

Appendix C:

Presentation Slides

A photograph of the Jefferson City, Missouri State Capitol building, a large neoclassical structure with a prominent dome and many columns. The building is set against a clear sky. A dark horizontal band is overlaid across the middle of the image, containing the title text.

Local Foods, Local Places Workshop

Jefferson City, Missouri
April 28-29, 2015

A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention

A photograph of a tree with vibrant pink blossoms, likely a cherry or similar spring-flowering tree. The tree is in the foreground, and a building is visible in the background. A dark horizontal band is overlaid across the middle of the image, containing the section header text.

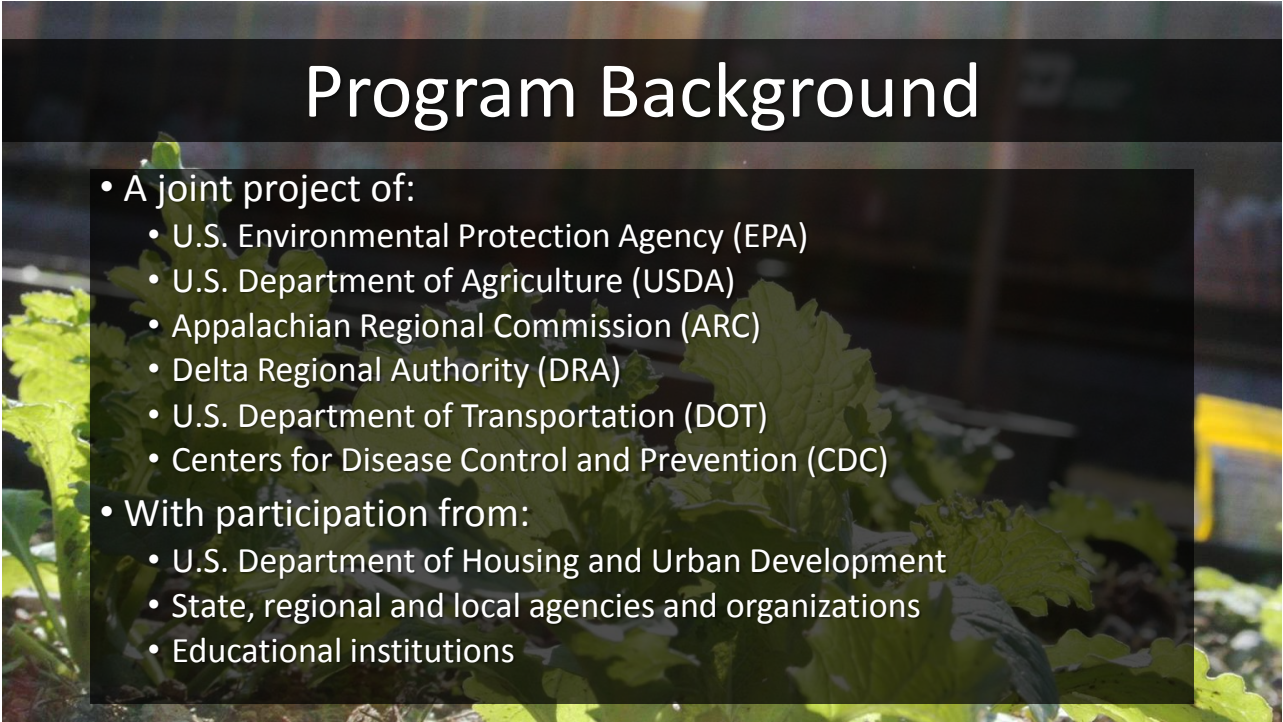
Workshop Agenda

- Day 1 – April 7
 - Community Tour
 - **Work Session 1 (Visioning and Values
Where do we want to go?)**
- Day 2 – April 8
 - Work Session 2 (What needs to happen?)
 - Work Session 3 (How are we going to make it happen?)



Introductions

- What is your name/ who are you with?
- If there was one thing that was improved from this workshop, what would it be? Or If you don't know, "what brings you here tonight?"



