



# Building Oklahoma's Local Food System One Farmer at a Time



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**HUNGRY FOR ACTION**

OKLAHOMA'S ANTI-HUNGER  
CONFERENCE 2023

#HungryForActionOK

# Building Oklahoma's Local Food Systems One Farmer at a Time

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# Acknowledgements

Bayleigh Acosta

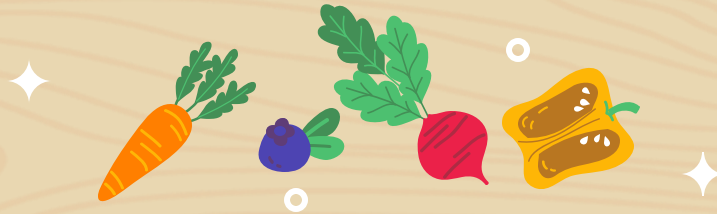
Deepa Ganesan

Michael Clark

Alexia Davila

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# Needs Assessments



## 2020 OK Local Ag Summit Survey

- **83.5%** indicated that they would like to consistently receive information on more training opportunities.

## 2020 Market Manager Survey

- **89%** of market managers (n=25) did not receive any training prior to becoming a market manager
- **42%** of market managers stated that their market does not have any active community partnerships
- **72%** of market managers indicated that they would be interested in being part of a statewide local agriculture collaborative network
- **88%** stated they were likely to utilize an online local agriculture resource center



# Needs Assessments - Producers

## 2019 Producer Survey

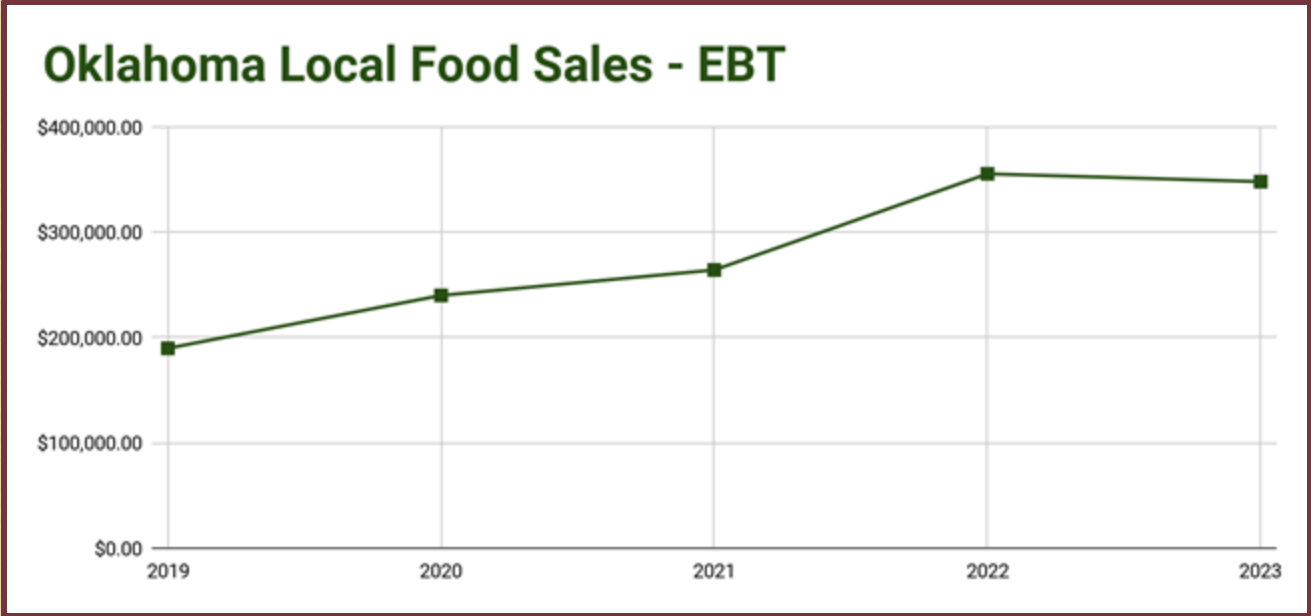
- 71% identified as beginning farmers—all of whom wanted to receive more support for trainings to increase productivity and marketability of their product
- 63% needed to maintain another job to supplement their farming income

## 2021 Producer Survey

- 45% had been farming less than 5 years
- 76% of respondents expressed interest in a year-round online resource and trainings
- 82% stated that they were likely to participate in structured networking opportunities with other local agriculture stakeholders



# Demand is Rising



\*2023 Data is partial as of 9/25/23



# OLAC Mission

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**Unite partner agencies with  
agriculture entrepreneurs to ensure  
that the needs of local agribusinesses  
are recognized and represented**

# Objectives



01

## Advisory Board

Form and maintain a representative Advisory Board consisting of farmers markets, local agriculture entrepreneurs, and support organizations to guide the vision, innovations, and design of OLAC.

02

## Digital Hub

Establish a digital resource hub to share new and underutilized resources that promote capacity building.

03

## Technical Trainings

Host 10 regional trainings, workshops and/or field days that provide education on, but not limited to: grant writing, business plan development, value added products, food safety, and marketing.

04

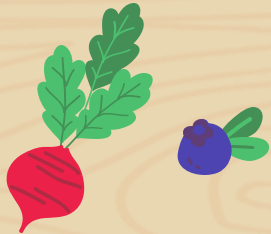
## Build a Network

Build a network to connect OLAC members and foster collaboration, encourage innovations, and provide mentorship opportunities.

05

## Evaluate

Evaluate project effectiveness and identify current resource needs and areas for growth by conducting a needs assessment among the local agriculture community.







