Feasibility Analysis
Regional Food Hub and Support Facilities

Omaha/Lincoln Metro Region
Southeast Nebraska

Joslyn Institute for Sustainable Communities
THE PERSHING MARKET
A Regional Food Hub and A Public Market

for Food, Energy, Ideas, Community Information, and the Arts

Omaha/Lincoln Metro Region
Southeast Nebraska

Joslyn Institute for Sustainable Communities

June 9, 2015

Lincoln’s future market place for local foods, community services, global connections to information, the arts, statewide history, social networks and ideas for community resilience and sustainability.
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Executive Summary

“Why do people—especially talented Creative Class people, who have lots of choices—opt to locate in certain places? What draws them to some places and not to others? Economists and social scientists have paid a great deal of attention to the location decisions of companies, but they have virtually ignored how people, especially creative people, make the same choices.

Place itself.......is the key factor —*quality of place*— to sum it up.

Generally, one can think of quality of place as cutting across three key dimensions:

- **What’s there**: the combination of the built environment and the natural environment; a stimulating, appealing setting for the pursuit of creative lives.
- **Who’s there**: diverse people of all ethnicities, nationalities, religions, and sexual orientations, interacting and providing clear cues that this is a community where anyone can fit in and make a life.
- **What’s going on**: the vibrancy of the street life, café culture, arts, and music; the visible presence of people engaging in outdoor activities—altogether a lot of active, exciting, creative goings-ons.”

Re: *What Draws Creative People? Quality of Place, Urban Land, Urban Land Institute, October 2012*

The City of Lincoln has a unique opportunity, through the surplus designation of its Pershing Center, to create a *quality place* that, along side the State Capitol, the new Centennial Mall, the new Pinnacle Bank Arena and Haymarket, and the University of Nebraska campus, can become one of the three or four most attractive places within the city environs.

The high volume interior space of the original auditorium/arena does not present an easily convertible space for new uses. However, a design approach can be taken, and is presented in this study, that will give the users and the visitors a “feeling” of outdoor space that has been enclosed for comfort and informal uses. Also, the structure and finishes of the 50+ year building are in excellent condition, and a city that has come to be recognized for its sustainability and “green” uses of resources should be very deliberate and thoughtful about preserving, retrofitting, and reusing the structure before any demolition decision might be made.

This study presents design proposals, funding and financial projections, characteristics of necessary organizations and administrative structures, allied supporting networks of producers, markets, and
distributors for a 12 month operation of mixed uses compatible with the supply and demand for local foods. The volume and enclosure of this building can become an active, attractive, high energy place – a quality public market – for Food, Energy, Ideas, Community Information, and the Arts.

In the context of its existing urban setting, the new Pershing Market can become a major extension of the historical references now being installed along Centennial Mall, and the market and its traffic generators should be incorporated as a major feature in the current redevelopment planning underway for the east and south Capitol Districts of downtown Lincoln. Developed as proposed in this feasibility study, the Pershing Market will become a major pedestrian and bicycle traffic generator to and along the length of Centennial Mall – the Mall and its other Civic Center facilities will become more “central”, and less of an “edge” to Lincoln’s downtown.

In addition to the analysis of the Pershing Market, this study outlines, in equal emphasis, the pros and cons of existing and future local food production and markets for local food consumption in Nebraska. The study has discovered a surprising strength of existing inventory of farmers and ranchers already engaged in local foods production across the state, i.e., throughout the state we have identified more than 600 self-described local food producers, 300 of whom are located within 150 miles of the Lincoln/Omaha metro markets.

A large part of the existing local food producers already have a working relationship with the Nebraska Food Cooperative to assist them with the distribution of their produce. So, in reality, a Nebraska “Food Hub” already exists, but its sustainability is in doubt due to the producers having only “loose” connections to markets (the majority of which are seasonal “farmers” markets, operating at varying scales of traffic and sales volumes). An additional barrier to the capture of a larger share of the retail and wholesale food market lies in the fact that these producers are largely independent operations that must manage not only the growth/production, but also the marketing and distribution of food from field, to market, to table.

Similar to the recommendations we have made for the financing, organization, and operations of the Pershing Market, we have also made recommendations for the financing, organization, and operations of a Southeast Nebraska Rural/Urban Food Hub that would seek sustainable relationships among a growing inventory of producers, and to growing retail and wholesale markets within the growing population of the Omaha/Lincoln metro region.

This project, with strategies for financing of infrastructure and annual operations and contractual connections between cooperating farmers, ranchers, and the markets for retail and wholesale
consumption of local foods in Lincoln and Omaha is feasible, and the demand is growing. Responsible leadership has emerged to guide the development of the Rural/Urban Food Hub; included planning and design studies have shown that there are practical opportunities to retrofit and convert the Pershing Center into a collection of self-supporting enterprises – without sole reliance upon public funding. This project is a significant and unique opportunity for a public/private urban/rural development that will benefit future progress, growth, and a healthy distinction of the entire Lincoln/Omaha metro region.

Your feedback, comments, and recommendations, based upon our observations and recommendations within this study will be welcomed and deeply appreciated.  

W. Cecil Steward, President/CEO, Joslyn Institute for Sustainable Communities, csteward1@unl.edu

• Introduction, Proposed Food Hub, Southeast Nebraska

What is a food hub?

“A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand. “Source-identified” means that, to some extent, the stories of the food, the producer, production methods or the location—stay with the product. One distinguishing characteristic of a food hub, as compared to a conventional produce wholesaler, is that food hubs typically have an explicit mission. By design, many food hubs prioritize strengthening producer capacity and increasing their access to markets.” National Good Food Network, “Food Hub Benchmarking Study, 2013”

In June, 2014, the Joslyn Institute for Sustainable Communities submitted a project proposal for support for the study of “The Feasibility of a Southeast Nebraska Food Hub” to increase the availability and public access to locally produced Nebraska foods. The following rationale, goals, and objectives were outlined in the original proposal to the Nebraska Investment Finance Authority:

THE GUIDING PRINCIPLES FOR FEASIBILITY:
SUSTAINABLE BUSINESS AND ORGANIZATIONAL PRINCIPLES:

The production, markets, and consumption assessment of the Omaha/Lincoln metro area and the Southeast Nebraska region will be undertaken with the use of three strategic tools used to determine the “sustainable food systems”
performance of the existing local foods system and its operations for the future. First, the production evaluation, or audit, of the existing farm producers and their related environmental and capacity systems, performed by the Joslyn Institute for Sustainable Communities and associated stakeholders. Second, application of the proprietary registered Eco/STEP® assessment tool created by the Joslyn Institute for Sustainable Communities (JISC). This methodology defines measureable sustainability indicators within the five domains of conditions of sustainability that will generally apply to natural resources dependent projects. And third, the JISC’s Sustainometrics℠ tool for tracking and accounting of the performance levels of the sustainability indicators over time, throughout the lifetime of the enterprise and facilities.

The Five Domains of Sustainability in the Built Environment

(*”Domain” in this context is used to mean: “...a field of human activity, with similar features, information or concerns.”)

If the public/private sectors are to have a reasonable chance of managing the growth of communities and the quality of the urban habitat, and at the same time achieve a balance of economic development with the conservation of the earth’s natural systems, we must expand our definition of the principles of sustainability. We must see the problems in a whole-systems context, rather than in a one-dimensional, single-issue context that is historically driven by economics.

During the first official recognition of the concept of Sustainable Development by the United Nations’ Bruntland Commission (World Commission on Environment and Development, 1987), it was stated that a principle of sustainable development was necessary to protect the natural systems of the earth, and that the principle should “…ensure that development meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Since the beginning of the concept and the subsequent studies on implementation, sustainable development has consistently been represented as having three domains – the environment, economics, and the social context – and, that they must be treated interdependently for a sustainable balance to occur. Many business and governmental leaders have been skeptical about placing any domain on a par with economics. Even those who, sooner or later, will adopt the values of living in balance with nature often find the tools and the reach within these three domains to be limited.

The limitations in achieving real sustainability exist whether the scale of the development is at the micro level (such as an individual building or neighborhood), or at the macro scale of habitat
(such as a city or a region of urban and community habitats). The designer, the planner, the developer, the civic official, or the NGO leader who is genuinely interested in facilitating a sustainable solution in the urban context will not find all the networks or ingredients, or all the information, or all the tools and alternatives for solutions within only these three domains.

Therefore, on the basis of these and other examples of our continuing and widening gulf of separation between human systems and natural systems, the Joslyn Institute has developed project evidence that the Five Domains of Sustainability, for humanity, bio/eco-systems, communities, and the earth are:

- Environmental (natural and man-built),
- Socio-cultural (history, conditions, and contexts),
- Technological (appropriate, sustainable),
- Economics (the production of goods and services within a sustainable context, and the financial resources to support the production, trade, operations, and maintenance),
- Public Policy (government, or public rules/regulations) (see Figure 1) (JISC, 2003-6)

Further, in the city of the future these domains should be the organizing principles for urban administration, urban design and planning, urban growth management, and regional and urban sustainable development. The domains, and all the information contained within them, are interdependent, interactive, and affective, one in turn upon each of the other four. A systematic analysis of their interdependencies, in any developmental or operational situation, will reduce the potential of unintended, unanticipated consequences, at any scale of development.
Figure 1 – The Five Domains of Sustainability

Sustainability Indicators and the EcoSTEP® Tool

Measuring or projecting the improvement or decline of various quality of life factors over time is clarified using the EcoSTEP® tool. Symbolizing the cyclical quality and interconnectivity of all living systems, EcoSTEP® is an effective tool for plotting various sustainability indicators in three term, or time, ranges – short-term (S), medium-term (M), and long-term (L) – each divided into ten time frames that can be defined by criteria that the use may choose (i.e. one year, ten years, etc.).
In an ideal world, an indicator (for example, water quality), plotted near the outermost ring of each term scale would be considered, or judged to be approaching the best possible outcome or condition for sustainability.

In this example, short-term conditions appear to be approaching optimal, yet the relative immediacy of medium- and long-term measures indicate water quality challenges that lie ahead. For further detail, the dots plotted on the scale can be color-coded and sized according to the urgency or scale of the challenge of that particular indicator.

The EcoSTEP® tool allows any user to assess hypothetical yet real life situations, or real conditions of design or planning intent, to assess the assumptions for consequences and trade-offs, and to communicate those situations to stakeholders and leadership. By incorporating all five domains the tool is effective both in gauging progress and in revealing the various and complex trade-offs that will occur between indicators.

This graphic representation of issues and conditions makes EcoSTEP® an ideal tool for collaborative planning as well as for communicating to leaders and the public a region’s, or a project’s, progress toward a sustainable vision and quality of life goals. The Joslyn Institute has applied the tool to a diverse range and scales of built-environment projects, including individual buildings, neighborhood contexts, small communities, districts within cities, and to large regions.

An Imperative for Sustainability Planning for Community Development and the Principal Sectors of Change, First Half of 21st Century

Over the past nineteen years of research, modeling, and case studies of communities of human and natural habitats, the Joslyn Institute for Sustainable Communities has identified the following current and future drivers of change affecting the Five Domains of Sustainable Development:

- **Environment**
  - Diminishing non-renewable natural resources, a new need for conservation based consumption (land, water, energy, materials, food)
  - Climate change, a need to reduce greenhouse gas (GHG) emissions (alternative energy sources, reduced energy consumption, net-zero waste management systems)
  - Environmental protection and resources management

- **Socio- Cultural**
  - Choices of human habitats (growth of cities; rural communities in decline)
  - Changing demographics (cultural distinctions for access to basic services, i.e., housing, food, education, health care, institutions, etc.)
  - Education for new cleaner-greener economies and job skills

- **Technologies**
Replacement of aging infrastructures (cost to revitalize older communities for safety, efficiency and support of new economic development)
Response to new environmental protections and efficiencies (design and planning, materials sciences, engineering, maintenance, and operations)
technologies, building codes, ordinances and regulations for protections of health, safety and welfare of people and natural systems

• Economics

New forms and strategies of economic development for trade and commerce in the context of balanced sustainable development (jobs, trades, manufacturing, and conservation based consumption of goods and services)
Financial incentives for a cleaner-greener economy (financing that gives more value to long-term returns on investment, and that recognizes real value of environmental and social goods and services in long-term investments)
Financial Institutions that recognize that “local matters most” (sustainable communities are aggregates of sustainable neighborhoods and sustainable streets, within a local sustainable economy.)

• Public Policy

Public policies (especially at the local level) that recognize the interdependence of the above four domains (single issue legislation and regulations are the single greatest source of results that turn out to be “unintended [usually negative] consequences”)
Local public policy documents such as Comprehensive Plans, Building Codes, Zoning Ordinances, Design Guidelines, Waste Management Plans, and Plans for the Sustainable Community need urgent attention to facilitate the above drivers of the future.
State and National Public Policies that will facilitate local communities to define distinctive plans and incentive strategies for achieving sustainable development

A Coalescence of Opinion Has Emerged on the Sustainability Imperative:

For more than ten years the JISC has presented evidence to support the thesis that:

“Consumption has fueled the success of global economies. However, consumption is also the principal contributor to the depletion of natural resources, and possibly the rate of global warming.” And, all of the Institute’s work is focused on the question, “How can we reduce consumption AND sustain the environment in balance with the quality of (desired) human life?” We have come to believe that finding the answers to this question is the most important community development search that can be undertaken, for at least the first half of the emerging 21st Century.