Program Background

- A joint project of:
 - U.S. Environmental Protection Agency (EPA)
 - U.S. Department of Agriculture (USDA)
 - Appalachian Regional Commission (ARC)
 - Delta Regional Authority (DRA)
 - U.S. Department of Transportation (DOT)
 - Centers for Disease Control and Prevention (CDC)
- With participation from:
 - U.S. Department of Housing and Urban Development
 - State, regional and local agencies and organizations
 - Educational institutions

LFLP Program Purpose

• Desired outcomes

- More economic opportunities for local farmers and businesses.
- Better access to healthy local food, especially among disadvantaged groups.
- Revitalized downtowns, Main Streets, and existing neighborhoods.

• End product

- New connections among people to build capacity for success.
- An action plan with goals and strategies for achieving these outcomes.



Workshop Purpose: Create an **action plan** that clearly identifies **priorities**, next steps, and **roles and responsibilities** around the following goal areas.

1. Create a successful and vibrant farmers market downtown that will increase local opportunities for local farmers, increase sales at the market, increase visitors and vendors.
2. Coordinate between existing markets and regionally.
3. Develop criteria and weigh options for a permanent site for the Lincoln Farmers Market in downtown area.
4. Explore ways, linkages, and actions to increase food access to downtown areas and neighborhoods.

More economic opportunities for local farmers and businesses.

- Local Production

Sweetwater Organic Community Farm, Tampa. Credit: Alan Steinbeck



More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets



Carrots at New York Market. Credit: Jason Espie

More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets
- Food Entrepreneurs
- Other Local Business Growth



Pickle Man. Credit: Jason Espie

Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets



Mobile Fresh Market. Credit: Alan Steinbeck

Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
- Healthy Foods Education
 - Production
 - Preparation
 - Consumption



School Children in the Garden. Credit: National Gardening Association

Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
- Healthy Foods Education
 - Production
 - Preparation
 - Consumption
- Healthier Neighborhoods



Walkable Neighborhood Syracuse, NY Credit: Alan Steinbeck

Vibrant downtowns, Main Streets, and existing neighborhoods.

- Bring People Downtown



Sarasota Saturday Market. Credit: Renaissance Planning Group

Vibrant downtowns,
Main Streets, and
existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants/institutions



In Town Restaurant Serving Locally Sourced Food and Drink, Durham. Credit: Alan Steinbeck

Vibrant downtowns,
Main Streets, and
existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
- Neighborhood Action



U.S. EPA Building Blocks Program in Salina, KS. Credit: Renaissance Planning Group

Vibrant downtowns,
Main Streets, and
existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
- Neighborhood Action
- Invest in Existing Communities



Stories from the Road



Access to healthy, local food



Access to healthy, local food



Access to healthy, local food



Huntington, West Virginia. Wild Ramp Market-Over \$500K in sales first two years.

