Job Creation and Entrepreneurship in the Community Based Food Industry

2018 CCEDA Regional CED Session
Los Angeles - Oakland

A Project of the California Community Economic Development Association

Job Creation and Entrepreneurship in the Community Based Food Industry
AGENDA – LOS ANGELES

Coffee and Registration	9:00 – 9:15 AM
Introductions	9:15 – 10:15 AM
Case Study Presentations & Discussion	10:15 – 11:45 AM

- **Brian Albert, Founder and Co-Owner, L.A. Prep**
- **Rudy Espinoza, Executive Director, LURN**
- **Azusena Favela, Director of Programs & Operations (LURN)**

Networking Lunch (buffet-style)	11:45 – 12:30 PM
Resource Presentations & Discussion	12:30 – 2:00 PM

Robert Zapata, Community Development Officer, Opportunity Fund
Catherine Howard, Director of Strategic Initiatives, California Fresh Works (NCCLF)
Esperanza Pallana, Program Officer, California Fresh Works (NCCLF)

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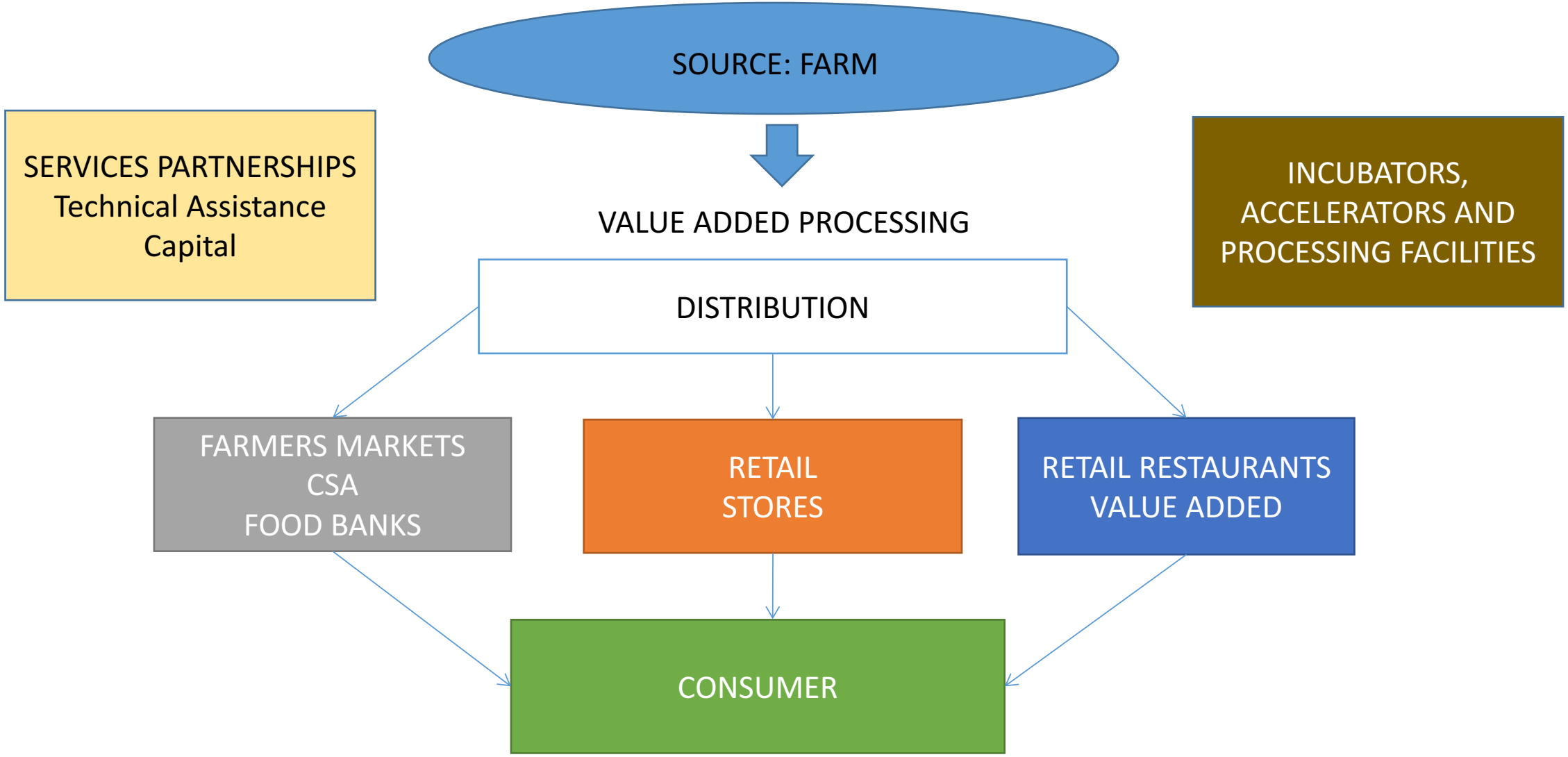
Break	2:00 – 2:15 PM
Transitioning Locally Owned Businesses to Employee Ownership: A Place Based Strategy • **Tomás Duran, President, Concerned Capital** • **Evan Edwards, Business Development, Project Equity**	2:15 – 3:30 PM
Wrap Up	3:30 – 3:45 PM

