Appendix C: Presentation Slides
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

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.

Planning technical assistance in 26 communities across the United States

Assist in their efforts to promote local foods and invest in existing places.
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
More economic opportunities for local farmers and businesses.

• Local Production
• Local Farmers Markets

Carrots at New York Market. Credit: Jason Espie
Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
- Healthy Foods Education
  - Production
  - Preparation
  - Consumption
Better access to healthy local food, especially among disadvantaged groups.

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

Vibrant downtowns, Main Streets, and existing neighborhoods.

- Bring People Downtown
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

Episcopal Chapel Center Community Garden @ USF. Credit: Alisa Carmichael

Stories from the Road
Access to healthy, local food

Williamson, West Virginia Community Garden
Image Credit: Renaissance Planning

Access to healthy, local food

Watauga County, North Carolina Farmers Market
Image Credit: Jen Walker
Access to healthy, local food

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

Economic Opportunities

Duffield, Virginia. Appalachian Harvest Food Hub
Economic Opportunities – Proven profitability

Brian Gotreaux of Gotreaux Farms, Scott, LA
Seven years and highly productive. Starting and on-farm food hub in 2015

Economic Opportunities – Mentoring

West Virginia Farmer in High Tunnel
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

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

• Before we go on, any questions about what we’ve shown so far?

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.


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

Eaters. Credit: Michel Bish, Flickr

Local Food System. Credit: USDA

Benefits

WHY BUY LOCAL?

SPEND $100 AT A LOCAL BUSINESS

$68 STAYS IN YOUR COMMUNITY

LOCAL

PAYroll

LOCAL DINE

Schools, parks, recreation, etc.

LOCAL SUPPLIES

Sales, service, storage, etc.

SUPPORTS businesses in your community

IMPORTS

$32 LEAVES LOCAL ECONOMY

SPEND $100 AT A NON-LOCAL BUSINESS

$43 STAYS IN YOUR COMMUNITY

NON LOCAL

PAYroll

NON LOCAL DINE

Schools, parks, recreation, etc.

NON LOCAL SUPPLIES

Sales, service, storage, etc.

SUPPORTS businesses not in your community

IMPORTS

$57 LEAVES LOCAL ECONOMY

*Stats from Local First 2015 "Local First" study by City 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: USDA
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
Promote Local Healthy Food Systems
Preserves Working Lands
Increases Economic Opportunity
Improves Public Health
Supports Vibrant Town Centers

Your Community
### Local Demand: What Do We Spend on Food?

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2019</th>
</tr>
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<tbody>
<tr>
<td>Food</td>
<td>$7,391.21</td>
<td>$129,191,018</td>
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<tr>
<td>Food at Home</td>
<td>$4,553.53</td>
<td>$79,591,130</td>
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<tr>
<td>Bakery and Cereal Products</td>
<td>$639.02</td>
<td>$11,169,456</td>
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<tr>
<td>Meats, Poultry, Fish, and Eggs</td>
<td>$996.31</td>
<td>$17,414,450</td>
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<tr>
<td>Dairy Products</td>
<td>$484.81</td>
<td>$8,473,966</td>
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<tr>
<td>Fruits and Vegetables</td>
<td>$855.31</td>
<td>$14,949,970</td>
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<tr>
<td>Snacks and Other Food at Home</td>
<td>$1,578.08</td>
<td>$27,583,289</td>
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<tr>
<td>Food Away from Home</td>
<td>$2,837.68</td>
<td>$49,599,888</td>
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</table>

Source: ESRI Business Analyst

### Local Economy: Demographic Profile

<table>
<thead>
<tr>
<th>Top Tapestry Segments</th>
<th>Percent Demographic Summary</th>
<th>2014</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Style (5B)</td>
<td>14.1% Population</td>
<td>43,295</td>
<td>43,704</td>
</tr>
<tr>
<td>Set to Impress (11D)</td>
<td>11.1% Households</td>
<td>17,479</td>
<td>17,710</td>
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<tr>
<td>Middleburg (4C)</td>
<td>11.0% Families</td>
<td>10,084</td>
<td>10,122</td>
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<tr>
<td>Old and Newcomers (8F)</td>
<td>10.9% Median Age</td>
<td>37.9</td>
<td>38.5</td>
</tr>
<tr>
<td>Midlife Constants (5E)</td>
<td>10.5% Median Household Income</td>
<td>$51,007</td>
<td>$58,362</td>
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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.
Workshop Goal Areas for Action Planning
DRAFT CONCEPTS FOR TOMORROW’S WORK

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.
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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
Planning technical assistance in 26 communities across the United States

Assist in their efforts to promote local foods and invest in existing places.

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 -This I believe- Downtown JCMO

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.

Case Studies

Whitley County Farmers Market
Corbin and Williamsburg, KY
## Background

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
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</table>
| **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. |
| **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

- 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

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
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.

New Roots

• 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

• 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

- 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?

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.
Farmers Market Perspectives

- 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://montoresource.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