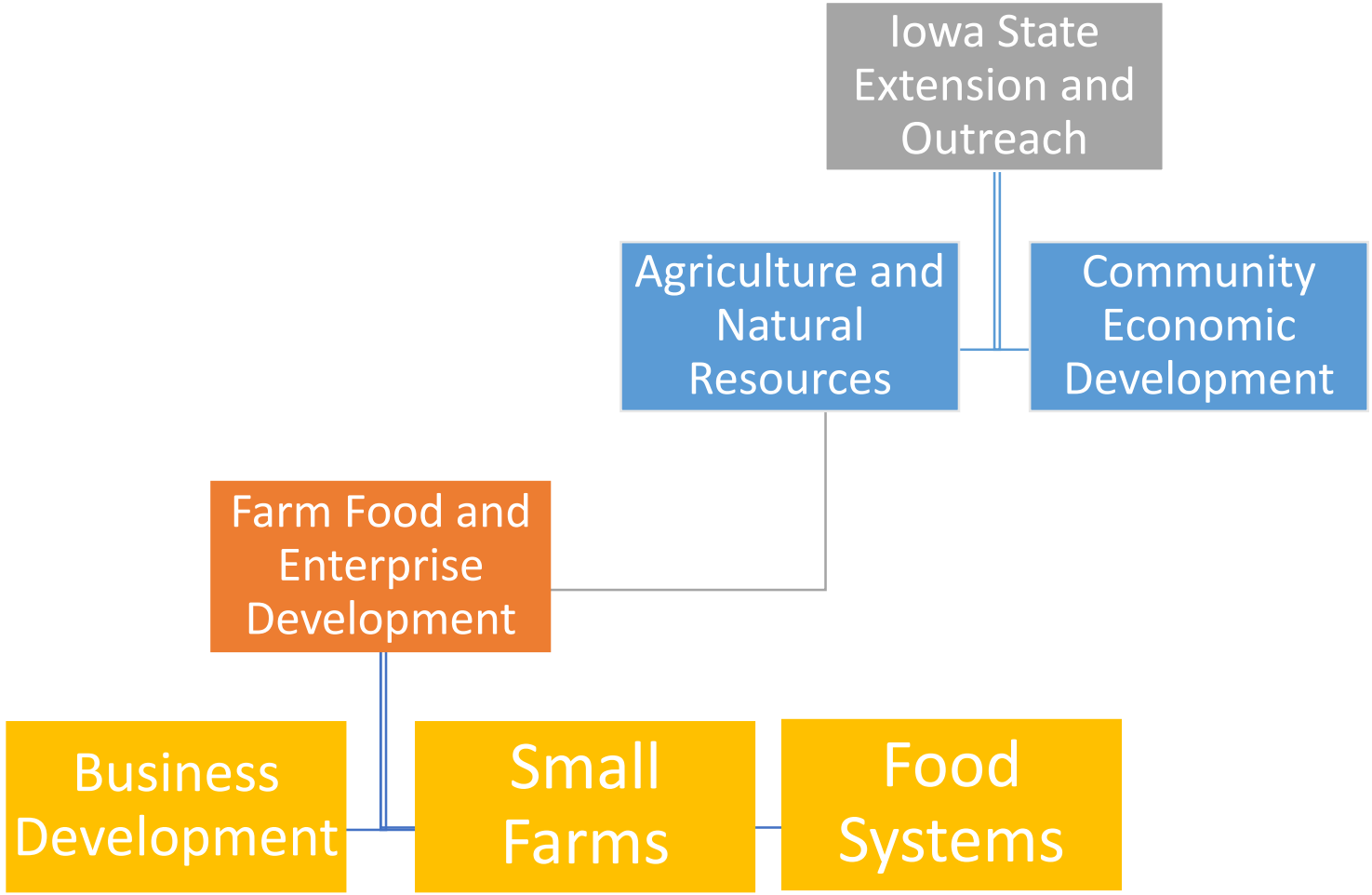