Image Credit: Renaissance Planning

Economic Opportunities



Duffield, Virginia. Appalachian Harvest Food Hub

Image Credit: Appalachian Sustainable Development

Economic Opportunities – Proven profitability



Brian Gotreaux of Gotreaux Farms, Scott, LA

Seven years and highly productive. Starting and on-farm food hub in 2015

Image Credit: Renaissance Planning

Economic Opportunities – Mentoring



West Virginia Farmer in High Tunnel

Image Credit: Renaissance Planning

Economic resources – Knowledge and resiliency



Lattin Farms “We grow food and fun”, Fallon, NV

Image Credit: Renaissance Planning Group

Economic resources – Cultural traditions and jobs



Fiso Mojado

Acadiana High School, Lafayette, LA – Meat Processing Ag Class

Revitalize Downtown, Main Street, Neighborhoods



Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market

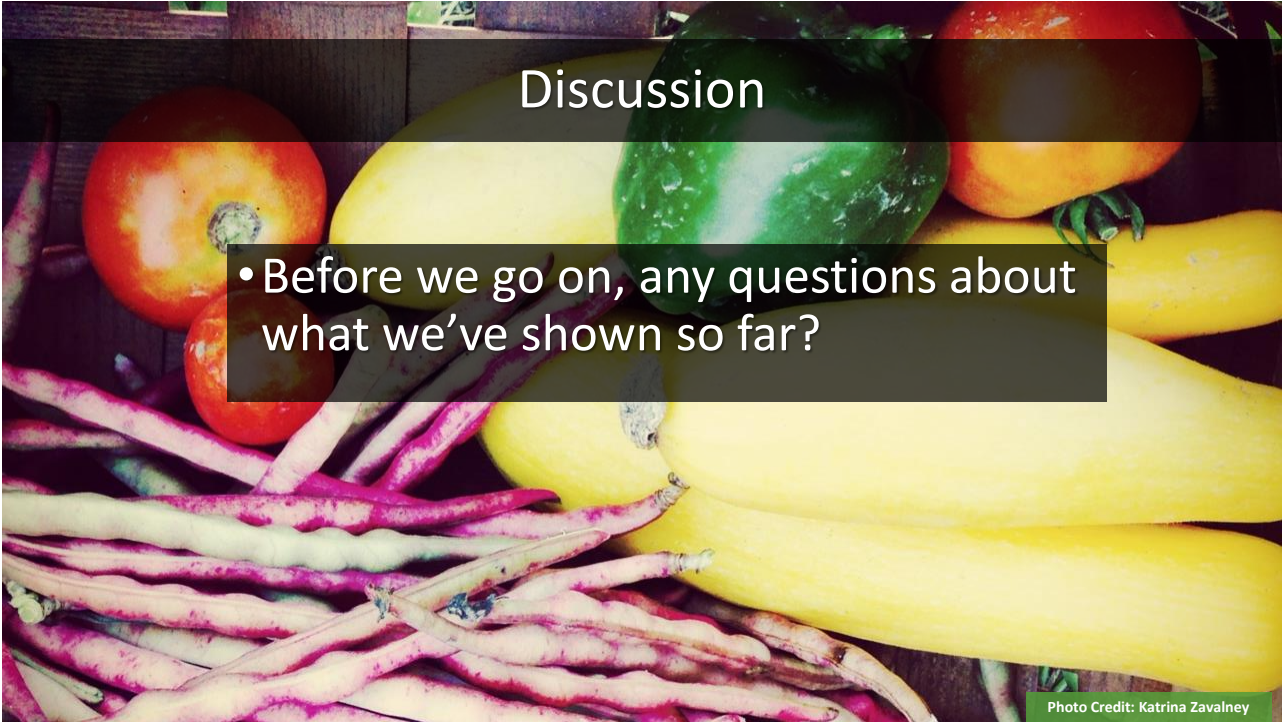
Image Credit: Renaissance Planning Group

Revitalize Downtown, Main Street, Neighborhoods



New Albany, Mississippi. New Retail on the Tanglefoot Rail Trail


Image Credit: Renaissance Planning Group



Discussion

- Before we go on, any questions about what we've shown so far?

Photo Credit: Katrina Zavalney



Local Food System

What is it and why should we care?

One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.

Consideration:

Desired Result

- Food that LAUGHS
 - Local
 - Affordable
 - Uncomplicated
 - Good
 - Healthy
 - Seasonal

Source: Grace Hackney, *Life Around the Table*

Local Food System

Local Farmers. Credit: Eric Mathis, City of Williamson, WV



Local Processors. Credit: Town of Burgaw, NC



Vendors. Credit: Whitley Co Farmers Market



Eaters. Credit: Michel Bish, Flickr



Credit: USDA

WHY BUY LOCAL?

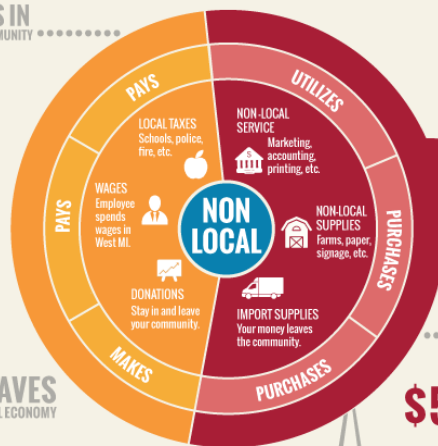
SPEND \$100 AT A LOCAL BUSINESS

\$68 STAYS IN
YOUR COMMUNITY



SPEND \$100 AT A NON-LOCAL BUSINESS

\$43 STAYS IN
YOUR COMMUNITY



\$32 LEAVES
LOCAL ECONOMY

\$57 LEAVES
LOCAL ECONOMY

Stats from Local First's 2008
"Local Works" study by Civic Economics

Advancing Local Foods

Popular Strategies



Community
Gardens



Farmers
Markets



Incubator/
Commercial
Kitchens

Popular Strategies



Farm to School
Programs



Local Food
Hubs

Federal Funding for Local Foods is Up

Producers

- Beginning Farmer and Rancher Development Program
- Specialty Crop Block Grant Program

