



# REDWOOD ACRES

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Planning and Design Workshop:

Value-Added Products Hub

This summary of the Planning and Design Workshop for the Redwood Acres Value-Added Production Hub highlights the range of creative and practical ideas and insights generated by the participants.

It reflects the community's interest in supporting the continued development of local food and natural products manufacturing, processing, production, storage and distribution at Redwood Acres, and emphasizes commitment to related educational activities and community events.

This effort helped to ignite critically needed momentum to take the next steps which include:

- ✓ gaining further commitment from the community,
- ✓ identifying partnerships to enable the vision, and
- ✓ developing a master plan for implementing value-generating solutions.

On behalf of Redwood Acres, thank you all for helping to make this a valuable effort. Looking forward to the future!

Sincerely,

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# OVERVIEW

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Goal and Purpose

Process

Participants

Planning & Preparation

## **Workshop Goal: Identify and address design problems associated with developing niche food and natural products services at Redwood Acres to inform a facility-wide master planning effort.**

### **INTENT:**

- Gather stakeholders with knowledge & experience in food, beverage, or natural products processing, storage, distribution, sales & marketing.
- Discover needs, opportunities, barriers & possible solutions around serving and expanding local products businesses.
- Design at least three concepts for facilities layouts which include Specialty Meat Processing Operations, Commercial Kitchen & Food Truck Commissary, and Infrastructure to support storage/staging and distribution of products (including cold storage).

### **PROCESS**

The workshop accomplished its goals using a 5-part process:

1. Civic Leaders and Funders Roundtable
2. Food Industry Focus Group Workshop
3. Design Studio Workshop
4. Public Gallery of Design Concepts
5. Presentation to Redwood Acres Board

# Participants

Redwood Acres Board Members and Staff

Funders

Local Government

Education and Extension

Existing Redwood Acres Tenants

Ranchers and Farmers

Retail

Storage and Distributing

Trade/Marketing Associations

Meat Processing

Caterers/Food Truck Operators



# Planning & Prep

Prior to this workshop, Redwood Acres conducted a preliminary visioning process which defined key values and goals for the organization and priorities for future development.

Base research was conducted to identify existing site conditions, plans and context associated with surrounding properties and residents, models of similar developments, finance and funding opportunities.

Extensive stakeholder interviews were completed as part of a feasibility study on specialty meat processing to determine market opportunities and constraints.

**Best of Humboldt Fair**

Awards Livestock Shows  
 Blue Ribbons Produce  
 Art Food  
 Exhibitions Carnivals Crafts

*Redwood Acres strives to create a viable, modern fair that enhances our heritage by showcasing local products, entertainment and cutting-edge technology.*

**Value-Added Production**

Pie Chocolate  
 Cookies  
 Cider Cured Meats  
 Jams  
 BodyCare

*A Value-Added Production Facility that echoes the core priorities of Redwood Acres supports agriculture and education, including business growth and community services.*



**VISION FOR THE FUTURE**



**To be a thriving, operationally sustainable facility viewed as more than a fairground... a positive economic driver and a destination for the local, regional and national population.**

*This vision will be achieved with support from the community to develop new opportunities for education, tourism, business incubation, events and recreation.*



**Recreation Hub**

Trails Tourism Gardens Camping  
 Nature Education  
 Horse Riding  
 Restoration Biking

*A Recreation Hub that aligns with the values and interests prioritized by Redwood Acres provides supportive amenities, including horse facilities, community events venues, and educational and tourism opportunities.*

**Events Facilities Upgrades**

Dog Shows  
 Kitchens Festivals  
 Roller Derby Trade Shows  
 Races Visitor Amenities  
 Markets Horse Barns

*Upgrades to Events Facilities that enhance the core purpose of Redwood Acres increase the viability of the organization by improving operational sustainability and increasing revenue-generating potential.*

# INPUT & OUTCOMES

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Civic Leaders and Funders Roundtable

Food Industry Focus Groups

Design Studio Workshop

Public Gallery

Presentation to RAF Board

# Stakeholder Input

## **Civic Leaders and Funders Roundtable**

A small group of participants discussed models for developing facilities and support services, identified regulatory concerns, emphasized the importance of serving a range of business types, and brainstormed opportunities that best fit Redwood Acres.