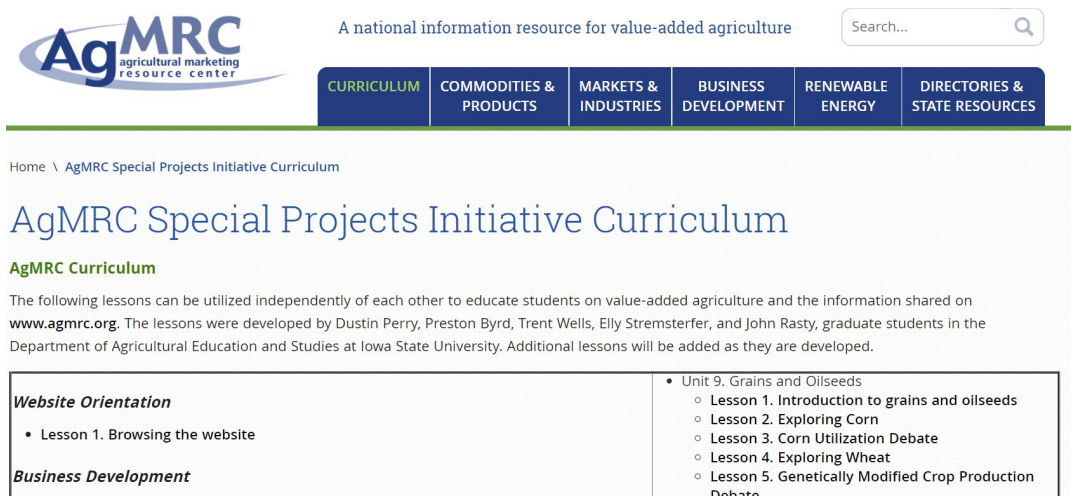
Introductions: Iowa State