Process/Aggregate/Distribute

- Community Food Projects Grant Program
- Rural Business Enterprise Grants
- Value Added Producer Grants

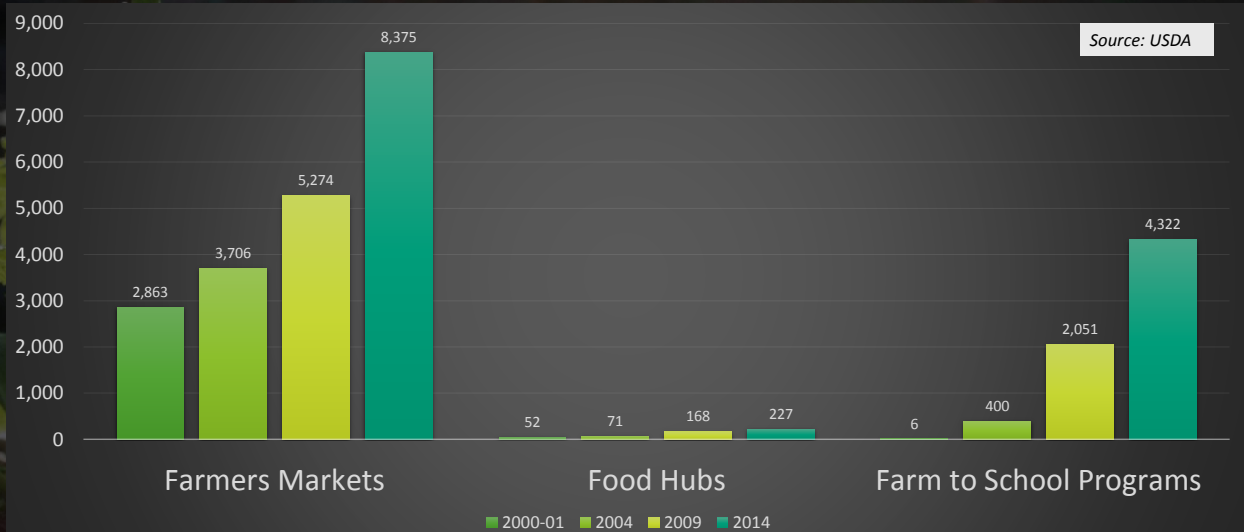
Venues

- Farmers Markets and Local Food Promotion Program
- Community Facilities Grants

Eaters

- Food Insecurity Nutrition Incentive Program
- Senior Farmers Market Nutrition Program
- Farm to School Grants

Local Food Systems are Growing Rapidly



Diners Want Local Options Top Restaurant Trends for 2015

#1

- Locally sourced meats and seafood

#2

- Locally grown produce

#3

- Environmental sustainability

#4

- Healthful kids' meals

#5

- Natural ingredients/minimally processed food

Source: National Restaurant Association. "2015 Culinary Forecast." 2014

Grocery Shoppers Want Local Options

66%

- Believe local foods help local economies

60%

- Believe local foods deliver a better and broader assortment of products

45%

- Believe local foods provide healthier alternatives

Source: AT Kearney. "Buying into the Local Food Movement." 2013

Benefits

- Investing in places like existing main streets, neighborhoods and downtowns can support environmental, economic and public health goals
 - Creating vibrant walkable centers
 - Encouraging mixtures of uses, transportation and housing choices
 - Revitalizing existing centers and reducing pressure to develop in greenfield locations



Downtown Asheboro, NC Image Credit: Alan Steinbeck



Your Community

Local Demand: What Do We Spend on Food?

