



Local Foods, Local Places
OMB Grants Innovation Exchange
September 16, 2021

Overview – Local Foods, Local Places



- Program Purpose
- Current Round
- Process
 - Assess
 - Convene
 - Implement
- Exercises
- Q&A - Discussion

PROGRAM PURPOSE

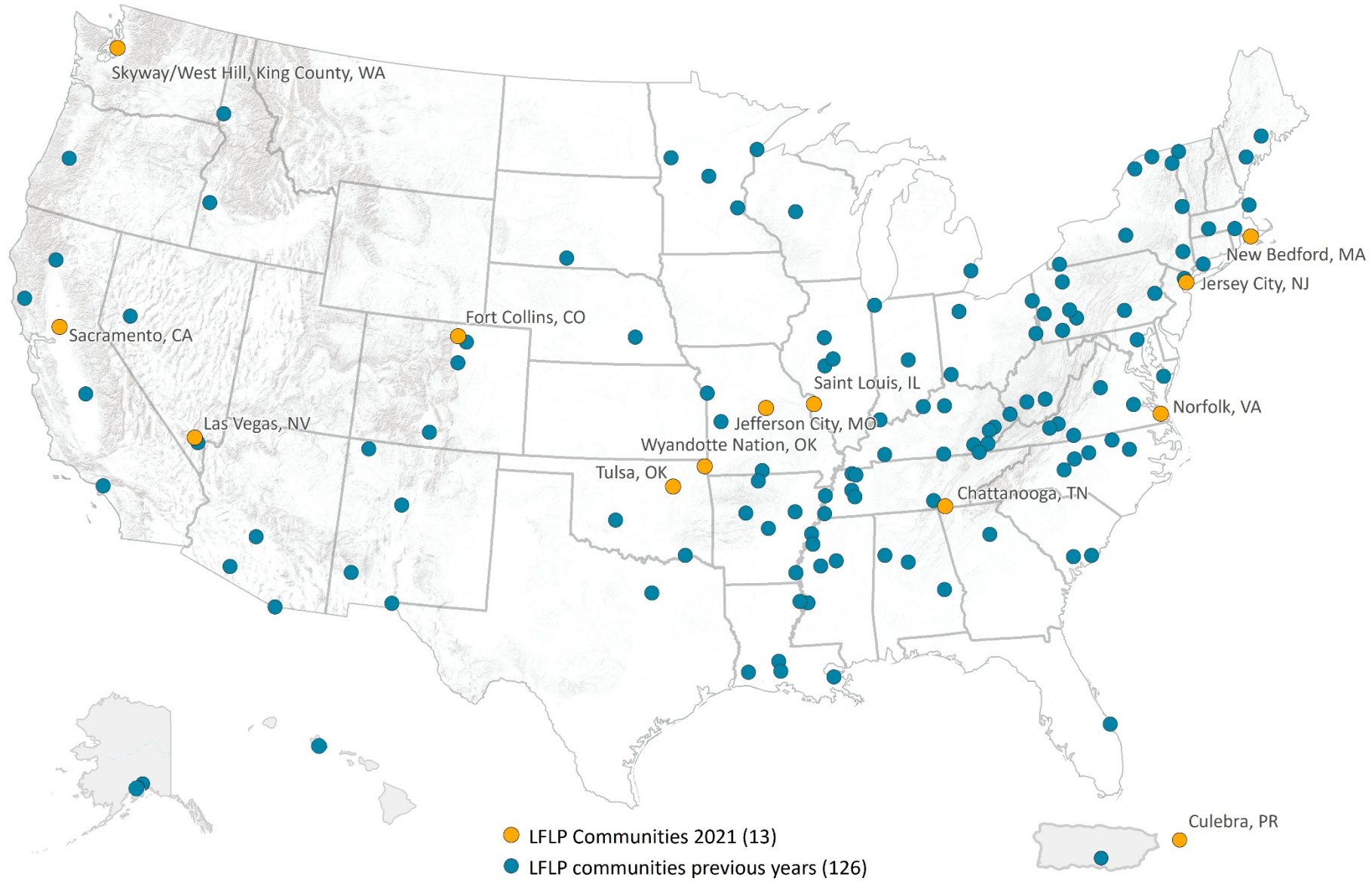


Farmington, New Mexico

- 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:

- Community Engagement
- Vision
- Supportive partnerships
- Leveraging resources
- Broadening participation
- Bringing ideas into focus
- Catalyzing support
- Next steps for action



LOCAL FOODS, LOCAL PLACES 2015 - 2021

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 Environment

- Walk, bike, transit
- Climate Resiliency
- Mixed use patterns
- Green spaces
- Brownfields
- Green infrastructure

Economic and Community Development

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

Public Health

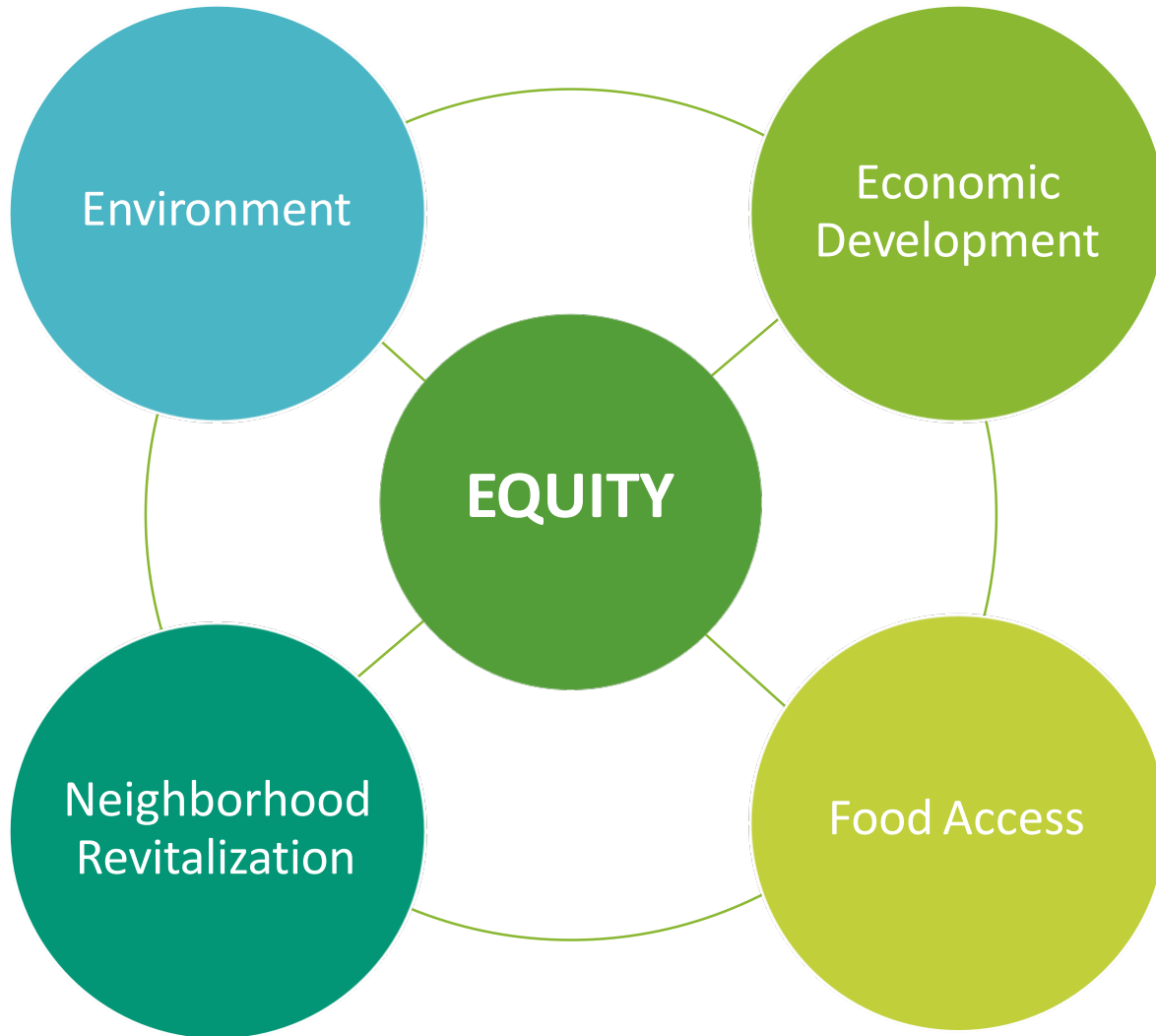
- Improved access to healthy foods
- Active lifestyles
- Access to health care
- Prescription programs, SNAP
- Healthy foods & environmental education

