

2. Simple, Visual Representation(s) of Regulatory Concepts (flow chart/idea tree) - short term

SITUATION: Farmers, food entrepreneurs, food system advocates, and regulators in Minnesota have difficulty navigating complex food safety requirements and in state and local rules and regulations. Moreover, there is a disconnect in understanding around food safety practices and business innovations among these groups at the regional level.

Summary: Flowchart/idea tree allowing people to better understand the regulatory system so they can seek out needed information in the correct places.

Ask: Funding is secured for document development and project manager and business flow consultant are recruited. A work-group that includes MDA/MDH/Delegated Agency staff and food entrepreneur representatives is formed and tasked with creation of the document. Document is created and circulated among local foods community.

INPUTS	OUTPUTS (Activities)	OUTCOMES		
		Knowledge	Actions	Conditions
Funding (project manager and business flow consultant) Communications expertise Design Capacity Communication channels for new resources MDA/MDH/Delegated Agencies leadership – high-up staff people within agencies are assigned this project as part of job responsibilities Work-group team of MDA/MDH/Food entrepreneurs/Orgs Opportunity costs documentation Participation from the Minnesota Management and Budget office (MMB) to help with organizational development	Work-group team meetings to create and revise document, clarify information. Identify and document food entrepreneur entry points into the regulatory system Hire business flow expert and project manager Business Flow Analysis Flow chart/idea tree is designed Outreach campaign on communicating early with inspectors to be paired with this document Tell targeted groups about new resource Provide inspectors with this resource to distribute to food entrepreneurs Continuing updating of document See if DEED would get involved, as they already have a “how to start a business” component	Increased food entrepreneur knowledge of who to turn to for licensing, food safety, and regulation questions Increased food entrepreneur knowledge - including on issues of food safety Reduced confusion around requirements on the part of food entrepreneurs	Food inspectors field fewer points of confusion.	Decreased time spent shuffling questions from food businesses at MDA/MDH Shows the gaps in regulatory processes and where it needs to be improved (proof for need of Mpls 311)
ASSUMPTIONS: The creation of a simple visual representation of regulatory concepts will increase knowledge and understanding of licensing and regulation system for farmers, food entrepreneurs, food system advocates, and regulators.	EXTERNAL FACTORS: The success of this project will depend on willingness of advisory committee members to engage by attending meetings and contributing during these meetings; it will also depend on the participation of the MMB.			