More recently, on July 16, 2012, the International Conference on “How to Manage the Scarcity of Resources”, Re|Source 2012, a two-day forum at the University of Oxford, reported, “The most
important decision of the 21st century is whether the human race can learn to share its scarce natural resources for the common good.” President Bill Clinton

• Recommendations, outlined later in this report will be organized as sustainability indicators under the following domain headings:
  • Environmental (natural and man-built),
  • Socio-cultural (history, conditions, and contexts),
  • Technological (appropriate, sustainable),
  • Economics (the production of goods and services within a sustainable context, and the financial resources to support the production, trade, operations, and maintenance),
  • Public Policy (government, or public rules/regulations) (see Figure 1) (JISC, 2003-6)

• The Pros and Cons of Organizing a Regional Food Systems Hub, focused on SE Nebraska and the Lincoln/Omaha metro region.

The interest among producers, consumers, and organizational entities concerned with marketing and the availability of locally grown food in Southeast Nebraska is on a dramatic growth trend. The upward trend is evidenced by the increase in locations and complexity of weekend farmers markets, by the current number of active proposals for market outlets of both fresh, locally grown produce, and restaurants, or food preparation centers using locally grown and produced food menu’s, i.e., “food to schools”, university dormitory cafeterias, hospitals and other health-care facilities, significant increases in wholesale contracts between local producers and commercial grocers, and a perceived increase in production farming of local foods and produce in Nebraska (see Nebraska inventory of local food producers and stakeholder, p. ).

The striking characteristics of most of the prior proposals and business development plans for farm-to-market-to-table for local foods is that they do not sufficiently consider a comprehensive, interdependent strategy that accounts for assessments of the year-round environmental, socio-cultural, technological, economic, and public policy consequences of the proposed new organization, food system to meet supply and demand, or business enterprise.

In other words, the relevant and immediate need is an analysis that will expose both the barriers and opportunities for a local food system that accounts for the sustainability of: a.) supporting and increasing the number of local producers and the range of potentially available food and fiber products; b.) influencing and supporting an increasing local demand and market potential for fresh, nutritious, safe, and affordable food products; c.) utilizing the best, most affordable technologies of processing, distribution, and waste recovery of local food into local markets; and d.) defining the scope and size of the market potential, considering individual consumers, public and private outlets for bulk and processed foods, and the annual costs of operation of the market hub. There is also no evidence that the current proposals have
adequately considered new, revised, or existing public policies that would specifically retard, or advance the future markets for locally produced and distributed food.

This study evaluates conditions within selected existing North American food hubs and specific year-round markets, and analyzes applicable transfer opportunities of geographical coverage, infrastructure resources, market development, financing strategies, and collaborative relationships with local producers, institutions, consumers, and sales/economic interests.

This study identifies the influences on local food systems by climate change forecasts, urban and community growth trends, and the need for the conservation of natural resources, specifically: conservation of land, water, energy, and material resources.

This study attempts to identify and incorporate all local and regional stakeholders that have influences on the above five conditions of a successful, year-round, sustainable food production, marketing, sales and distribution center of safe, nutritious, affordable foods.

This study identifies the most appropriate strategies for annual, 12 month operation of the food hub and a supporting 12- month indoor retail and wholesale public market that would collaborate and coordinate marketing schedules with the various existing seasonal outdoor and indoor markets.

- **Investigation of the existing Pershing Auditorium as the feasible location for a 12 month Market and Headquarters for the Proposed Food Hub**

A residual outgrowth of the recent construction of the Pinnacle Bank Arena in Lincoln, and its functional replacement of programming previously accommodated in the fifty-plus-years-old Pershing Auditorium, has stimulated an active controversy and community discussion over the future of the site, the structure, the conservation and/or reuse of the building materials and the possible new uses of the existing Pershing Auditorium.

While most of the ideas that have surfaced since the completion of the new arena have either been lightly studied, or are the result of superficial “economics only” thinking, the very important urban-design location, the history and good condition of this building, and the new need for conservation and sustainability strategies in community development, together, demand a more thoughtful, comprehensive, and feasibility assessment of the pros and cons for the future of this site and the existing structure.

Most of the proposals have recommended demolition of the existing structure, clearing of the prominent site on Lincoln’s Centennial Mall and replacement with facilities that have greater private and lessor public value. This design act alone will result in a volume of “construction and demolition” waste deposited in the Lincoln/Lancaster landfill exceeding the annual volume of a full year of “normal” household and commercial waste collected throughout the entire city of Lincoln. The impact of such site-clearing strategies, irrespective of the proposed “new
assets, is totally inconsistent with the need for better and more conservation-based planning for the future of the city and county's solid waste management.

This study identifies the prominent relationships of the repurposed structure and its potential as a new, mixed-use tourism attraction, on the renovated and improved Centennial Mall. The public market and its allied public-benefit uses will be a potential catalyst for new urban development east of downtown Lincoln, which together will generate new “smart-growth” land uses and sustainable traffic within the Capitol Environs Civic Center, and along the redesigned Centennial Mall.

![Image](CAPITOL_ENVIRONS_CIVIC_CENTER.png)

0 – Public, educational, religious facilities within the Capitol Environs
X – Sites along Centennial Mall likely in consideration of replanning

This study also recognizes information on recently initiated Public Market planning for a specific historic site in Omaha. Vic Gutman and Associates, Omaha developer, has indicated that detailed plans for a 12-month market in the Old Market area of Omaha should be completed by early summer of 2015, and that their schedule for opening the market to business would be in the early spring of 2017.

This study has investigated the following functional and technical uses of the Pershing structure for support of a 12 month food systems operation, plus other mixed uses:
- Accommodation of as many permanent and moveable marketing/exhibit booths as possible on the ground-level arena floor; (estimating 30 to 60 sales stations).  **Vendors in the proposed market might range from:**  Plants, flowers, herbs, aroma scents, candles, handmade signs, bird houses, clothing, blankets, jewelry, butchers, café, pastries, breads, pizza, cheese, candies, chocolates, meat, poultry, pork, lamb, goat, crafts, wood arts, art, photography, sculptures, pottery, precious metals and rocks, book store, syrups, purses, antiques, nuts, energy bars, children’s clothing, bakeries, spices, animal products, yarn, gourmet popcorn, ciders, pies, and cakes, to metal art, glass art, furniture, eggs, souvenirs, ice cream, mushrooms, Italian, Thai, Mexican, Indian, fruits, vegetables, yogurt, flowers, wine, grains, fresh fish, herbs, pickles, honey, jams, beers, salts, soaps, jewelry, and other art objects, etc.  Moveable and portable sales booths can be reconfigured for temporary public meetings and arts performances on the main market floor.

- Accommodate at least one “all season” greenhouse in the interior, upper level of the structure (the proposed greenhouse will be a focal point for collaborative research and foods production with the University of Nebraska on horticulture, hydroponics and aquaponics growth systems);

- A feasibility plan for at least 30 two-level “artist loft” housing units (the potential for some of these units to qualify for Low-income Housing Tax Credits will be investigated);

- A suite of administrative/management offices for staff of both the public market and the food hub;

- A suite of public-use rooms, occupied through non-profit leases and reservations, equipped for flexible, variable functions, with broadband electronic connectivity to a comprehensive community and global information system;

- Three to five lease spaces for restaurants that would specialize in local foods and/or ethnically centered menus utilizing local foods;

- Multiple specialized “food processing” kitchens, supplying non-perishable food products into the market for year-round sales and distribution; a partnership connection to the local community college culinary institute is envisioned through the use of this installation;

- A food distribution/processing center (to be located in the basement level, gradually replacing leased parking space, and ultimately growing into other off-site accommodations);

- Storage: Warm, refrigerated, and freezers (basement level);

- Parking, underground and adjacent;

- Utility production, storage and work spaces;
- A repurposed HVAC and energy system supplied by a district energy supply system within the envelope of the existing structure. The District Energy Corporation (DEC), owned and operated by the Lincoln Electric System, will be designed to supply heating and cooling for existing and future urban development in the “East and South downtown” districts of Lincoln.

- Integrated alternative sources of carbon-free, green energy systems, i.e. solar generation installations on the roof of the existing structure (volume and capacities to be determined);

- A repurposed public access entry from Centennial Mall that will emphasize marketing, public engagement, and universal design for handicapped access, technological access to historic and civic information, preservation and enhancement of the historic facade-mural, and facilitation of public, social networking and interaction; this space will be designed for visitor and tourism accommodations in the information context of the new Centennial Mall;

- A feasibility analysis of a center for public information and community services;

- A design for related outdoor festival/events spaces; and

- A design for saving and enhancement of the existing west façade, mosaic tile mural, facing and integrated into the new design of Centennial Mall.

HISTORIC CONTEXT OF THE “PERSHING MUNICIPAL AUDITORIUM”

The Pershing Municipal Auditorium was constructed on Centennial Mall in 1957, after a long planning, design and approval process that began in 1941. The local team of architects (see attached description) were very careful to be respectful in both scale and materials to the Goodhue Capitol. The commission of Omaha artists, Leonard Thiessen and William Hammon presented Lincoln with its first significant piece of public art, with great public pride, in the form of the West façade of the Auditorium (see attached dedication description of the artists and their work).

It is a major intent of this feasibility study to preserve and further celebrate this historic building and the monumental piece of public art incorporated into the architecture on the mall. Our recommendations for the preservation of this significant piece of Lincoln’s public art and architecture is intended to complement and enhance the Lincoln residents’ and visiting public’s civic experience along the “new” Centennial Mall and within the Capitol Environs Civic Center.
Selected pages from the Dedication brochure, 1957
The Architects

An unique organization was formed in Lincoln in 1939—the Associated Auditorium Architects—and from it has come the structure pictured on the front cover.

Quick to sense the opportunity of performing a historic service to the community, four Lincoln architectural firms combined their skills to produce the finest auditorium their years of experience could conceive.

The group was composed of the firms of Prins Craig, Hansen & Robinson, Schleumber & Freeman and Davis & Wilson. From 1941, when the first auditorium plans were submitted to the city, the architects have worked in hand with city officials on a variety of building proposals and bid considerations.

Construction of the auditorium was nursed through to completion by Steve Cook of the firm of Davis & Wilson. Working at all times to go beyond his normal responsibilities, Cook was an invaluable help to the city, not only in guiding work on the building according to plans, but in the purchase of all equipment.

It was first in the minds of the architects to provide as flexible an auditorium as possible to permit a great variety of uses. Both the main areas and the basement exhibition hall are designed for maximum utility—permitting one use now and an entirely different one within a matter of hours.

Auditorium patrons are certain to notice, in addition to the utility of the building, these three major points achieved through the design of the structure:

1. The best possible acoustical treatment—complementing an elaborate sound system—ensures perfect clarity in every square foot of the room.
2. A seating arrangement, both on the main floor and in the permanent tiers, assuring comfort and good vision for all types of spectator productions. Portable tiers will provide flexible seating on the main floor for improved sight lines toward the stage.
3. Adequate artificial lighting throughout for exhibits and all types of entertainment.

Never forgotten during the years of planning for this building was its setting near the State Capitol. The exterior of the building with its Bedford Stone rising from a granite base is in character with the State Capitol at the south end of 15th and the State Historical Society building to the north.

Jim Tippery (Kehle Co.)
Steve Cook, Supervising Architect (Davis & Wilson Architects)
Bad Jensen (Commonwealth Electric Co.)
George Alt (Olson Construction Co.)
To be known in the future for many things, the Omaha Municipal Auditorium already occupies a place of distinction among buildings of its class.

This point of pride for Lincoln is found in the ceramic mosaic tile mural which decorates the front of the auditorium. Measuring 140 feet wide and 38 feet, 3 inches high, the mural is the largest work of its type ever undertaken in the United States.

In their creation the mural designers, Leonard Thissen and William Hamilton of Omaha, present a montage-type of work depicting the many activities to be seen with the building.

More than 700,000 individual pieces of tile, each of them one square-inch in size, went into the mural. The panel was constructed by the Cambridge Tile Co. of Cincinnati, O.

Some three months were spent in construction alone. The mural was assembled in one by two foot sections and shipped to Lincoln.

Working from members on the back of each piece rather than sight of the picture, the setters mounted the sections against a plaster base on metal channels projecting out from the building.

Installed for little more than the cost of stone, the mural has a life expectancy equal to that of the building.

