



**Food Cluster of Central Oregon Update
BDAB Meeting
03/05/18**

At a Glance:

- According to a study done by Business Oregon in 2016 there are approx. 600+ craft food and beverage companies throughout the state of Oregon.
- There are approx. 60 craft food and beverage (non-alcoholic) companies in the local, tri-county area (Deschutes, Jefferson and Crook counties)
- Currently there is no statewide or nationally recognized industry association to support the packaged food and beverage (non-alcoholic) sector.
- The current goal of the Food Cluster of Central Oregon is to meet industry needs by providing education, networking opportunities and connection to outside resources to local craft food and beverage companies.
- If successful on a local level, there is potential for this local industry group to provide support to all craft food and beverage (non-alcoholic) companies throughout the state. Oregon Outdoor Alliance, which is based out of Central Oregon, has been successful in providing statewide support for the outdoor industry.

Food Cluster of Central Oregon Successes:

• **Local Food and Beverage Company Engagement:**

1. Networking Event in November 2017
 - A. 65+ people in attendance
 - B. Attendees mostly comprised of local craft food and beverage company owners or employees..
 - C. A few people from supporting service including financial, legal, and marketing/creative were also in attendance.
 - D. Additionally we had several individuals from craft food companies outside the Central Oregon in attendance.
 - E. This gathering gave the Food Cluster an opportunity to poll attendees on various topics including the annual revenue, number of employees, resources, another biggest challenges.
2. Food Cluster Newsletter
 - A. The Food Cluster has created a quarterly newsletter that informs local craft food and beverage companies of upcoming events and other industry-focused information that is relevant to their business.
 - B. Open rate of newsletter is 81%.

- C. Announcement in newsletter resulted in Red Plate Foods finding much needed temporary freezer storage.
 - D. Announcement of EXPO West event in newsletter resulted in BirdSeed Granola being chosen as an exhibitor in the TEAM Oregon Processing Booth Share Program.
 - E. Announcement of the UNconference in the newsletter resulted in the Pancake Wagon getting one of the first-come-first-serve pitch spots at last year's Pitch Slam.
3. Social Media Presence on Facebook and Instagram

• **Local Food Box 4th Quarter Fundraiser**

- A. Fourth quarter Local Food Box Fundraiser generated approx. \$800 in additional operating revenue for the Food Cluster.
- B. A total of 50 boxes sold over two days to local businesses including US Bank, Summit Bank, Cascade Angels, and Prime Lending.
- C. 14 local craft food and beverage companies donated approx. \$3,500 worth of product to the Food Cluster Local Food Box.

• **Local, Statewide and National Community Engagement & Support**

- 1. The Food Cluster has recruited the following companies as 2018 Sponsors:
 - A. Summit Bank - \$1,500 Title Sponsorship
 - B. Big Food Beverages - \$750 Supporting Sponsorship
 - C. Cardinal Services - \$750 Supporting Sponsorship
 - D. Buzztag Swag Agency - \$750 Supporting Trade Sponsorship
- 2. The Food Cluster has made connections to and is working on future collaborations with the following outside resource agencies:
 - A. Oregon Manufacturing Extension Program
 - B. TEAM Oregon Processing
 - C. Business Oregon
 - D. Food Innovation Center
 - E. Oregon Entrepreneur Network
 - F. The Red in Portland
 - G. B-Line in Portland
 - H. Naturally Boulder

• **Educational Seminars and Networking Events**

- 1. The Food Cluster is currently in the early stages of planning of two of the anticipated four 2018 educational seminars:
 - A. Food Safety Modernization Act (FSMA) Changes - likely to take place in late April 2018
 - B. Distribution Alternatives - likely to take place early-summer 2018

2. The Food Cluster is in the early stages of planning a casual networking event at Summit Bank in May 2018. The Food Cluster hopes to host 4-6 networking events in 2018.

Roadmap for the Future (Present through June 31, 2018)

• Finalize Board Development

We are currently recruiting and interviewing new Board Members to assist in creating a sustainable, working board with varying skills. The goal is to have 11 board members total by early April 2018.

1. Current Board Members include:
 - C. Karen Bonner, Co-Founder/Finance Director, Red Duck Foods
 - D. Jen Moore, CEO, Jem Nut Butter
 - E. Debbie Fred, Founder, Paleo Eats
 - F. Jamie Danek, Founder & CEO, Humm Kombucha
 - G. Sasha Lawless, Humm Kombucha
2. Currently Interviewing:
 - A. Paul Evers, Founder, Riff Cold Brew
 - B. Peter Christoff, Attorney, Merrill O'Sullivan
 - C. Carly Carmichael, Assistant VP Business Banking, Summit Bank
 - D. Nadine McCrindle, Marketing Director, Picky Bars
 - E. Maise Smith, Craft Copy Co.
 - F. JC Nore, Owner, Connexus Printing

• Educational Seminars and Networking Events

1. Successfully execute the two above mentioned educational seminars in Q1 and Q2 of 2018
2. Successfully execute the casual networking event at Summit Bank in May 2018

**Please refer to Budget for July 1, 2017 - June 31, 2018 for a financial recap.*

Roadmap for the Future (July 1 - 2018 - June 31, 2019)

• Local Food and Beverage Company Engagement:

1. Continue to engage local craft food and beverage through educational events and networking opportunities.
2. Continue to provide the group a quarterly newsletter and build on the existing Food Cluster social media presence.
3. Institute a member fee structure in January 2019.

• Local, Statewide and National Community Engagement & Support

1. Secure community sponsorships for 2019.
2. Continue to engage and collaborate with outside resources.
3. Continue to work with B-Line in Portland to investigate alternative distribution options for small companies in Central Oregon.

• Local Food Box

1. Continue to grow and hone the 4th Quarter Fundraising effort with a goal of selling 150 boxes in 2018.
2. Create a sustainable solution for fulfilling and selling the Local Food Boxes throughout the year starting in January 2019. Target clients include realtors, mortgage brokers, banks, hotels, AirBnB.

- **Educational Seminars and Networking Events**

1. Successfully execute two additional quarterly events (one in Q3 and one in Q4). These are in addition to the two that are currently in the early planning stages. Topics discussed for future seminars include NeuroMarketing, LEAN Practices, Navigating Amazon and Access to Capital.
2. Successfully execute 3-5 additional casual networking events in 2018.
3. Plan at least 4 educational seminars and 6 casual networking events for 2019.

Food Cluster of Central Oregon Financial Ask:

- Asking for an additional **\$20,000 grant** for the Food Cluster of Central Oregon to fund the Coordinator position for one more year (July 1, 2018 - June 31, 2019)
- This past year has been a year of creating a stable organizational structure for the Food Cluster to build on in the future.
- This additional investment from the City of Bend will allow the Food Cluster of Central Oregon to build it's working budget over the next year so the group can move closer to a self-sustaining model. Please reference Budget July 1, 2018 - June 31, 2019.