Business Development

- Business Development
- Feasibility Studies
- Market Research
- Best Practices

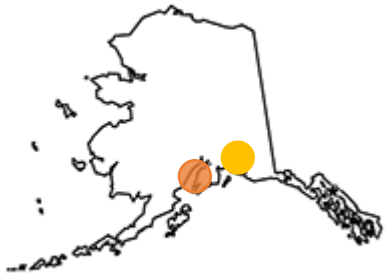
Small Farms



- Agritourism
- Small Farm Support
- AgMrc
- SARE

Food Systems

Training | Curriculum



- Farm to School
- Community Food Systems
- Certifications
  - Mapping 101
  - Local Food Leader
  - Community Food Systems

Process Review

October

- Identify core competencies needed for ag professionals and practitioners
- Identify existing curriculum that teaches food systems practices

November

- Develop learning objectives for core competencies
- Identify existing curriculum that already teaches these objectives

Overall Project

- Identify gaps in curricula based on core competencies
- Develop a matrix of existing curriculum and core competencies

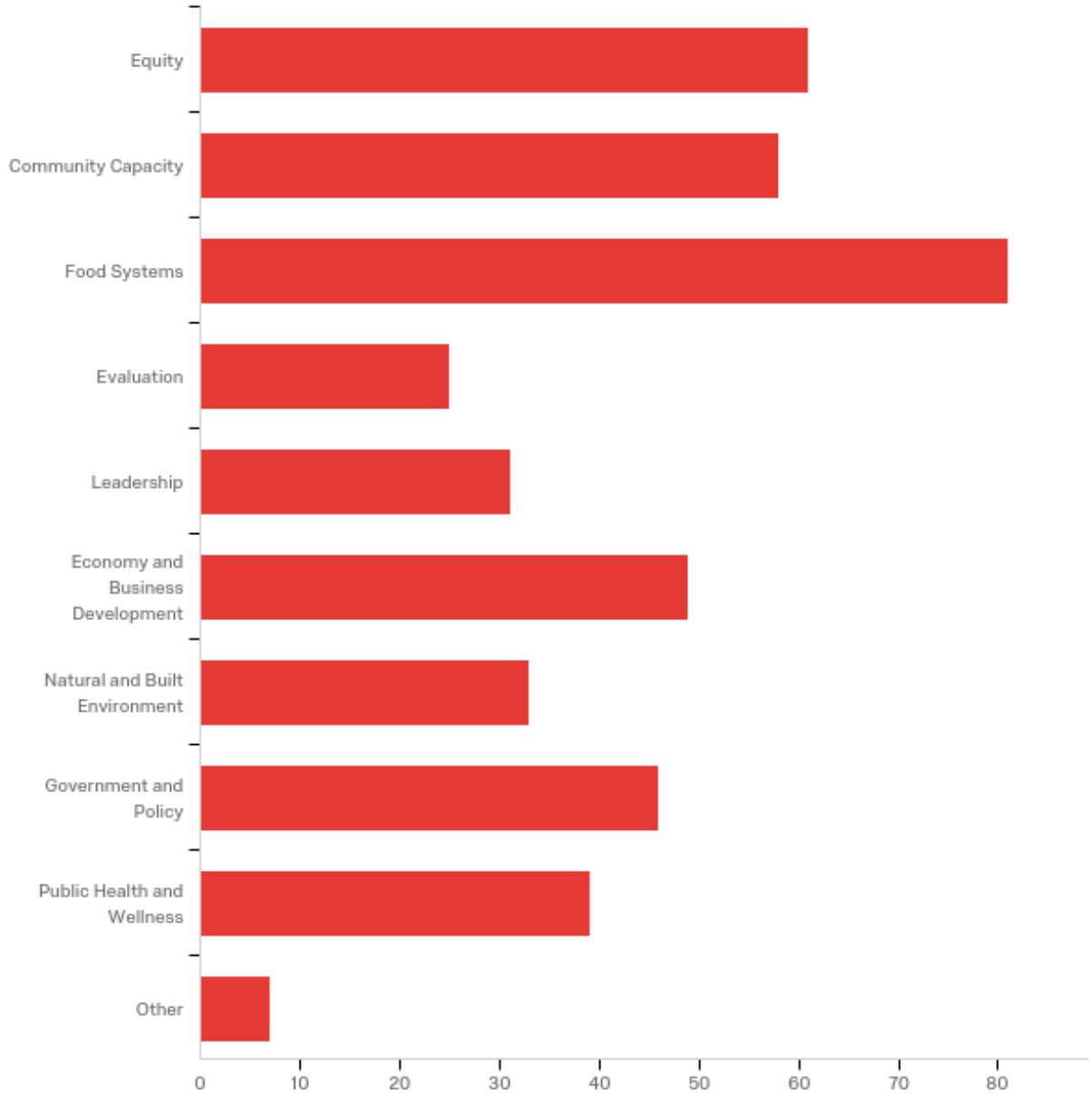
Nine Core Competency Categories

- Community Capacity
- Food Systems
- Equity
- Government and Policy
- Natural and Built Environment
- Economy and Business Development
- Evaluation
- Leadership
- Public Health and Wellness

