



South Corvallis Food Hub Needs Assessment Report

Presented to Corvallis City Council and Benton County Board of Commissioners

June, 2024



Project Team:

Aliza Tuttle; Principal of A Tuttle Consults and Primary Investigator

Kirsten Miller, Project Manager

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South Corvallis Food Hub Project Timeline

2021

2022

2023

2024

Dec

\$550,000 ARPA Grant Awarded to Benton County from the State of Oregon to identify gaps in local food and beverage supply systems and create a food hub in South Corvallis by December 31, 2024.

Request for Proposal to select a consultant to complete a Systems Assessment released.

Nov

Weinsteiger Consulting/ A Tuttle Consults project team signed a contract with the City of Corvallis.

Jan

Modified deadline to submit final report, available at southcorvallisfoodhub.org

May

NEXT: EDO to release applications for grant funds and select Food Hub Operator/s



Consultant Team's Project Scope

A System Assessment for the South Corvallis Food Hub project:

1. Determine the feasibility of a South Corvallis Food Hub
 2. Develop an Inventory of Equipment and Infrastructure
 3. Create, assess, and present three food hub scenarios
 4. Identify potential operators
5. Support the Food Hub Operators to spend down the ARPA funds



COMPLETE





What is a Food Hub?

“A Food Hub is a **business or organization** that actively manages the **aggregation, distribution, and marketing** of source-identified food products primarily from local and regional producers to **strengthen their ability to satisfy** wholesale, retail, and institutional **demand.**”

USDA



What is a Food Hub?



LANE COUNTY BOUNTY

Local food delivered Tuesday & Friday every

What are you looking for?

Locally Grown & Crafted,
Delivered to Your Door

SHOP ALL LEARN MORE

Eugene & Springfield



2023 Market Dates
1st & 3rd Mondays
May-Oct
12pm-4pm

THE REDD ON SALMON STREET

Come Thru
Black & Indigenous Market

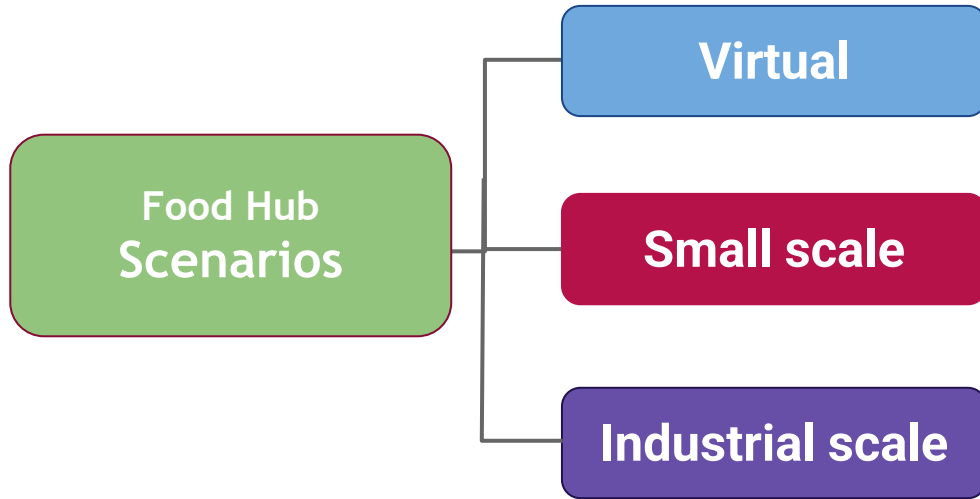
Portland



Newport



Consultant to create, assess, and present food hub scenarios



Systems Assessment

Data sources:

- 50+ interviews with local food system individuals
- 781 community survey responses
- Inventory of available equipment
- Reviewed studies of existing food hubs
- 5 site visits to nearby food hubs



INVENTORY OF EQUIPMENT

Available and needed to support local food businesses and potential food hub operators

Part of the Food Systems Assessment for the South Corvallis Food Hub

Suggested citation: Turtle, A. & Lutzra, M. (2024). Inventory of Equipment available and needed to support local food businesses and potential food hub operators in South Corvallis, Corvallis, OR

FOOD HUB PROJECT Para el establecimiento de un centro de alimentos en el Sur de Corvallis

¿QUÉ NECESITAS PARA CRECER TU NEGOCIO DE COMIDA?

Conversación con la comunidad

1 de febrero
5:00-6:30 p.m.
Oficina de DevNW
2525 SE Third St. Corvallis (Hwy 99)
¡Tendremos comida y cuidado de niños en esta junta!

TU VOZ ES IMPORTANTE!

El equipo del proyecto del Centro de Alimentos (Food Hub) se ha asociado con Community Lending Works para conectarse con dueños y futuros dueños de negocios de alimentos para crear un estudio y saber si es posible el establecimiento de un lugar para vendedores de comida.

Encuesta: Si no puede asistir a la junta, aun queremos que aporte su voz en este proceso y puede tomar esta encuesta. ¡Gracias!

Temas:

- Lugar físico (edificios)
- Procesamiento, almacenamiento y distribución de alimentos
- y más...

