



## Agenda Item Summary

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**File #: 25-00788**

**Agenda Date: 10/14/2025**

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**Agenda Item Name:**

**Fresh Food Pathways Food Hub Market Research Report**

**Presenter:**

Bailey McClellan, Agriculture Economic Development Coordinator  
Avi Mallinger, New Venture Advisors, Project Manager  
Andrea Carbine, New Venture Advisors, Senior Director

**Description:**

Presentation of Deliverable I: Market Analysis from New Venture Advisors, LLC (Agreement 14269) prepared for the Alachua County Fresh Food Pathways Program.

**Recommended Action:**

Hear presentation on Food Hub Deliverable I: Market Analysis.

**Prior Board Motions:**

December 6, 2022 – Approval of the Fresh Food Pathways pilot project plan and the budget amendment.

November 14, 2023 – Approval of the scope of work and authorization to advertise the RFP.

May 28, 2024 – Approval of the ranking of RFP 24-465-LC Program Manager Services for Alachua County's Fresh Food Pathways Program.

October 22, 2024 – Authorized the execution of Agreement 14269 with New Venture Advisors, LLC in the amount of \$963,200.00

**Fiscal Note:**

There is a total of \$962,618 budgeted for the Fresh Food Pathways Program. The project utilizes \$212,618 from the Emergency Food Assistance Project #ARP2021x008 and \$750,000 from the Alachua County Food Security – Strike Out Hunger Project #ARP2021x016 (Revenue Recovery Fund: 052.00.0064.564.34.00) This total represents the full project allocation, not remaining funds.

The budget is distributed across the four deliverables as follows:

- **Deliverable I: Market Analysis**
  - Consulting fees: \$174,900 (fully expended)
  - Community engagement expenses: \$61,500 (of which \$3,146.90 has been spent)

- **Deliverable II: Operating Model & Pilot Projects**
  - Consulting fees: \$149,400
  - Community engagement and pilot project subawards: \$390,420
  
- **Deliverable III: Food Hub Design**
  - Consulting fees: \$109,200
  - Community engagement expenses: \$12,580
  
- **Deliverable IV: Business Plan & Final Report**
  - Consulting fees: \$62,800
  - Community engagement expenses: \$1,200

Of the total budget, \$496,300 is approved for consulting services and planning activities during the 30-month contract period, and \$465,700 is allocated for project expenses, community engagement, including \$375,000 in subawards to operate the pilot projects.

Following completion of the feasibility study and Deliverable IV: Business Plan & Final Report, funding sources will need to be identified to support development, implementation, and operations of the recommended food hub model.

### **Strategic Guide:**

Social and Economic Opportunity

### **Background:**

As part of the Food Hub Feasibility Study with New Venture Advisors, Deliverable I: Market Analysis is complete. This deliverable analyzed the regional food landscape and used surveys, interviews, and stakeholder meetings to identify assets, gaps, and opportunities within the local food system. Site visits were also conducted to evaluate potential food hub locations.

The project supports Alachua County in developing a plan to create a successful Food Hub - an aggregation and distribution center for locally sourced food, that benefits the community, local farmers, and institutional purchasers. By addressing root causes of food system shortcomings, the project seeks to strengthen the local food economy, increase community engagement, and improve health outcomes.

Over the 30-month contract, New Venture Advisors will deliver a market analysis, an operating model, and pilot projects to demonstrate proof of concept, build community support, and provide food for low-income residents.