



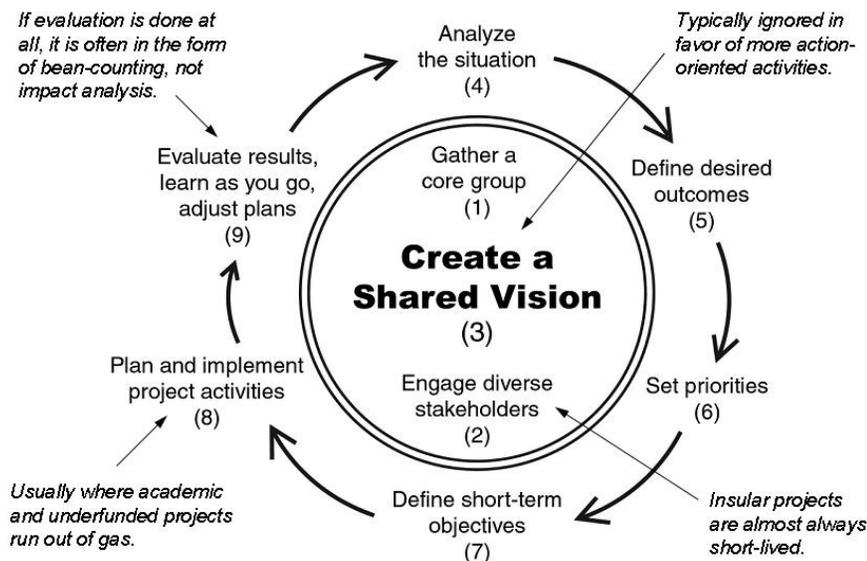
Typical Problems in Food Systems and Agriculture Development

Does your project suffer from any of the following? We have seen it all over the years. We will need to know if your project is suffering from any of these. It doesn't mean that the project won't succeed; we just may need to take a strategic approach.

Process Issues

- “Paralysis by analysis”: Too much talk, debate, we can't see to get beyond the planning phase
- Moving too quickly, we're not on the same page
- Taking on too many objectives which defuses our energy and resources
- We're a solution looking for a problem
- Social, economic, and environmental aspects are out of balance (too narrowly or too broadly focused)
- Mission or vision is not gelling
- Overly process-oriented or overly results-oriented
- Bringing the project to a natural end
- Focus only on one or two aspects of “sustainability” (environmental, economic, social/cultural)
- Ignore the facts and follow your gut

Food System and Agriculture Development Process



Leadership Issues

- Domineering leader
- Leadership vacuum and organizational chaos
- “Emperors new clothes.” The boss is promoting a concept that no one believes in
- Blind leading the blind
- Mission creep: The project keeps evolving beyond its ostensible mission
- Okay, project funding ended, now what?

Funding Issues

- Finding appropriate funding sources
- Underestimate the cost
- Overestimate the market
- Overestimate your productivity

Collaboration Issues

- Political boundaries, parochial attitudes make regional projects difficult
- Not the right people at the table
- Agency turfism (each group is separately pursuing the same objectives)

Planning Issues

- Bad data: poor research methodology
- We did a study, but we’re doing what we want without paying attention to the results
- The attitude that planning is socialism

People Issues

- Egos
- Cliques
- Hidden agendas, ulterior motives, conflicts of interest
- Over-romanticizing the subject or process
- Starting only with novices
- Cultural inertia: The community may be crumbling around them, but the “old guard” is satisfied with the way things are