Decide on Thursday April 14th:

Hashtag (last year we used #OLFW15 – do we go with #OLFW16 or something else?) – Patrice and Heather will work with Jamie and Danea to decide the best hashtag

Who can contribute to what (not necessarily formal subcommittees but what is your strongest interest and personal/professional goals of involvement for OLFW16?)

- Tim – a few different things going on in the community where they can possibly celebrate local foods this year: Logan, OH 200 Anniversary, restaurants that serve local foods
- Amanda – week of county fair, have vendors who serve local food – something with the event mark that they could use to designate their local food (could also be useful for restaurants “we serve local food” type message)
- Shawna – willing to help look at the tools for counties to use. (we may also use Shawna’s ideas to strengthen the tools for use by outside partners like OEFFA, Farmers’ Market network, etc. Heather and Patrice will take the lead in listing possible statewide partners (please share ideas) and all can continue to decide on the best resources.
- Christine – meet with CD to brainstorm ideas, there is a small local farmers market in the county
• Additional:
  o $10 local foods campaign (outreach to individuals/consumers/families)
  o Please know that involvement in Ohio Local Foods Week can be very involved or very minimal – we’d like to have a wide range of ideas and options to meet different needs/interests across the state.
  o Discussion about Kroger and their promotion of “taste of spain.” Stores could do a “taste of Ohio”

Need to decide for 2016:
• Social Media plan (calendar, posts, resources)
  o Patrice and Heather will work with Jamie and Danea
  o What’s the best hashtag to use?
  o Can they design a FB photo frame for people to use for the week?
• What “tools” would be most useful to promote OLFW16 in partnership with county and state fairs?
  o “we serve local food” promotion/sign for use by vendors at the county fairs – can also be used by restaurants and food trucks
  o Note: Ohio Proud does a nice display at the state fair of their products and Lori Panda is on the planning committee although not able to make today’s call.
• What “tools” would be most useful to promote OLFW16 in partnership with farmers markets? (note, this week is also the same week as National Farmers Market week)
• Can we create a real time event that everyone across the state could participate in during the week? What would that be?
  o Twitter chat
  o “toast to Ohio” - use any Ohio drinks: milk, tomato juice, beer, wine, infused water, cider (with Ohio produce). Similar to the New York “big apple” bite at the same time, use social media. Here’s a summary of their event http://localfoods.osu.edu/adding-youth-flavor-extensions-signature-programs/introduction-and-references
• New idea 2016 – design some online educational webinars (need to determine a calendar and who would like to present what) – Heather and Patrice did a webinar last year in partnership with the Direct Marketing team and are scheduled to do another one this year. We think it would be nice to offer some webinars about OLFW. We will take the lead in organizing it but welcome your thoughts/ideas/contributions. We will need to choose topics, presenters and dates/times.
• What goals would we like to set for 2016?

Miscellaneous:
• Patrice and Heather will draft an outline of how to report this work in Riv (specifically participating on the planning committee as well as how to report writing and posting on social media)
• Ideas from other areas, Heather – partnering with Ohio Farm Bureau for a Farm to Table dinner, Eat Your Way Through Ohio (and farm to school = State Dinner)
• When Lucas County first did a county local foods week for the first time a few years back, it was a simple as OSU Extension promoting it by sending out a calendar of things already happening that week. On a blank day on the calendar we offered a community program “Introduction to Local Foods” – other days that didn’t have a scheduled event (like a farmers’ market) we put something like “visit the library and check out a cookbook on seasonal eating” or “visit a restaurant that serves local foods.”

Dates for planning calls (second Thursday of each month, 9am). Please note, I had the wrong July date listed in the all extension email. And May 12th is the Innovative Extension event so if you can’t make the call, we understand. Keep in touch with your ideas and suggestions, thanks!
• May 12, 2016
• June 9, 2016
• July 14, 2016