Equitable Development

- Advocacy
- Community engagement
- Giving voice to residents left out of the narrative
- Tangible action planning
- Build common ground

Organizational and Strategic Planning and Partnerships

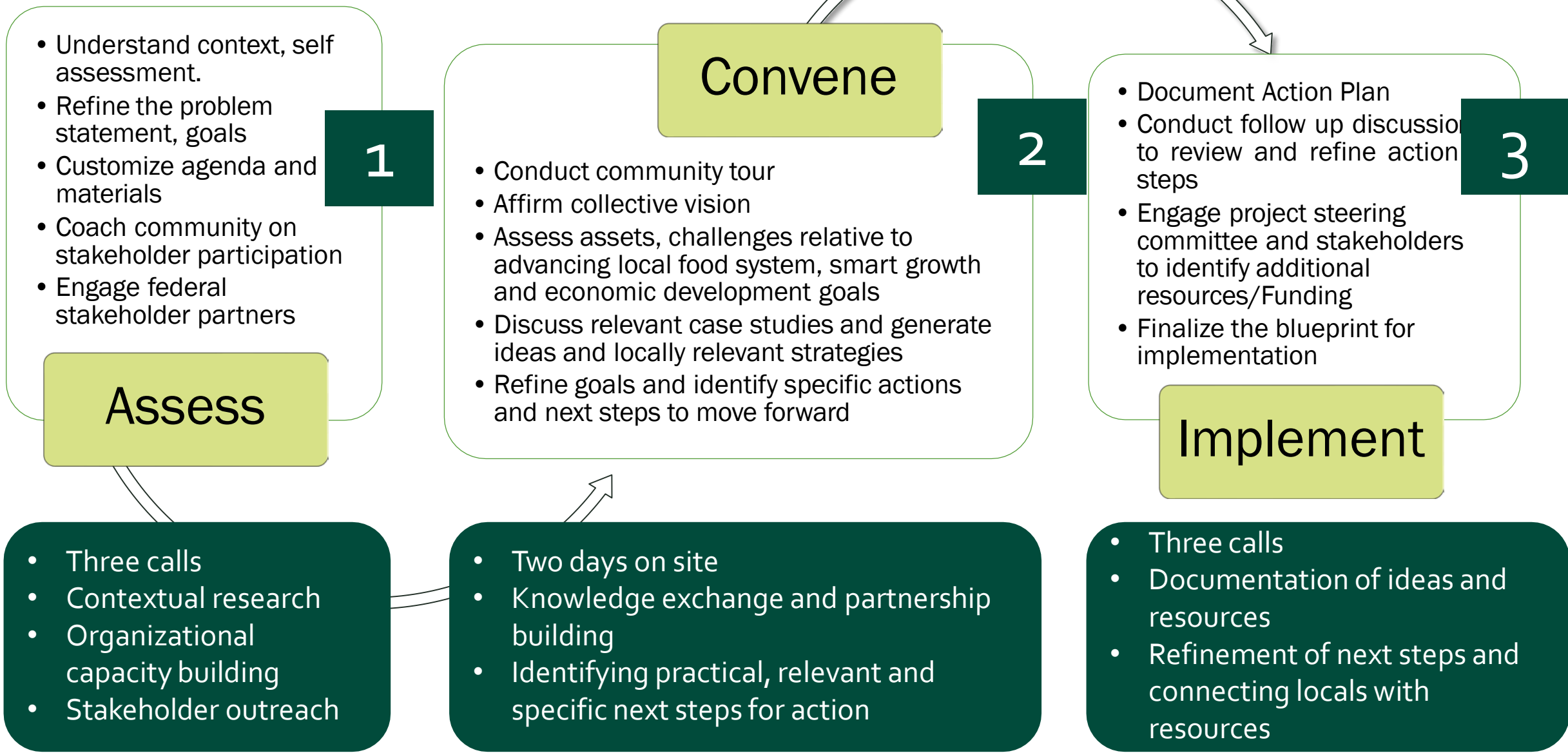
EQUITY



Neighborhood revitalization, economic development, food access, and the environment are interconnected.

Community goals and actions should deepen the connection between food systems, health and economic development and foster progress that is respectful, equitable and inclusive.

PROGRAM AND PROCESS ELEMENTS



ASSESS



1

Assess

- Three pre-workshop video calls
 - Establish goals, introduce process, learn and listen, plan for outreach
- Community Self-assessment
 - A convening/catalyst tool
 - Popular and useful
- Understand community context, meet them where they are
- Stakeholder & Partner Identification and Community Engagement
 - Build list, most suitable outreach
 - Prioritize under-represented communities
- Point of Contact – Key to success
- Diverse Steering Committee as a best practice

CONVENE



- Two-day workshop with public evening event on Day 1 has worked well.
- Workshop Starts with Public input and broad community values and vision. It ends with a detailed action plan with measurable goals and actions.
- Time management is critical, and maintaining energy at the end of day two
- Flexibility is key, adjusting to:
 - Size of group
 - Locals versus visitors
 - Level of local foods/local place understanding