Core Competency Survey

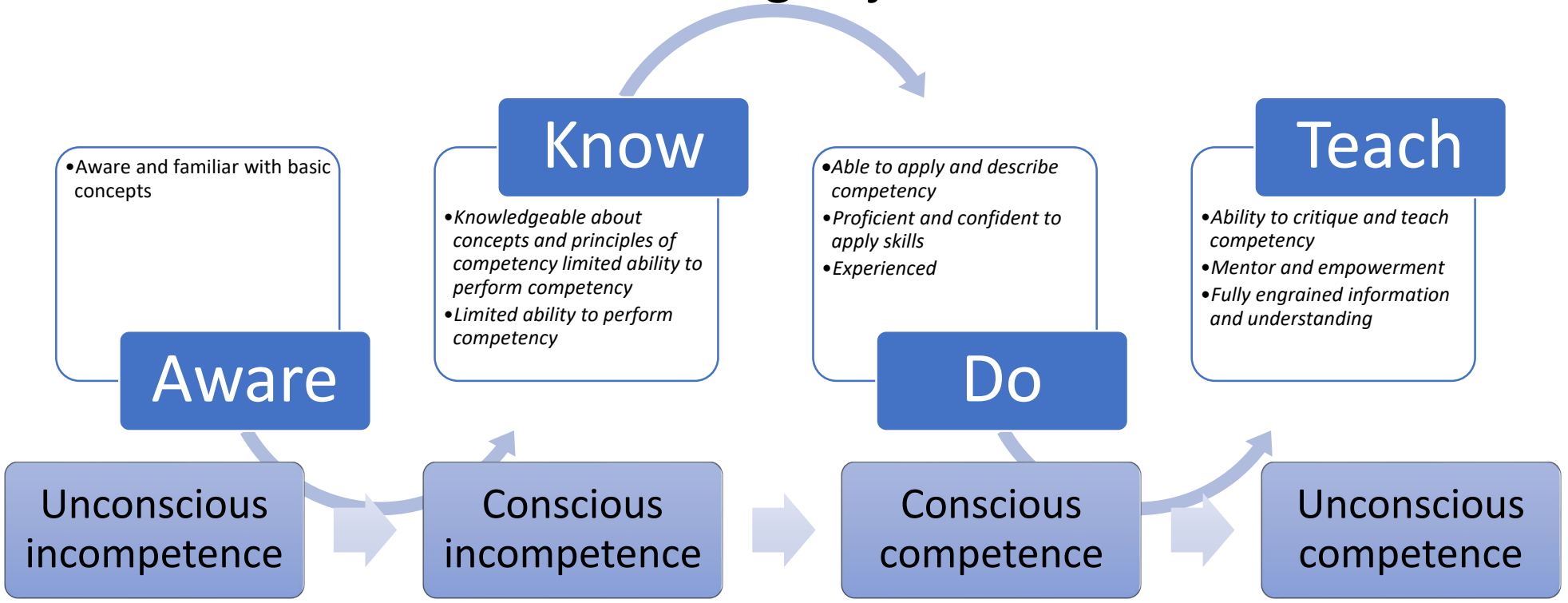
- Over 450 opened; appx. 140 unique responses
- Open ended responses to each category
- Request for information on missing categories
  - All of which relate to the 9 chosen categories
- Prioritization of categories
- Identification of existing curricula
  - All will receive the curricula survey
- >50 curricula identified in initial survey
  - Majority curricula, some resource identification
- >60 seeking continued involvement and updates on report and matrix

Priorities


Equity
Community Capacity
Food Systems
Evaluation
Leadership
Economy and Business Development
Natural and Built Environment
Government and Policy
Public Health and Wellness
Other
0
10
20
30
40
50
60
70
80

November Review

- In-person meeting to reframe categories and sub-categories needed
- Discussion on core competency learning objectives
- Refinement of matrix for learning objectives



Example: Food Systems

- What is a Food System (common language)
- Tiers of the food system
- Production and *wild, subsistence,* harvesting practices
- Processing and value-added practices
- Aggregation and distribution practices
- Direct, Retail and wholesale markets
- *Natural, human, social…* Resource management
- Equity and Inclusion in the Food System

Core Competency Outputs

- Learning Objectives
- Matrix- open platform
- Final Report

Next Step Suggestions

- *Create working teams to review and edit the learning objectives for each competency*
- *Articulate types of learning that support each area of knowledge (beginner), behavior (proficient), and teaching (mastery)*
- *Create an online portal to identify and highlight existing curricula, tools, networks and best practices that support each level of learning and competency*
- *Develop an accrediting body that can review, critique and accredit curricula*
- *Develop new curricula based on gaps from the competency-based platform*
- Continued networking and support within competency areas

Competencies Wrap-Up

- Competencies of Interest poll
- Questions and Clarifications

Our Team

Hannah Dankbar
Local Food Program Manager

Dr. Dara Bloom
Assistant Professor and Local Foods Extension Specialist

Dr. Emma Brinkmeyer
Local Food Program Assistant

Primary Objective

Increase the capacity of Extension and other professionals* to work with and educate growers, processors, distributors, buyers, and community members in the development and facilitation of high performing local food systems.

