

**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
<p>Funding</p> <p>Local food system organizations/communications and outreach capacity</p> <p>Resource documents for food entrepreneurs</p> <p>MDA, MDH and Delegated agency infrastructure for handling second opinion requests</p>	<p>ID MDA/MDH/Delegated staff who will take on these job responsibilities and what department they'll be housed in</p> <p>Campaign strategy identified, planned, and implemented</p> <p>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.</p> <p>Targeted outreach to food entrepreneurs</p> <p>Work with local foods organizations to enhance campaign's visibility</p>	<p>Increased MDA/MDH/Delegated inspector and staff knowledge of food entrepreneur questions/concerns</p> <p>Improved entrepreneur perception/trust of MDA and MDH inspector intentions</p> <p>Reduced confusion around requirements on the part of food entrepreneurs</p>	<p>Food inspectors field fewer points of confusion.</p>	<p>Efficient referral of entrepreneur food questions</p> <p>Elimination of "dead-end" result for entrepreneurs who struggled within inspector's requirements.</p>
<p><b>ASSUMPTIONS:</b> 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.</p>	<p><b>EXTERNAL FACTORS:</b> 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.</p>			

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/>