



Local Foods, Local Places

Catalyzing Local Action for Food, Health and Economic Resilience

March 14, 2019



WEBINAR OBJECTIVES



- Explain how the federal Local Foods, Local Places program helps communities simultaneously revitalize downtowns, improve access to local foods, and create new economic opportunities.
- Learn how communities can use available resources to implement the Local Foods, Local Places process on their own.

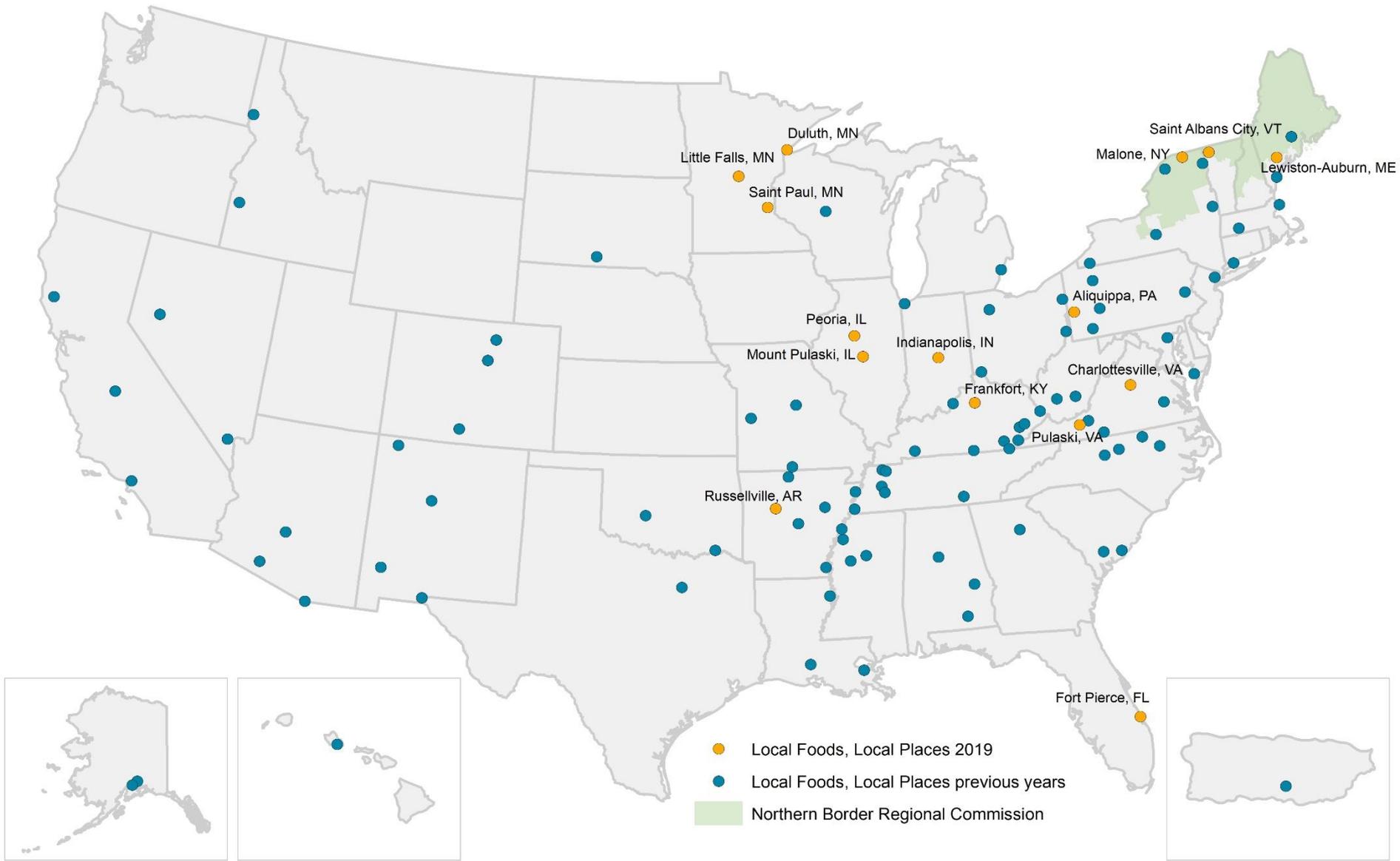
PROGRAM PURPOSE



- Economic opportunities for local farmers and businesses.
- Access to healthy local food, especially among disadvantaged groups.
- Revitalized downtowns, Main Streets, and existing neighborhoods.

