I. MOTION
No action required. The agenda item is for review only.

II. AGENDA ITEM SUMMARY

In fall 2009, Lane County partnered with the City of Eugene, EWEB, and the University of Oregon's Community Planning Workshop to conduct a Local Food Market Analysis for the Lane County geographic region. For the past eight months, a team of graduate students, under the direction of Bob Parker, the Director of the Community Service Center and Economic Development Center completed the Local Food Market Analysis.

Findings from the report will be presented to the Board of County Commissioners at the September 21, 2010 meeting. Mr. Parker will give a presentation of the document and be available for questions from the Board. Lane County Community and Economic Development staff will also be available to discuss how Lane County can incorporate some of the implementation strategies outlined within the Market Analysis.

The Local Food Market Analysis presents a market analysis of the local food system in Lane County. The core objective of this project was to characterize the demand and supply elements of the local food market and identify current and future opportunities to increase local production and consumption for the purpose of economic development. The market analysis uses six transitional food crops—those that have the market potential to attract interest from public or private investors in the near term (1-5 years)—as case studies. The study identifies a set of implementation strategies that local governments, nonprofits, and other organizations should consider to achieve the goal of increasing local production and consumption of food products.