Forty different shades of color, delicate and subtle, are found in the design. Mural builders have confidently predicted the work of art will be widely copied.
(Note the advertised price of admission for Lincolnites to enjoy the performance of the immortal Louis Armstrong in the initial month of public access to the new Auditorium!)
FEASIBILITY ANALYSIS, THE BUILDING AS A NEW PUBLIC MARKET FOR FOOD, ART, IDEAS AND COMMUNITY INFORMATION

• The Pershing Retrofit Proposal, Renderings (Designed according to the above outline of proposed functional uses):

Existing Pershing Auditorium

Basement: Initially utilized for parking, later transition to processing/distribution centers
Ground level: Winter Garden Entrance, Market Floor, Bicycle Condo, Restaurants and District Energy System

Second level: housing, community information services center, administration and greenhouse
Level three: Housing, information center, greenhouse

Rooftop: Winter Garden glass entrance, glass skylights, solar collectors, housing façade South face
Centennial Mall: Winter Garden glass entrance, restaurant gardens, housing façade, N Street bike lane

Market floor: Vendor booths, permanent stores, electronic community information system
Second level, housing entrances: Interior greenhouse, electronic community information system

Cutaway cross section: basement, market floor, housing
• **Public market relationship to food hub:**

Every successful food hub must have viable and productive linkages to a successful and growing market for both retail and wholesale goods. The market will rely upon dependable quantities and qualities of produce and consumer-demand items, while the food hub and its production members will depend upon the facilitation of consumer access and purchases of their locally produced foods and products. In the context of open, free enterprise markets and competition for the consumer’s resources, each of these enterprises – the public market and the food hub –
must be well managed and working cooperatively for the production, sale, and distribution of safe, nutritious, and high-quality local foods.

- **Investigation of costs/income estimates and alternative financing mechanisms for the public market:**

Financial Feasibility Analysis

Pershing Market Project

Prepared by Eric Thompson

Director, UNL Bureau of Business Research

April 24, 2015

The project envisions the redevelopment of the Pershing Center as a food market - the Pershing Market - with 30 vendor stalls, retail and restaurant space, a greenhouse, apartments, and a food distribution center. The conversion of the building for these purposes also would require upgrades to electrical and mechanical systems, remodeling of interior space, and a skylight. A budget of the capital costs estimates for developing the facility at the Pershing Center are in Appendix 1, and summarized in Table 1. These cost estimates were developed by Clark Enersen Partners. Total estimated capital costs of $20.8 million assume that most individual component costs will fall in the low or medium portion of the potential cost range.

The analysis which follows assumes the Pershing Market project would be developed sequentially with the basic building modifications and updates occurring in the first phase. Subsequent development could be optional depending on market conditions.

The estimates, which are preliminary and would require further refinement as the project takes shape, are based on multiple key assumptions:

1) estimates refer to operating costs only; it is assumed that capital costs would be covered by a variety of philanthropic sources, with perhaps some contribution from public sources

2) estimates assume that the Pershing Market facility will succeed in capturing local markets; not every city has a successful food market and developing a successful market is difficult and uncertain even if when the potential market is sufficient

3) energy for heating and cooling the building will be provided at no cost in exchange for locating a generation facility within the Pershing building

4) there will be sufficient volunteers so that the market administrative functions can be operated with 3 paid employees
We assume that the project would be developed sequentially. The first phase of the project would include basic demolition, roof work and skylight installations, and mechanical and electrical upgrades made in order to operate the produce market including related retail stores located on the main floor of the market with parking in basement. This Phase 1 development including the contingency would cost $9.4 million, assumed to be covered through philanthropic donations and perhaps some public support.

The second phase of the project would be development of 8,000 square feet of restaurant space, which should be sufficient to house up to three restaurants. Development costs per square foot are higher due to a need to build infrastructure for a restaurant. Restaurants would be located facing a green space on the outside of the building. As a result, site development costs are associated with restaurant development. The Phase 2 development cost including the contingency would be $1.7 million, again assuming support from philanthropic sources.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Title</th>
<th>Description</th>
<th>Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>Food Market</td>
<td>remodeling, skylight, commercial kitchens, electrical and mechanical upgrades</td>
<td>$9.4 million</td>
</tr>
<tr>
<td>Second</td>
<td>Restaurants</td>
<td>Restaurants and related site developments</td>
<td>$1.7 million</td>
</tr>
<tr>
<td>Third</td>
<td>Apartments</td>
<td>Development of apartments and greenhouse</td>
<td>$5.7 million</td>
</tr>
<tr>
<td>Four</td>
<td>Distribution, Processing</td>
<td>Development of distribution and processing center, switch parking to adjacent Denney parking structure</td>
<td>$1.2 million</td>
</tr>
<tr>
<td>Five</td>
<td>Glass Structure</td>
<td>Development of a glass structure to house Pershing Center mural</td>
<td>$2.9 million</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>$20.8 million</td>
</tr>
</tbody>
</table>

The third phase of the project would be the development of apartments attached to the Pershing building. A total of 30 apartments would be developed on one or two floors with a combined square footage of 25,000 square feet. Apartment development would require additional modification of the building and the planned greenhouse would be installed in this phase. The Phase 3 development including contingency costs would be $5.7 million, assuming support from philanthropic sources for greenhouse development.

The fourth phase of the project would be the development of a local food distribution and processing facility in the basement of the Pershing building. This would require parking to be moved to the adjacent Denney parking structure. The Phase 4 development including contingency would cost $1.2 million, again assuming philanthropic support.

The fifth phase of the project would be the development of a glass structure to house costs to the Food Hub and protect the Pershing Center mural. The development of the glass structure including contingency would be $2.9 million, again assuming support from philanthropic sources.
The total construction cost estimate would be $20.8 million.

The remaining sections of this analysis focus on operating revenue. Net revenue and operating costs are presented below for Phase 1 through Phase 4 of the project. Phase 5 has no direct revenue source associated with it. Note also that estimates do not include revenue or operating costs from several additional ancillary projects which could be added as part of the Pershing Market project: alternative energy sources (for example, rooftop solar), waste recycling, bike condos and a community information center. These projects have unclear net revenue potential and in some cases, would involve additional capital construction costs. The potential revenue and net operating costs for greenhouse operation also was not modeled due to a lack of information, but any net revenue would be expected to be modest.

Potential Revenue from Food Sales

The first question regarding the potential Pershing Market is: how much local food sales could the Lincoln area support? This question can be evaluated in two ways. The first approach would be based on the typical pattern of spending on farmers markets in the United States, adjusting for the increased potential for sales from a year-round market. Research by the United States Department of Agriculture\(^1\) indicates that there were $1.2 billion in direct farm sales to consumer at farmers market in 2007. This was 0.3% of the $416 billion in total food at home (grocery) sales in the United States that year, based on the 2007 Consumer Expenditure Survey of the United States Bureau of Labor Statistics. This figure is likely too low for a year-round everyday local market such as the Pershing Market. Further, sales at farmers market may have grown between 2007 and 2014. For these reasons the potential share is doubled to 0.6%. Applying this 0.6% share to the estimates 270,000 Lincoln residents in 2014 given average household grocery purchases in the most recent Consumer Expenditure Survey yields an estimate of $2.5 million in annual food sales. The second approach utilizes a 2% sales capture rate anticipated in a recent market analysis of a planned food market.\(^2\) This sales capture rate generates an estimate of $8.6 million in annual direct sales by local food produces to local customers. Note that these figures exclude sales to local restaurants and other business-to-business sales.

The resulting range is an estimate of $2.5 million to $8.6 million in potential local food sales in Lincoln each year directly to consumers. The Pershing Market could hope to capture a significant share of this annual sales but also would face challenges such as a need to partner existing farmers markets and compete effectively with alternatives, such as local grocery stores. At the same time, vendors at Pershing Market could sell other local products such as art or crafts which could expand the total sales volume.

This suggests that the Pershing Market would need to be very successful in its operations, its relationship with partners and its dealings with competitors to achieve local food sales in this range of $2.5 million to $8.6 million annually. If this level of sales were spread over 30 vendor stalls at a year-

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1. Low, Sarah and Stephen Vogel, 2011. Direct and Intermediate Marketing of Local Foods Within the United States, USDA-ERS Report 128, Table 2
round daily market, daily sales would be in the range of $235 to $825 per stall per day. Assuming a one-
third mark-up, this suggests revenue of $80 to $270 per day for operations expenses such as stall rental, labor and transportation of goods.

These daily figures suggest that it would be plausible, but also challenging, for the Pershing Market and its vendors to capture sufficient local sales revenue to support the planned 30 vendor stalls. The effort may be successful but success is also far from certain. As was noted earlier, not all cities have a successful food market. Running a successful food market is a challenging and uncertain venture.

Phase 1: Food Market

This section compares the expected annual revenue and operating costs associated with the basic renovation of the Pershing building and development and operation of the Pershing Market on the site. Phase 1 includes the operation of up to 30 stalls for local food sales and perhaps related local arts or crafts as well as 4,000 square feet of retail store space. Phase 1 of the project also would allow for revenue from parking in the basement of the Pershing building. A number of parking spaces would need to be set aside for the patrons of the food market. Free parking is anticipated as at most food stores and retail centers. There also would be potential for monthly parking in some spots given the downtown location. Revenue for the food market comes from three sources: 1) rental of food market stalls, 2) rental of retail store spaces on the main floor, and 3) monthly rental of parking spaces in the basement of Pershing building. Operating costs would include labor for a Pershing Market administrative team, insurance, telecommunications, data and communications, electricity costs for lighting, repair and maintenance, promotional materials, packaging and consulting services. As argued later (and noted in the key assumptions), heating and cooling costs are assumed to be provided free of charge due to the donation of space for a neighborhood power generation facility. Further, as throughout, it is assumed that capital costs would be provided through the philanthropic sector, with perhaps some contribution of public funds.

Revenue estimates are based on stall rental rates. When considering stall rates, daily rental rates tend to be higher than annual (or seasonal) rental rates but are more costly to administer and include the substantial risk of vacant stalls at times during the year. We gathered stall rental rate information from Boston, Rochester (NY) and Portland (ME) public markets. The first two markets provided information on annual stall rental rates and the third market provided a daily rate. Rates for Boston were adjusted down due to that city’s larger size. Rates for Rochester and Portland were for tables rather than full stalls and were adjusted upward to account for larger stalls planned for the Pershing Market (625 square foot, including aisle space). Results for Rochester and Portland suggest daily rental rates average $30, even after adjusting for vacant days. Results for Boston suggested daily rental rates of $40 per day. Another issue is whether there is enough market capacity to rent out 30 stalls at the Pershing Market. While analysis reveals there is a significant potential market in Lincoln, ongoing vacancy is a factor in the retail sector. NAI FMA Realty, in its report on the Lincoln Real Estate Market in the first

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4 Season-long equivalent daily rental rates for Rochester and Portland were slightly below rates for the Saturday-only outdoor farmer’s market held in the Haymarket in Lincoln.
half of 2014, reported a retail vacancy rate in downtown Lincoln of 15.5% outside of prime properties. This rate is utilized for the lower revenue scenario reported in Table 2.

The Pershing Market also would contain room for a handful of four permanent retail sites (rather than stalls) covering a total of 4,000 square feet of retail space. Analysis of the retail market with commercial realtors in Lincoln, and based on recent rental rates, suggests a price range of $10 to $12 per square foot. The same vacancy rate would need to be applied.

Results for stall and retail space rental rates can be used to estimate a lower and upper bound for revenue from the food market. The lower bound is calculated utilizing a $30 daily rate for stalls and a $10 per square foot rate for retail space, with the 15.5% vacancy rate applied. This yields annual gross rental revenue for the food market of $307,000, assuming 350 days of rental for stalls. The higher revenue estimate would utilize a $40 per day stall rental rate and $12 per square foot, yielding annual gross rental revenue of $461,000.

These gross rents should be compared with the cost of operating Pershing Market. Staff costs were based on expected staffing at the Victoria Public Market and local occupational wages reported by the Bureau of Labor Statistics. Wage rates were assumed at the 25% percentile for occupations and sufficient volunteer labor is assumed. Under these assumptions, 3 full or part-time staff, with benefits, would have an annual cost of $113,000. Non-labor costs were based on averages from the 2013 National Food Hub Survey. A key factor is that Pershing Market is assumed to receive energy for heating and cooling at no cost, in exchange for allowing the construction of a neighborhood power generation plant on the site. Utility costs from the Food Hub Survey were adjusted to eliminate these utility costs. The estimated non-labor operating costs were $135,000. The total annual operating costs were estimated to be $248,000.

Annual operating costs were subtracted from gross rent to yield an estimate of lower and higher net revenue for the facility. Recall that both estimates assume that Pershing Market is very successful in capturing the available Lincoln area market for local foods. The two estimates differ in operating assumptions for gross revenue, and therefore, estimated net revenue (gross revenue – operating costs) also varies widely. The estimate of lower net revenue is $59,000 per year and the higher estimate is $213,000. Again, these refer to net operating costs. It is assumed that capital costs can be covered by philanthropic sources, perhaps with some contribution of public funds.

In terms of parking spaces, it was assumed that one-half of the 200 potential parking spaces in the Pershing building basement would be reserved for complementary parking for patrons of the Pershing Market. The remaining 100 spots could be rented at a monthly rate, given the market’s location in downtown Lincoln. A review of monthly rental rate at adjacent parking structures (Eagle, U.S. Bank

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Tower, 1318 M Street) reveals monthly rates which vary between $50 and $70. This implies annual parking revenue in the range $60,000 and $84,000.

