



Redwood Region RISE

Working Lands & Blue Economy Sector Investment Coordinator





WLBE Activation Plan

The Redwood Region's forests, farms, and fisheries are more than resources—they are the living foundation of community, culture, and climate resilience.

From mountain rangelands to the Pacific coast, our region is uniquely positioned to advance a regenerative Working Lands and Blue Economy (WLBE) model that restores ecosystems, revitalizes rural communities, and fosters inclusive economic growth.

This Activation Plan outlines regional coordination serving producers, processors, port authorities, Tribal communities, and value chain innovators across agriculture, forestry, and ocean-based industries through five interconnected strategies.

Strategy 1 Expand and Integrate Markets



Strategy 2 Build Collective Capacity



WLBE Activation Plan

The Redwood Region's **Blue Economy**, spanning 280 miles of North Coast shoreline, is essential to sustaining coastal livelihoods and advancing California's climate and economic goals.

Anchored by Dungeness crab fishing (\$37.4 million annually) and oyster aquaculture (\$17.4 million, 12% of state production), the region blends marine tradition with innovation.



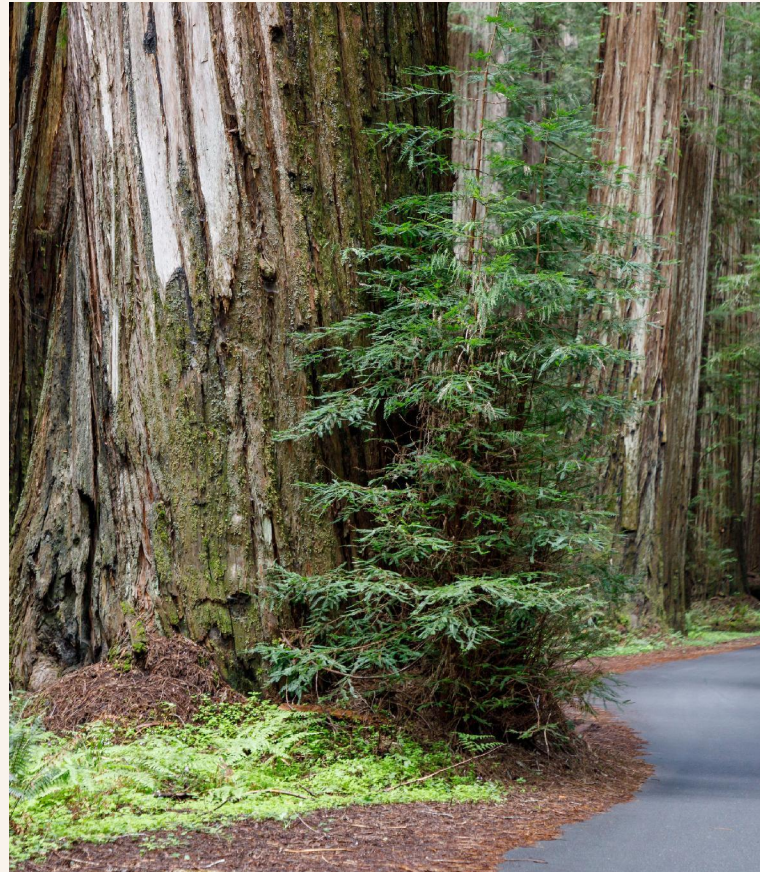


Strategy 5

Advance WLBE Research

WLBE Activation Plan

The Redwood Region's **Working Lands**—spanning Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties—play a vital role in California's natural resource economy. With over 3.5 million forested acres, the region supports active timber, biomass, and conservation efforts.





Catalyst Funded Projects

- **NCO- Redwood Corridor SEEDS Network-** Just Soup
- **North Coast Grower's Association-** Community Kitchen, Meat Collaborative, DNATL (Del Norte Tribal Lands & Community Food Council), Aquilli Metzli, Mini Grants for farmers, Tribal Food Sovereignty Projects, Eureka Dockside Market
- **Kaos Sheep Outfit**
- **True North Organizing Network/Hmong Association**
- **Forest WRX**
- **Trees Foundation**





The Shared Gaps

WLBE Sector Gaps

- Labor
- Infrastructure
- Funding/Access to Capital
- Planning Capacity



What can
we
share?

Think about two things...

1. Name a piece of training, a physical facility, or a funding relationship your organization already has, right now, that another sector in this room could plug into with almost no extra cost to you.
2. Name a gap you've been carrying alone, quietly, assuming it was just your problem, that you're now realizing someone else here is also carrying alone.



Where do
we go
from
here?

The opportunities...