It's also about:

- Making connections
- Building partnerships
- Leveraging resources
- Broadening participation
- Bringing ideas into focus
- Catalyzing support
- Next steps for action



LOCAL FOODS, LOCAL PLACES

LOCAL FOODS, LOCAL PLACES TOPICS

Local Food Systems

- Farmers markets
- Food hubs
- Commercial kitchens
- Food production
- Food distribution and retail
- Urban and small farms

Placemaking and Smart Growth

- Revitalization
- Walk, bike, transit and shorter car trips
- Compact, mixed use patterns
- Public spaces and places

Economic and Community Development

- Capacity building
- Entrepreneurship and business incubation
- Value chain creation
- Addressing poverty

Public Health

- Access to healthy foods
- Active lifestyles
- Access to health care
- Prescription programs, SNAP
- Healthy foods education

Equitable Development

- Advocacy
- Community
- Process
- Narrative
- Action Planning

Organizational and Strategic Planning and Partnerships





Charlottesville, Virginia

THE PROCESS

THREE PROCESS PHASES – ASSESS, CONVENE, IMPLEMENT

1

- Understand context, self assessment.
- Refine the problem statement, goals
- Customize agenda and materials
- Coach community on stakeholder participation
- Engage federal stakeholder partners

Assess

- Three calls
- Contextual research
- Organizational capacity building
- Stakeholder outreach

2

Convene

- Conduct community tour
- Affirm collective vision
- Assess assets, challenges relative to advancing local food system, smart growth and economic development goals
- Discuss relevant case studies and generate ideas and locally relevant strategies
- Refine goals and identify specific actions and next steps to move forward

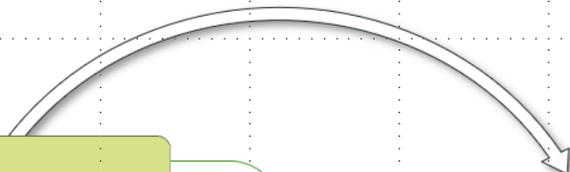
- Two days on site
- Knowledge exchange and partnership building
- Identifying practical, relevant and specific next steps for action

3

- Document Action Plan
- Conduct follow up discussion to review and refine action steps
- Engage project steering committee and stakeholders to identify additional resources/Funding
- Finalize the blueprint for implementation

Implement

- Three calls
- Documentation of ideas and resources
- Refinement of next steps and connecting locals with resources



ASSESSMENT



- Three conference calls
- Establish goals, introduce process, learn and listen, plan for outreach, conduct self-assessment.
- Self-assessment
 - A convening tool
 - Popular and useful
- Investigations. Understand context, meet them where they are.
- Stakeholder Identification and Outreach
 - Build list, keys to good outreach, coaching.
 - Talk about under-represented communities, who is missing?
- An engaged, connected, dynamic point of contact helps success
- Focus on the Steering Committee

