

A group of people are gathered around a large window. A man in a plaid shirt is pointing at a diagram on a whiteboard. The window is covered with several colorful sticky notes. The view outside the window shows a green landscape with trees and a field. A man in a light blue shirt is looking out the window. The text 'To FEAST or not to FEAST' is overlaid on the image in green, and 'Case Studies Across Kansas' is overlaid in black below it.

To FEAST or not to FEAST

Case Studies Across Kansas

Cole Cottin

KANSAS RURAL CENTER



Facilitator's Training

**Adaptive
Leadership**

“Go to the people
Live among them
Learn from them
Love them

**Lead from
Behind**

Start with what they know
Build on what they have

But of the best leaders when their task is done
The people will remark “We have done it ourselves”

-Lao Tze, ancient Chinese philosopher

KRC

KANSAS RURAL CENTER



**Community-based
research, education, & advocacy
since 1979**



We work directly with Kansas farmers, communities, & leaders to:

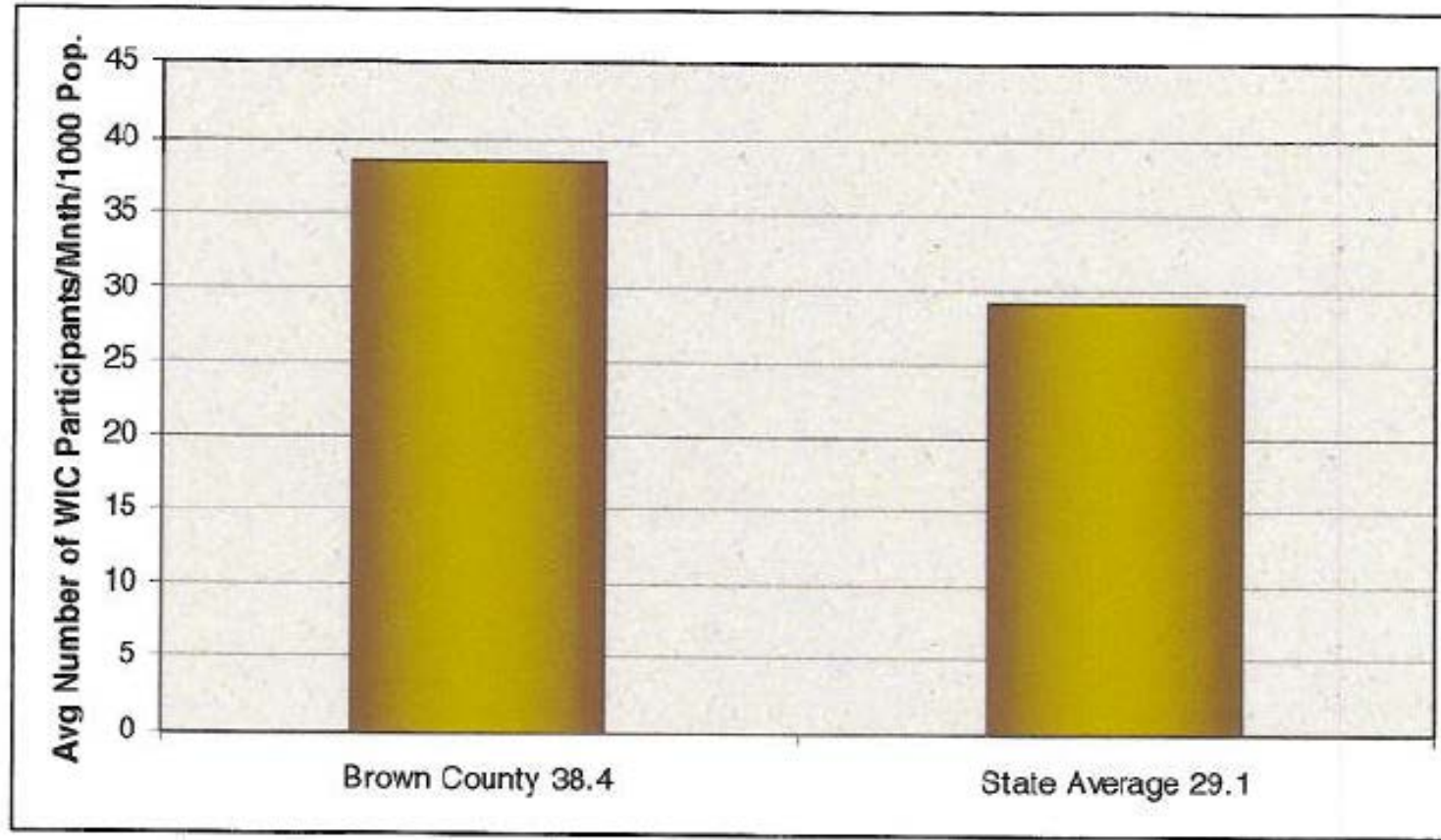
- Understand their needs
- Design strategic responses
- Connect them with information and resources needed to advance a sustainable farm and food future.