Table 2: Range for Net Operating Revenue

<table>
<thead>
<tr>
<th>Phase</th>
<th>Title</th>
<th>Description</th>
<th>Lower</th>
<th>Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>Food Market – Stalls and Retail</td>
<td>Net Revenue</td>
<td>$59,000</td>
<td>$213,000</td>
</tr>
<tr>
<td>First</td>
<td>Parking</td>
<td>Net Revenue</td>
<td>$60,000</td>
<td>$84,000</td>
</tr>
<tr>
<td>Second</td>
<td>Restaurants</td>
<td>Net Revenue</td>
<td>$68,000</td>
<td>$81,000</td>
</tr>
<tr>
<td>Third</td>
<td>Apartments</td>
<td>Net Revenue</td>
<td>$191,000</td>
<td>$258,000</td>
</tr>
<tr>
<td>Four</td>
<td>Distribution, Processing</td>
<td>Net Revenue</td>
<td>$30,000</td>
<td>$116,000</td>
</tr>
<tr>
<td>Five</td>
<td>Glass Structure</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>$408,000</td>
<td>$752,000</td>
</tr>
</tbody>
</table>

Phase 2: Restaurants

Phase 2 of the project involves the development of 3 restaurant spaces covering an additional 8,000 square feet at the Pershing Market. The restaurants would be run by independent operators who would absorb all relevant operating costs such as utilities. Net revenue to the Pershing Market from Phase 2 of the project would flow from rental of the 8,000 square feet of restaurant space, which is envisioned to hold the three restaurants. As with retail space, discussions with commercial realtors and a review of recent market rental rates suggests a rental rate in the range of $10 to $12 per square foot annually. The 15.5% vacancy rate applies as well. This is quite close to assuming that one of the three restaurants is vacant about one half of the time. Some level of vacancy might be expected as the proposed site would be a block off of the main restaurant corridor on O and P Street in Lincoln. These rates imply annual revenue to Pershing Market from renting the restaurant space in the range $68,000 and $81,000.

Phase 3: Apartments

Phase 3 of the project involves the development of 30 apartments with an average square footage of 833 square feet. The combined capital costs of the apartments and greenhouse facilities would be $5.7 million. More than 85 percent of those costs would be for development of apartments. It is worth noting that development costs, and net rental revenue, for the apartments could be borne by an outside developer rather than the Pershing Market developers.

We conducted a review of rental rates in downtown Lincoln and estimated that new or recently renovated apartments in the range of 800 to 1,000 square feet typically rent in the range of $900 to $1,100 per month. Rental units at Pershing would offer a unique design with a potential appeal to artists but also would be at the edge geographically of the downtown rental market. We therefore believe that this same range should be applied to potential Pershing Market apartments. We also
utilize a 94 percent occupancy rate (6 percent vacancy rate) for Lincoln. Under these assumptions, the 30 units would earn rental revenue in the range of $305,000 to $372,000 per year.

The 30 rental units also would have annual operating costs along with the annualized capital costs of the facilities. Annual operating costs per rental for would be approximately $3,800 per unit excluding the cost of utilities based on data maintained by the National Apartment Association. The combined operating cost would be $114,000 per year. Net operating revenues would therefore be estimated to range from $191,000 to $258,000 per year.

Phase 4: Distribution and Processing

Phase 4 of the project involves developing a local food distribution and processing center in the basement of the Pershing Market building. Pershing Market management have estimated that a processing and marketing center could earn annual net revenues of $200,000. By contrast, the Findings of the 2013 National Food Hub Survey indicate a median sales of $450,000 at surveyed food hubs and a median of 80 producers affiliated with food hubs. This is similar to current estimates of producers operating in proximity to the Lincoln area. Based on a wholesale markup of 20%, which for a specialty service is appropriately somewhat higher than the typical wholesale markup, this implies net revenue of $90,000. This conservative estimated based on the median food hub forms the lower bound estimate with $200,000 as the upper bound estimates of net annual revenue. There also would an operating loss as the conversion of the basement to a food hub distribution and processing center would mean parking at the Pershing Market would need to be moved to the adjacent parking structure. Revenue from monthly parking space rental in the amount of $60,000 to $84,000 would be lost. This implies that the net revenue from the development of the distribution and processing center would be between $30,000 and $116,000.

Phase 5: Glass Structure

Phase 5 of the project involves building a glass structure outside of front of the Pershing Market that would protect the building’s iconic mural and create an “outdoor” space for use by guests to the Food Market. No direct revenue is expected from construction of the glass structure but it is expected to have an indirect impact on the appeal and visitation to the Pershing Market.

Summary

Under the assumption of a successful facility which attracts numerous visitors to the food market and its restaurants, as well as apartment renters, the Pershing Market project would generate net annual operating revenue in the range of $408,000 to $752,000 (note that the upper bound estimate implies close to $1 million annual in gross revenue). This estimate does not include the annualized capital cost of renovating the Pershing building. Therefore there would be a need to receive philanthropic support.

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8 2013 American Community Survey, U.S. Bureau of Census
9 2014 Survey of Operating Income & Expenses in Rental Apartment Communities
to cover a significant share of capital costs, with perhaps also some public support. One possibility in the development of Pershing Market is that an outside developer could build and operate the planned 30 apartment units at Pershing Market. Revenue from apartments would not flow to Pershing Market in this case. The net annual operating revenue in this case would range between $217,000 and $494,000.

Appendix 1

• Expected Construction Costs, Retrofit of Pershing Auditorium (estimates provided by Clark Enersen, Architects):
### Pershing Market

**Preliminary Opinion of Probable Cost**

**Total Gross SF:** 148,000

<table>
<thead>
<tr>
<th>Cost Range</th>
<th>Construction Cost</th>
<th>Cost / SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Selective Interior Demolition</td>
<td>Total Gross SF: 98,600</td>
</tr>
<tr>
<td>Lower Level</td>
<td>54,000 sf</td>
<td>$5</td>
</tr>
<tr>
<td>Main Level</td>
<td>19,000 sf</td>
<td>$6</td>
</tr>
<tr>
<td>Seating Bowl</td>
<td>16,000 sf</td>
<td>$12</td>
</tr>
</tbody>
</table>

| B | Food Market | 46,300 | $3,173,000 | 68.53 |
| Market Retail | 22,800 sf | $60 | $80 | $100 | $1,368,000 |
| Market Restaurants | 8,000 sf | $120 | $135 | $160 | $960,000 |
| Market Offices | 5,000 sf | $50 | $70 | $90 | $350,000 |
| Greenhouses | 5,000 sf | $60 | $90 | $130 | $495,000 |
| Commercial Kitchens / R&D Space | 5,000 sf | $200 | $240 | $280 | $1,200,000 |

| C | Distribution Center | 28,300 | $975,000 | 34.45 |
| Warehouse Space | 22,000 sf | $30 | $55 | $60 | $460,000 |
| Packaging | 6,300 sf | $50 | $60 | $70 | $315,000 |

| D | Apartments | 25,000 | $4,250,000 | 170.00 |
| 2 levels each side, mix of multi and single story units | 25,000 sf | $150 | $170 | $200 | $4,250,000 |

| E | Building Improvements | $4,584,000 |
| New Glass Entry (SF of glass wall) | 12,000 sf | $80 | $120 | $200 | $2,400,000 |
| Skylight / Roof modifications | 19,400 sf | $40 | $60 | $90 | $1,764,000 |
| Site Improvements | 14,000 sf | $25 | $30 | $40 | $420,000 |
| D.E.C. 1 LS - | - | - | - | - | $0 |

| E1 | Mechanical Upgrades | $1,620,000 | 15.00 |

| E2 | Electrical Upgrades | $864,000 | 8.00 |
| Upgrades to Mech. Systems for Exist. Bldg | 108,000 sf | $5 | $8 | $10 |

| Subtotal | $17,338,200 |
| Contingency/Fees/Testing/Etc. | 20% | $3,467,640 |

**Estimated Project Cost**

$20,805,840 | 140.58

*Notes*

1. D.E.C. Number provided by ____.  
2. Does not include any removal of hazardous materials.
• **Estimates of potential revenue streams.** A fully developed Pershing Public Market in cooperation with a 12 month entourage of food growers and producers:

  - Produce Market:
    60 producers x 3 days/week x 50 weeks x $30.00/booth = $270,000.00

  - Housing: (see enclosed Financial Analysis) -- $258,000.00

  - District Energy System (estimates provided by the Lincoln Electric System, District Energy Corporation): $4,000,000 ($200,000/yr./20 years)

Note: Two scenarios are shown. The first scenario, “All Connected,” assumes seven buildings in the district previously identified in a DEC study would receive service from DEC; of course, it should be understood that these buildings may or may not be interested in connecting to DEC. The second scenario, “Denney + Pershing,” assumes only the federal building and Pershing would receive service from DEC. It was assumed in this scenario that heating/cooling..
equipment could be added as needed to serve additional buildings.

By using an existing structure to house the plant, the saving was estimated to be approximately $4 million. The biggest factor that would impact this savings would be the hidden costs associated with renovation of the existing stage-house space.

- Additional alternative Renewable Energy System: (est. $100,000/yr)*
- Restaurants (see enclosed Financial Analysis) $81,000/yr
- Greenhouse Produce: 30 booths x 50 lbs x $.75/lb x 5 days/week x 50 weeks = 281,250/yr *
- Store and permanent market spaces: 8,000 s.f. x $10.00/s.f. = $80,000/yr*
- Bicycle Condos: 100 lockers x $10.00/mo. X 12 mo. = $12,000/yr*
- Processing Center: (see enclosed Financial Analysis) $58,000/yr
- Distribution Center: (see enclosed Financial Analysis) $58,000/yr
- Community Information and Services Center: 15,000s.f. x $10.00/s.f. = $150,000/yr*
- Parking: (see enclosed Financial Analysis) $84,000/yr.
- Waste Recycling System: est, $10,000/yr*

**TOTAL ANNUAL INCOME ESTIMATE, FULLY DEVELOPED .......... $1,642,272.00**

*NOTE: Income projections not included in the Bureau of Business Research Financial Analysis, due to proposed phasing strategy and indeterminent nature of estimation data. The BBR estimates represent sound, conservative estimates of the phasing development strategy, as presented by the conceptual retrofit design.

- **Alternatives for access to sources of potential financing: near-term and long-term**
  - Philanthropic Grants (local and national sources)
  - USDA Program Grants
  - Slow Money Investments (and other “angel” investors)
  - Community Development Investment Banks
  - Regional Community Development Districts
  - Income Guaranteed Bonding
  - Public Tax Increment Financing
• RECOMMENDATIONS – PERSHING PUBLIC MARKET:
(observable indicators of value, quality of life, and sustainability)

ENVIRONMENTAL

• Save the building and retrofit to accommodate multiple mixed uses, with local foods as the focal use.

• Design the retrofit as a classic case study of local impact on the reduction of the community’s carbon footprint and access to carbon credits for the mitigation of climate change.

• Plan entrances and adjacent exterior spaces to be complimentary to the renovated Centennial Mall.

• Develop the mixed uses and traffic generators within and around the retrofitted building to be compatible and supportive of the “Capitol Environ Civic Centr”.

• Coordinate planning of the Pershing block with the urban designs and plans for the East and South Capitol Districts.

SOCIO-CULTURAL

• Design the new uses of the retrofit to exemplify the lively, notable, vibrant center of Lincoln’s multi-cultural history, community values, and the arts – with local food as the binding focal point.

• Develop the Pershing Market as a major hub of food, energy, ideas, information and civic collaboration.

• Advertise the Pershing Market as a major point of tourism, with an emphasis on eco-tourism.

• Brand the Pershing Market as a living/working center of community sustainability.

TECHNOLOGIES

• Design and install “green” energy systems of the highest and best performance within the concept of a “District Energy System” that will supply “clean, renewable energy” to existing and future buildings in the “east and south downtown districts”.

- Federal and State New Market Tax Credits
• Design the proposed indoor greenhouse to function at the leading edge of horticulture, agricultural technologies, and sustainable agriculture systems for food production.

• Continue the Centennial Mall “Q-R” information tags into the entrance and market floor of the Pershing Market. The Q=R tags will be the source of public access to much of Nebraska and Lincoln history.

• Equip the proposed “Community Information Center” with the fastest, most accessible broadband text and graphics data system available. The Community Information Center will provide individuals, organizations, and businesses with networked community services and the most current community information.

ECONOMICS

• Create a public/private financial planning and management council to oversee fund raising, design and development, coordination with the City of Lincoln, and coordination with the Food Hub Steering Committee. (i.e., similar to the JPA for Pinnacle Bank Arena).

• Create a Funds and Finance Sub-committee, with members from the City of Lincoln Economic Development Department, Urban Development Department, local financial institutions, Nebraska Investment Finance Authority, and regional philanthropic organizations.

• Develop a Construction, Financing, and Operations Business Plan for the Public Market and Regional Food Hub to the year 2040.

PUBLIC POLICY

• Develop recommendations for new policy to guide cooperative operations between the Public Market and the Regional Food Hub.

• Develop recommendations for new policy to guide cooperative operations of the District Energy Corporation and the Public Market.

• Create policy recommendations for “Conservation Increment Financing” of a.) The Pershing Market, and b.) The Regional Food Hub.

