



AGENDA

SUMMIT COUNTY COUNCIL

Wednesday, September 22, 2010

NOTICE is hereby given that the Summit County Council will meet in regular session

Wednesday, September 22, 2010, at the County Courthouse, 60 North Main Street, Coalville, UT 84017

All times listed are general in nature and are subject to change by the Council Chair

3:45 p.m. Work Session, Conference Room #2 *Public comment may or may not be accepted*

Interviews with applicants for the RAP Tax Arts Committee

4:00 p.m. Closed Session Conference Room #2

- Pending litigation

4:30 p.m. Work Session, Conference Room #2 *Public comment may or may not be accepted*

- Review of Council mail, calendar, and minutes
- Overview of Summit County Beef Program; Ashley Koehler, Sustainability Coordinator (45 minutes)

Convene as the Board of Equalization

- Consideration of approval of Stipulations

5:30 p.m. Dismiss as the Board of Equalization and convene as the Summit County Council

Regular Session Consideration of Approvals, Council Chambers

- Pledge of Allegiance
- Appointments to the RAP Tax Arts Committee
- Approval of Minutes: September 1, 2010 and September 8, 2010
- Manager's report
- Council comments and questions

6:00 p.m. Council Chambers

- Public Input

Individuals with questions, comments, or needing special accommodations pursuant to the Americans with Disabilities Act regarding this meeting may contact Karen Brostrom, at 336-3025, 615-3025, 783-4351 x3025.

Distribution: A
Posted: September 17, 2010
Next Regular Meeting: October 6, 2010, at the County Courthouse (September 29, 2010 meeting cancelled)

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Staff Report

To: Summit County Council
Report Date: Thursday, September 16, 2010
Meeting Date: Wednesday, September 22, 2010
From: Ashley Koehler, County Sustainability Coordinator
Project Name: **Summit County Beef Program Overview**
Type of Item: Work Session

EXECUTIVE SUMMARY: In October, the Summit County Food Coalition will be launching a fall and winter seasonal sale of locally raised Summit County Beef and would like to provide an overview of the project to the Council and discuss possible funding needs.

BACKGROUND: Earlier this year the County Council adopted the 2010 Vision Statement for Summit County that called for immediate action to “[b]olster economic development and create a variety of initiatives including green energy, green agriculture, recreational open space, and a **Summit County "brand" for locally produced products**”. County Staff has helped to coordinate an effort to respond to this action and actively participates in a stakeholder group that has labeled themselves as the Summit County Food Coalition. The Summit County Food Coalition is made up of Summit County ranchers, local and state government representatives, USU cooperative extension, local non-profits and businesses working together to support a local food initiative here in Summit County., The first project focuses on beef due to the large number of cattle raised in Eastern Summit County coupled with a high demand for local meat.

A successful pilot project was completed in June of this year where three calves of local grass fed beef were sold at the Market at Park City. Responses from surveys both in-store and online proved that there is a demand for the product and gave the Coalition and ranchers the confidence to proceed with a seasonal sale of local beef beginning this fall.

A brand and logo was created and a website assembled at www.summitcountybeef.com to direct interested parties to learn more about the product, the importance of buying local, and to purchase whole, ½ or ¼ calves as a frozen beef product.

Our long term goal as a Coalition is to provide a self-sustaining program that is open to all Summit County agricultural producers to sell their products in local markets year round. The beef program is the Coalition’s main focus right now with this year’s seasonal beef sale being the first. We hope the success of this pilot project will allow the Coalition to seek federal, state, and other local grants to expand the program in the future.

CURRENT PROJECT:

More recently, the Coalition members have been working primarily under the organizational umbrella of the Uinta Headwaters RC&D Council, whose mission and stated goals directly

align with the Summit County Beef Program. Uinta Headwaters RC&D is serving as the fiscal agent for the Summit County Food Coalition and will establish purchase contracts with local grocery stores, restaurants, and resorts so they can offer this product this fall. Local ranchers will provide 60 head of cattle to be used this fall and winter for these local beef markets. The cows will be broken up into 3 harvests from October through late December. For each harvest the cows will be transported to a processing facility that will cut, cryovac, store, and transport the beef on a weekly or bi-weekly basis. The processing facility will transport to a wholesale grocer warehouse for distribution to grocers and/or to a food distributor's warehouse for distribution to restaurants.

FUNDING NEEDS:

The Uinta Headwaters RC&D Council and the Coalition have calculated the actual upfront costs required and what the retail pricing for the beef products should be for the grocers and food distributors, including a certain profit margin that would remain with the program in order to be sustainable. However, in order to facilitate the initial purchase of the cattle, transportation to the processor and processing costs, up front funds will be an important part of the project's success. Without funds available up front, the ranchers and processor would go unpaid until the retail stores and distributors purchased the product. We plan on having contracts with the retailers and resorts indicating the amount of beef they intend on purchasing, but they would not be able to pay the Coalition in advance of receiving the product.

The Uinta Headwaters RC&D Council, with full support of the Coalition, is requesting that the Council consider an authorization to fund these up-front costs, amounting to approximately \$15,000 which would be completely refunded to the County by February 2011, when beef harvests have been paid for by grocers and distributors. Essentially, this is a request for a no interest short-term loan. The Coalition deems this loan necessary in order to ensure additional rancher participation in the future. Paying the rancher up front is consistent with their mode of operations and demonstrates that selling locally can be equally or more desirable than selling conventionally.

Additionally, where the Council has made locally produced products an immediate priority for the County, the Coalition and marketing team would like to be able to further promote the "brand" and market the product in the stores and throughout the community. The Coalition aims to enhance the website, advertise in the newspaper, print window clings and meat case dividers, and also distribute brochures at the retail outlets. We estimate these costs to be \$10,000 and are also asking if the County Council would consider funding these costs as well. The \$10,000 is seed money to establish the program with the intent that profit margins during fall and winter sales will support future marketing efforts.

The Uinta Headwaters RC&D Council often serves as a fiscal agent for programs which support their mission and goals and has the capacity to administer the Summit County Beef program, including a short-term loan from Summit County.

RECOMMENDATION:

Staff sees this project in direct alignment with the Council's vision statement and the potential for this program to create a more sustainable economy and agricultural practices in the County. If the Council would like to consider an authorization for funds, it will need to be scheduled on a future meeting agenda and voted on.

Auditor

Blake Frazier



September 13, 2010

County Council;

As the Clerk of The Board of Equalization I am requesting that you review and consider approving the stipulations for the week of September 22, 2010. The spreadsheet will be e-mailed to you on the afternoon of September 13, 2010.

Thanks,

A handwritten signature in black ink that reads "Kathryn Rockhill". The signature is written in a cursive style with a large initial 'K'.

Kathryn Rockhill
BOE Clerk