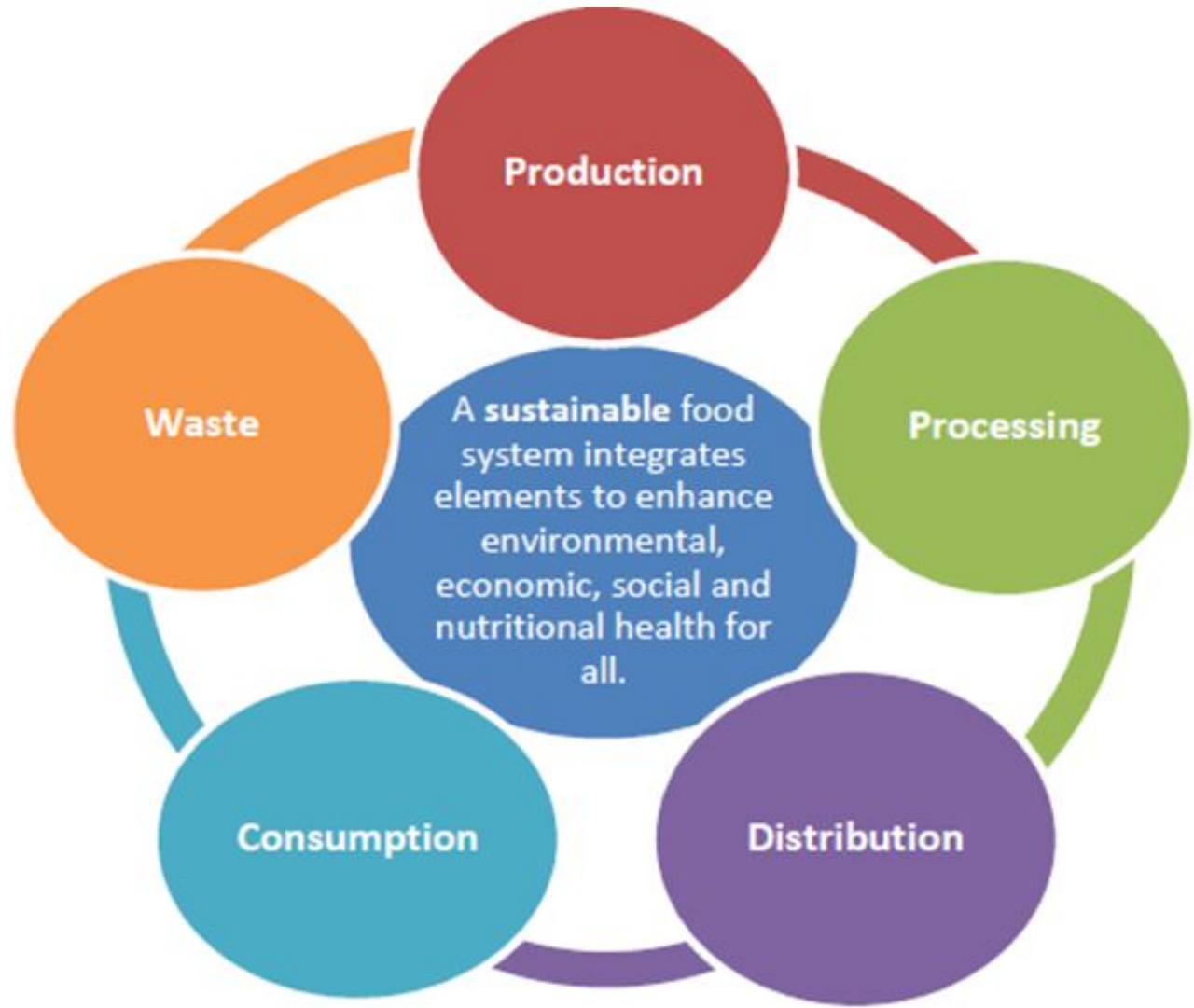
2012
to
2013



Food Security Risk Factors in Brown County, Kansas

(Average Number of WIC Participants per Month per 1000 of Population)





Brown County Community



Program Agenda

Monday, September 24, 2012

Introductions (3:30-4:00pm)

Steve Smith - Brown County Healthy Foods Coalition
Gary Satter - Glacial Hills Resource, Conservation, and Development (RC&D)
Myles Alexander - Center for Engagement and Community Development
Cole Cottin - Kansas Rural Center

Panelist Presentations (4:00pm-5:00pm)