• Create policy recommendations for multiple Condominiumization of the Pershing building, i.e., define a strategy to transfer the financing and operational expenses of the building from public sources to private sources.
FEASIBILITY ANALYSIS, REGIONAL FOOD HUB:

Investigation of existing U.S. food hubs, the existing inventory of Nebraska local food farming and distribution, and the feasible growth of local production farms/ranches and business enterprises:

- Feasibility Analysis - Sustainability and Financing of a Regional Food Hub; common barriers to successful food hubs:

  - The Regional Food Hub Resource Guide stated that “… wholesale buyers often find it too costly to purchase products directly from numerous farms and prefer to reduce transaction costs by buying product from distributors. Nevertheless, it has been perceived that successful running regional food hubs that have a good combination of production, distribution, and marketing are able to be more attractive to a wholesale buyer than a distributor.’ (Barham, James, Debra Tropp, Kathleen Enterline, Jeff Farbman, John Fisk, and Stacia Kiraly. “Regional Food Hub Resource Guide”. 2012. U.S. Department of Agriculture, Agricultural Marketing Service. Washington, D.C. April. April 2012 p. 6. http://ers.usda.gov/media/122868/err97_1___.pdf)

  - Costs and uncertainties related to food safety and processing regulations affect direct-to-consumer marketing, such as the costs related to complying with State rules on processing, and uncertainty about whether direct farm sales are exempt from existing food safety and processing regulations in certain locations. Clearly stated health and safety rules and licensing and inspection requirements can facilitate the successful operation of farmers’ markets (Martinez Steve, Michael Hand, Michelle Da Pra, Susan Pollack, Katherine Ralston, Travis Smith, Stephen Vogel, Shellye Clark, Luanne Lohr, Sarah Low, and Constance Newman; “Local Food Systems: Concepts, Impacts, and Issues” USDA, Economic Research Service, Economic Research, Report Number 97 May 2010. http://ers.usda.gov/media/122868/err97_1___.pdf).

  “Getting a product from a production or aggregation point to the designated market outlet(s) is one of the costliest and most complicated aspects of operating a food hub of any kind; as such, these arrangements need to be assessed carefully”.(James Matson, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 25. http://www.ngfn.org/resources/ngfn-database/knowledge/USDAReportFoodHub2013.pdf).

  - In the Galesburg, Illinois study two different surveys were released to people that are somehow involved in farmers markets. The first survey was focused on the production side. Out of the 20 respondents exactly half of respondents (50%) indicated that they experience barriers in producing (not selling) their products. There are many areas that are causing barriers for producers; some of these barriers are access to capital, such as land, equipment, money for investment and labor. Other contributing barriers are finding suitable markets, unpredictable weather impacts and staying on top of regulations. (Galesburg Food Hub Feasibility study, November 2013 p. 27. http://foodsystems.msu.edu/uploads/files/Galesburg_Feasibility_Study.pdf).

  - The second survey that was released for the Galesburg study was from the purchasers’ point of view. This time they had 14 respondents/buyers (58%) expressed that they do not experience barriers in purchasing locally-produced food products. However, there were five respondents
that reported barriers. These barriers ranged from seasonality and the lack of certain products, low quality of certain products, insufficient and inconsistent quantities, inconsistent pricing and food safety concerns (Galesburg Food Hub Feasibility study, November 2013 p. 32 http://foodsystmes.msu.edu/uploads/files/Galesburg_Feasibility_Study.pdf).

– The Findings of the 2013 National Food Hub Survey presented results of a survey asking if employment was another barrier to having a successful food hub. 82 food hubs responded indicating that increasing staff was a struggle for them. Out of the 82, 41 of the hubs indicated that this was a barrier to the growth of their operations. 23 of the hubs indicated that they had at least one regular volunteer. While, 11 of the hubs indicated that “finding reliable seasonal and/or part-time staff” was one of their top three challenges (Micaela Fischer, Michael Hamm, Rich Pirog, Dr. John Fisk, Jeff Farbman, Stacia Kiraly. “Findings of the 2013 National Food Hub Survey”. Michigan State University Center for Regional Food Systems & The Wallace Center at Winrock International, September 2013 p. 12 http://www.ngfn.org/resources/ngfn-database/knowledge/2013%20Food%20Hub%20Survey%20Report.pdf).

– Some of the most common operational challenges that a food hub will have to deal with are space constraints for product storage and preparation; and ongoing personnel problems, such as no-shows, late arrivals of deliveries and staff aggravates problems (The Common Market Feasibility Study. http://ngfn.org/resources/ngfn-database/knowledge/Common%20Market%20Feasibility%20Study.pdf)

• Additional learning from other U.S. Food Hub Operations and Studies


  – Around the northeast section of Kansas, particularly around Lawrence, the issue is not necessarily increasing production, but finding more demand. There have been many reports from farmers saying that the main issue that is affecting their sales and prices is the competition over customers. (Anthony Flaccavento, Meg Williams, Michael Shuman; “Food Hub Feasibility Study: Northeast Kansas. A report for the Douglas County Food Policy Council”. June 2014.


– Majority of food hubs have seen a problem managing growth. Once they are able to increase both the supply and demand, their next big problem is finding appropriate technology to manage the operations; some of these technological examples are not enough cold storage and processing facilities (Micaela Fischer, Michael Hamm, Rich Pirog, John Fisk, Jeff Farbman, Stacia Kiraly; “Findings of the 2013 National Food Hub Survey”. Michigan State University Center for Regional Food Systems & The Wallace Center at Winrock International. September 2013 p. 5 http://www.ngfn.org/resources/ngfn-database/knowledge/2013%20Food%20Hub%20Survey%20Report.pdf).

– Adequate storage continues to pose a significant challenge, and to clarify what some of the specific storage needs are for different stakeholders. “For retailers, the lack of cold storage space makes it difficult to purchase and store large quantities of fresh produce. Retailers stressed that if they could purchase and store greater volumes of fresh produce, they could provide a steadier supply of local and regional products to customers at a more competitive price throughout the year”. Retailers are also showing a growing demand for dry storage space, so that they are able to store less perishable crops, product overstock, and other materials (Laura Lewis, Drew Katz; “Olympic Crossroads: Report on the Olympic Crossroads Meeting 6/26/2012”. Washington State University: Jefferson County Extension. August 2012

– Producers, on the other hand, need a more diverse range of storage. They will need dry storage for holding bulk quantities of farm inputs and materials, cold storage for harvested crops, and freezer storage for meat products and value added goods. The ability to store larger volumes of harvested crops in a temperature controlled facility would help minimize losses in crop quality. However, producers state that being able to have storage located on the farm is most ideal, the costs associated with building such infrastructure, especially cold and freezer storage, is often too expensive (Laura Lewis, Drew Katz; “Olympic Crossroads: Report on the Olympic Crossroads Meeting 6/26/2012”. Washington State University: Jefferson County Extension. August 2012 p. 4

– “Getting a product from a production or aggregation point to the designated market outlet(s) is one of the costliest and most complicated aspects of operating a food hub of any kind; as such, these arrangements need to be assessed carefully”. (Matson James, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 25. http://www.ngfn.org/resources/ngfn-database/knowledge/USDAReportFoodHub2013.pdf).
“Access to capital is a particular challenge for new food hubs.” Food hub sales alone in the first few years of operation may not be enough for the hub survival, so it may have to rely on grants and individual donations, until it is able to reach the goal of becoming financially viable. (Matson James, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 35. http://www.ngfn.org/resources/ngfndatabaseknowledge/USDAReportFoodHub2013.pdf).


Potential miscommunication problems can lie within the partnerships where the broker or consumer may be looking for a greater supply than the vendor(s) can meet or that the vendor may not be able to meet on a regular basis. To reduce these potential obstacles, it is recommended that all parties be matched depending on size and scale, and have similar future goals and values to avoid conflict (Matson James, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 33. http://www.ngfn.org/resources/ngfndatabaseknowledge/USDAReportFoodHub2013.pdf).

Information is both a constraint and an opportunity in developing and managing marketing opportunities through food hubs. Every transaction is produced and facilitated by the flow of information between producers, intermediaries and end consumers. The more efficient the flow of information through technology and/or through rapid person response, the more likely it is for problems to be averted and for risk to be reduced (Matson James, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 33. http://www.ngfn.org/resources/ngfndatabaseknowledge/USDAReportFoodHub2013.pdf).

“The food hub and the farmers must be informed and in agreement as to how much each farm needs to supply, planned growth in the future, and the production capacity of the farms themselves. Therefore, the stakeholders involved need to be knowledgeable about all of the different markets being addressed” (Matson James, Martha Sullins, and Chris Cook; “The Role of Food Hubs in Local Food Marketing” USDA Rural Development Service Report 73. January 2013 p. 33. http://www.ngfn.org/resources/ngfndatabaseknowledge/USDAReportFoodHub2013.pdf).
• **Formation of a sustainable, regional coalition that will be the principal stakeholders and operational council of a New “Pershing/Southeast Regional Food Hub”**.

• **Organization, Food Hub**

  The following organizations and representatives comprise the initial, “core” stakeholders discussions, with expressed verbal support for leadership roles in the study implementation:

  - The University of Nebraska Rural Futures Institute (Charles Schroeder, Randall Cantrell)
  - The University of Nebraska Extension Division Cooperative Business Development Center (James Crandall)
  - Lincoln Community Colleges’ Culinary Institute (TBA)
  - Buy Fresh/Buy Local (Billene Nemec)
  - Community CROPS (Ingrid Kirst)
  - A collaborative group of existing local foods farmers and ranchers (Jerry & Renee Cornett, Jim Steffen, Ben Gotschall, and others, TBA)
  - The Nebraska Food Cooperative (Caryl Guisinger)
  - Representatives of the Lincoln Mayor’s Food Shed Working Group (Tim Rinne, Rosina Paolini)
  - The Nebraska Farm Bureau (Jeremiah Picard)
  - Clark Enersen Architects (Dennis Scheer)
  - City of Lincoln (TBA)
  - Nebraska Investment Finance Authority (Robin Ambroz)

• **The following organizations will be among the early additional contacts for future interests in the proposed Food Hub:**

  The Sustainable Agriculture Society; The Center for Rural Affairs; the Omaha Food Policy Group; Vic Gutman Omaha Development; and others as may be recommended to the study team in the course of analyses and investigations.

• **Inventory of existing farms and local food producers, Statewide Nebraska**

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  Ord, NE 68862  
  (308) 730-0869  
  alan.d.koelling@gmail.com  
  161 miles from Lincoln

  **Anita Olson**  
  49189 Ericson Lake Road  
  Ericson, NE 68637  
  308-201-0126  
  anita.olson@hotmail.com  
  167 miles from Lincoln

  **BeeHaven Farm**  
  Jennifer Rutherford  
  855 Highway 71  
  Harrisburg, NE 69345  
  970-302-9531  
  beehavenfarmroadsidemarket@gmail.com  
  410 miles from Lincoln

  **Bluestem Herb Farm**  
  Jerry Meyer  
  27832 SW 117 Road  
  Beatrice, NE 68310  
  (402) 228-0722
Brad Staab  
Ord, NE 68862  
308-728-3307  
slashbarfour@yahoo.com  
161 miles from Lincoln

Comstock Honey  
Samantha Krikac  
PO BOX 1, 46076 Rd. 809  
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Foxfire neon@hotmail.com  
Larrymarsh123@charter.net  
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Connie Hansen  
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308-749-2380  
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David Hansen  
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Anselmo, NE 68813  
308-749-2380  
canddhansen@neb-sandhills.net  
199 miles from Lincoln

Ellis & Lois Schrunk  
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402-843-2245  
sandyspt@gpcom.net  
167 miles from Lincoln

Gary Wells  
80894 RD 458  
Comstock, NE 68828  
189 miles from Lincoln

High Land Hills Farm  
Ryan & Jessica Schieffer  
89119 555 Ave  
Crofton, NE 68730  
402-360-0648  
hlhfarm@hotmail.com  
www.high-land-hills.com  
174 miles from Lincoln

Hutchinson Family Organics  
David & Susan Hutchinson  
Rose, NE  
(402) 273-4574  
buffalo@nntc.net  
228 miles from Lincoln

James B. Hersh  
1802 Davaista Lane  
Lexington, NE 68850  
308-324-6108  
inavalevet@yahoo.com  
169 miles from Lincoln

Kirk Foster  
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Berwyn, NE 68814  
308-935-1672  
kirkfoster@mac.com  
170 miles from Lincoln

Meadowlark Hearth  
Beth Everett & Nathan Clark  
Scottsbluff, NE  
(308)6315877  
bcorymb@gmail.com  
401 miles from Lincoln

Mosel Organic Farms  
86536 State Spur 45A  
Page, NE 68766  
402-338-5321  
kim19f@gmail.com  
189 miles from Lincoln
Nebraska Star Beef™
73934 J Road
Holdrege, NE 68949
308-876-2250
160 miles from Lincoln

Oak Ridge Farms, LLC
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Ord, NE
(308) 730-1783
oakridgefarmsinc@gmail.com
161 miles from Lincoln

Our Little Farm
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155 miles from Lincoln