Food	\$7,391.21	\$129,191,018
Food at Home	\$4,553.53	\$79,591,130
Bakery and Cereal Products	\$639.02	\$11,169,456
Meats, Poultry, Fish, and Eggs	\$996.31	\$17,414,450
Dairy Products	\$484.81	\$8,473,966
Fruits and Vegetables	\$855.31	\$14,949,970
Snacks and Other Food at Home	\$1,578.08	\$27,583,289
Food Away from Home	\$2,837.68	\$49,599,888

Source: ESRI Business Analyst

Local Economy: Demographic Profile

Top Tapestry Segments	Percent Demographic Summary	2014	2019
In Style (5B)	14.1% Population	43,295	43,704
Set to Impress (11D)	11.1% Households	17,479	17,710
Middleburg (4C)	11.0% Families	10,084	10,122
Old and Newcomers (8F)	10.9% Median Age	37.9	38.5
Midlife Constants (5E)	10.5% Median Household Income	\$51,007	\$58,362

Source: ESRI Business Analyst - <http://www.esri.com/landing-pages/tapestry>

Regional Context, Partnerships and Initiatives

- City of Jefferson City (Parks and Rec, Transportation, Schools, etc)
- Jefferson City Chamber of Commerce
- Existing JCMO Farmers Markets
 - Cole County Farmers Market
 - Lincoln University Farmers Market
 - Capital Region Health Plex
- MO Department of Agriculture
- Capital Region Medical Center
- Downtown Jefferson City Association
- Common Ground
- Root Cellar (New Local Food/Product Store)
- Columbia Farmers Market
- Lincoln University Cooperative Extension
- Producers, vendors (people who put seed in the ground)

Values and Vision Pave the Way Forward

This I Believe...

- About downtown Jefferson City
- About the local food and Jefferson City

Our Food, Our Future Storytelling

- Divide into groups (ideally with people you don't know).
- Create a news story about an event 20 years from now. Something good has just happened here.
 - What happened?
 - Why is it important?
- Develop a headline that captures the story's essence and write it on an index card.
- Share your headline with the entire group. Consider your story and what it means about your aspirations for the future. With the group choose one or two favorite stories to share with the group or merge one unified story to share.

- 
1. Create a successful and vibrant farmers market downtown that will increase local opportunities for local farmers, increase sales at the market, increase visitors and vendors.
 2. Coordinate between existing markets regionally.
 3. Develop criteria and weigh options for a permanent site for the Lincoln Farmers Market in downtown area.
 4. Explore ways, linkages, and actions to increase food access to downtown areas and neighborhoods.