Community Health – Karla Harter, Brown County Health Department
Healthy Food in Schools– Cheryl Johnson, Department of Education
Farm to School – Barb Depew, Department of Education
Local Grower Activities and Resources – Matt Young, Brown County Extension
Food Access – AnnaRose Hart, Kansas Department of Agriculture
Creative Farm Food Distribution Models – Mark Ward, Southern Exposure Farm
Economic Viability of Local Food Production – Jake Johannes, Johannes Farm
The Local Picture – Gene Hillyer, Brown County Healthy Foods Coalition

Community Questions & Input (5:00pm-5:45pm)

Question and answer with panelists
Participant identify key topics for working group sessions

Dinner (6:00pm-6:50pm)

Sharing in a delicious feast, made from local ingredients

Working Group Sessions (6:55pm-7:45pm)

Participatory community food systems organizing activity

Closing Notes (7:50pm-8:30pm)







Facilitator Role



	Panelist Presentations	
Karla Harter		ANNAROSE HART, Kansas Department of Agriculture – (5 min)
Cheryl Johnson	<i>Purpose:</i> To create a basic shared understanding of food systems in order to inform small group work addressing various local food system issues.	<i>Topic:</i> Accessing locally produced food
Barb Depew	KARLA HARTER, Health Department -- (5 min)	<ol style="list-style-type: none"> Defining “food hub” with model examples (point to info table)... seeing food hubs as an economically viable piece to increase healthy food access for all income levels Programs to increase access to Kansas produced foods <ol style="list-style-type: none"> EBT (credit card & vision card access; markets, CSAs, groceries) WIC (market, <u>CSA</u>?, groceries, etc.) Others? Any other comments on economic advantages of producing food for local niche markets
Annarose Hart	<i>Topic:</i> Community Health	
Mark Ward	<ol style="list-style-type: none"> Brown County health – the local picture Defining “accessibility” to healthy food <ol style="list-style-type: none"> Available (supply) Affordable Access via transportation <u>Preparable</u> (education issue - requires knowledge) Existing Services (eg. WIC, transport, other...) 	
Matt Young		MARK WARD, Southern Exposure Farm – (5 min)
Jake Johannes		<i>Topic:</i> Creative farm food distribution models
Gene Hillyer	CHERYL JOHNSON, Department of Education -- (5 min)	<ol style="list-style-type: none"> Defining “Community Supported Agriculture”/ “CSA” (noting that all types of farm products can be sold this way, not just produce) The story of your farm and business model (why you chose CSA) Economic viability of producing for local direct sales
	<i>Topic:</i> School programs to increase consumption of healthy foods	JAKE JOHANNES, Johannes Farm – (5 min)
	<ol style="list-style-type: none"> Defining “food deserts” (incl. Kansas and Brown County info) Addressing issues of <u>healthy food access</u> through schools Addressing issues of <u>nutrition and food education</u> through schools Making school food healthier – changes to <u>school food policy</u> (*importance of engaging Food Service Directors in planning) 	<i>Topic:</i> The decision to sell locally
	BARB DEPEW, Department of Education – (5 min)	<ol style="list-style-type: none"> Your family farm’s story of transition from large acreage row crops to less acreage but more direct local/regional sales Farm resiliency from diversified products and market outlets (farmers market, wholesale, institutions...) Tips for farmers interested in marketing locally: <ol style="list-style-type: none"> Research target market/customers Learn growing basics and explore options for season extension Assess infrastructure needs (eg. washing, packing, storage, delivery) Consider price points – Who are you competing with? Quality increases value and give fresh, local foods an advantage. Limitations (Jake: not sure what you had in mind for this?) Mention <u>Hummer</u> display and encourage folks to visit you there
	<i>Topic:</i> Connecting local schools to local farms and food production	
	<ol style="list-style-type: none"> Farm to School – basic broad summary of statewide activities Farm to Cafeteria – Where’s it happening? Tips for planning? (*importance of engaging Food Service Directors in planning) 	
	MATT YOUNG, Extension Agent – (5 min)	GENE HILLYER, Brown County Healthy Foods Coalition – (5 min)
	<i>Topic:</i> Brown county grower activities and resources	<i>Topic:</i> Focus Group Findings: The Local Picture
	<ol style="list-style-type: none"> School gardens and other farm to school activity in Brown County Community gardens in Brown County Transitioning farmer issues in Brown County (old to new generations) Extension as a resource for growers (point to info table) 	<ol style="list-style-type: none"> 17 groups, 155 people <ol style="list-style-type: none"> Demographics Locations





Are you looking for
local foods?
Your search just got easier!