**e.g. non-profits, other state agencies, local/regional governments, and private sector employees*

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History

2013-2014 Planning process with 40+ stakeholders across the state. Coordinated with NAFSN to develop core competencies.

2015 Launched in-person graduate course for North Carolina, South Carolina, and Virginia students.

2016 Launched online courses.

2019 Completed regional course development with Virginia and South Carolina Extension. Continue with online course delivery.

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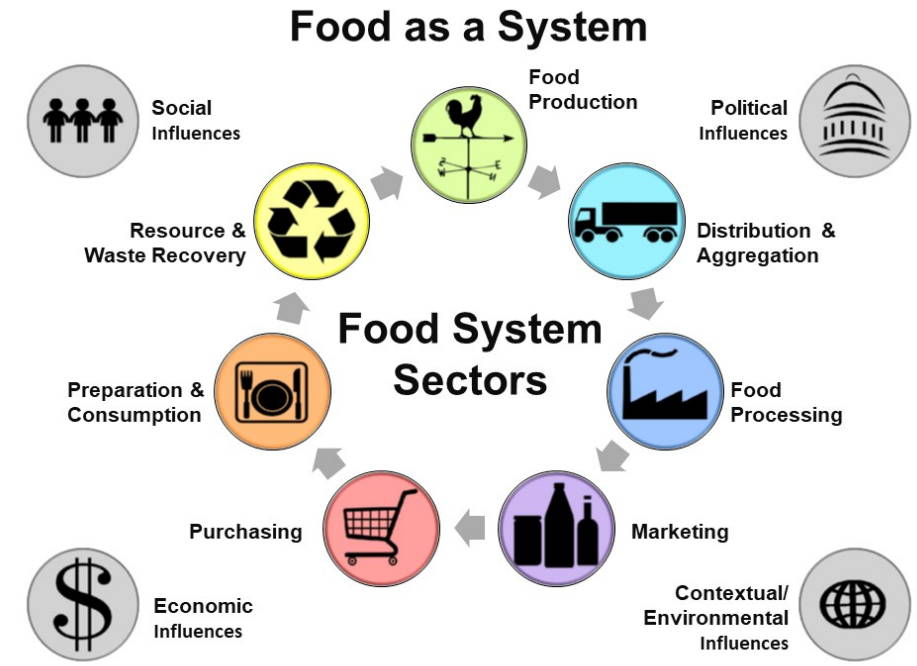
Student Outcomes

Students will understand and utilize
(in food systems development):

1. A systems approach

2. Place-based awareness

3. Diverse networks and collaboration through community leadership



Adapted by Center for Environmental Farming Systems from Cornell University, *Discovering the Food System; A Primer on Community Food Systems: Linking Food, Nutrition and Agriculture.*

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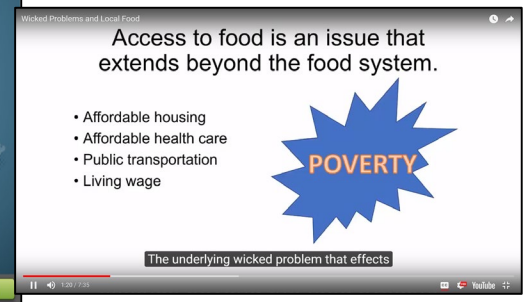
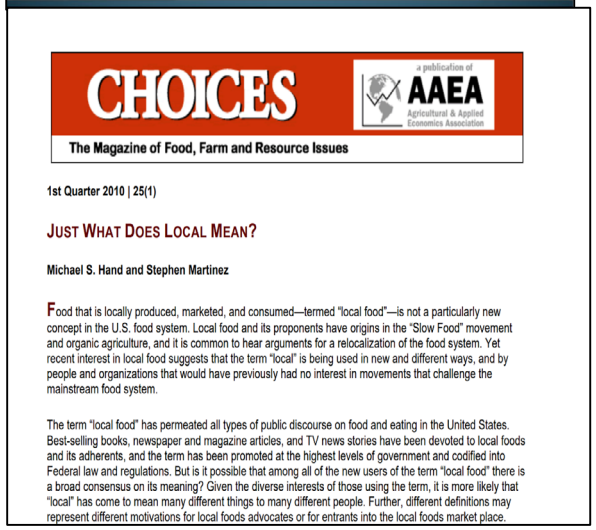
Online Certificate Series