 - Level of local consensus/clarity of vision
 - Unexpected dynamics discovered (local rivalries, outspoken critics)

CONVENE - PANDEMIC-STYLE



- Workshops pivoted to virtual format - worked better than anticipated.
- Public digital access a significant concern.
- Action planning enhanced by online shared documents.
- More federal and state partners participated - no travel costs.
- Simultaneous interpretation available.
- Shorter sessions over additional days helps.
- Steering Committee meetings more effective with video conferencing.

Mapping is a great visual tool for group discussion and idea generation

● Needs Fixing	● Favorite things	● Opportunities	● Food System Element
1. NBCCG <small>new business community garden</small>	1. River trails / River Fest	1. La Plata farms	1. NAPI + Ag Sci. Center
2. San Juan College <small>work program</small>	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 <small>University garden</small>	4. PATH community garden
5. Airport <small>(bring back, adding space to increase)</small>	5. Bonnie Dallas	5. School gardens	5. Fmtn Farmers Market
6. County Fair	6. 2 Rivers Brewery	6. San Juan Seed Savers	6. Manning's nursery
7. Mall / Big Box store area	7. Other city parks	7. Glade Run is a baby Moab 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/ kid rehab services. Huge oppor.	9. Kerby orchards
	10. Wines of the		10. FBC community garden
			11. Bolacks <small>(farm)</small>
			12. Other market growers