# OLAC Objective Status

**1** OLAC's Advisory Board consists of **26** diverse members representing all 4 regions

**2** Houses over **90** agriculture-related resources and nearly **20** blog posts. Explore the website at [oklac.org](http://oklac.org)



**3** Hosted 5 successful workshops in all 4 regions. The cumulative attendance from 22-23 was **324**.

**4** Surpassed goal of 300 members in 4 years, currently at **903 members**. With **32** partner organizations.

Evaluation results discussed in the following slides





# 903

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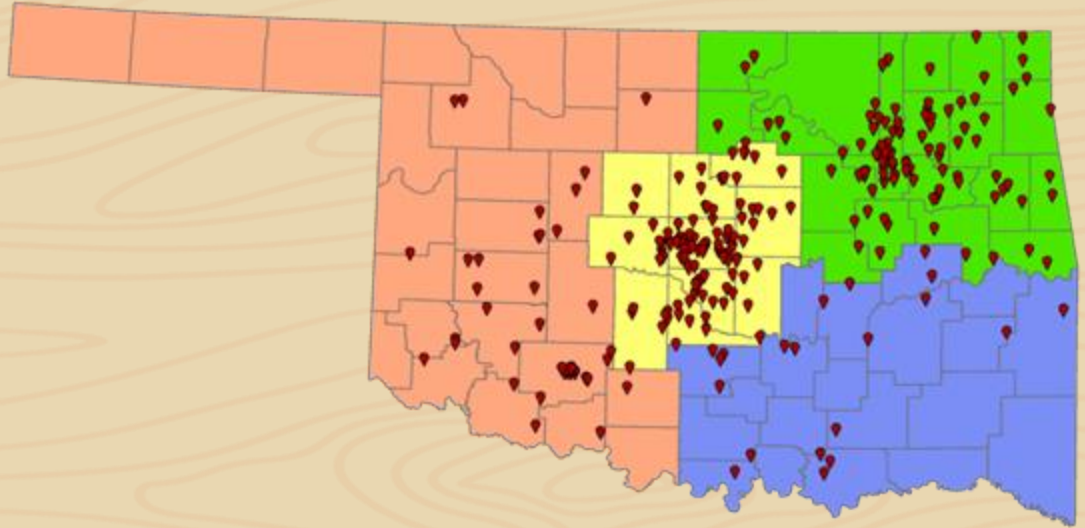
Registered Members of OLAC  
as of September 2023

# Membership Region Map



## Growth Across the State

Our membership continues to grow in all four regions of the state through quarterly regional workshops and partnerships.



# Regional Trainings Evaluation

How much has this workshop contributed to your knowledge of new business or market opportunities? ("Significantly")

Western 2022: 65%  
Central 2022: 54.8%  
Northeast 2023: 53.3%  
Southeast 2023: 53.8%  
Western 2023: 41.2%

Would you recommend this event to others? ("Yes")

Western 2022: 90%  
Central 2022: 90.3%  
Northeast 2023: 90%  
Southeast 2023: 100%  
Western 2023: 97.1%

How connected and engaged with resources and technical assistance do you feel after this workshop? ("Significantly")

Western 2022: 90%  
Central 2022: 96.8%  
Northeast 2023: 40%  
Southeast 2023: 69.2%  
Western 2023: 82.4%



# Think Ability Inc. Background

Think Ability Inc is a multi-service non-profit organization in Duncan, OK that provides residential services and independent living support services for people with intellectual, cognitive and other related developmental disabilities.

## Timeline:

- **2017** Think Ability Community Garden was established with two main goals: To provide jobs & quality food for our community.
- **2018** Thinkability took over the Duncan Farmer's Market for our Community Garden.
- **2023** Opened a brick & mortar space that houses the Farmer's Market Hub 5 days a week.



# OLAC Success Story





**“As a new farmer, I am leaving with confidence that I’ve been pushed in the right direction on many fronts. I’ve been helped with farming an attack plan for my farm.”**

**- SE OLAC Workshop Attendee**





○  
✦ **“Biggest takeaway-the knowledge of speakers and learning additional resources; knowing there are others trying as hard as you.”** ✦

- Western OLAC Workshop  
Attendee ○





# Become an OLAC Member!

Would you like to stay up to date on what OLAC is doing?

Are you in one of these categories?



## Agricultural Entrepreneur

Find resources and workshops that will help you build your capacity, find opportunities, and connect with others in the field!

## Market Manager

Looking for new ideas to grow your market? Looking for producers to join your market? OLAC can help build your network!

## Ag Support Organization

Join the partnership! OLAC will provide new exposure to your organization. Helping connect your resources to those who need it most!



Become a member of OLAC at  
[oklac.org/become-a-member](https://oklac.org/become-a-member)

# How can YOU support the growth of our local food system?



## Stay Engaged

Join OLAC so you too can see what new or upcoming resources are available to share

## Facilitate

Serve as a community liaison and networking facilitator for agri-entrepreneurs and farmers markets to get connected with OLAC

## Volunteer

Assist with planning regional trainings, serve on an OLAC committee (Governance & Finance, Evaluation, Marketing & Promotion, Resource Development, Sustainability, Outreach & Training)

## Resources

Identify new or underutilized resources OLAC can share, document technical support needs from your community



# Upcoming OLAC Events

## Regional Workshops

- Central Oklahoma Farm Tour October 17th
- Central Oklahoma Workshop October 18th



Scan Here to Register!



# Thanks!

Any questions?

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Visit our website at [oklac.org](http://oklac.org)

Make sure to follow us on social media!



[OKFarmersMarkets](#)



[@oklocalagcollaborative](#)



[Oklahoma Local Ag Collaborative](#)





# Collaborative Learning in **ACTION!**

Don't forget to visit the  
debrief boards between sessions!

Share what you learned and  
resources that might help others.



# Scan to Give Session Feedback

...and find lots of other resources!



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