

nummana

SAVING THE STARVING

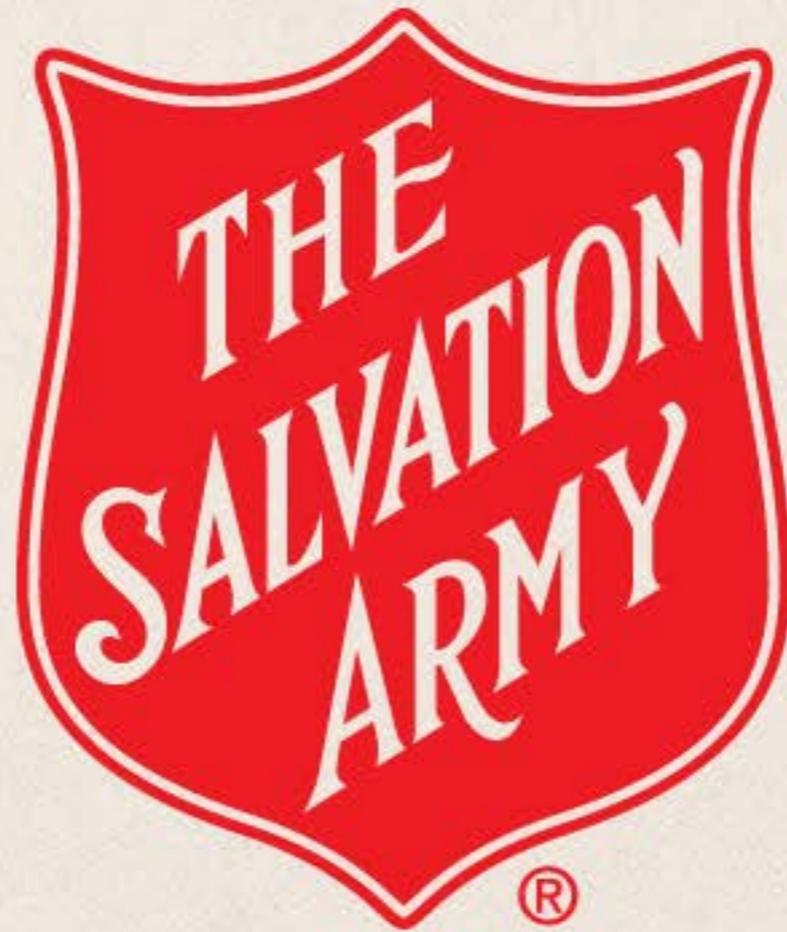




RAY CONSTRUCTION
1870
GENERAL CONTRACTOR

mobile

partnering with



raising funds in

El Dorado

4 MONTHS

\$90,000

Numana's History

December
29, 2009



Numana's History

January
12, 2010



Numana's History

January
26, 2010





nummana
gardens

El Dorado Hunger Free, Healthy

Foods **Community Model**

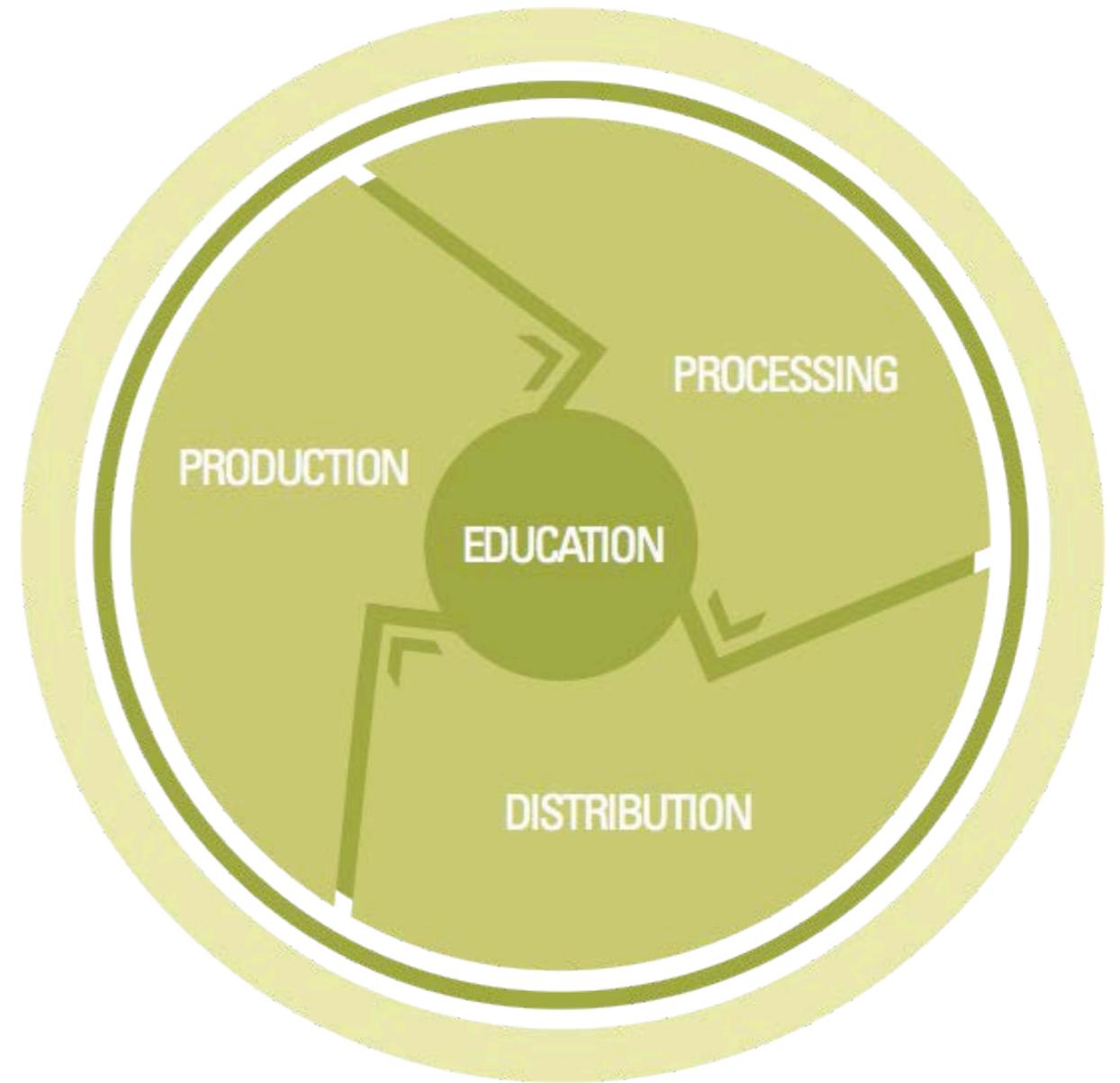
Objective: To develop a self-contained food system.



The Idea: Numana Gardens

- Growing food for use in feeding children and the elderly
- Providing healthy, locally grown food
- Partnership with City





The Answer

- If we have Production
- Then we need Processing
- Followed by means of Distribution
- At the core is Education



K-State AG Advisors

Dr. Gary Pierzynski Interim Dean,

Dr. Daryl Buchholz

Associate Director for Extension and Applied Research

Dr. Curtis Kastner

Director Food Science Institute

Dr. Virginia Moxley

Dean of Human Ecology

Dr. David Procter

Dir. Center for Engagement and Community Development

Dr. J. Ernest Minton

Associate Director Research and Technology



Core Values

- Prototype Development
- Collaboration
- Volunteer Development
- Education
- Business Incubation
- Entrepreneurship
- Sustainability



Production

- Numana Gardens

- Public: Produce raised for the **collective** good.

- Personal: Produce raised for the **individual** good.

