

June, 2014

Dear Advisory Committee:

Thank you for your time and support of this new publication:

***Diversify Your Minnesota Farm Business Through Food Service:
A How-to Manual for Serving Food on Your Farm, from Farm-To-Table Dinners to
Pizza Farms and More***

We are thrilled to have this opportunity through MISA to create this much-needed resource to support farmers in Minnesota and beyond in income diversification through on-farm food service. In a very positive but challenging way, we are creating one of a few if not the first such a resource for farmers. We very much appreciate and look forward to your input and feedback as we move forward in this project.

For the first phase of the Advisory Committee process, you will be reviewing the “bones” of the project through the following three documents:

1. Project summary
2. Manual outline
3. Suggested case study list with interview questions

At this stage, we are particularly looking for your input on:

- Any missing topics/areas? This manual is written primarily for an audience of established farmers, but the food service/regulations area would be new to them.
- Does the general topic flow work? What do you see as the priority areas?
- Case study list: Comments/insight on the list of farms to profile? Any other farms you know of that would be good to interview (particularly MN)? Do you have any personal contacts for anyone on the list and could do an introduction?
- Case study interview questions: Any additions or comments? Things we should ask about? Other recommendations of people to contact as resources?

While this manual will be written specifically for Minnesota, our ultimate goal is to find funding and partners to adapt this publication for other states. We welcome all comments with this larger goal in mind of ways we could structure this information so that it could be best and most readily adapted for other states. Right now we estimate about 60% of the manual will be relatively the same for other states with the majority of change/new content under “Regulatory Landscape” and “Liability & Risk Management.

Thanks, again, for your time. We look forward to connecting.

Jan Joannides, Renewing the Countryside
Rachel Armstrong, Farm Commons
Lisa Kivirist, Writer/JDI Enterprises, Inc.