## **Food Industry Focus Group Workshop**

Over 40 participants from a wide spectrum of food, beverage and natural products industry sectors attended; the session included a breakout component that allowed participants to work in small groups to identify opportunities and barriers around four topics: Cold Storage, Meat Processing, Kitchen/Commissary, and Infrastructure and Support Services.

### Specialty Meats:

Fluctuating demand (fairs, hunting)  
Could separate slaughter and processing  
Separate use for private individuals  
Integrated waste management opportunities limited by regulation (wastewater, offal)  
Cold storage (frozen is biggest need, dry aging beef)  
Education opportunities and partnerships with schools  
Viable scale is questionable (except beef)  
    Niche products are ideal  
    Source 4-H, FFA, schools  
    USDA processing can drive demand  
Need transparency, animal I.D.

### Kitchen/Commissary:

Department of Environmental Health pushing regulations driving commissary  
Most viable revenue opportunity from collocating with cold/dry storage, co-packing  
Regional location for all mobile food trucks  
One-stop commissary kitchen to serve regional needs  
Identify connections with local ag, food service and retail  
Circulation and traffic plan needed  
Integrated waste management plan  
Food Works offers similar services  
    Needs waste dump, truck wash out  
    Has hourly kitchen rental

### Cold Storage:

Current needs exceed available capacities or uses (Food Bank, small businesses, butchers, schools, private users, farmers)  
Concerns over:  
    Hours of access, pricing, security  
    transportation to offsite processing/storage  
    Shared equipment  
    Commingling (ex: fish and apples)  
    Seasonal fluctuation in space requirements  
    USDA regulations/inspections  
Potential interests:  
    Wet and dry storage  
    Rapid freezing technology  
    Large truck access and loading dock  
    Dedicated units (not shared)  
    Individual containers that can turn on/off seasonally

### Infrastructure and Support Services:

Meats – other value added facilities (smoking, curing, dry-aging)  
Consolidation of USDA, Public Health certification and inspections  
Common delivery/receiving location  
    Loading dock with services  
    Forklift offload  
    Staff  
Waste stream management  
Traffic Flow (parking, pedestrian, and traffic management during simultaneous events)  
Co-packing/packaging capabilities  
Opportunity for tenants to offer/sell products directly to public

# Design Studio Workshop

A core team of designers compiled input from the stakeholder sessions to define design problems and develop concepts for facilities layouts that could address the issues raised.

The design effort focused on the existing eastern and southern portions of Redwood Acres' property, including the existing halls, cow palace, covered arena, BMX track, garden and nature school, baseball field and RV park. The equestrian area and race track were excluded from consideration for this phase.

Three design concepts were produced to inspire re-envisioning how the facilities could be used and developed in ways that align with the Redwood Acres vision and continue to serve many needs of the community.