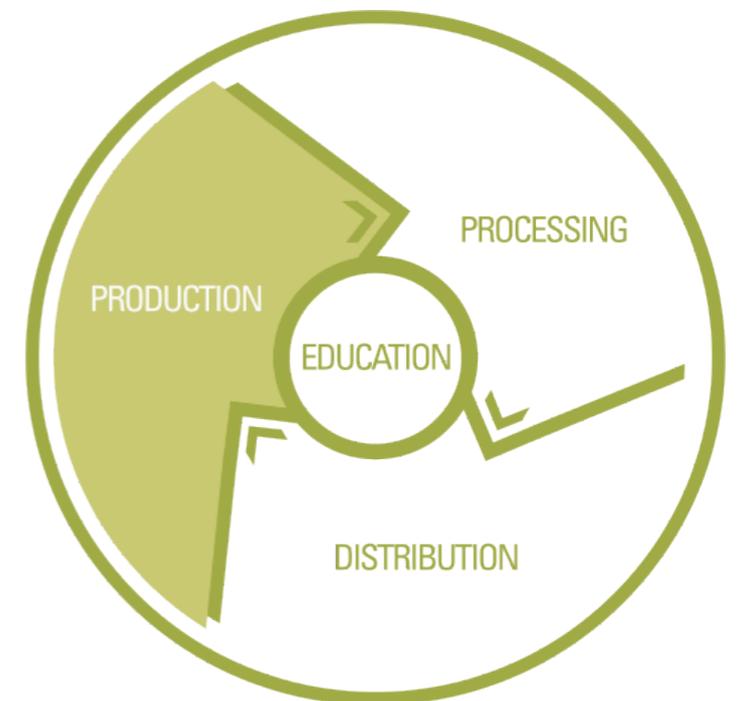
- Community of Gardens: Various locations throughout