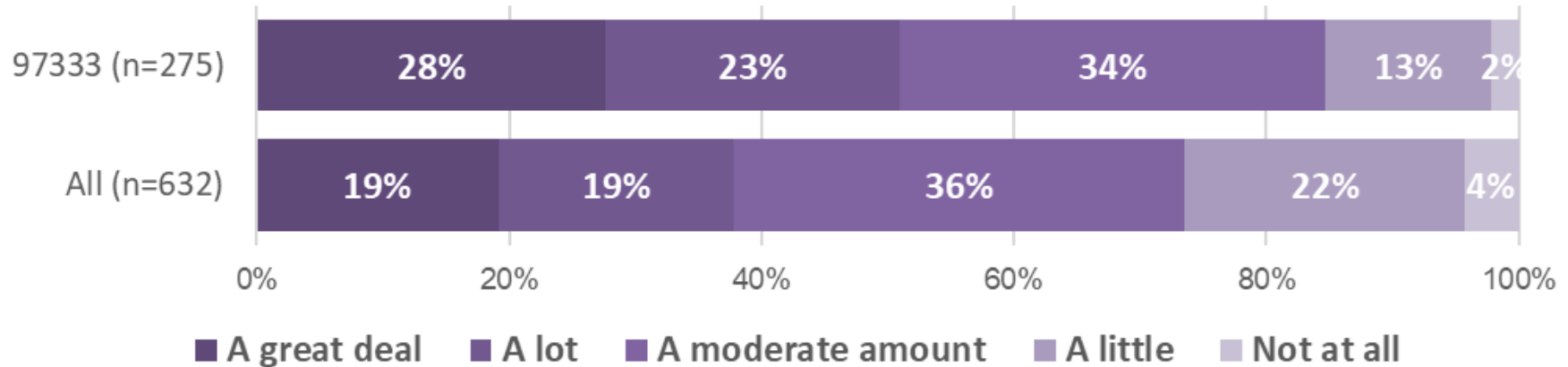


[Southcorvallisfoodhub.com](https://southcorvallisfoodhub.com)

Systems Assessment Findings

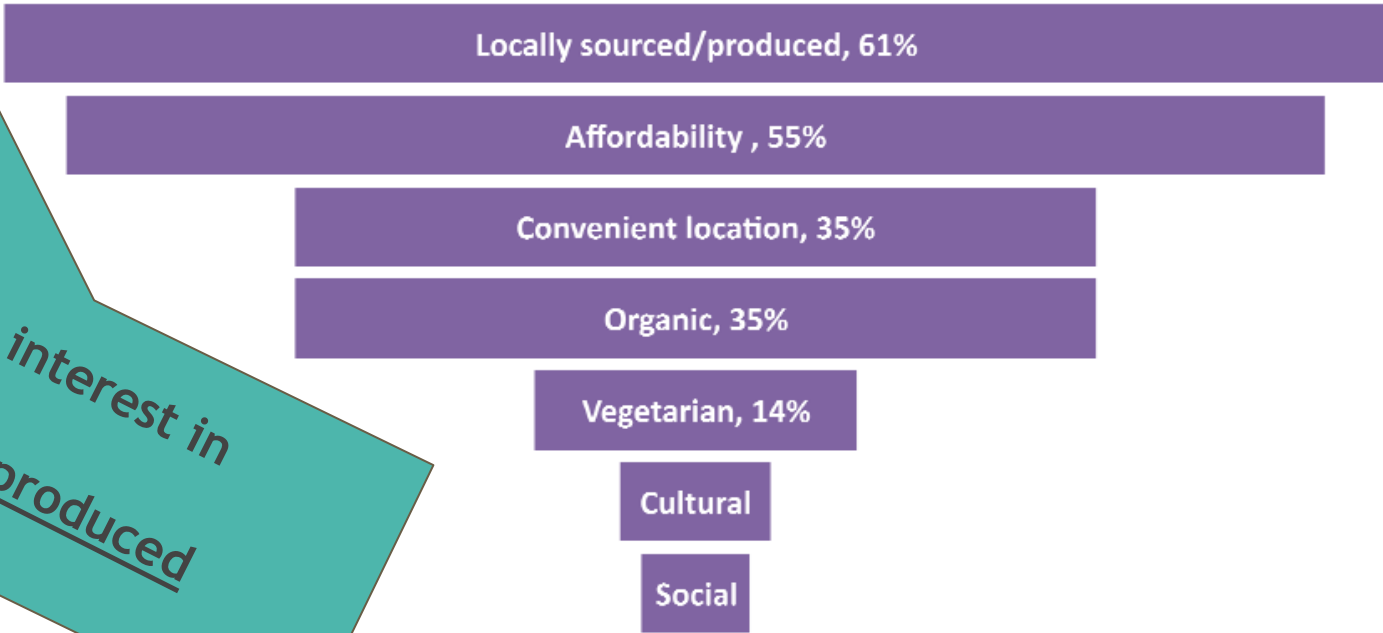
Support for a food hub in South Corvallis is overwhelming and even stronger for residents of South Corvallis

Survey question: *To what extent would you potentially benefit from a Food Hub in South Corvallis?*