# “Food Village (Small Producer)”

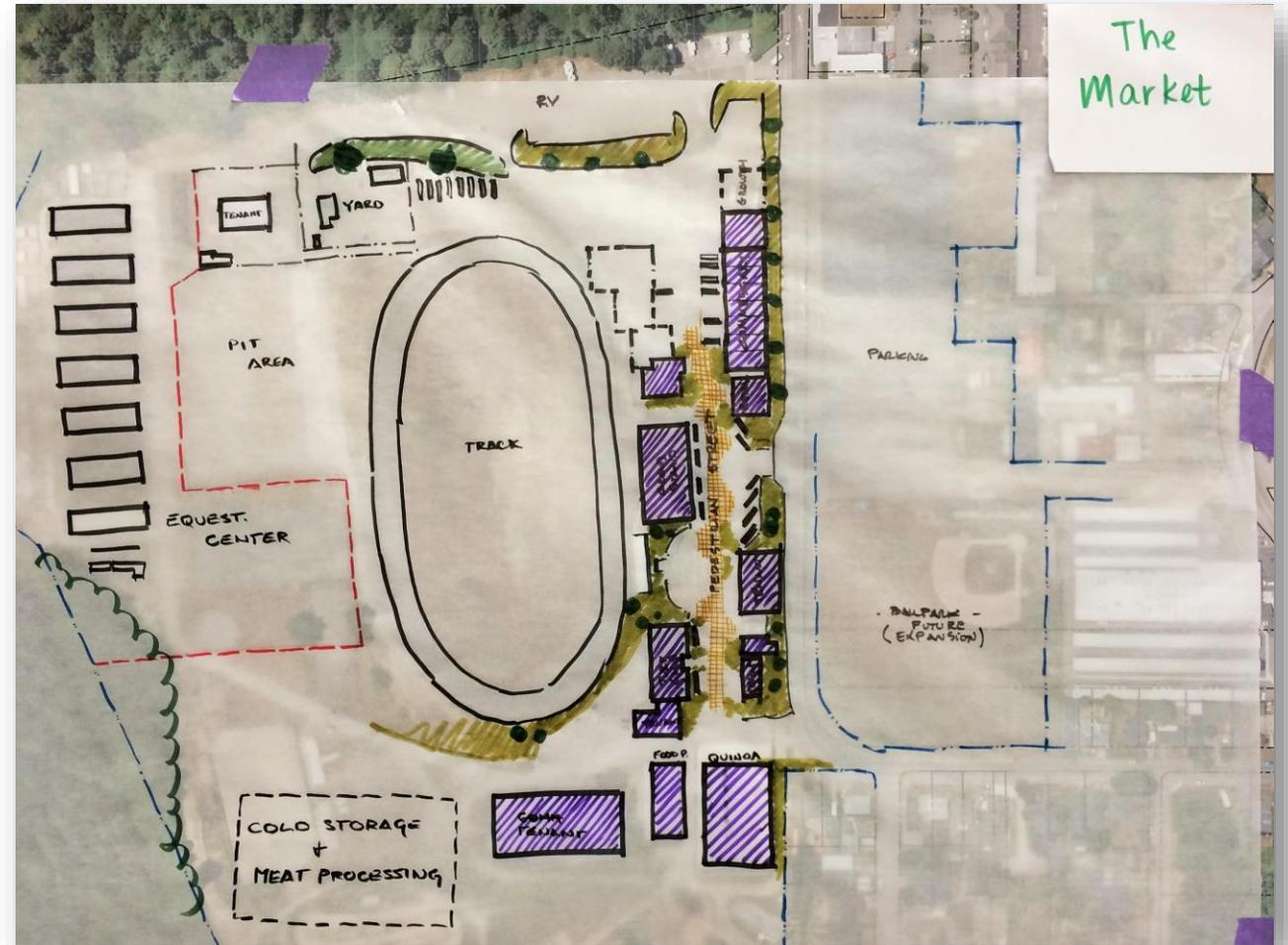
This concept creates opportunities for many small producers/manufacturers, including an incubator/commissary area separate from the main grounds; the main grounds would house mid-scale opportunities for meat processing, cold storage, grain processing/storage; space for expansion is reserved on the main grounds to allow for growth of incubator enterprises.





# “The Market”

This concept is based on the “Specialty Ag Incubator” but emphasizes the pedestrian mall/market feel around the existing halls. It highlights the small retail component, encouraging tenants to sell and showcase their goods on the property, drawing tourists and visitors, for tours and tastings, students for educational classes, and special events for additional marketing or fundraising.