- Orchards

- Fruits and Nuts

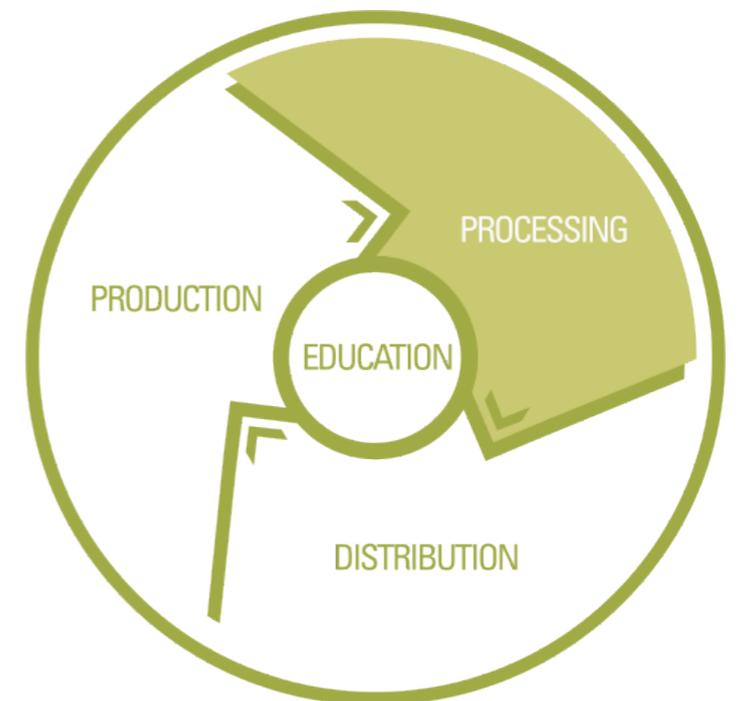
- Farms

- Small Livestock and Grains



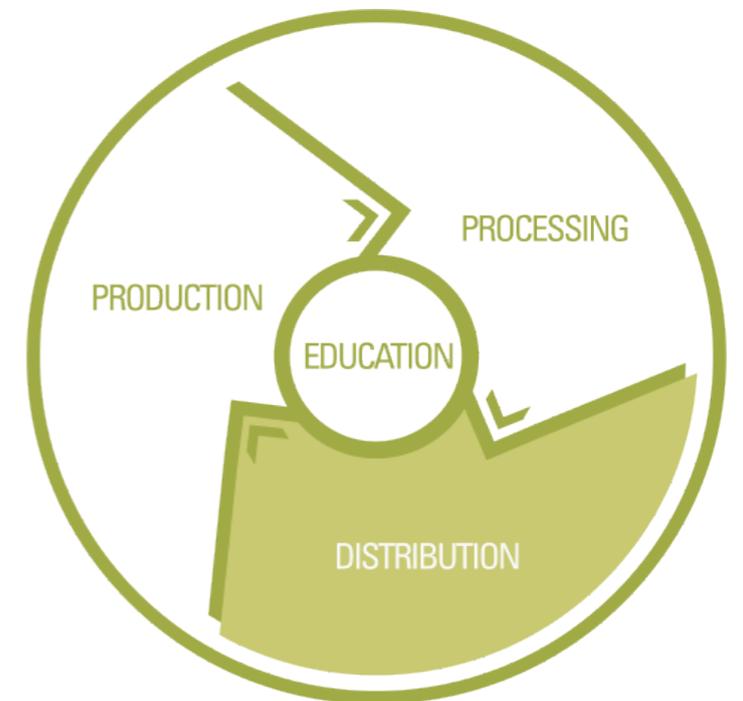
Processing

- Commercial Kitchen
 - Cleaning
 - Cold Storage
 - Cannery
 - Educational Use
 - Workforce Training
 - Toll Processing
- Dehydration of Fruit
- Composting



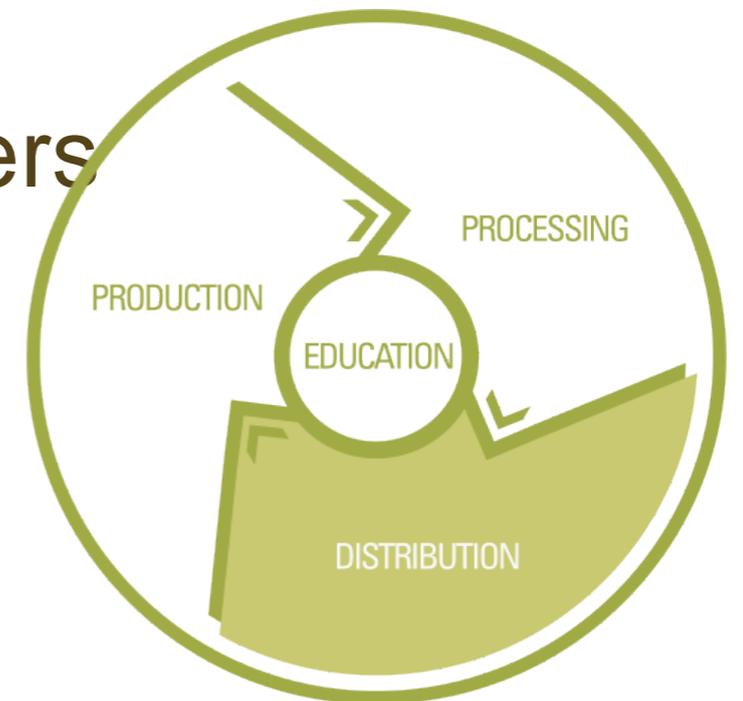
Distribution

- Brand Recognition and Marketing (Stamp of Approval)
- Farmers Market:
 - Local Foods
 - EBT Availability (SNAP)
 - Senior Voucher Program
- CSA - Set upon dates of delivery
- Food Wholesalers
- Food Retailers - Local foods marked by “Stamp of Approval”



Distribution (con' t)

- School Lunches and Backpacks
- Farm-to-school Bill (Federal Program)
- Meals on Wheels
- Access for Lower and Middle Class
- Rural Grocery Stores
- Food Hub - Connecting Growers/Consumers