Community Survey Findings

What are your top two priorities when you purchase groceries? (n=755)



Strong interest in locally sourced/produced groceries

Community Survey Findings

What are your top two priorities when you eat at a restaurant or food cart? (n=755)

Flavor, 64%

Affordability, 34%

Locally sourced, 31%

Vegetarian, 21%

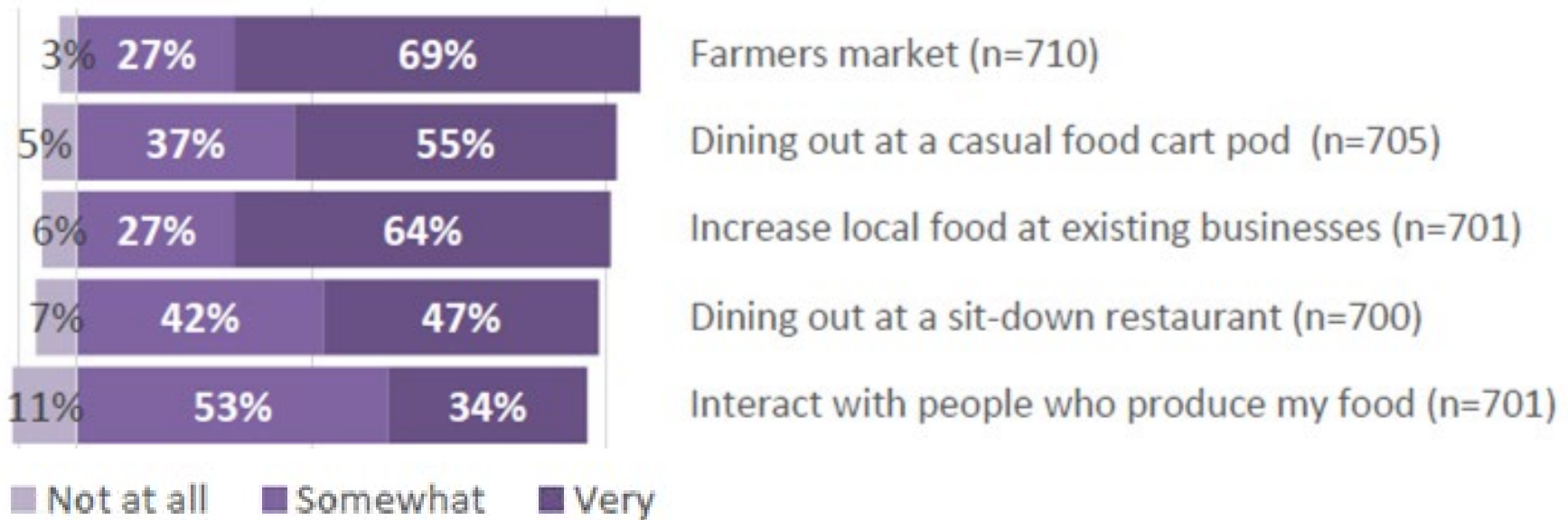
Convenient location, 7%

Organic, 11%

Strong interest in delicious food carts and restaurants

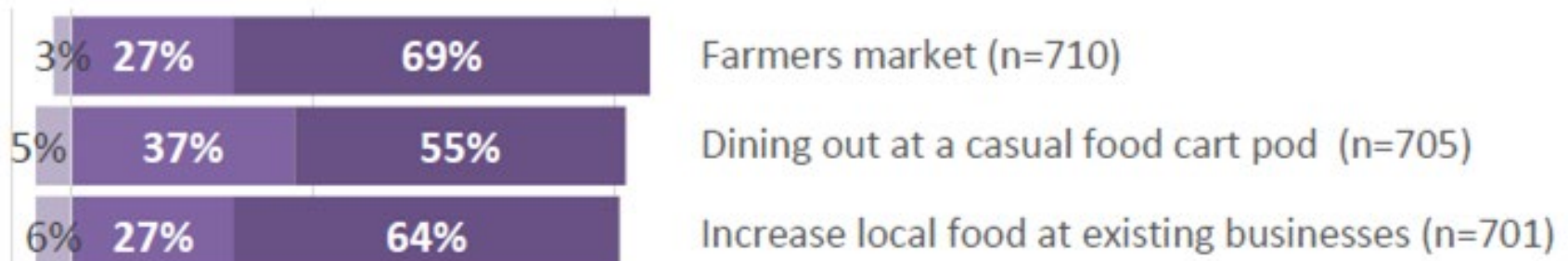
Community Survey Findings

How interested are you in the following services a Food Hub could provide?



Interviews with local aspiring and existing business owners

How interested are you in the following services a Food Hub could provide?