Mapping is a great tool for small group discussion and idea pre-action planning

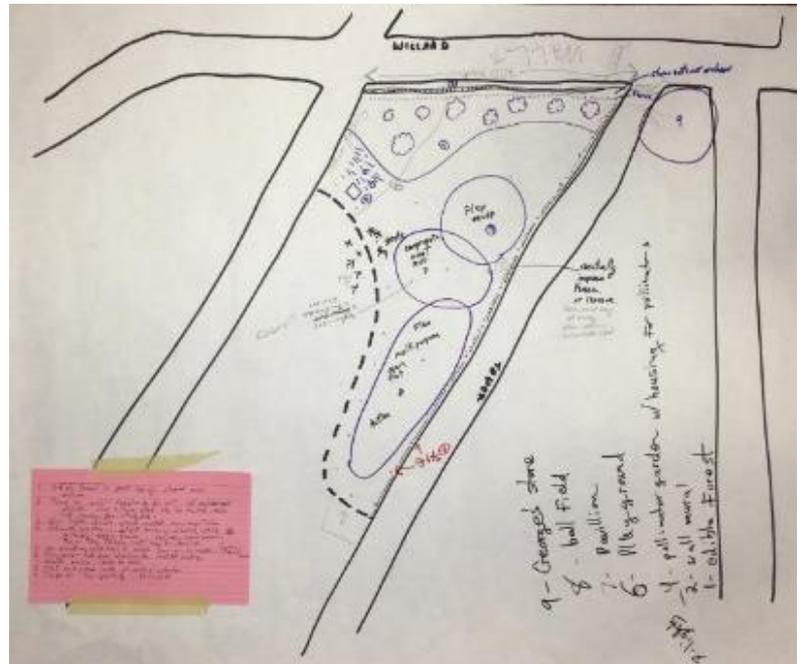
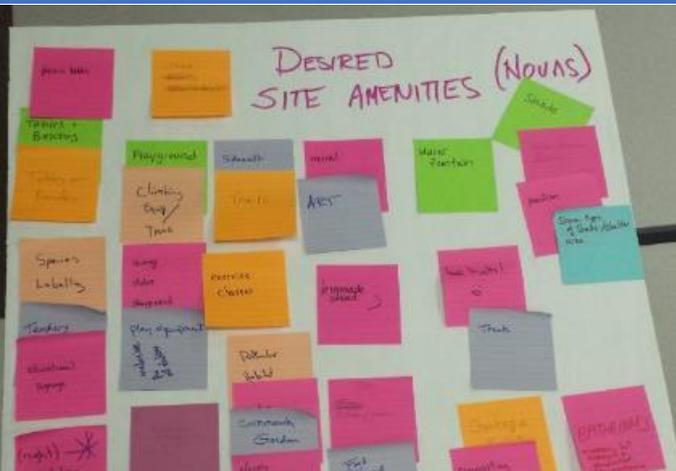
- | ● Needs Fixing | ● Favorite Things | ● Opportunities | ● Food System Element |
|---|------------------------------|--|---|
| 1. NBCCG (new business community garden) | 1. River trails / River Fest | 1. La Plata farms | 1. NAPI + Ag Sci. Center |
| 2. San Juan College hort. program | 2. Farmington Lake | 2. Confluence farm property | 2. Old Ft. Lewis |
| 3. Cut off downtown area by river | 3. Fmtn Library | 3. Irrigated property @ San Juan County | 3. Old Farmhouse Community Garden |
| 4. Shiplock/Navajo Farmers markets | 4. Sycamore Community Center | 4. San Juan College greenhouse (Community Garden) | 4. PATH community garden |
| 5. Airport (Early 2000s, selling land to farming) | 5. Bonnie Dallas | 5. School gardens | 5. Fmtn Farmers Market |
| 6. County Fair | 6. Z Rivers Breweries | 6. San Juan Seed Savers | 6. Manning's nursery |
| 7. Mall / Big Box store area | 7. Other city parks | 7. Glad's Run is a baby Monb Huge potential | 7. San Juan nursery |
| | 8. Connie Mack | 8. potential com garden site | 8. Sutherland farms |
| | 9. Shiprock fair | 9. Browning Ranch - horse ranch w/ food rehab services. Huge opor. | 9. Kerby orchards |
| | 10. Wines of the San Juan | 10. Navajo prep school | 10. FBC community garden |
| | 11. Aztec Ruins + other | 11. Better connect to Navajo | 11. Bolacks (farm) |
| | | | 12. Other market growers (multiple locations off map) |
| | | | 13. Casinos (off map) |



