

6. Second Opinion Campaign - medium 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: Second Opinion Campaign to educate food entrepreneurs with a list of options for next steps if faced with a denial from an inspector.

Ask: Local food system organizations and agencies participate in creation and implementation of a statewide campaign that encourages food entrepreneurs to ask for a second opinion about licensing and regulatory rules. Needed funding is secured and agency-level infrastructure is identified or created to handle second-opinion requests.

INPUTS	OUTPUTS (Activities)	OUTCOMES		
		Knowledge	Actions	Conditions
Funding Local food system organizations/communications and outreach capacity Resource documents for food entrepreneurs MDA, MDH and Delegated agency infrastructure for handling second opinion requests	ID MDA/MDH/Delegated staff who will take on these job responsibilities and what department they'll be housed in Campaign strategy identified, planned, and implemented Teach food entrepreneurs to get a second opinion by calling inspector's supervisor, reaching out to MISA or RTC, or other organizations or food experts in MN. Targeted outreach to food entrepreneurs Work with local foods organizations to enhance campaign's visibility	Increased MDA/MDH/Delegated inspector and staff knowledge of food entrepreneur questions/concerns Improved entrepreneur perception/trust of MDA and MDH inspector intentions Reduced confusion around requirements on the part of food entrepreneurs	Food inspectors field fewer points of confusion.	Efficient referral of entrepreneur food questions Elimination of "dead-end" result for entrepreneurs who struggled within inspector's requirements.
ASSUMPTIONS: The Second Opinion Campaign will make a measurable impact on food entrepreneurs and food entrepreneurs needing to ask for a second opinion will always be efficiently helped.	EXTERNAL FACTORS: The success of this project will depend on the success of the campaign and the willingness of food entrepreneurs to ask for a second opinion. Levels of fear around this topic will also affect project success.			

Changing the Approach to Regulation of Local Food Systems in Minnesota. June 2015-June 2016. Karen Lanthier and Stephanie Van Dyke. Minnesota Institute for Sustainable Agriculture; funded by Bush Foundation Community Innovation Grant. <https://mnlocalfoodregs.wordpress.com/>