Business owners told us they want to source more local food and a local food aggregator would support them to do this



Community Survey: social service agencies

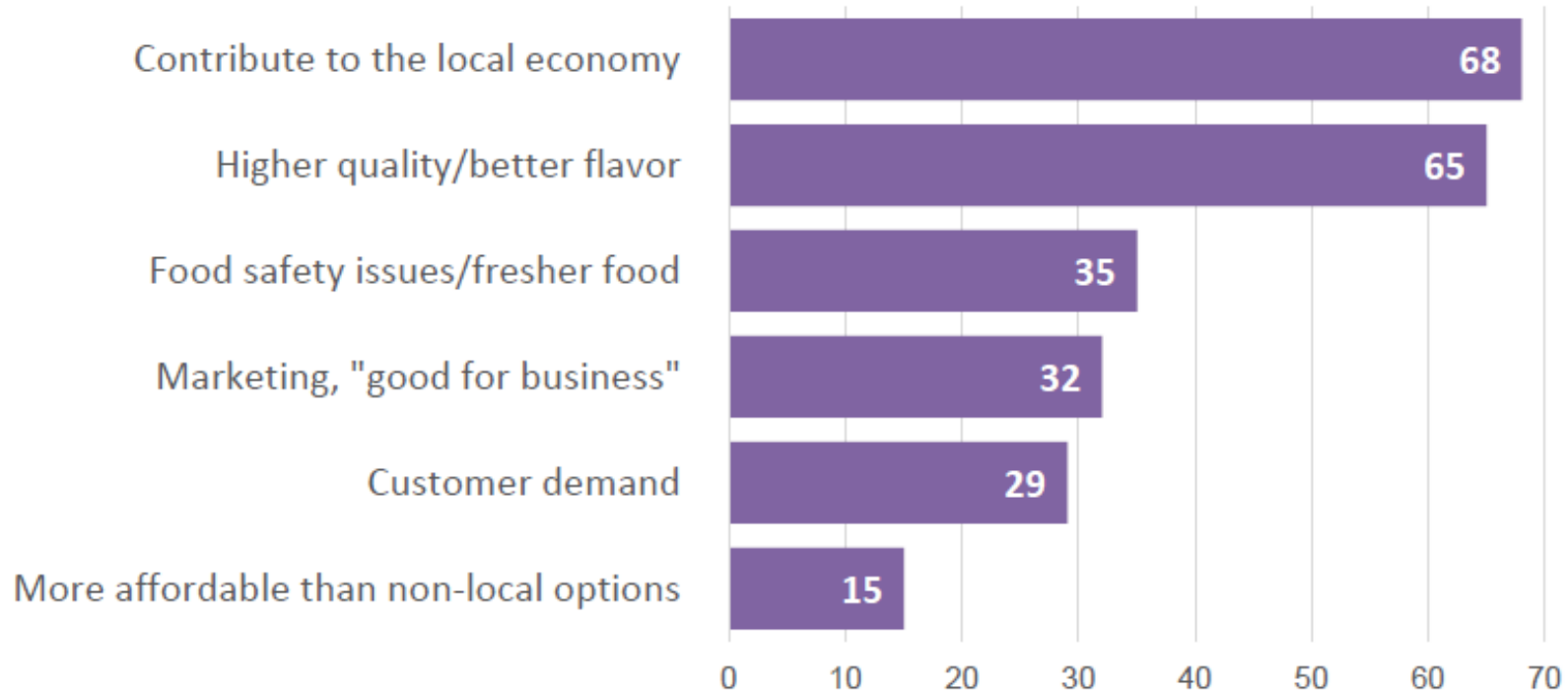
The biggest barrier for the people I work with is...
“Cost and the all-too-common feeling that low-income folk are out of place in the local food movement”

- Food security & small farm support non-profit



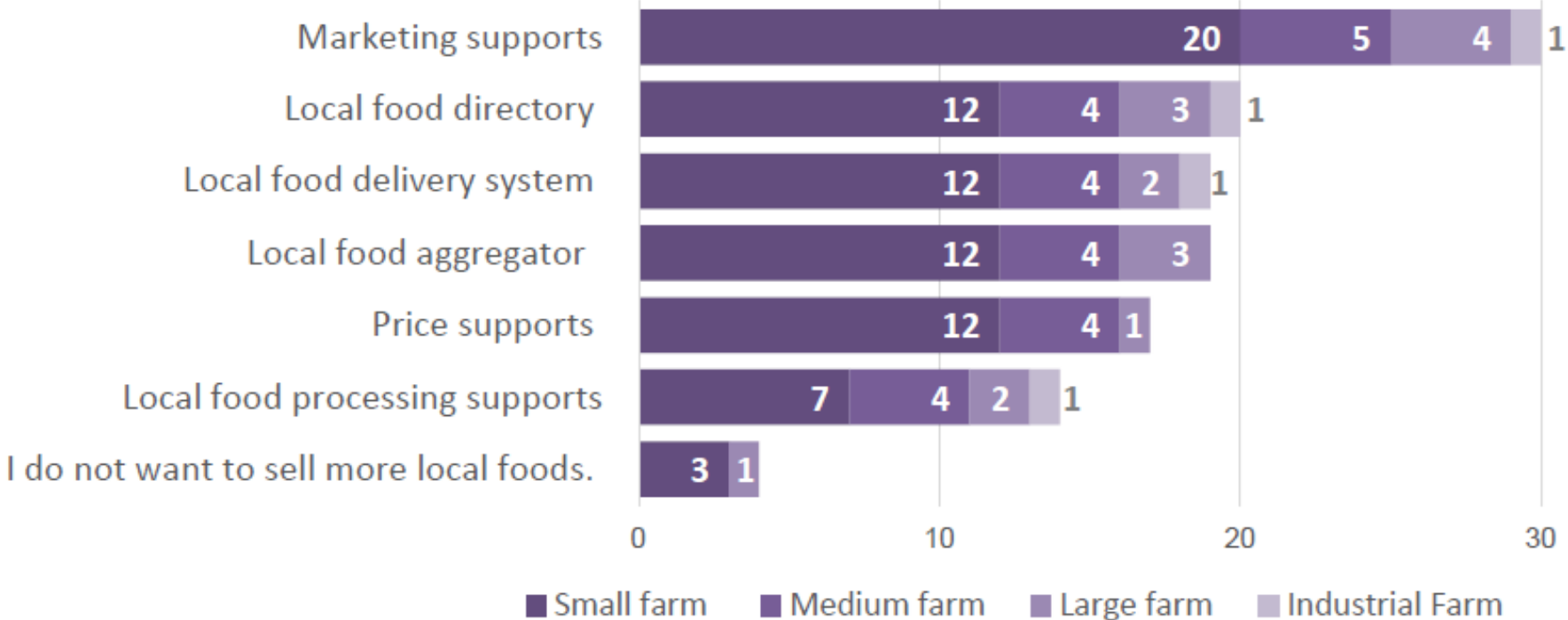
Community Survey: local aspiring and current business owners