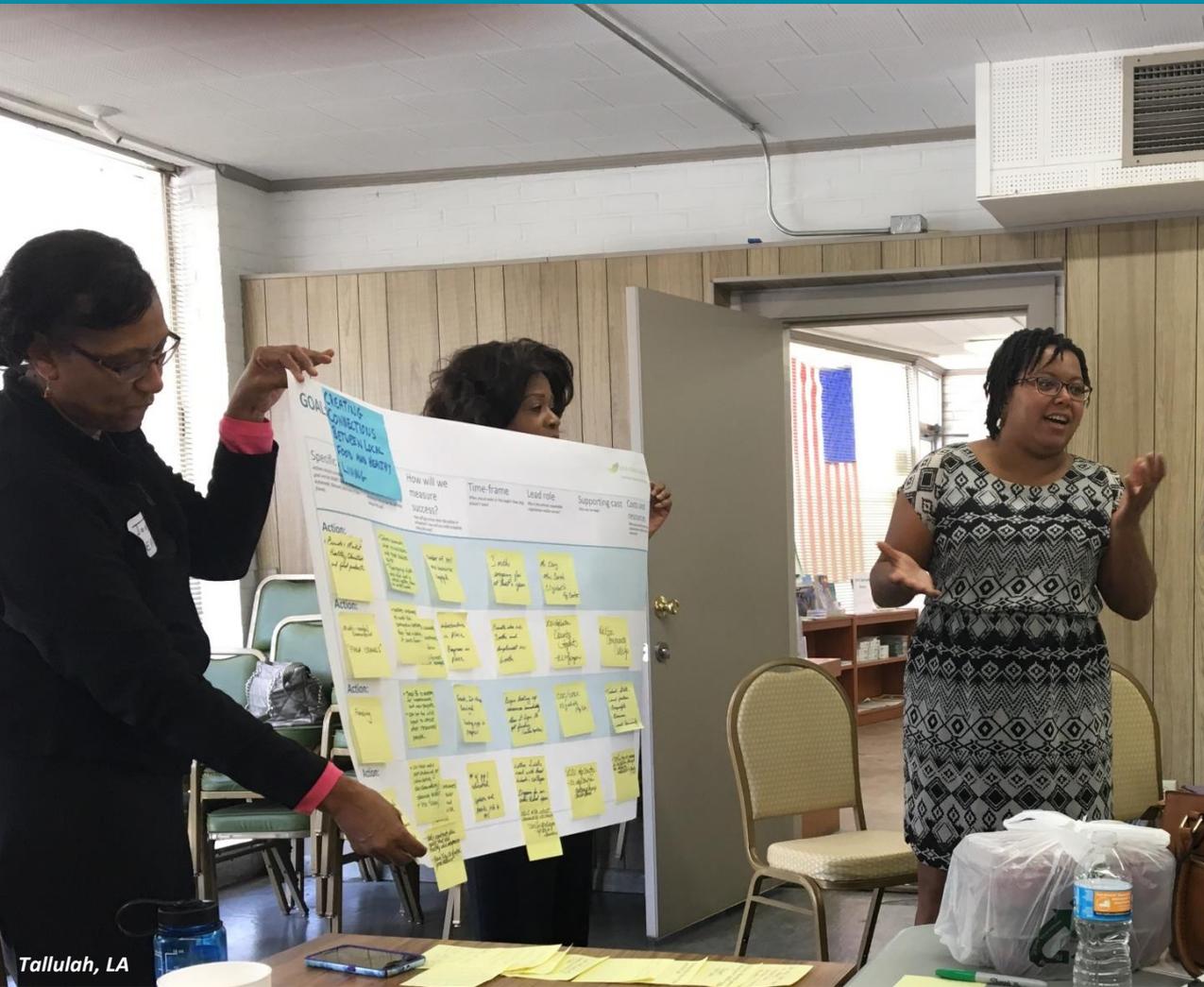
Humboldt, TN

Lapwai, ID (Nez Perce)

Design Exercise – Jamestown, NY, Desired Amenities/Uses for a Neighborhood Park



NEXT STEPS



- Three post-workshop calls, 2-3 weeks apart.
- Documentation of the Community Action Plan.
- Work to maintain energy post workshop, discuss how to maintain momentum.
 - Launch parties
 - Subcommittees
 - Plan roll out
 - Press releases
 - Presentations
 - Community events
 - Visible, achievable actions (clean ups, signage, etc)
 - Establish social media presence/page
 - Celebrate successes
 - Continue convening
 - Invite others to join



Farmington, New Mexico



Why we were there

- The cooperative extension and San Juan college in Farmington sought the LFLP assistance to put the farm back in Farmington and expand local food and local production in and around Farmington.

What we found

- The city of Farmington is undergoing a renaissance of its own, with plans to re-do the Main Street, increase the arts, walkability, and enhance the place of downtown.
- Lots of actors, enthusiasm, and committed people.
- Very strong institutional leaders with County Extension and SJ Community College, strongly supported by City, arts groups and a Main Street program.



Farmington - Outcomes

Outcomes

- Set community up to start (or re-start) the regional food systems conversation and connect it with the Four Corners regional economic CEDS process.
- Set community up to apply for grants for a position at SJCC for food systems support and development, with food hub research and training programs. Grants were successful and the position funded.
- Connecting and working with the Navajo is a priority.