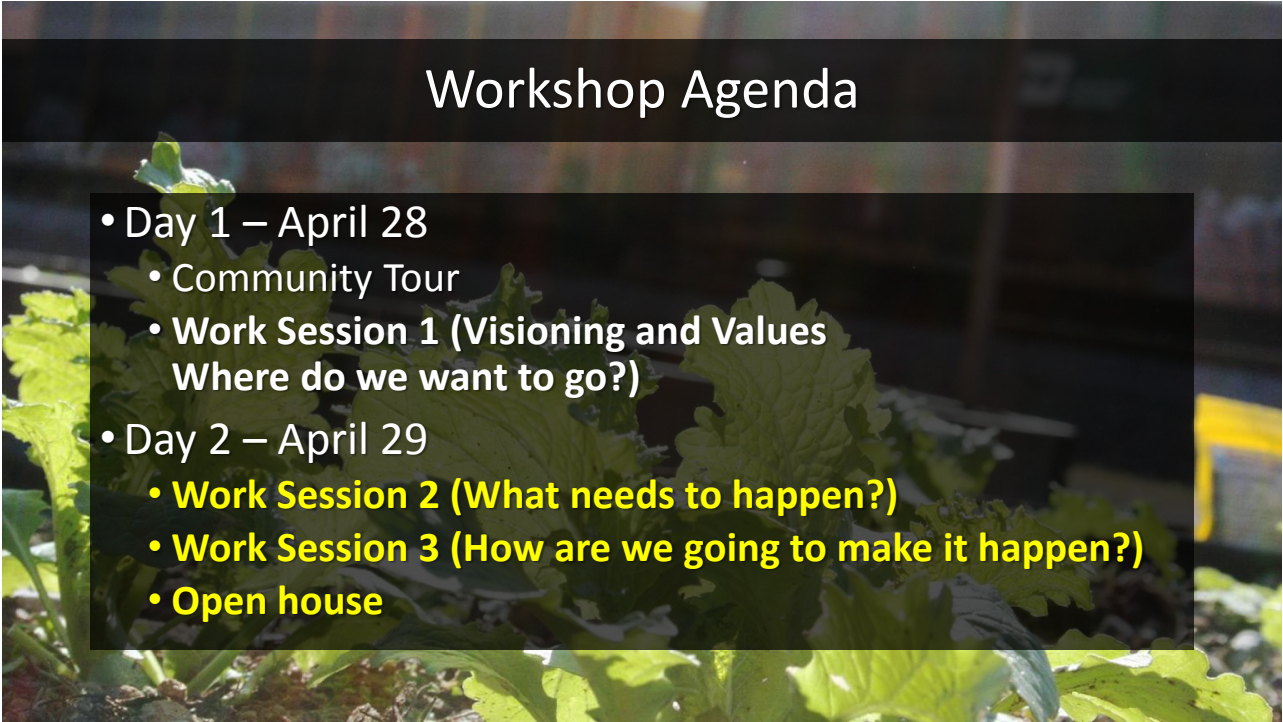


A photograph of the Jefferson City, Missouri State Capitol building, a large neoclassical structure with a prominent dome and many columns. The building is set against a clear blue sky. In the foreground, there is a green lawn with some people and a few cars parked. A dark semi-transparent banner is overlaid across the middle of the image, containing the title and date of the workshop.

Local Foods, Local Places Workshop

Jefferson City, Missouri
April 28-29, 2015

A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention

A close-up photograph of green leafy plants, likely lettuce or similar salad greens, growing in a field. The leaves are vibrant green and have a slightly ruffled texture. A dark semi-transparent banner is overlaid across the top of the image, containing the title of the agenda.

Workshop Agenda

- Day 1 – April 28
 - Community Tour
 - **Work Session 1 (Visioning and Values Where do we want to go?)**
- Day 2 – April 29
 - **Work Session 2 (What needs to happen?)**
 - **Work Session 3 (How are we going to make it happen?)**
 - **Open house**



LFLP Program Purpose

• Desired outcomes

- More economic opportunities for local farmers and businesses.
- Better access to healthy local food, especially among disadvantaged groups.
- Revitalized downtowns, Main Streets, and existing neighborhoods.

• End product

- New connections among people to build capacity for success.
- An action plan with goals and strategies for achieving these outcomes.



What We Heard – Local Food and JCMO



Workshop Goal Areas for Action Planning – Updated

1. Create a successful and vibrant farmers market downtown that will increase local opportunities for local farmers, increase sales at the market, increase visitors and vendors.
2. Coordinate between existing markets and other food system efforts to cultivate a deeper local food culture.
3. Develop criteria and weigh options for a permanent site for the Lincoln Farmers Market in downtown area.
4. Explore ways, linkages, and actions to increase food access to downtown areas and neighborhoods.

One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.



Case Studies



Whitley County Farmers Market

Corbin and Williamsburg, KY

Background

2007

- UK Agricultural Extension helps launch market
- 1 location with 4 vendors.
- Runs for 2 months (June/July)

2008

- Vendors increase to 7.
- Extension receives a \$3,500 grant for Old Time Music events.
- Expand to a 3-month season (August).

2009

- Vendors increase to 15.
- Begin education workshops with vendors.
- Extension approves \$110K for permanent market structure.

Background

2010

- Open under new pavilion with restrooms and ADA access.
- Season expands again (June – September).
- 18 vendors, including value-added producers and artisans for 1st time.

2011

- Season expands again (May – October).
- 28 vendors.
- Add a senior voucher program, sales reach \$15,000
- Expand vendor education with marketing and booth design workshops.

2012

- Add a mid-week market in downtown Williamsburg (July/August only).
- Sales reach \$23,000.
- Start charging \$2 per day vendor fee.

Background

2013

- Become a non-profit Whitley County Farmers' Market Inc.
- Add third venue in downtown Corbin.
- 33 vendors. Average 12 per market.
- \$35/season vendor fee.