Learning Activities

- Recorded Lectures
- Voiceover Presentations
- Readings
- Forum Posts
- Virtual Field Trips
- Storyline Interactive Activities
- Podcasts
- Assessments




CHOICES

a publication of AAEA Agricultural & Applied Economics Association

The Magazine of Food, Farm and Resource Issues

1st Quarter 2010 | 25(1)

JUST WHAT DOES LOCAL MEAN?

Michael S. Hand and Stephen Martinez

Food that is locally produced, marketed, and consumed—termed "local food"—is not a particularly new concept in the U.S. food system. Local food and its proponents have origins in the "Slow Food" movement and organic agriculture, and it is common to hear arguments for a relocalization of the food system. Yet recent interest in local food suggests that the term "local" is being used in new and different ways, and by people and organizations that would have previously had no interest in movements that challenge the mainstream food system.

The term "local food" has permeated all types of public discourse on food and eating in the United States. Best-selling books, newspaper and magazine articles, and TV news stories have been devoted to local foods and its adherents, and the term has been promoted at the highest levels of government and codified into Federal law and regulations. But is it possible that among all of the new users of the term "local food" there is a broad consensus on its meaning? Given the diverse interests of those using the term, it is more likely that "local" has come to mean many different things to many different people. Further, different definitions may represent different motivations for local foods advocates or for entrants into the local foods market place.

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Online Courses: 1 of 3

Foundations of Local Food System Development

This introductory course is designed to provide a solid general foundation of knowledge of local food systems practice. The course provides a history of the US food system, defines key terminology, and describes the benefits and challenges of local food systems.

This course takes 14-15 hours to complete.

Course Modules

Introduction to Food Systems	Community Engagement & Food Systems Change	Regulatory Policy & Frameworks for Local Food Systems Development

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Online Courses: 2 of 3

Farm to Fork: Foundations in Local Food Supply and Value Chains

Participants learn about the concept of a value chain, and explores what values drive supply chain configuration in different contexts, as well as how value chain development can support community and economic development.

This course takes 9 hours to complete.

Course Modules

Community & Producer Values & Value Chains	Market Channel Assessment & Selection	Communicating Values & Differentiating Products

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Online Courses: 3 of 3

The Bottom Line: Economic Realities & Other Considerations of Local Food Systems

Participants learn about legal structures for local food value chain businesses, the case for triple bottom line impacts of local food systems, and traditional and alternative financing methods. Participants also explore basic business planning and risk management, and some keys to marketing local food products, including regional branding.

This course takes 9 hours to complete.

Course Modules

- Understanding Data in the Food & Farming System
- Local Food Business Planning Basics
- The Potential Economic Impact of Local Food on Communities and Local Economies