Community Economic Development – Pacific Gateway Center

- 7 Years ago CCEDA Series – Northern and Southern California
  - Obama Administration
  - South Central Farmers Health and Education Foundation
  - Community Services Unlimited
- This session: Newer food related activities – job creation focus
- New ideas from the successful growth of the community food industry
- Duplicate – Innovate (Elements of Success)
- Share - Partner


SOURCE: FARM
SERVICES PARTNERSHIPS
Technical Assistance
Capital
INCUBATORS,
ACCELERATORS AND
PROCESSING FACILITIES
VALUE ADDED PROCESSING
DISTRIBUTION
FARMERS MARKETS
CSA
FOOD BANKS
RETAIL
STORES
RETAIL RESTAURANTS
VALUE ADDED
CONSUMER

CASE STUDY:

Pacific Gateway Center
Honolulu, Hawaii

Pacific Gateway Center: Kunia Farm

Pacific Gateway Kunio Farm

Chili Harvest

Pacific Gateway Center: Kunia Farm

Pacific Gateway Kunio Farm : 24 Farmers on 71 Acres

Volunteer Student Assistance

Free Roaming Chicken Venture

Pacific Gateway Center: Kitchen Incubator

Pacific Gateway Kitchen Incubator

7 Various Sized Kitchens

Value Added Processing: Taro (Poi)

Pacific Gateway Center: Kitchen Incubator

Yamasin Market

Girls Who Bake Next Door: Food Truck

Tin Hut BBQ

Hawaiian Style Chili

Pacific Gateway Center: Kitchen Incubator – Value Added

Bottling Machine: Guava Juice

Dried / Smoked Fruits

Bottled Dressing

Island Indulgence (Okoshi Packaging)

Pacific Gateway Center: Business Incubator (Chinatown)

Business Incubator: Honolulu Chinatown

Original Lemongrass Restaurant

Food Preparation Class

Pacific Gateway Center: Business Incubator (Chinatown)

Pacific Gateway Business Kitchen Incubator: Pop Up Kitchen Program

Pig and the Lady

COMMUNITY ECONOMIC DEVELOPMENT: Honolulu, HI

Classroom and Technical Assistance	**Classroom:** • ESL • Farming • Family Services	**Business Technical Assistance:** • Business Management • Marketing and Sales
Farm Business Start Up	**Farm:** • Crop Technical Assistance • Marketing and Sales •	**Micro Loan:** • Business Start Up **Land** • Land Acquisition / Prep • Permits / Fees **Distribution**
Value Added	**Kitchen Incubator:** • Food Preparation • Bottling	**Business Technical Assistance:** • Business Management • Marketing and Sales **Micro Loan:** • Business Start Up **Incubator Facility Development**
Business Assistance Restaurant Market	**Restaurant / Business Incubator:** • Restaurant Management • Marketing Products • Marketing Restaurant Businesses • Training of Chiefs • Training Restaurant Staff	Mi**cro Loan**: • Business Start Up **Incubator Facility Development**

New Activities:

- Free roaming chickens
- Tilapia farming
- Food processing and retail sales: Kunia
- 170 acre farm additon

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