2014

- Hired part-time market manager
- Acquired an EBT machine for food stamps

Organization

- Initially housed under the UK Cooperative Extension
- After 5 years, Extension encourages Market to become independent
- Kentucky Center for Agriculture & Rural Development (KCARD) helps board create Articles of Incorporation, Bylaws, & Regulations



Credit: WCFM

Organization

- Filed Articles of Incorporation with Kentucky Secretary of State in March 2013
- Organized as a Not for Profit Cooperative
- Opened back account at local community bank with \$312 from gate fees



Credit: WCFM

Rules

- Market is open to all farmers in Whitley County and any bordering county
 - 7 counties total
- Open to value-added producers and artisans
- Allow sale of prepared foods



Credit: WCFM

Funding

- UK Cooperative Extension
- City of Corbin
- Corbin Tourism
- Williamsburg Tourism
- Community Farm Alliance
- Governor's Office of Agricultural Policy
- State of Kentucky


Accomplishments

- Selected as one of five Kentucky markets to participate in Community Farm Alliance Farmers' Market Training Program
- Selected as the State Farmers' Market of the Year – Small Market Category





Farmers Market Organization



New Roots (Louisville, KY)

New Roots

- The mission of New Roots is to ignite communities to come together, share knowledge and build relationships with farmers to secure access to fresh food.
- They manage a CSA program called **Fresh Stops**.
- Instead of managing every stop themselves, New Roots uses a model where community leaders are trained to start a Fresh Stop in their neighborhood — building community capacity and connections within and among the community and farmers.



Credit: <http://actioncenter.takepart.com/apatt/actions/partner/new-roots>

New Roots



A Fresh Stop volunteer compiles shares for pick up. Credit: <https://twitter.com/newrootsfresh/status/511887189979181056>

- Each Fresh Stop is managed by the community volunteers, and have been described as “Vegetable Flashmobs”—providing low-cost produce to communities with limited access, and building cross-community networks.
- New Roots has develop a leaders-training-leaders model to help launch more Fresh Stops. This is called the **Fresh Stop Training Institute**. (FSTI, pronounced “feisty.”)
- They also organize classes and programming on food justice, which are the training grounds for neighborhood leaders who want to drive, lead and sustain the Fresh Stops.

New Roots



A young Fresh Stop volunteer. Credit: <http://southernfoodways.blogspot.com/2013/04/sustainable-south-new-roots-against.html>

- Consider using this model to bring businesses into the food/farming community.
- This is a great model to activate a much larger group of people who are not yet participating in the local food movement.
- Incorporating regular training, knowledge-sharing, and education on food equity and social justice issues will help solidify community cohesion...and important factor in mitigating any potentially negative effects of urban revitalization.

New Roots

- New Roots was started in 2009 with very limited capital.
- They currently have two full-time paid staff, and an active board of local entrepreneurs and activists.
- The New Root/Fresh Stops model is one that seeks to utilize limited staff, time, and resources to engage and train a much larger pool of people to enact the goals of the community.



Many Fresh Stops are held at faith communities, where people are used to gathering. Credit: http://www.barboursfarm.com/2014_fresh_stops_louisville_kentucky

Farmers Market Organization

Farmers Market Organization

- Who and how will you work on farmer recruitment and product diversification?
- Who are your partners?
- How will you advertise the market?
- Who are the expected customers, and where are they coming from?
- What are the requirements or responsibilities for membership in the farmers market?



Creating a vibrant market requires strategic planning and targeted marketing. Image Credit: <http://www.thejuicelaundry.com/blogs/the-cold-press>

Farmers Market Rules

- What is the ideal Crafter/Farmer ratio?
- How will you define local food?
- How will rules be enforced? What is the grievance process and consequences for breaking rules?
- How will you incentivize farmers to show up every market day?
- Who will be on the market board?



Everyone needs rules, and humor helps. Image Credit: Jen Walker

Farmers Market Partnerships

- Many, many opportunities for partnering with governmental agencies as well as local industries:
 - Cross-promotion programs with local businesses.
 - Double-dollar programs for factory employees, sponsored by the factory.
 - Sponsorships for music, tents, tables, and other market infrastructure needs.