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Tim & Ben Lambert
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(402)340-3646
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175 miles from Lincoln

Tom Obermiller
79313 North River Road
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162 miles from Lincoln
• FARMS WITHIN 150 MILES OF LINCOLN:

4F Farms
Allen and Rebecka Fleischman
Tekamah, Nebraska 68061
(402) 687-4149
4ffarms@gmail.com
84 miles from Lincoln

Agnew Acres
Jerry Sherman
Lincoln, Nebraska 68506
(402) 890-8329
agnewacres@gmail.com

26th Street Farm
Hannah Keen & Will Boal
Hastings, NE
(402) 705-9340
26thstreetfarm@gmail.com
109 miles from Lincoln

Aiki Farm
Robin & Sandie McConnel
Lincoln, NE
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rsmac@nebraska.com

A & T Farms, Inc.
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54 miles from Lincoln

Alps Produce
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44 miles from Lincoln

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(402) 423-1766  
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Bate’s Hilltop Troque Garden  
Max Bates  
Stella, Nebraska 68442  
(402) 883-2468  
86 miles from Lincoln

Arbor Grove Produce  
Dean & Maria Eisenhauer  
3811 South 32nd Pl  
Lincoln, NE 68502  
deaneisenhauer@windstream.net

Bedford Gardens  
Joy Patton  
Omaha, Nebraska 68104  
joyfulwun@hotmail.com

Archie Fenner  
Bellevue, Nebraska 68147  
(402) 960-3272  
wileyshandcrafts@cox.net

Bellevue Berry & Pumpkin Ranch  
Ed Schaefer  
11001 S 48th St  
Papillion, NE 68133  
402-331-5500  
www.bellevueberryfarm.com

Armbrust Farms  
Ryan Armbrust  
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rarmbrust@gmail.com

Ben Gotschall  
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bdgotschall@gmail.com,  
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18 miles from Lincoln

B & B Orchard/Gene’s Green Thumb  
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Louisville, Nebraska 68037  
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ggthumb@yahoo.com  
37 miles from Lincoln

Bergren Produce  
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Gretna, Nebraska 68028  
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bergrenhouse@att.net

B & B Orchard/Gene’s Green Thumb  
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Balaban’s  
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Berns Honey  
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Birdsley Road Blueberries
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Blue Valley Fruits and Vegetables
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Bluff Valley Farm
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Brady Garden
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**Bugeater Farm**  
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UNL student run farm -East Campus  
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**Bumblebee Farms**  
Rich & Lilla Brock  
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Platte Center, NE 68653  
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88 miles from Lincoln

**Burkey's Baked Goods**  
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46 miles from Lincoln

**Buzz’s Bees**  
Buzz Vance  
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**Brandy’s Beehive**  
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**Chef Danny B’s Garden**  
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**Chisholm Family Farm/  
Orchard Hill Creamery**  
Laura & Andrew Chisholm'  
Unadilla, NE  
(402)440-9409  
laura@chisholmfamilyfarm.com  
28 miles from Lincoln

**Cindy & Jerry Glaser**  
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**Camp Creek Acres Produce**
Matt Edstrand & Matt Stukenholtz  
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**Cirian’s Farmers Market**
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**Carol Sherman**
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**Cook Grow Sew**
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gardenmanager@omahasprouts.org

**Cooper Farms**
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41 miles from Lincoln

**Clear Creek Organic Farms**
Robert & Kristine Bernt  
Spalding, NE  
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rk-bernt@yahoo.com  
142 miles from Lincoln

**Cream of the Crop**
Karen Kruse  
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vike4life1@cox.net

**Cody Oborny**
Malcolm, Nebraska 68402  
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14 miles from Lincoln

**Curtis and Jeanne Havelka**
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jeanne-havelka@cdolinc.net  
34 miles from Lincoln

**Co Ho Gardens**
Hope or Brian Pritchard  
507 W Church St,  
PO Box 156  
Pleasanton, NE 68866  
308-627-7792  
beek@rcom-ne.com  
142 miles from Lincoln

**D&V Produce**
Vernon Produce  
602 Hwy 51  
Lyons, NE 68038  
712-574-4057  
86 miles from Lincoln

**Common Good Farm**
Ruth Chantry & Evrett Lunquist  
Raymond, NE

**Daniel’s Produce**
Tannie & Andy Daniels
(402)783-9005
www.commongoodfarm.com
farmers@commongoodfarm.com

**Community Crops**
Aaron French & Kirstin Bailey
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csa@communitycrops.org
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**Davey Road Ranch**
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6505 West Davey Road
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50 miles from Lincoln

**Dearheart Farm**
Palmyra NE
22 miles from Lincoln

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**Dobish Gardens and Orchard**
George Dobish
40000-235th Rd
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308-452-3426
gdobish@nctc.net
130 miles from Lincoln

**Doc's Berry Farm**
Emil or Nadine Beran
1604 Road 16
Howells, NE 68641

Columbus, NE
(402)897-4253
danielsproduce.com
77 miles from Lincoln

**Darby Springs Farm**
William & Crystal Powers
Ceresco, NE
(402)525-7794
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**Duck Berry Acres**
Roger Cunningham
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**Ed Welchert Produce**
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Fort Calhoun, Nebraska 68023
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dwelchert@abbnebraska.com
70 miles from Lincoln

**Edible Source**
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adam@ediblesource.com
information@ediblesource.com
www.Ediblesource.com
9 miles from Lincoln

**Edward Hestermann**
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**Emerald Acres**
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Doctor (bulk egg provider)
Firth, NE
23 miles from Lincoln

Epperson Family Garden
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Erstwhile Farm, LLC
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77 miles from Lincoln

Ewe and Us
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120 miles from Lincoln

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Connie Kucera
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Grain Place Foods
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http://www.grainplacefoods.com/
85 miles from Lincoln

Fork n Farm
Tracy Adams & Brian Bending
6715 Corby Street
Omaha, NE 68104
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Grandpa’s Garden
Steve and Lora Martin
Belleville, Kansas 66935
(785) 527-2972
grandpasgarden@peoplepc.com
123 miles from Lincoln

Fork n Farm
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Fox Run Farms
Yolanda & Kirstin Bailey
124 N. Cleveland St
Brainard NE 68626
402-545-2471
foxrunvines@gmail.com
42 miles from Lincoln

Grandpa’s Produce Stand
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Fulton Farms
Kevin Fulton
46442 789th Rd
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147 miles from Lincoln

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Grandview Farm
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Greenglade Goat Milk Specialties
Diana & Corky McCown
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20 miles from Lincoln

Helgoth’s Melons-Produce & Helgoth’s Pumpkin Patch
Shelly and Chuck Helgoth
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Council Bluffs, Iowa 51501
(712) 328-2969
grothsgardens@aol.com
58.8 miles from Lincoln

Hilger Agri-Natural
Daniel Hilger
P.O. Box 38
Bellwood NE 68624
d_mhilger@hotmail.com
62 miles from Lincoln

Grow With The Flow
Jeff Jirovec
1524 Yankee Hill Rd.
Denton, NE 68339
contact@gtwtaquaponics.com
14 miles from Lincoln

Hillside Farms
Aimee Vermeer
Sterling, Nebraska 68443
(402) 866-5582
ala_bjh@yahoo.com
39 miles from Lincoln

Harmony Acres
Kris Althouse
1931 Road 323
Saronville, NE 68975
402-984-8404
frmgrl99@gmail.com
85 miles from Lincoln

Hintz Produce
Mark Hintz
1610 Dove Rd
Hebron, NE 68370
402-768-8329
mhintz@diodecom.net
98 miles from Lincoln

Hoffman Produce
Julie Hoffman
Lincoln, Nebraska 68528
(402) 475-8094
julierenae4@aol.com

Jeremy Bloch
Lincon, Nebraska 68503
jsbloch@hotmail.com

Hollister Farms
Andrew Hollister
Martell, NE
(308)754-8370
HollisterFarms@gmail.com
119 miles from Lincoln

Jeremy Eschliman
998 Hardy Rd
St. Paul, NE 68873
308-750-0364
ijeschliman@gmail.com

Huffman Produce
Ashleigh Huffman
Omaha, Nebraska 68135
(402) 630-3827
huffmanproduce@gmail.com

Jim Kellner
Weston, Nebraska 68070
(402) 642-5829
34 miles from Lincoln

Hunter’s Honey
Douglas Hunter
Hickman, Nebraska 68372
(402) 792-2345

Jim Vanderloop
3784 200th Ave
Cedar Rapids, NE 68627
308-750-9493
jivan@gpcom.net
127 miles from Lincoln

Jisa’s Farmstead Cheese
dhun@panduit.com
17 miles from Lincoln

It's All About Bees
Wendy Fletcher
Ralston, Nebraska 68127
(402) 216-4545
http://www.itsallaboutbees.com
itsallaboutbees@msn.com

Jane Phillips
Ashland, Nebraska 68003
(402) 625-2918
janiep4@hotmail.com

Jason Fickbohm
Omaha, Nebraska 68122

Jay Hall
705 N Seward St
Red Cloud, NE 68970
402-767-0020
jaydehall@yahoo.com
150 miles from Lincoln

John Kriener
Omaha, Nebraska 68122
ekriener@hotmail.com

John Thomas
Aurora, Nebraska 68818
(402) 694-8919
jtiv127@gmail.com
75 miles from Lincoln

John Welbes
Bellevue, Nebraska 68005
(402) 658-1912
drwelbes@live.com

Johnson’s Farm
Robert & Ruth Johnson
1729 Cnty Rd6
North Bend, NE 68649
(402)652-3769

Julie Wachal
2653 Q Rd.
Brainard, NE 68626
Phone: (402) 545-2000
jisacheese@jisacheese.com
41 miles from Lincoln

John Gebuhr
Omaha, Nebraska 68104
(402) 932-3443
wb0cmc@cox.net

John & Linda Heil
78275 478th Ave
Rockville, NE 68871
308-745-0714
lwilkeheil@gmail.com
131 miles from Lincoln

John Hetcko
Lincoln, Nebraska 68523
(402) 423-6866
hetckobandj@msn.com

Judith E Willey
Lincoln, Nebraska 68504
(402) 467-3110

Judy Wohl
Crete, Nebraska 68333
(402) 826-5462
awjudith@yahoo.com
30 miles from Lincoln

Julie Dyer
1340 North P Rd
Aurora, NE 68818
402-694-1725
mygardenspot@yahoo.com
75 miles from Lincoln

Julie Stevenson
Aurora, Nebraska 68818
(402) 694-5541
tjstevenson@hamilton.net
75 miles from Lincoln
rrjohnson@gpcom.net
www.johnsonfarmnebraska.com
52 miles from Lincoln

**Jones Produce/ Lone Tree Foods**
Justin Jones
15255 SW 114 St
Crete, NE 68333
402-613-2035
lonetreefoodsnetwork@gmail.com
jonesproduce@earthlink.net
30 miles from Lincoln

**Josiah Nelson**
Yutan, Nebraska 68073
(402) 990-6049
josiahnelson21@mail.com
43 miles from Lincoln

**Josoff Produce**
Rob Josoff
Ashland, Nebraska 68003
(402) 944-7518
rjosoff@valmont.com

**Kathy’s Garden**
Kath Bishop
45065-85th Rd
Gibbon, NE 68840
308-390-9425
kathybishop@nctc.net
121 miles from Lincoln

**Kellie Haszard**
Lincoln, Nebraska 68503
(402) 474-1808
negrowingtraditions@gmail.com

**Kelly Abbott Produce**
Kelly Abbott
Yutan, Nebraska 68073
(402) 625-9731

**Justin Heldt Produce**
Justin & Debbie Heldt
Yutan, Nebraska 68073
(402) 625-9731
justinheldt@hotmail.com
43 miles from Lincoln

**Kari Cunningham**
Springfield, Nebraska 68059
(402) 650-1223
bear_cunningham@yahoo.com
40 miles from Lincoln

**Karstens Vegetable Farm**
Gene and Cynthia Karstens
Prague, Nebraska 68050
(402) 663-4693
neenee@nntc.net
40 miles from Lincoln