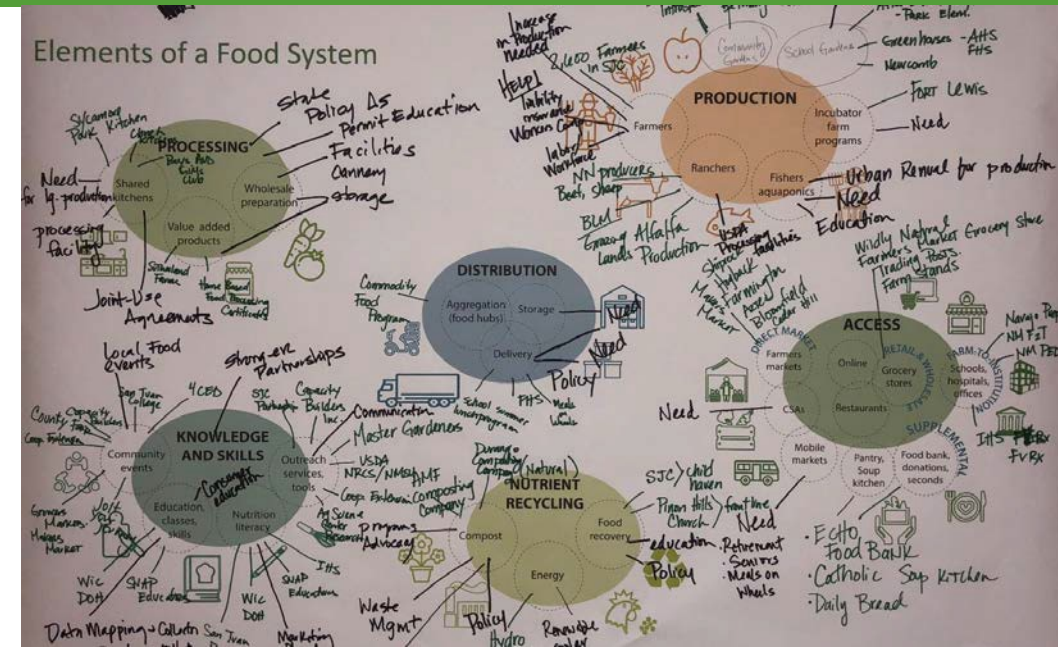
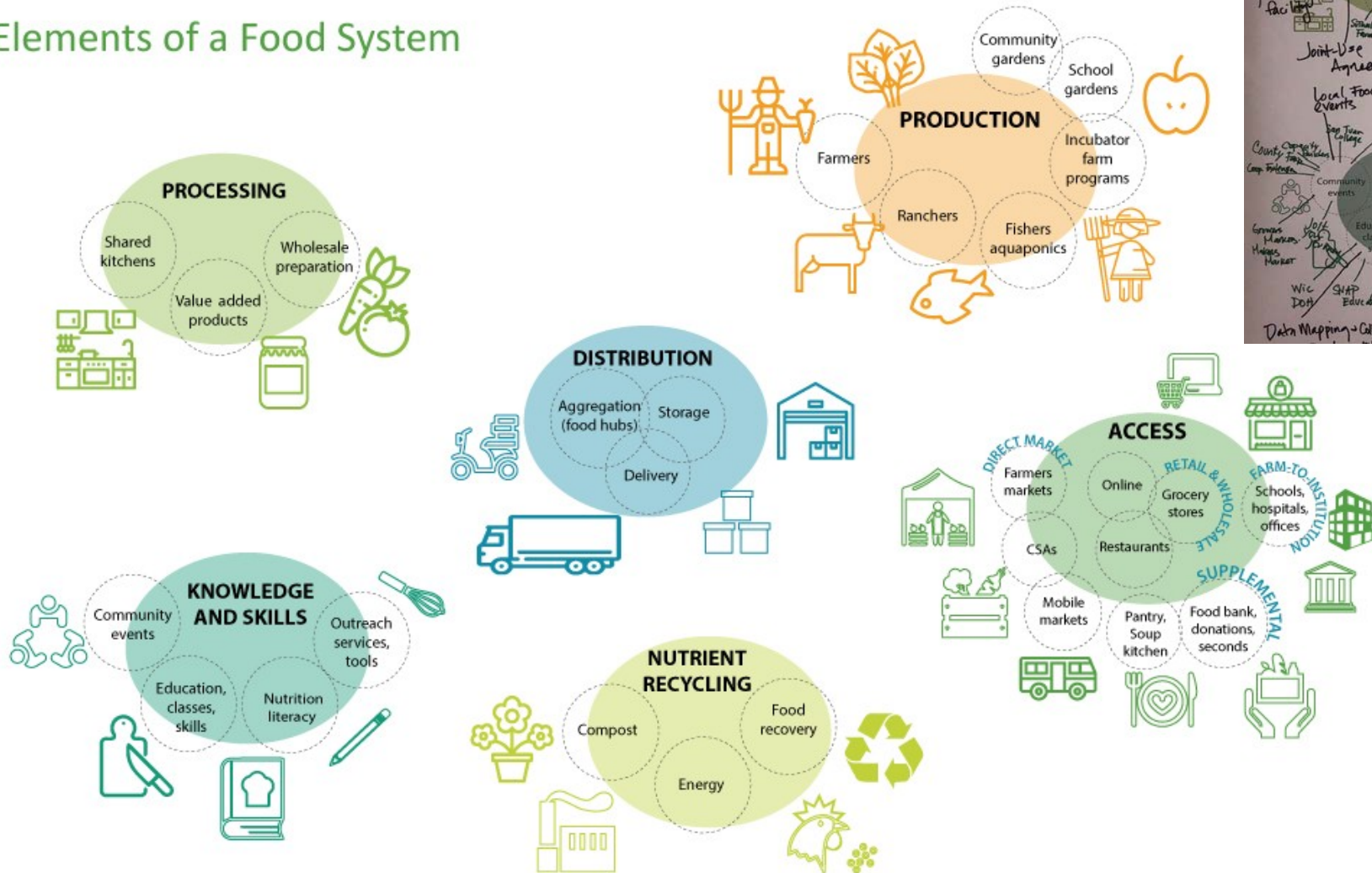
Food System Assets Diagramming