- **Coordination**
- **Investment**
- **Partnership**



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Our Services



North Coast Food System Network

A PROJECT OF THE NORTH COAST GROWERS' ASSOCIATION



North Coast Food System Network

NCGA LED PROJECTS

Meat Processing Feasibility
Resilience Nodes
Mini Grant Program
Humboldt Dockside Market
Agricultural Commercial Kitchen

PARTNERSHIPS

DNATL Gather and Grow Food Hub
Aquilli Metzli Masa Cooperative
Tribal Food Sovereignty/Farm Planning
Redwood Region Ag Day



Enhance Resilience & Adaptation

Solar Powered Resilience Nodes



Completing a regional cold chain

To support storage and aggregation goals in isolated communities



Emergency Response

MOUs tied to each unit to outline usage transition during disaster events



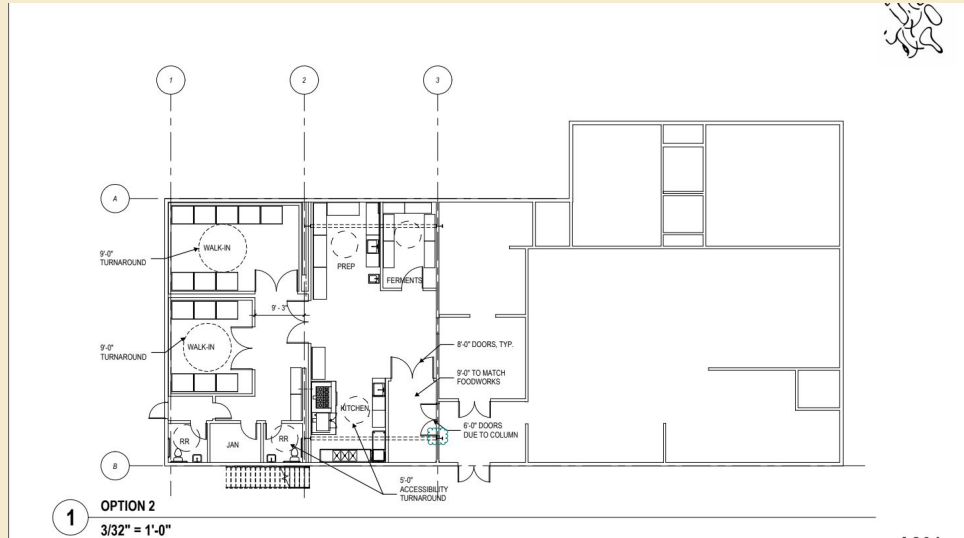
Decentralized

Located on farms, tribal lands, or community centers that regularly need cold storage

Blue Lake Rancheria

Piloting the first node on site at Daluviwi' Community Garden

Develop Value Chains



NCGA Harvest Kitchen

Agriculturally focused kitchen that allows for **minimal processing and preservation** of local foods to **maximize year round access** to locally grown and raised foods

Shared kitchen rentals, paired with TA for product development

Harvest Hub product line for value added products

Minimally processing for schools/institutions



DNATL Gather & Grow Food Hub

15,000 sq ft centralized facility that aggregates, stores, processes, and distributes locally produced food, supporting **food security, economic development, and public health**

Food hub and retail market

Learning kitchen and tool lending library

Covered farmers' market, CSA sales, and event space

Enhance Blue Economy Markets



Humboldt Dockside Market

Weekly market for commercial fishers to **sell catch directly to customers**

Filet station designed and piloted for food safe on-site processing and waste disposal

Partnership with Humboldt Harbor District to build a fish cutting room

Workforce development initiative with high school culinary programs

Support developing product line



NC Seafood Extension Fellow

Fellow will work across the Redwood Region focusing on **Noyo, Shelter Cove, Humboldt Bay, Trinidad, and Crescent City Harbors**

Partnership with CA Sea Grant and NCGA

Seafood to Schools

North Coast Catch label and traceability

Training and resource connection for marketing, food safety

Build Collective Capacity



Food Sovereignty Funding

Investment into
Tribally owned and
operated projects to
address biggest
barriers



Aquilli Metzli Masa Cooperative

Developing a
culturally relevant,
community owned
Seed to Table masa
economy



Microgrants

15 grants distributed
to farms and
community gardens
to improve regional
food access



Regional Gatherings

Quarterly gatherings
of project partners to
share resources

Thank you!

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Redwood Corridor SEEDS Network

Project Highlights

Working Lands and Blue Economy Sector

RRRISE Convening

August 21, 2026

Project Partners



What is the SEEDS network?

A network of community hubs along the Redwood Highway corridor, each linked with farming and foraging lands and designed to prepare for times of disaster.

Sustainability - for our food system and jobs, as an ag production region

Enterprise - for Tribes and other food business entrepreneurs

Emergency Response - developing community capacity to respond to disaster

Development - of thriving-wage jobs

Social Impact - opportunities for people that they may otherwise not have



Just Soup Project

“Decolonizing the colonial palate allows us to reintroduce ancestral culinary practices and unique ingredients, empowering tribal communities to reconnect with their heritage and sustainable food systems. By blending modern technology with ancient culinary traditions, we aim to celebrate cultural identities while building resilience and pride within the communities we serve.”