**Kirsten Bailey**
Brainard, Nebraska 68626
(402) 545-2471
41 miles from Lincoln

**Koehn Country Gardens**
Ken Koehn
Firth, Nebraska 68358
(402) 791-5003
koehn@seraphcorp.com
23 miles from Lincoln

**Krazy Woman Orchard**
Woody Slama
385 Cnty Rd 16
Scribner, NE 68057
402-719-6161
krazywoman385@live.com
71 miles from Lincoln
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Distance from Lincoln</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:abbottrocky@ymail.com">abbottrocky@ymail.com</a></td>
<td></td>
<td>43 miles</td>
<td>L&amp;L Jacobsen Farm</td>
</tr>
<tr>
<td>Ken and Wendy McKenzie</td>
<td>3651 C Rd Rising City, NE 68863</td>
<td>308-627-7091</td>
<td>Luke &amp; Lori Jacobsen Marquette, NE (402)854-3104 <a href="mailto:jacobsenlu@yahoo.com">jacobsenlu@yahoo.com</a> 85 miles from Lincoln</td>
</tr>
<tr>
<td>udderlynaked.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:kwmackpack@gmail.com">kwmackpack@gmail.com</a></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>56 miles from Lincoln</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Kendelyn Malmstrom</td>
<td>80932 Wallace Creek Ave Scotia, NE 68875</td>
<td></td>
<td>Lakehouse Farm, LLC</td>
</tr>
<tr>
<td><a href="mailto:kkmalstrom@hotmail.com">kkmalstrom@hotmail.com</a></td>
<td></td>
<td>308-245-2488</td>
<td>Jerry &amp; Renee Cornett 10405 Branched Oak Rd Waverly, NE 68462 (402)786-2239 <a href="mailto:Cornettjr4@mac.com">Cornettjr4@mac.com</a> 3651 C Rd Rising City, NE 68863 308-627-7091 udderlynaked.com <a href="mailto:kwmackpack@gmail.com">kwmackpack@gmail.com</a> 56 miles from Lincoln</td>
</tr>
<tr>
<td>Kent Stormberg</td>
<td>(402) 556-5574 Omaha, Nebraska 68106</td>
<td></td>
<td>Landon Swedberg</td>
</tr>
<tr>
<td>Kevin Heldt Produce</td>
<td>Kevin Heldt Yutan, Nebraska 68073</td>
<td>43 miles</td>
<td>Lincoln, Nebraska 68503 (308) 520-9984 <a href="mailto:lsswedberg@gmail.com">lsswedberg@gmail.com</a> 27 miles from Lincoln</td>
</tr>
<tr>
<td>Linda Anderson</td>
<td>Linda Cram Phillips, Nebraska 68865</td>
<td>308-391-1354</td>
<td>Laura Chrisholm</td>
</tr>
<tr>
<td><a href="mailto:linda.anderson@4huskies.org">linda.anderson@4huskies.org</a></td>
<td></td>
<td></td>
<td>Unadilla, Nebraska 68454 (402) 440-9409 <a href="mailto:mamachis@gmail.com">mamachis@gmail.com</a> 88 miles from Lincoln</td>
</tr>
<tr>
<td>Linda Rogge</td>
<td>Blair, Nebraska 68008</td>
<td>(402) 278-2201</td>
<td>Lil Nipper Ranch</td>
</tr>
<tr>
<td><a href="mailto:linda.pawlenty@gmail.com">linda.pawlenty@gmail.com</a></td>
<td></td>
<td></td>
<td>Jerry &amp; Joan Enderson Plattsmouth, NE (402)340-3646 <a href="mailto:Lil-nipper-ranch@msn.com">Lil-nipper-ranch@msn.com</a> 52 miles from Lincoln</td>
</tr>
<tr>
<td>Linda Meigs</td>
<td>Omaha, Nebraska 68106</td>
<td>(402) 551-1233</td>
<td>Linda Oswald</td>
</tr>
<tr>
<td><a href="mailto:lsmeigs@msn.com">lsmeigs@msn.com</a></td>
<td></td>
<td></td>
<td>Aurora, Nebraska 68818 (402) 694-5477 <a href="mailto:jaylin@hamilton.net">jaylin@hamilton.net</a> 75 miles from Lincoln</td>
</tr>
<tr>
<td>Lincoln Food Shed Working Group</td>
<td>Barbara <a href="mailto:bdibernard@gmail.com">bdibernard@gmail.com</a></td>
<td>Billene</td>
<td>Lorenz Produce</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Charlie and Cindy Lorenz 75 miles from Lincoln</td>
</tr>
</tbody>
</table>
bnemec2@unl.edu  
Rosina  
rapaolini@gmail.com  
Carol  
smithcarol.49@gmail.com

Yutan, Nebraska 68073  
(402) 625-2366  
cindylorenz@hotmail.com  
43 miles from Lincoln

**Lincoln Neighbors Urban Farm**  
Gary Fehr  
Shannon Moncue  
3740 Everette St.  
402-570-4382  
Inufarm@gmail.com  
fehrgary@gmail.com

**Lydia Belmudez-Casarez**  
Lincoln, Nebraska 68510  
(402) 318-6243  
lydiaE3@hotmail.com

**LinHaven Gardens**  
Lin Hangren  
2612 CR 39  
Omaha, NE 68142  
402-468-5205  
lhangren@yahoo.com

Maizingly Sweet  
Gary Zicafoose  
Mead, Nebraska 68041  
(402) 624-5815  
parcimarks@gmail.com  
37 miles from Lincoln

**Living Waters Homestead**  
Princeton, NE  
20 miles from Lincoln

**Log Cabin Vittles**  
Eric Lund  
Pleasant Dale, Nebraska 68423  
(402) 540-5830  
lunderic7@msn.com  
18 miles from Lincoln

**Martin’s Hillside Orchard**  
Barabara Martin  
Ceresco, NE  
(402)665-2140  
Martin5m7@dishmail.net  
18 miles from Lincoln

**Marsh Enterprises**  
Aaron Marshbanks  
Lincoln, Nebraska 68506  
(402) 657-5131  
http://www.tinyhandsinternational.org  
amarshbanks@tinyhandsintl.org

**Mary Goracke**  
Ithaca, Nebraska 68033  
(402) 525-9475  
gs1241@live.com  
30 miles from Lincoln

**Mary Lou Emanuel**  
1701 East 17th Rd  
Aurora, NE 68818  
402-694-2742  
emanuel@hamilton.net  
75 miles from Lincoln

**Melia Valley Gardens**  
Matthew W. Anderson  
Gretna, Nebraska 68041  
(402) 658-5036  
meliavalleygardens@gmail.com
Mary Shaw  
Lincoln, Nebraska 68507  
(402) 613-5973  
mshaw5@neb.rr.com

Melissa Poulter  
Ashland, Nebraska 68003  
(402) 480-3600  
mellissapoulter@yahoo.com

Massena Farms  
Jim  
Bennington, NE  
(402)317-2639  
jim@massenafarms.com  
60 miles from Lincoln

Meristem Farm & Nursery  
Tom  
Papillion, NE  
(402)306-4500  
tom@meristemfarmandnursery.com

Mead’s Farm Fresh Produce  
Steve or Debra Mead  
Aurora, Nebraska 68818  
(402) 694-5124  
cbfinc@hamilton.net  
75 miles from Lincoln

Metro Omaha Food Policy  
Jeff  
Betsy  
durski1@cox.net  
betsy4589@gmail.com

Mead High School  
Thomas Dux  
Mead, Nebraska 68041  
(402) 624-3435  
tdux@esu2.org  
37 miles from Lincoln

Michael Shenka  
517 N. 74th St  
Omaha, NE 68114  
402-850-7973

Mead, Nebraska 68041  
402 850-7973

Michowa Acres  
John & Mary Johnson  
(402)316-4006  
54549 833 Rd  
Madison, NE 68748  
107 miles from Lincoln

Nathaniel Gingery  
Lincoln, Nebraska 68510  
(402) 770-9200  
ning1216@hotmail.com

Nebraska Department of Agriculture  
Casey Foster  
Lincoln, Nebraska 68509  
(800) 422-6692  
casey.foster@nebraska.gov

Moonshadow Farm  
7321 Morton St  
Lincoln, NE

Nebraska Food Cooperative  
45150 State Hwy 52  
Belgrade, NE 68623  
308-357-1000  
gm@nebraskafood.org
Mudder's Gardens
Cynthia DeVore
Omaha, Nebraska 68114
(402) 306-5275
www.muddersgardens.com
muddersgardens@gmail.com

Muffins and More
David and Darlene Stajner
Lincoln, Nebraska 68502
(402) 477-1960
dstajner1@neb.rr.com

MyoLean Beef
Josh Moenning
1202 Norfolk Ave
Norfolk, NE 68701
myoleanpied@hotmail.com
122 miles from Lincoln

Naber's Produce Farm
Greg Naber
York, Nebraska 68467
(402) 728-5565
http://www.nabersproducefarm.com
nabersproduce@hotmail.com
54 miles from Lincoln

Nancy Engel
Lincoln, Nebraska 68510
(402) 305-5335
nengel1@neb.rr.com

No More Empty Pots
Kay
Cara
Nancy
Omaha, NE
402.502.1642
ekstevens@nomoreemptypots.org
info@nomoreemptypots.org
www.nomoreemptypots.org

Nebraska Mushroom
William Gordon
1982 E. Citation Way
Grand Island, NE 68801
ash@nebraskamushroom.com
97 miles from Lincoln

Nebraska Sustainable Agriculture Society
William
Ceresco, NE
402.525.7794
healthyfarms@gmail.com
17 miles from Lincoln

Nishnaview Farm
Ken and Jan Ludington
Hamburg, Iowa 51640
(712) 382-1912
http://www.nishnaview.com
nishnaview@q.com
65 miles from Lincoln

Nissen Farms
Pam Nissen
Wayne, NE
(402)375-7858
Psn27@msn.com
122 miles from Lincoln

Osmera Garden
Mary Ann Osmera
Weston, Nebraska 68070
(402) 443-9074
grosmera@gmail.com
34 miles from Lincoln

Page’s Produce
Leon Page
Valparaiso, NE
(402)784-9302
pageproduce@windstream.net

Paneitz Produce
North Star Neighbors, LLC  
Jim Knopik  
Fullerton, NE  
(308)536-2475  
northstar@hamlton.net  
109 miles from Lincoln

Oberle's Garden  
Rod Oberle  
9501 Valaretta Dr  
Gretna, NE 68028  
402-332-4461  
roberle@unomaha.edu  
www.oberlesgarden.com

Off the Grid! Reed's Green Growes, LLC  
Alice Reed  
Ceresco, Nebraska 68017  
(402) 202-7185  
flowerpower8253@yahoo.com  
17 miles from Lincoln

Old Tree Farm  
Mike Von Weihe  
Carson, Iowa 51525  
(402) 669-0395  
info.oldtreefarm@gmail.com  
79 miles from Lincoln

Olive Creek Farm  
Jill Heng  
Adams, NE  
(402) 416-3814  
jillheng@hotmail.com  
Facebook.com/olivecreekfarm  
32 miles from Lincoln

PB Gardens  
Jason Anderson  
Centralia, Kansas 66415  
(402) 641-9111  
pbgardens1@hotmail.com  
111 miles from Lincoln

Pekarek's Produce  
Eugene Paneitz  
Plymouth, Nebraska 68424  
(402) 656-4882  
splaneitz@cox.net  
55 miles from Lincoln

Paradise In Progress Farm  
Ellen & Jim Shank  
1146 N. 58th Rd  
Nebraska City, NE 68410  
paradiseinprogressfarm@gmail.com  
50 miles from Lincoln

Patricia Harvey  
Lincoln, Nebraska 68507  
(402) 467-6401  
patharvey77@yahoo.com

Patty and Rodger Peterson  
5660 W DLD Rd  
Juniata, NE 68955  
402-462-2501  
pattypeterson55@gmail.com  
113 miles from Lincoln

Paxson Family Berry Farm  
Tom Paxson  
44440-100th Rd  
Gibbon, NE 68840  
308-468-6240  
jtm@rcom-ne.com  
121 miles from Lincoln

Plum Creek Farms  
60687 712Th Rd  
Burchard, Nebraska 68323-4082  
(402) 696-4535  
dvorak23@outlook.com  
72 miles from Lincoln

Porter Ridge Farms  
Larry Kallemeyn  
Ceresco, Nebraska 68017  
(402) 443-8483  
lkallemeyn@hotmail.com
Ryan & Katie Pekarek
2447 Road O
Dwight, NE 68635
(402)641-3305
pekarekproduce@hotmail.com
39 miles from Lincoln

Prairiegator Produce
Steven Kunasek
Omaha, Nebraska 68107
(402) 734-6975

Peterson Greens
Tom & Kristen Peterson
817 South 7th St
Omaha, NE 68108
tom@petersonsgreens.com

Prairie Hill Farm
Kathy Wismer
Mark Epp
219 Road D
Henderson, NE 68371
eppwismer@yahoo.com
davendebt@gmail.com
65 miles from Lincoln

Pfanny’s Farm Abundant Life CSA
Gene & Julie Pfanstiel
86765 Hwy 81
Randolph, NE 68771
402-360-4064
j-pfanstiel@hotmail.com
149 miles from Lincoln

Prairie Hill Farm
Kathy Wismer
Mark Epp
219 Road D
Henderson, NE 68371
eppwismer@yahoo.com
davendebt@gmail.com
65 miles from Lincoln

Placke Melons
Jerald & Melissa Placke
151-7th Ave
St. Libory, NE 68872
308-687-6407
mluthi@gips.org
109 miles from Lincoln

Prairieland Acres
Alden Cihal
Palmyra, Nebraska 68418
(402) 480-1569
acl5118@windstream.net
21 miles from Lincoln

Platte Valley Producen
Alex Neukirch
Waterloo, Nebraska 68069
(402) 657-2099
farmer68@gmail.com
49 miles from Lincoln

Prairie Hill Farm
Kathy Wismer
Mark Epp
219 Road D
Henderson, NE 68371
eppwismer@yahoo.com
davendebt@gmail.com
65 miles from Lincoln