Helps visualize elements of a local food system

Black marker – Things you have now

Blue marker – things that are missing

Elements of a Food System



CONVENE – Action Planning

- Final Goal refinement
- Action Brainstorm
 - individually, or group, or plenary
 - Written or spoken
 - Start with action verb, provide most basic next step.
 - Share ideas
 - Group & cluster ideas
 - Prioritizing via Dot voting
- Action Planning Tables
 - Locals and partners at each table
 - Scribe fills out Action Matrix
 - People can stay at one table or roam.
 - Report out
- Share actions
- Commit to one action

greenwich
village

KEEPING THE FOCUS
ON G'WICH, BRAND:

"GREENWICH ON
THE BATTENKILL"

Competition to
create a logo for
a regional agri-tourism
program. Develop

Create an ambassador
program to create
a cohesive story
about Greenwich
to outsiders

recreational
assets in community

Create an
up-to-date
website of
assets + events

Create map
of local assets
and businesses

Highlight
Yearly Tractor
Parade Around
Thanksgiving

Time
(TOURISM DRAW)

IMPLEMENT - Post-Workshop



- 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
 - Presentations
 - Community events
 - Community action
 - Social media (FB page)

LFLP Partners (Past and Present) – Federal, State, Regional

Federal

- U.S. Department of Agriculture (USDA)
- U.S. Environmental Protection Agency (EPA)
- Centers for Disease Control and Prevention (CDC)
- Delta Regional Authority (DRA)
- U.S. Department of Housing and Urban Development (HUD)
- Northern Border Regional Commission (NBRC)
- Small Business Administration (SBA)
- Centers For Disease Control (CDC)
- Federal Reserve Banks

State

- Environmental Protection Agencies
- Departments of Education
- Economic Development Agencies
- Departments of Health
- Departments of Transportation

Regional

- Councils of Government
- Economic Development Authorities
- Regional Health Entities
- University Extension Offices



LFLP - QUESTIONS / DISCUSSION
<https://www.epa.gov/smartgrowth/local-foods-local-places>
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USDA - AMS Lead: Ken Keck ken.keck@usda.gov