



Summary of Participation and Q&A

Romaine Calm & Carrot On! Activating Your Local Community Food & Resource Exchange Tuesday, April 21, 2020

Watch the webinar recording at <https://youtu.be/wK1V1ICxTqk>

Participation

There was active engagement on the webinar from over 400 participants from all over the world. At least 15 states across America from Oregon to Massachusetts were represented. International participants included those from Algeria, Mali, Mexico, Spain and Tunisia.

Highlighted Q&A

Is CropMobster Free to Use or Require Fees or Payment?

Anyone with online access can make a free account with CropMobster that allows one start posting and sharing in one's community and seeing what's available in the local region. While this is free it does take time, effort and organized focus from a small dedicated group of individuals and organizations to achieve results. Grassroots organizing will be key!

Should a regional leadership organization or group desire to more deeply implement the community exchange methods and tools, The Vine and CropMobster are putting together a regional sponsorship and activation service that is fee based. We are available to meet with anyone that has an interest.

As a region's consultative guide for regional activation we provide initial and ongoing support to put in place a more advanced combination of online strategies and tools combined with offline boots-on-the-ground leadership that helps bring the community exchange model to life with better and faster results. Examples include Merced County, Sonoma County and greater Sacramento region pilots.

Is CropMobster Available Anywhere in the US?

Yes. CropMobster Community Exchange 3.0 platform was recently released for anyone in the US to sign up, make posts and share posts.

In wonky online tech terms this means our platform "geolocates" and is tailored to local areas and zip codes. Because of this our platform at www.cropmobster.com is available anywhere in the US.



What is the plan for CropMobster over the next year?

CropMobster transferring its technology and educational IP into a non-profit social venture program of The Vine, a public-private initiative within the University of California Division of Agriculture and Natural Resources (UC ANR).

Using an incubator or accelerator approach, The Vine and other partners will be helping CropMobster's community exchange model evolve to the next level and more rapidly grow, scale in service to needs of communities in line with the values and practices of the US land grant and cooperative extension network.

What Innovation Features are On the Horizon?

We are excited to grow our team and begin adding more innovative features and tools. To give you a flavor, below is a summary of ideas and opportunities we are actively pursuing.

- **Open Innovation & Public Source:** We want to incorporate best practices in open source, open innovation and public domain technologies to ensure we are successful.
- **Learning & Training:** Improving our training and coaching to be more effective and more efficient so more communities can activate!
- **Visualization & Mapping:** Mapping and visualization to help bring opportunities and needs to life. For instance, showing opportunities in a given region so users can better gauge proximity to those opportunities.
- **Specialized Value-Added Modules:** We have many modules and functionalities to build over time. Specifically, online stores for local farmers and businesses, distribution and delivery and other modules.
- **Language:** Multilingual and translation to allow increased access to any language.
- **Usability & Accessibility:** Enhanced access and usability (e.g. mobile, flip phone, text) in addition to continuing to look for low tech solutions
- **User protection and privacy:** Anything and everything we can do in an online environment to safeguard member and user data and information and ensure the power and value of a user's data is in the users control to share or offer as they wish.
- **APIs & Partnerships:** We are hunting for ways to connect with other platforms, databases and other tools and hope to begin building custom APIs and integrations in the near future.
- **Impact & Dynamics:** For users, moderators and program leaders we want to improve the use of community and user-approved data to help improve community and food system viability.

For further information: Contact [UC ANR Program Support](#), 530-750-1362