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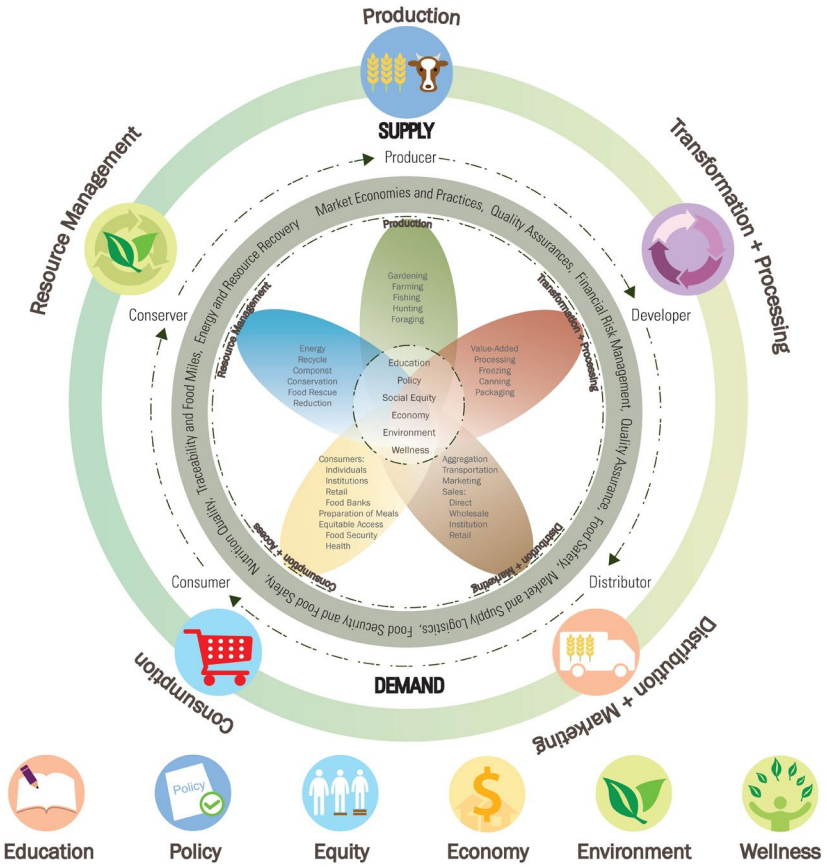
Foundations Course

- Sharing Core Competencies met in curricula
  - Learning Objective Matrix
  - Curricula Matrix

Further Information Can Be Found At:

https://www.localfoodcourses.org/

Iowa State Courses



History

2003-current	Regional Food Systems Working Group- quarterly meetings
2014	Agricultural Urbanism Toolkit Funding
2015	Community Interest in professional development for food systems practitioners: Local Food Leader
2016	First in-person Local Food Leader workshop
2017	Receive funding from AgMrc for development of dual delivery certifications and development of 2 new certifications
2018-2019	Local Food Leader and Community Food Systems workshops offered in 14 states with online curricula; development of Mapping 101 virtual certification
2020	Revising for online only due to COVID-19

Course Options

	Local Food Leader	Community Food Systems	Mapping 101
Time	40 hours	80 hours	12 hours
Audience	individuals interested and seeking foundational skills for food systems engagement	food systems practitioners seeking a process for food systems development	food business or food systems practitioners
Workshop	One Day Workshop **4 online modules** Community Food Systems Methods of Engagement Building Teams Evaluation	Two Day Workshop **Online modules** Framework Collective Thinking Community Food Systems Assessment Project Development Feasibility Economic Impact Analysis	Online Modules
Objectives	•have an understanding of common language in food systems; •new skills for engagement; •increased capacity for facilitating groups and leading projects; •understanding of the importance of plans of work and evaluation	•Understand a framework for strategic planning for food systems development; •increased knowledge and confidence for team building; •understanding for how design connects to food systems development; •Enhanced skills for food systems assessments, feasibility studies and impact analysis	•new skills to develop maps as it relates to food systems assessments or feasibility studies; •understand the importance of mapping as it relates to decision making

Learning Activities

- Recorded presentations with voiceover and closed captioning
- Readings and interactive discussions with cohorts
- Activities including observations, response to readings or lectures, hand-in assignments
- Observation
- Pre and post tests
- Pre and post evaluation

Local Food Leader

- Sharing Core Competencies met in curricula
  - Learning Objective Matrix
  - Curricula Matrix

Questions on curricula?

Next Steps and discussion

Get Involved

- NAFSN Community of Practice: Email Hannah to get added to the list.
- Extension: Community, Local, & Regional Food Systems CoP
- Wallace Center: Food Systems Leadership Network
- Have curricula? Email Courtney to share through the existing matrix.

Thank You!

Contact Information

- Courtney Long: Iowa State University Food Systems Program Manager- court7@iastate.edu
- Hannah Dankbar: NC State Extension Local Food Program Manager- hannah_dankbar@ncsu.edu

Please participate in a brief survey