Why do you choose to procure local food? *(select all that apply)* (n=75)



Community Survey: local aspiring and current business owners

What are some supports that you would use to shift to more local selling? (select all that apply) (n=65)





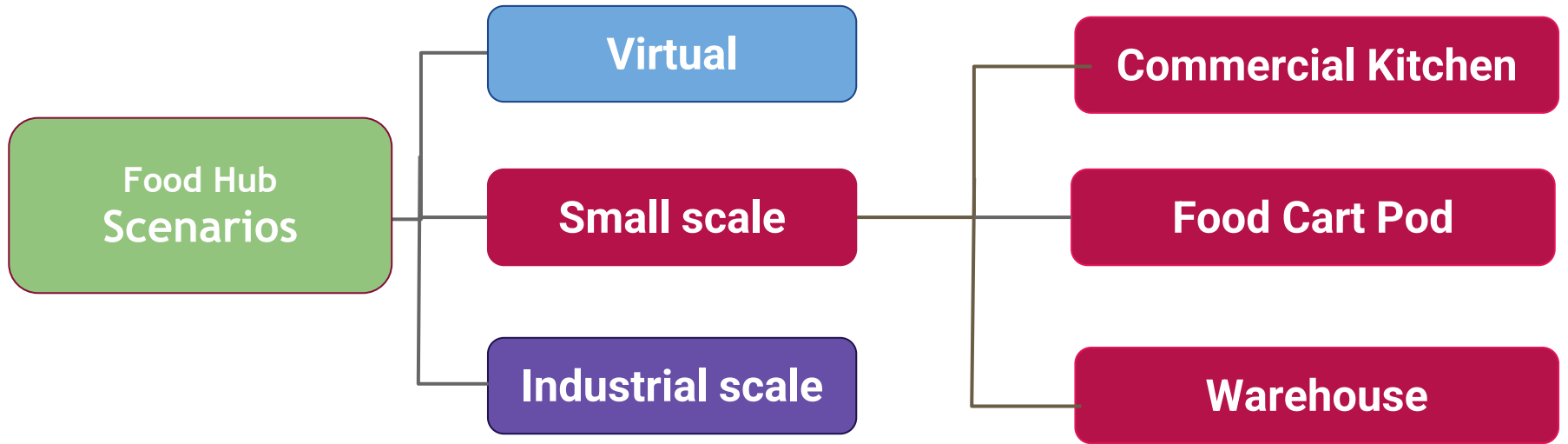
Systems Assessment

Existing and potential small food-based businesses are interested in a Food Hub that:

1. Hosts a commercial kitchen
 2. Provides aggregation and distribution services
 3. Provides cold storage space
-



Updated scenarios to assess based on information from the local community





Create, assess, and present food hub scenarios

Assessment criteria determined by Corvallis Economic Development Office:

1. improve commercial opportunities for food businesses
 2. improve food access in South Corvallis
 3. address community needs
 4. attain fiscal viability
 5. be available for at least three years
 6. address equipment inventory and needs
 7. secure a qualified, interested, and committed operator
-





Create, assess, and present food hub scenarios

1. Commercial kitchen
 - Consulted with potential tenants to determine needs
 - Reviewed existing facilities
 2. Food cart pod
 - Consulted with aspiring and food cart owners to determine needs
 3. Warehouse
 - Consulted with potential local wholesale producers and purchasers
 - Reviewed potential sites in South Corvallis
 - Consulted with regional food hubs
-





Commercial Kitchen Scenario Assessment

Potential Components:

1. Hourly rental or long-term rental of:
 - a. Oregon Department of Agriculture (ODA) licensed facility
 - b. County licensed facility
 2. Classroom space
 3. Small business incubator support
 4. Co-packing facility
 5. Light food-processing facility
 6. Other...
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Commercial Kitchen Scenario Assessment

Potential Benefits:

1. Support new and help existing food business grow
2. Meets one of local food businesses' top needs

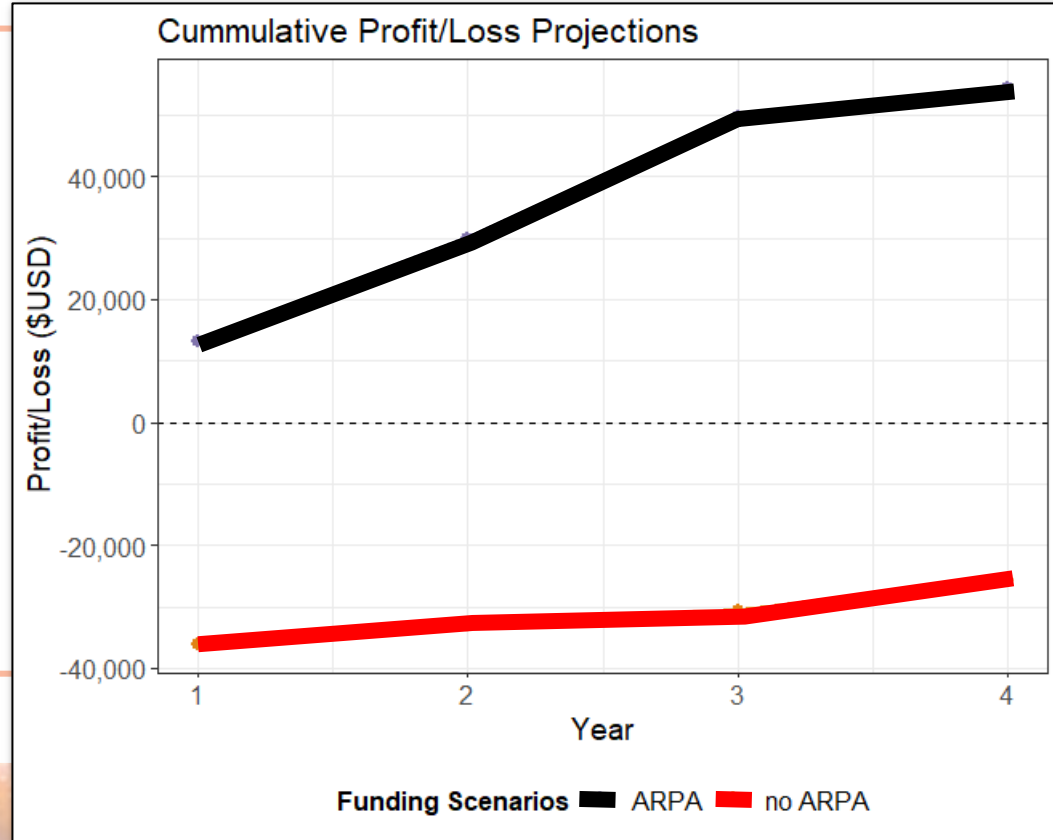


Commercial Kitchen Scenario Assessment

	Rate	Start-up Costs	Year 1	Year 2	Year 3	Year 4
Capacity Goal			40%	50%	60%	85%
Expenses						
Staff Time			\$ 4,700.00	\$ 7,402.50	\$ 10,362.56	\$ 13,601.80
Kitchen Rental to Benton County Parks & Rec	\$50/day		\$ 3,760.00	\$ 4,700.00	\$ 5,640.00	\$ 7,990.00
Supplies & Equipment		\$ 40,000.00	\$ 1,000.00	\$ 1,200.00	\$ 1,500.00	\$ 1,700.00
Total Expenses		\$ 40,000.00	\$ 9,460.00	\$ 13,302.50	\$ 17,502.56	\$ 23,291.80
Revenue						
Rental \$15/hr			\$ 13,248.00	\$ 16,560.00	\$ 19,872.00	\$ 28,152.00
Total Revenue			\$ 13,248.00	\$ 16,560.00	\$ 19,872.00	\$ 28,152.00
Profit/Loss <u>without</u> ARPA funding		\$ (40,000.00)	\$ 3,788.00	\$ 3,257.50	\$ 2,369.44	\$ 4,860.20
Expenses covered by APRA funding		\$ 40,000.00	\$ 9,460.00	\$ 13,302.50	\$ 17,502.56	
Profit/Loss <u>with</u> ARPA funding		\$ -	\$ 13,248.00	\$ 16,560.00	\$ 19,872.00	\$ 4,860.20

Commercial Kitchen Scenario Assessment

- Start-up costs: **\$40,000**
- Total ARPA funds projected to be spent: **\$80,265**





Food Cart Pod Scenario Assessment

Potential Components:

1. Shared indoor or outdoor gathering space
 2. Short or long term food cart pad rental
 3. Shared expenses including: water, electricity, marketing
 4. Low-barrier entry to business
 5. Small business incubator support
 6. Other...
-