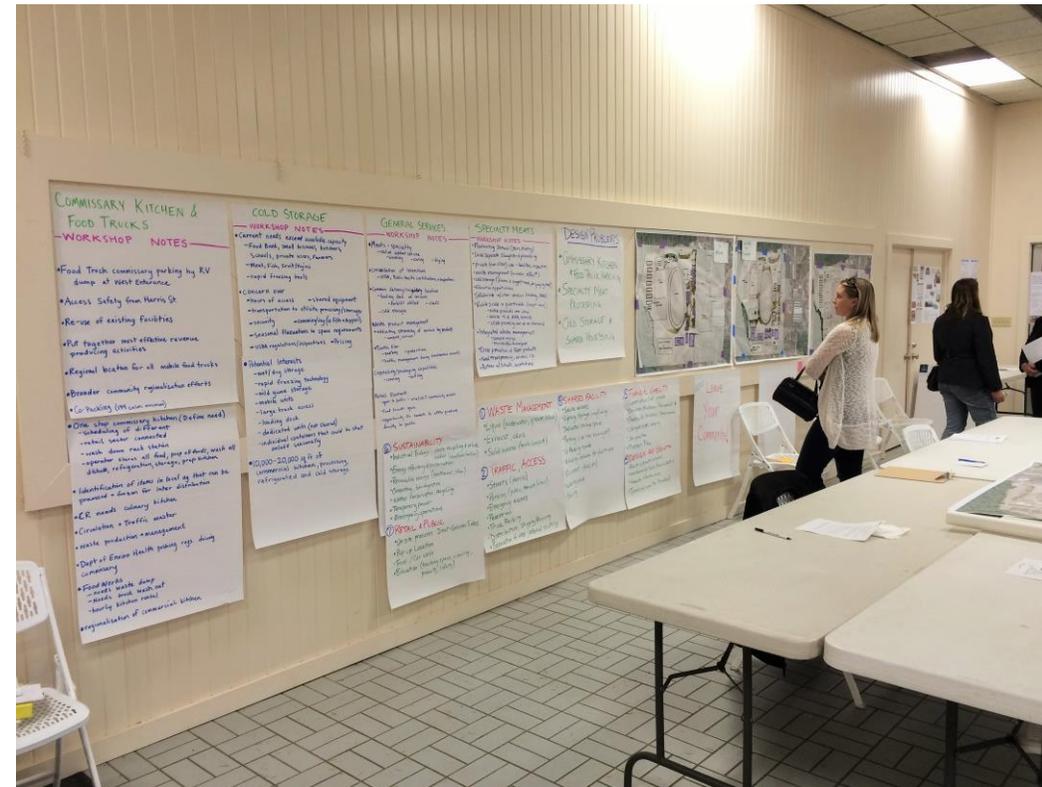
# Public Gallery and Presentation

## Public Gallery of Design Concepts

- Participants from prior sessions were invited to return, along with members of the public, to review, ask questions about and comment on the design concepts produced.

## Presentation to Redwood Acres Board

- Greenway presented the process and outcomes of the workshop to the Redwood Acres Board and invited input and comments on the effort.



# NEXT STEPS

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Refine and Evaluate Concepts  
Fundraising and Partnerships

# Moving Forward from Here

This planning and design workshop was one of many steps needed to develop the 50+ acre facility into a thriving and robust hub for community-based agriculture, education and tourism.

The concepts produced during the workshop will be used to evaluate potential development scenarios; financial viability, scale of operations, infrastructure needs and identification of tenants/users will be addressed. Barriers to achieving success with proposed new developments will be identified as well.

The financial support needed to develop a facilities master plan is a major hurdle to be overcome. Contributions from community partners, state and federal agencies, and private investors will all be sought.

# Thanks for the Support!

This workshop, the planning that it required and the follow up that is next would not be possible without the support of the community.

## **Special Thanks To:**

- Redwood Acres Board and Staff
- Greenway Partners, Inc.
- Philippe Lapotre, Architect and Staff
- AEDC
- USDA Local Food Promotion Program
- Humboldt Area Foundation
- Redwood Acres tenants and all the workshop participants