Just Soup: Product Development



Goulash Ingredients

ALL LOCAL

Vegetables

Pastured beef + bone
broth

Acorn flour

Nettles

Pepperwood/Bay
Laurel

Entrepreneurship



Black Dog Farm and Catering



Quercus Collective Acorn Flour

Disaster Preparedness



North Coast Emergency Food
System Partnership
Convening

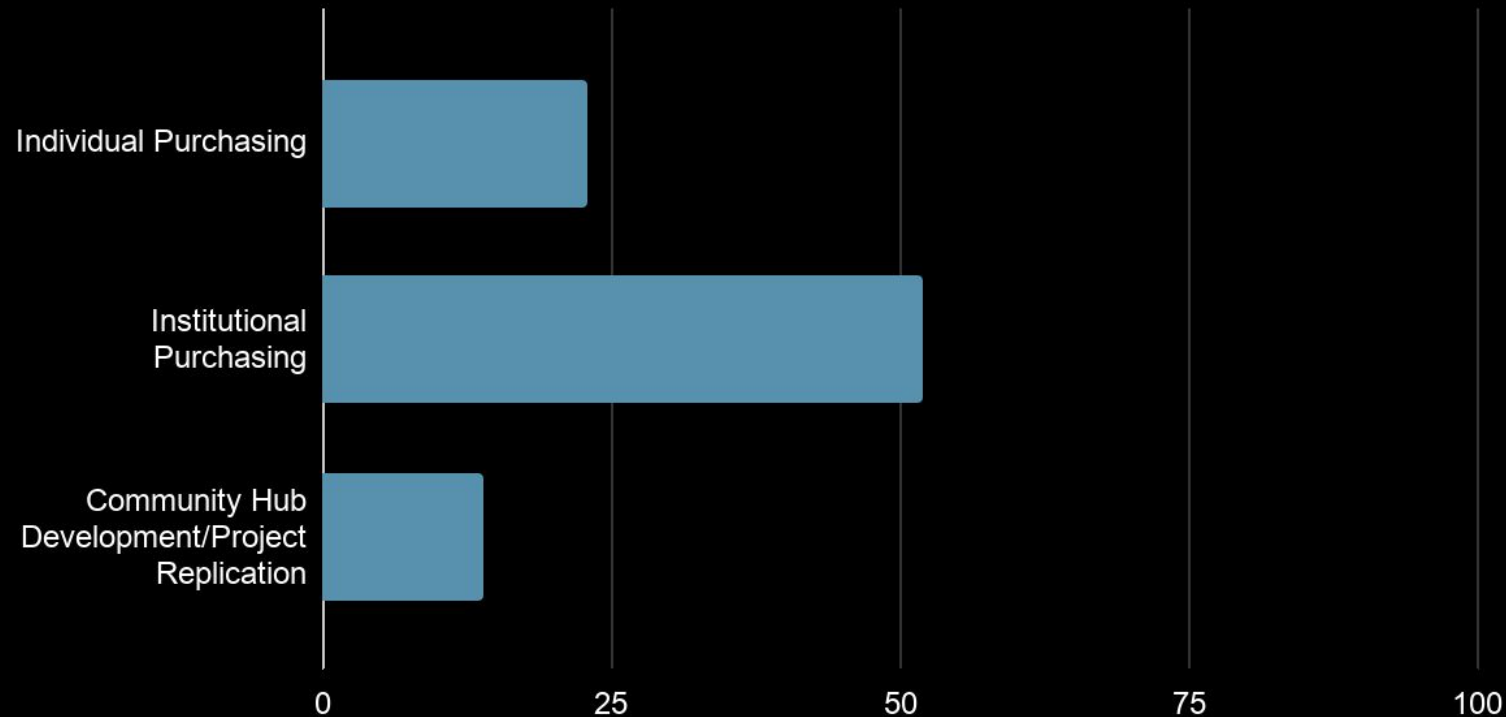
May 20, 2026

Soup taste tests + surveys

Disaster Preparedness

Seeds/Just Soup Survey Results

Percent of Respondents Interested In Future Just Soup/SEEDS Network Activity



Purchase Soup for
Individual Use - 23%

Purchase Soup for
Institutional Use - 52%

Community Hub
Development - 14%

Community Development



Community education about Just Soup, ancestral foods, gut health and the microbiome, Tribal bridge building.
School of Adaptive Ag training on food production and foraging/land stewardship best practices



Going to Seed: teaching about locally adapted seeds and landrace seed breeding as a strategy for resilience in a changing climate

Social Impact Story

Welcome, Christian!

A member of the Ponca Tribe, attending School of Adaptive Agriculture in Willits to learn how to grow food for the Just Soup project and his own Tribe.

Local Supply Chain from Seed to Table =
Food Security

Community = Resiliency



Community Centers



Little Lake Grange #670



Fort Bragg Grange #672

Community Centers

Site Feasibility

- Commercial Kitchen
- Food and Other Storage
- Farming/Foraging Lands
- Transportation
- Backup power
- Capacity to handle influx of individuals
- Space to grow



Ridgewood Ranch, Willits

Post RRRRISE Plans

Final Product Development

Phase 2 Implementation

Scalable Space

Expanding the network

Future Funding

