Rogue Valley Food System NETWORK

Strategic Plan 2022-2024

Purpose

The Rogue Valley Food System Network fosters connections to promote equitable food access, ecologically sound agricultural practices and economic vitality.

Vision

The Rogue Valley has a visible, engaged and vibrant food system.

Strategic Priorities 2022-2024

1. Become the hub for food systems related work in Southern Oregon.

2. Build the sustainability and visibility of local food and farming businesses and organizations.

3. Incorporate equity, diversity and inclusion into all of our work.

4. Focus on convening with purpose and being a catalyst for action.

Rogue Valley Food System NETWORK

Action Plan 2022-2024

1. Become the hub for food systems related work in Southern Oregon.

a. Engage members of the Network in working toward our vision by articulating clear governance and leadership roles, responsibilities and accountability on the Board, Council and within the Network.

b. Increase our visibility by clearly communicating our mission, vision, story and the services we offer to our members.

c. Strengthen our infrastructure and financial sustainability.

Progress Measures

- Membership in the RVFSN is clearly defined.
- Governance structure is validated and followed consistently.
- New board members recruited and retained to fill gaps in needed skills and expertise.
- All Council and Board members can articulate the Network's vision, purpose and structure and their role in it.
- Increase in partner relationships and network memberships year over year.
- Three-year funding plan in place in advance of the Specialty Crop Building Grant expiring.

2. Build the sustainability and visibility of local food and farming businesses and organizations.

a. Increase sales of specialty crops through strengthening farmer and buyer networks.

b. Continue to build relationships with partner organizations who work with farmers in the food system.

c. Produce and distribute the Rogue Flavor Guide.

d. Produce events to increase public interaction with the local food and farm businesses system.

Progress Measures

- Increase sales of specialty crops through strengthening farmer and buyer networks according to Specialty Crop Block Grant commitments.
- Number and quality of new partner relationships.
- Increased listings in the Rogue Flavor Guide.
- Attendance at public events.
- Tracking and outcomes of networking that happens at public events.

3. Incorporate equity, diversity and inclusion into all of our work.

a. Build EDI considerations into all Board, Council and Working Group activities.

b. Allocate resources for increasing equity in RVFSN convenings.

c. Balance attention and representation given to underrepresented groups.

Progress Measures

- The Council and all working groups are composed of participants from diverse sectors of the food system.
- Working groups and Council reflect the diversity of the population in the Rogue Valley.

4. Focus on convening with purpose and be a catalyst for action.

a. Commit to goals for each convening and define the impact we intend to create.

b. Establish a signature education and networking event on a regular basis.

c. Develop partners who are willing and able to take action on identified needs in the food system.

d. Define our role in food policy advocacy.

Progress Measures

- Major convening in the region on a regular basis.
- Determine an appropriate advocacy role with decision makers.
- Each convening establishes a system for measuring and tracking impact; e.g., every convening concludes with an identified next step.

Gratitude

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