Building partnerships with local employers is one way to jump start a healthy farmers market habit among new shoppers. Image Credit: <http://www.riseandgrind.com/2011/03/16/farmers-market-hustle/>



Farmers Market Perspectives

Farmers

- Easy access for trucks/trailers (not having to haul in product and displays)
- Parking for an additional vehicle
- Restrooms nearby
- Electricity and water
- Wireless internet (for credit/debit transactions)
- A constant flow of customers



Farmers are at the market to make sales and garner new customers. Image Credit: <http://www.getrealmaine.com/index.cfm/fuseaction/home.showpage/pageid/5/index.htm>

Customers

- Easy access (definition differs between customers)
- Handicap parking
- Consistency in vendor turnout
- Variety of products for sale, product choice
- Safety (especially for children)
- Supplemental activities (music, educational booths, etc.)
- Places to gather and linger
- Prepared foods



Customers visiting a tasting table at a farmers market. Image Credit: <http://montcoresource.com/category/random/>

Adjacent Businesses

- Flow of new customers into their businesses
- Limited disruption for existing customers (parking, access, etc.)
- Non-competing, but complimentary products for sale
- Cross-marketing programs



Downtown market adjacent to local businesses. Image Credit: <http://www.localharvest.org/the-selinsgrove-farmers-market-M44276>

Farmers Market Typology



BREAK 10 Min

Local Food Asset Mapping

Exercise

Sectors of the Food Economy

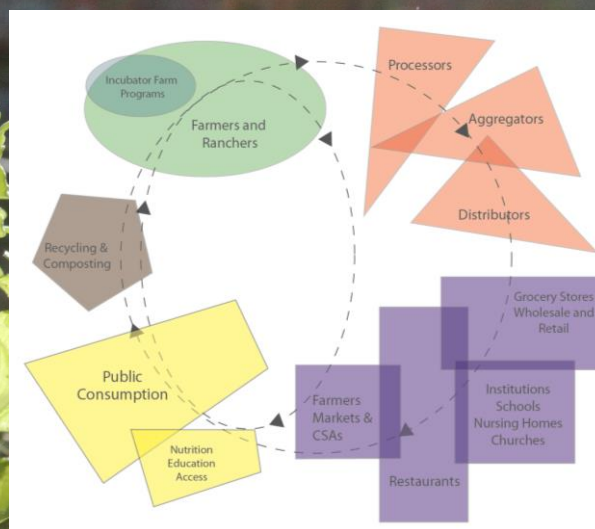


Diagram Examples



Exploring Our Food System

• Questions to Consider:

1. Who is growing what?
2. Who connects growers and customers?
3. Are there elements that add value to local foods?
4. How strong are the relationships?
5. What are the strengths and weaknesses?

Mapping Opportunities, Assets

GREEN – Producers, Farms

YELLOW – Community food partners. Institutions, faith communities, non profits, other assets or groups involved in food

ORANGE – Existing Farmers Markets (detail times, size, etc)

BLUE – Non-Farmers Markets distribution points (retail stores, drop off points, CSAs)

Circle if potential future for any of above

Action Planning Exercise

- Assign each action to a goal area
- Turn the idea into SMART action language
- For each action, describe:
 - Time frame
 - Lead role and supporting cast
 - Cost estimate and funding sources
- **100-Day Challenge:** What can be done by July to keep the momentum going?

Workshop Goal Areas

- Farmers Market- Promotion, Marketing, and Brand Reinforcement (demand side)
- Farmers Market-Identify, grow, support and mobilize vendors and crafts (supply side)
- Farmers Market-Programming, Site Location, Design
- Farmers Market-Mechanics, organizational framework, sustaining resources, and roles
- Job training and community gardens program



Next Steps

- Jason and Jen draft tables
- Conference Call to review
 - Mon, 11 May, 2015 4pm CST/5pm EST
- Jason and Jen draft report, EPA Review
- Draft to community steering committee
- Conference Call to review draft and talk implementation
 - Thurs, June 4, 2015 11 AM EST/12PM EST
- Revise and finalize report with all appendices
- Final project conference call
 - Thurs, June 25, 2015, 10 AM CST/11 am EST