Education

◦Primary/Secondary

-Establishment of School Gardens

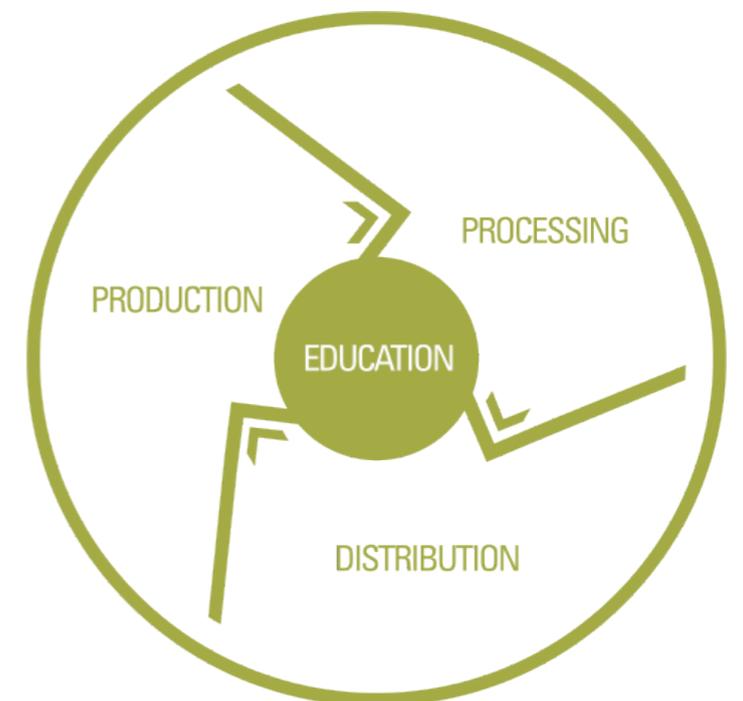
-Integration into curriculum

-Learning Centers

◦Post-Secondary

-Culinary Research Opportunities

-Mentoring



Education (con' t)

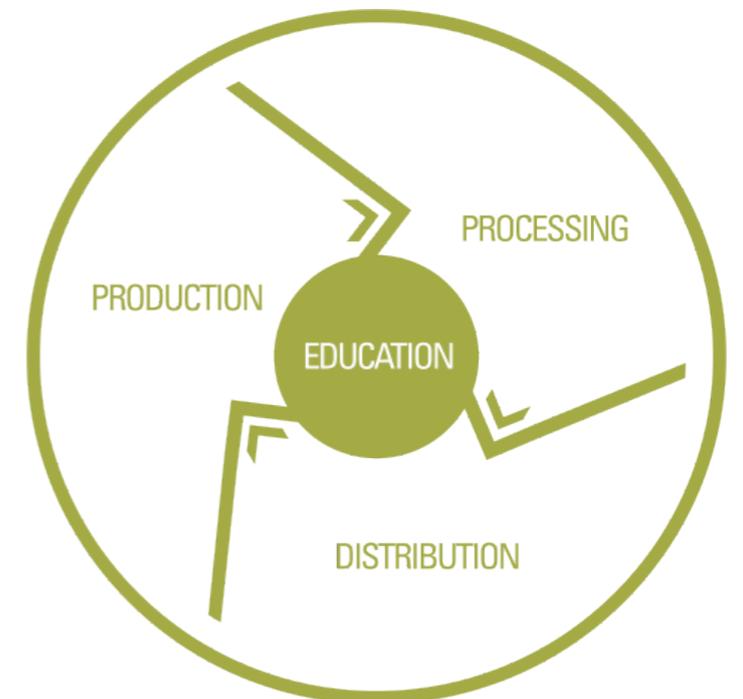
- Community

- Sr. Citizens - AARP

- Mentoring Access to food

- Low Income Cooking classes

- General Awareness



Uniting a Fractured Community

- **Creating a large task force w/players from all sectors**
- **Creating unity around shared vision of eliminating hunger**
- **Creating safe environments for discourse**
- **Creating measurable milestones for community celebrations**
- **Creating mutually beneficial environment for success**
- **Creating opportunities for orgs and individuals to collaborate**



Civic Partnerships

- **All Sectors of society are on Task Force**
- **Establishing much needed communication channels**
- **Facilitating shared resources and best practices**

Academic Partnerships

- **Integrating gardens into local schools**
- **Developing research opportunities**
- **Creating learning centers**
- **Creating curriculum development**



Community Benefit

- **Educational Forums and Opportunities**
- **Community Assessments**
- **Information Distribution System**
- **Social Media**
 - **WEB- www.numanagardens.com**
 - **Facebook**
 - **Twitter - [@numanagardens](https://twitter.com/numanagardens)**
 - **Basecamp – Shared Project Management**
 - **Blog- numanagardens.wordpress.com**
 - **Web- El Dorado 360**



Replicable Model

- **Other communities can use our model**
- **To unite their communities around a common goal**
- **To give practical ways for ALL sectors of society to participate and benefit**
- **System designed to be replicated**

Pleasure is derived from virtuous activity. - Aristotle





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gardens

Thank You.