Food Cart Pod Scenario Assessment

Potential Benefits:

1. Supports new and helps existing food business grow
 2. Expands options to purchase food in South Corvallis
 3. Meets community desires
 4. Two potential operators have expressed interest
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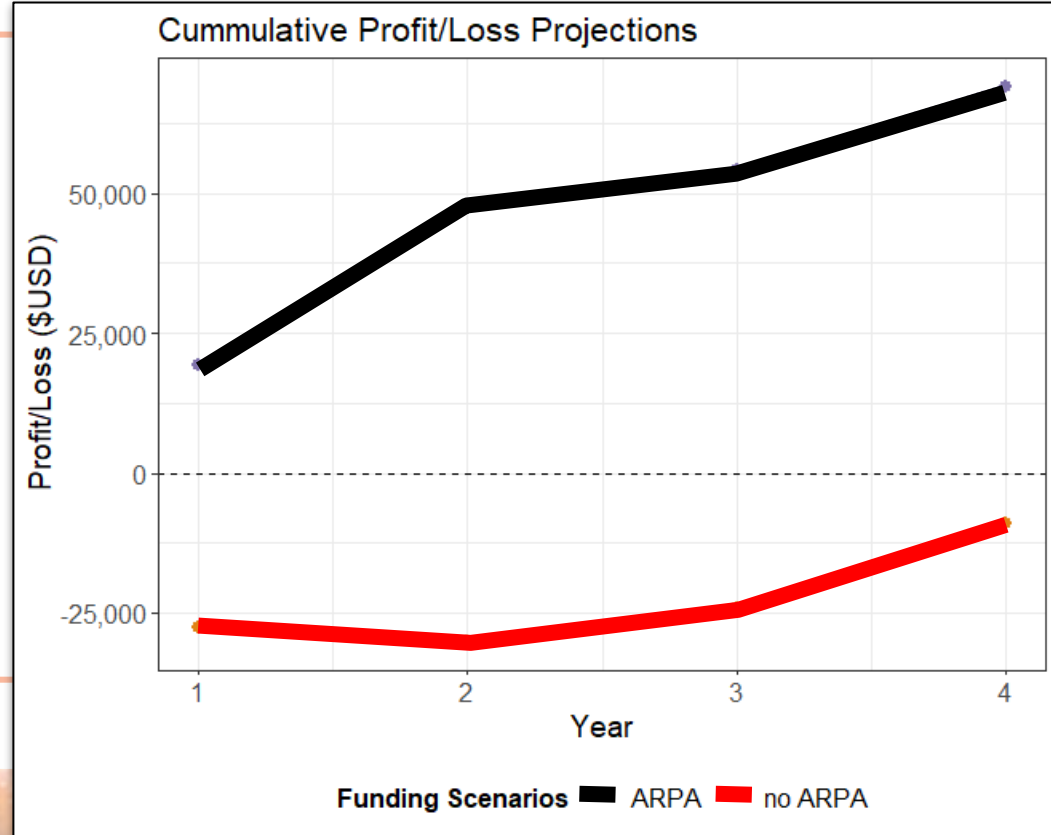


Food Cart Pod Scenario Assessment

	Start-up Costs	Year 1	Year 2	Year 3	Year 4
Expenses					
Total Expenses	\$15,000.00	\$31,700.00	\$31,550.00	\$32,232.50	\$32,949.13
Revenue					
<i>Food Truck Rent</i>		\$19,200.00	\$28,800.00	\$38,400.00	\$48,000.00
Total Revenue		\$19,200.00	\$28,800.00	\$38,400.00	\$48,000.00
Profit/Loss <u>without</u> ARPA funding	-\$15,000.00	-\$12,500.00	-\$2,750.00	\$6,167.50	\$15,050.88
<i>Expenses covered by ARPA funding</i>	\$ 15,000.00	\$ 31,700.00	\$ 31,550.00		
Profit/Loss <u>with</u> ARPA funding	\$0.00	\$19,200.00	\$28,800.00	\$6,167.50	\$15,050.88

Food Cart Pod Scenario Assessment

- Start-up costs: **\$15,000**
- Total ARPA funds projected to be spent: **\$78,250**





Warehouse Scenario Assessment

Potential Components:

1. Dry, cold, frozen storage rented by shelf by month
 2. Single local delivery site for wholesale producers
 3. Streamlined online point of sale for wholesale accounts to access a variety of local food producers
 4. Collaborative local food marketing opportunities
 5. Opportunities for consumers and buying clubs to purchase local food in bulk at wholesale prices.
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Warehouse Scenario Assessment

Potential benefits:

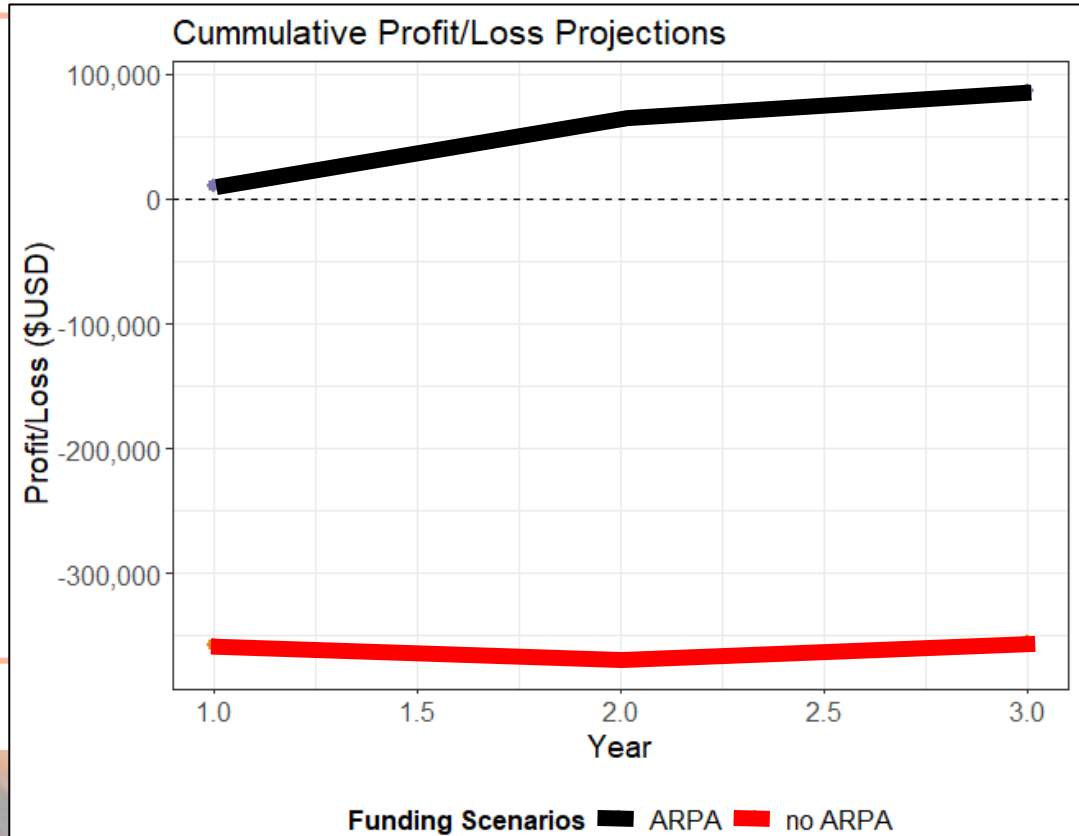
1. Meets two of local food businesses' top needs
 2. Increases consistency in supply of local food for wholesale purchasers (OSU, 509j, restaurants)
 3. Increases wholesale market opportunities for existing farms
 4. Supports the 25+ farms that hope to expand in the next 5 years
 5. Increases availability of wholesale pricing
 6. One potential operator has expressed interest
-



	Start up & build out	Year 1	Year 2	Year 3
Sales Goal		\$250,000.00	\$500,000.00	\$750,000.00
Margin		30%	30%	30%
Expenses				
Total Expenses	\$303,400.00	\$140,800.00	\$180,300.00	\$225,300.00
Revenue				
<i>Sales</i>		\$75,000.00	\$150,000.00	\$225,000.00
<i>cooler/freezer space lease</i>		\$12,000.00	\$18,000.00	\$24,000.00
Total Revenue	\$0.00	\$87,000.00	\$168,000.00	\$249,000.00
Profit/Loss <u>without</u> ARPA funding	-\$303,400.00	-\$53,800.00	-\$12,300.00	\$23,700.00
<i>Expenses covered by ARPA funding</i>	\$303,400.00	\$64,800.00	\$64,800.00	\$0.00
Profit/Loss <u>including</u> ARPA funding	\$0.00	\$11,000.00	\$52,500.00	\$23,700.00

Warehouse Scenario Assessment

- Start-up costs: **\$303,400**
- Total ARPA funds projected to be spent: **\$433,000**








Create, assess, and present food hub scenarios

	Commercial Kitchen	Food Cart Pod	Warehouse
improve commercial opportunities for food businesses	Yes	Yes	Yes
improve food access in South Corvallis	No	Operator dependent	Operator dependent
address community needs	Yes	Yes	Yes
attain fiscal viability	Operator dependent	Yes	Yes
available 3+ years	Yes	Yes	Yes
address equipment inventory and needs	Yes	No	Yes
potential operator identified	No	Yes	Yes



Systems Assessment

Our community told us they want:

-  A focus on equity and collaboration
 -  Opportunities for historically disadvantaged groups to own and shape
 -  Affordability: SNAP, Double-up Food Bucks, Community price supports, hot meals for low or no income
 -  Food access: Home delivery, more options to buy culturally appropriate, local, and delicious foods
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Next Steps

2024

June

July

Economic Development Office to:

1. Release application for funds
2. Select Food Hub Operator/s and
3. Sign contracts with Food Hub Operator/s

Consultant team to:

1. Email bi-weekly project updates to the community
 2. Answer potential Food Hub Operator or community questions regarding Systems Assessment
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Support Potential Food Hub Operators

Please contact us with any questions:
Aliza@atuttleconsults.com

Join the email list for updates