Prairie Pride Poultry
Daniel Hromas
206 Thompson
York, NE 68467
(402)217-2797
prairiepridepoultry@gmail.com
54 miles from Lincoln

Prairieview

Prairieview
randyras59@yahoo.com

Platte Valley Producen
Alex Neukirch
Waterloo, Nebraska 68069
(402) 657-2099
farmer68@gmail.com
49 miles from Lincoln

Prairie Preserve
Lincoln, NE

Raise the Roots
Kirsten
Omaha, NE
kirsten.koba@gmail.com

Rasmussen Farms
Randy Rasmussen
Fremont, Nebraska 68025
(402) 721-7225
randyras59@yahoo.com
Bonnie & Jim Henshaw
Lincoln, NE
(402)423-5489
jbhenshaw@windstream.net

**Prairie Plate Restaurant**
Renee Cornett
Wavely, NE
402-786-2239
cornettjr4@mac.com
info@prairieplerestaurant.com

**Presbyterian Church of the Master**
Susan Hollman
Omaha, Nebraska 68134
(402) 493-0239
dandshollman@tconl.com

**Produce with a Purpose**
Bryan Trost
Lincoln, Nebraska 68516
(402) 730-0453
bryan.trost@bancwise.com

**Quail Acres Farm**
Robert White
2302 Chase St
Falls City, NE 68355
inkrob@gmail.com
104 miles from Lincoln

**Rainbow Ridge Farms**
Donna Long and Karrie Schaeffer
Omaha, Nebraska 68106
http://www.rainbowridgegfarms.us
dolo@yahoo.com

**Robinette Farms**
Chloe Diegel & Alex McKiernan
Martell, NE
402.794.4025
robinettefarms@gmail.com
www.Robinettefarms.com
20 miles from Lincoln

50 miles from Lincoln

**Rawhide Creek Tomatoes**
Russ Martin
Omaha, Nebraska 68104
(402) 553-5627

**Razee's Berry Farm**
Aaron Razee
Imogene, Iowa 51645
(712) 621-8655
razeeacres@gmail.com
90 miles from Lincoln

**Red Barn Greens**
Tom and Anna Jamrog
Waverly, Nebraska 68462
(402) 770-0854
tj53224@windstream.net

**Red Hawk Farm**
(402)310-4839
Waverly, NE
RedHawkFarmNE@gmail.com

**Rhizosphere Farm**
Terra & Matthew Hall
Missouri Valley, IA
(712)310-3715
rhizospherfarm@gmail.com
78.8 miles from Lincoln

**Richard Komenda**
Valparaiso, Nebraska 68065
(402) 784-3877

**Sesemann's Garden**
Lori Sesemann
Omaha, Nebraska 68110
(402) 455-2679
l.sesemann@att.net

**Shadowbrook Farm**
Kevin Charuth & Diane Loth
Roca Berry Farms
Beverly Schaefer
Roca, Nebraska 68430
(402) 421-2933
http://www.rocaberryfarm.com
rocaberryfarm@yahoo.com

Rogaciano Ascencio
Lincoln, Nebraska 68502
(402) 570-4469
ranchoelmilagro_rg@yahoo.com

Royce Welchert
Omaha, Nebraska 68122

S&S Honey
Herschel Staats
Lincoln, NE
(402)483-5673
hstaats@windstream.net
(402)545-2229

Sanders Specialty Meats & Produce
David & Lori Sanders
Dwight, Nebraska 68635
(402) 545-2229
sanderscountrykitchen@wildblue.net
39 miles from Lincoln

Scherer's Country Gardens
Larry Scherer
PO Box 480 506 W 1st
Wakefield, NE 68784
402-287-2868
121 miles from Lincoln

Solee Essentials
Anthony Robinson
7002 Sarpy Ave
Bellevue, NE 68123
402-359-0794
anthonyerobinsonsr@yahoo.com

Spiritus Vitae Botanicals
Nicole and Paul Saville
Lincoln, NE
spiritusvitaebotanicals@gmail.com
www.Spiritusvitaebotanicals.com

Spud Patch
Dennis and Susan McKenzie
Herman, Nebraska 68029
(402) 456-7629
sjmckenzie9398@yahoo.com
77 miles from Lincoln

Squeaky Green Organics
Bryan Kliewer
Plattsmouth, Nebraska 68048
(402) 575-7988
bryan@squeakygreenorganics.com
52 miles from Lincoln

Stratbucker Family Farms
Robert Stratbucker
Omaha, Nebraska 68124
(402) 490-1888
http://www.stratbuckerfarms.com
rstratbucker@cox.net
Stephen's Gardens
David Stephens
Honey Creek, Iowa 51542
(402) 917-5458
dastephens789@yahoo.com
71 miles from Lincoln

Steve Stebbing
9283 W One-R Rd
Cairo, NE 68824
308-379-0264
sstebbing@pathwaybank.com
mistebbing@hotmail.com
113 miles from Lincoln

Steve & Billy Jo Tomasek
2809 North T Rd
Hordville, NE 68846
402-757-3380
peanut@hamilton.net
83 miles from Lincoln

Stone Creek Farms
Kevin and Becca Moes
Scribner, Nebraska 68057
(402) 316-8902
stonecreekfarms@mac.com
71 miles from Lincoln

Stones Thoreau-Farm to Market, INC
Harold & Barbara Stone
Davenport, NE
(202)236-8730
Haroldstone@gmail.com
101 miles from Lincoln

Stormberg Farm
Lincoln, NE

Thaidaanette Bunny Stovall
Lincoln, Nebraska 68506
(402) 483-4005

Sue Shear
Lincoln, Nebraska 68508
(402) 435-3673
stpaulucc13_f@yahoo.com

Sunderman Produce
David Sunderman
Sidney, Iowa 51652
(712) 625-2761
davidsvineyard@hotmail.com
67 miles from Lincoln

Sunwest Farms
Steph Spangler & Jean Sscal
Lincoln, NE
(402)464-4633
lincsunwest@aol.com

Susan Karasek
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(402) 690-4663
susanannkarasek@aol.com

Tara Miller
Philips, NE 68865
taralj22@yahoo.com
88 miles from Lincoln

TD Pork
Travis
Elk Creek, NE
tdpork@gmail.com
63 miles from Lincoln

Tecumseh Poultry/ Smart Chicken
13151 Dovers St,
Waverly, NE 68462
(402) 786-1000

Tomato Acres
Terry Labs
Elm Creek, Nebraska 68836
(308) 856-4181
The Country Pumpkin, LLC
Brett Nunnenkamp
Sutton, NE
(402)469-0077
brett@thecountrypumpkin.com
79 miles from Lincoln

The Darlin’ Red
Margaret Milligan
Erin Schoenberg
10909 NW 27th St
Lincoln, NE 68524
(402)822-0066
thedarlinredds@gmail.com

The Garden of Ellen
Ellen Shank
Nebraska City, Nebraska 68410
(402) 874-9540
ellenshank@aol.com
50 miles from Lincoln

Thomas Farms
Jim, Sylvia, and Cassie Thomas
Decatur, Nebraska 68020
(402) 349-5222
thomas-farms@hotmail.com
120 miles from Lincoln

Thompson’s Produce
Merle Thompson
Lincoln, Nebraska 68524
(402) 470-2612
nebrzebra@neb.rr.com

T.L.C. Downhome Foods
Lawrence Gatewood
Omaha, Nebraska 68111
(402) 348-9908
drgnicholas@hotmail.com

Twin Springs Pecans

Tomato Tomato
Jody
Michael
Omaha, NE 68130
Phone: 402-933-0893
jody.fritz@gmail.com
michael.tomatotomato@gmail.com

Tou Lor
Omaha, Nebraska 68152
(402) 707-9215
touwish@hotmail.com

TSM Orchard
Dale Watson
3803 Cornhusker RD
Bellevue, NE 68123
402-510-0491
Tsmorchard@gmail.com

Tumbleweed Farms
Derek Dumont
Lincoln, Nebraska 68510
dumontderek@yahoo.com
(402) 570-7506

Tween Creeks Farm
Richard Nemec
Prague, NE
(402)613-0089
tweencreeks@yahoo.com
40 miles from Lincoln

Twilya L’Ecuyer
Morrowville, Kansas 66958
(785) 265-3345
toon_pom@hotmail.com
91.5 miles from Lincoln

Weishahn Gardens
Marian Weishahn
(402) 430-9049.
17955 S. 148 St
Bennet NE 68317
willnerdfarms@yahoo.com
17 miles from Lincoln

Uecker Produce
Bruce Uecker
Norfolk, Nebraska 68701
(402) 371-3143
122 miles from Lincoln

Uncle Frank's Emporium
Florence Nelson
Omaha, Nebraska 68111
(402) 320-9181
http://sites.google.com/site/unclefranksemporium
126 miles from Lincoln

cram5588@yahoo.com

Val Ridpath
Gretna, Nebraska 68028
(402) 250-0353
vridpath@msn.com

Vera Vogel
Battle Creek, Nebraska 68715
(402) 675-1024
126 miles from Lincoln

Vick's Organic / Sequential Foods
Marty Lenzen
Norfolk, Nebraska 68701
(402) 649-1463
marty_lenzen@yahoo.com
122 miles from Lincoln

Vinson Farms
Charles and Ruth Vinson
Greenwood, Nebraska 68366
(402) 789-7345
rvinson@ais-ne.com

Beatrice, Nebraska 68310
(402) 223-5779
bblcw@charter.net

Wenninghoff Farm
Paul & Amy Wenninghoff
Omaha, NE
(402) 571-2057
a.wenn@hotmail.com

West Blue Farm
Dave & Deb Welsch
146 County Road 1900
Millford, NE 68405
(402) 826-5361
dwelsch@westbluefarm.com

Whispering Roots
Greg
(402) 321-7228.
gfripp@whisperingroots.org

Wilma Knippelmeyer
Fairbury, Nebraska 68352
(402) 729-2813
foulfeathers@yahoo.com
76 miles from Lincon

Wolff Farms
Duane & Jay Wolff
Norfolk, NE
(402) 841-0130
dwolf@ hotmail.com
122 miles from Lincoln

Yankee Hill Landscape
Tammy Magee
Lincoln, Nebraska 68526
(402) 416-2611
http://www.yankeehilllandscaping.com
info@yankeehilllandscaping.com

RECOMMENDATIONS – REGIONAL S.E. NEBRASKA FOOD HUB:
(measurable indicators of value, quality of life, and sustainability)
ENVIRONMENT

• Recommend and negotiate a “Sustainability/Resources Conservation” manifesto among the Nebraska producers of food for local markets.

• Develop a markets and wholesale recommendation for “branding” of locally produced foods.

• Develop a framework of “consumer information” for descriptions of locally produced and/or processed foods.

SOCIO-CULTURAL

• Establish and maintain a networks list of state-wide producers, public markets, wholesale markets and high volume consumers of local foods.

• Display the history, mission statements, and current local food/markets events on the market floor of Pershing Market.

• Establish Food Hub protocols with local Markets, Wholesale Markets, and Consumers.

TECHNOLOGIES

• Establish a communications/learning network with the state’s local food producers with regular connections and best practices advisory services from national sources, Nebraska Sustainable Ag Program, UNL Extension Division, and co-producers.

• Engage local and regional community colleges (i.e., Culinary Institutes) in best practices for local food preparation and processing.

• Engage the best, affordable, and sustainable technologies in communications, marketing, and distribution services to and with the local producers.

ECONOMICS

• Establish a “Fund-raising sub-committee” in cooperation with the recommended “Ad hoc Food Hub Steering Committee”. Investigate a variety of strategies to attract private, and non-profit investments into the food hub enterprise.

• Create a “Producer’s Operations and Incentive Fund” for growth, development, and improvements to the production inventory.
• Establish a means and operational policies for a “Producer’s Investment Fund”.

• Establish guidelines and recommendations for a “Food Hub Conservation Increment Financing” strategy.

PUBLIC POLICY

• Establish the “S.E. Nebraska Food Hub Ad hoc Steering Committee”.

• Establish a “S.E. Nebraska Food Hub Food Safety/Policies Committee”.

• Establish protocols and agreement forms for Food Hub Partners, such as UNL programs and departments, consumer institutions, community colleges, etc.

• **Branding and Interior Signage**

  ![Nebraska Local Food](image)

  • A potential graphic branding of local food produced, collected, marketed and distributed through the proposed S.E. Nebraska Food Hub.
• A potential graphic branding of the Lincoln Pershing Public Market

• Suggested interior signage with branding images and “Q-R” information tags:
ACKNOWLEDGEMENTS:

We are most grateful for the advise, counsel, and assistance of the following individuals in the research and preparation of this feasibility analysis:
Dennis Scheer, Adam Post, Tim Kenny, Eric Thompson, Jim Steffen, Billene Nemic, Caryl Guisinger, James Crandall, Randy Cantrell, Tim Rinne, Rosina Paolini, Jerry Cornett, Renee Cornett, Jeremiah Picard, Amy Tabor, Robin Ambroz, Ingrid Kirst, Milo Mumgaard, Don Killeen, Dan Dixon, Vic Gutman, Victoria Nelson, Diane Wanek, Katie Torpy Carroll