

Logic Model for Diversifying our Vendors

| Situation | Inputs | Activities | Outputs | Outcomes |
|--|--|---|---|---|
| <p>Effect of racism resulting in low representation of BIPOC Farmers and Businesses in FF Farmers Markets</p> <p>Limited space, permits, regulations, and commitments with landlords preventing additional work</p> <p>An unjust food system: Lack of access to land. Capital and infrastructure by black farmers and BIPOC businesses</p> | <p>Local and regional multisector coalition and partnerships</p> <p>Knowledge and experience managing farmers markets</p> <p>Strong platform at our markets.</p> | <p>Evaluate policy activities and processes through a racial equity lens</p> <p>Racial equity education, training, and support for FF staff and board</p> <p>Seek partnerships with organizations and coalitions that work on race equity issues in the food system</p> <p>Targeted recruitment for BIPOC farms and businesses</p> <p>Increase support for BIPOC farms and businesses to address the lack of access to capital and infrastructure.</p> <p>Negotiate with stakeholders to minimize barriers.</p> | <p>Transparent and equitable vendor selection process.</p> <p>Market rules and regulations aligned with needs of BIPOC farms and businesses</p> <p>Higher DTC sales for BIPOC owned farms</p> <p>Staff and board knowledgeable about racial equity issues</p> <p>Dedicated spaces for BIPOC farm and businesses</p> | <p>Conditions:</p> <p>Markets rosters reflect racial and demographic makeup of population served</p> <p>Increased revenue for BIPOC farmers and producers</p> <p>Knowledge: Racial equity among staff and board</p> |