- Raised on local farms
- Sold at local businesses
- Growing our local economy

Learn more at
ourlocalfoods.org

Access to Healthy Foods
through
Child Nutrition Programs

School Nutrition Stats

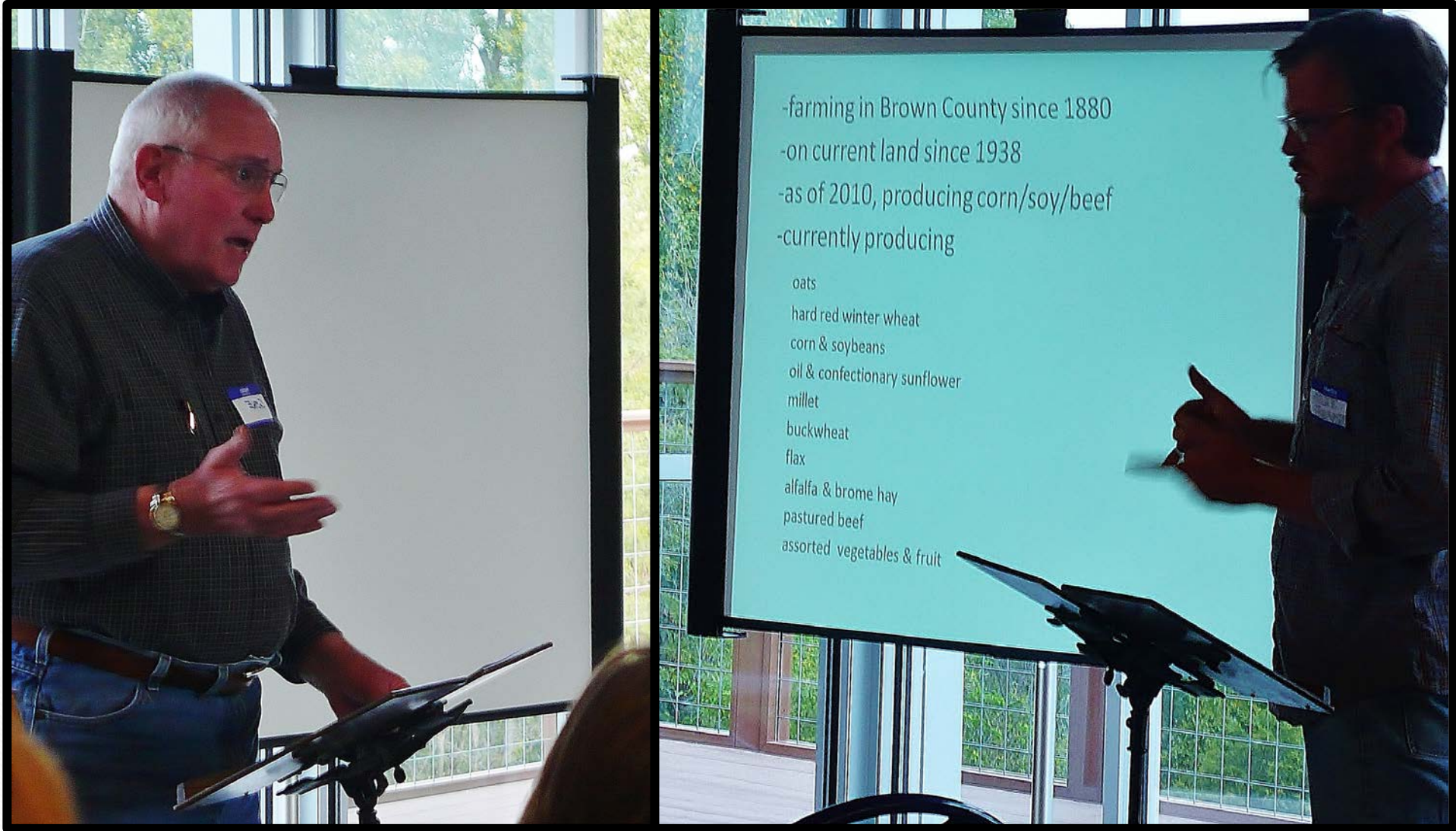
- 427 school district, private school & residential sponsors
- 1572 participating schools
- 362,000 lunches served daily
- 56.6 million lunches served annually
- 102,000 breakfasts served daily
- 6 million breakfasts served annually
- 100,000 summer lunches served daily











- farming in Brown County since 1880
- on current land since 1938
- as of 2010, producing corn/soy/beef
- currently producing
 - oats
 - hard red winter wheat
 - corn & soybeans
 - oil & confectionary sunflower
 - millet
 - buckwheat
 - flax
 - alfalfa & brome hay
 - pastured beef
 - assorted vegetables & fruit





Healthful Local Foods Lunch









What was the impact?



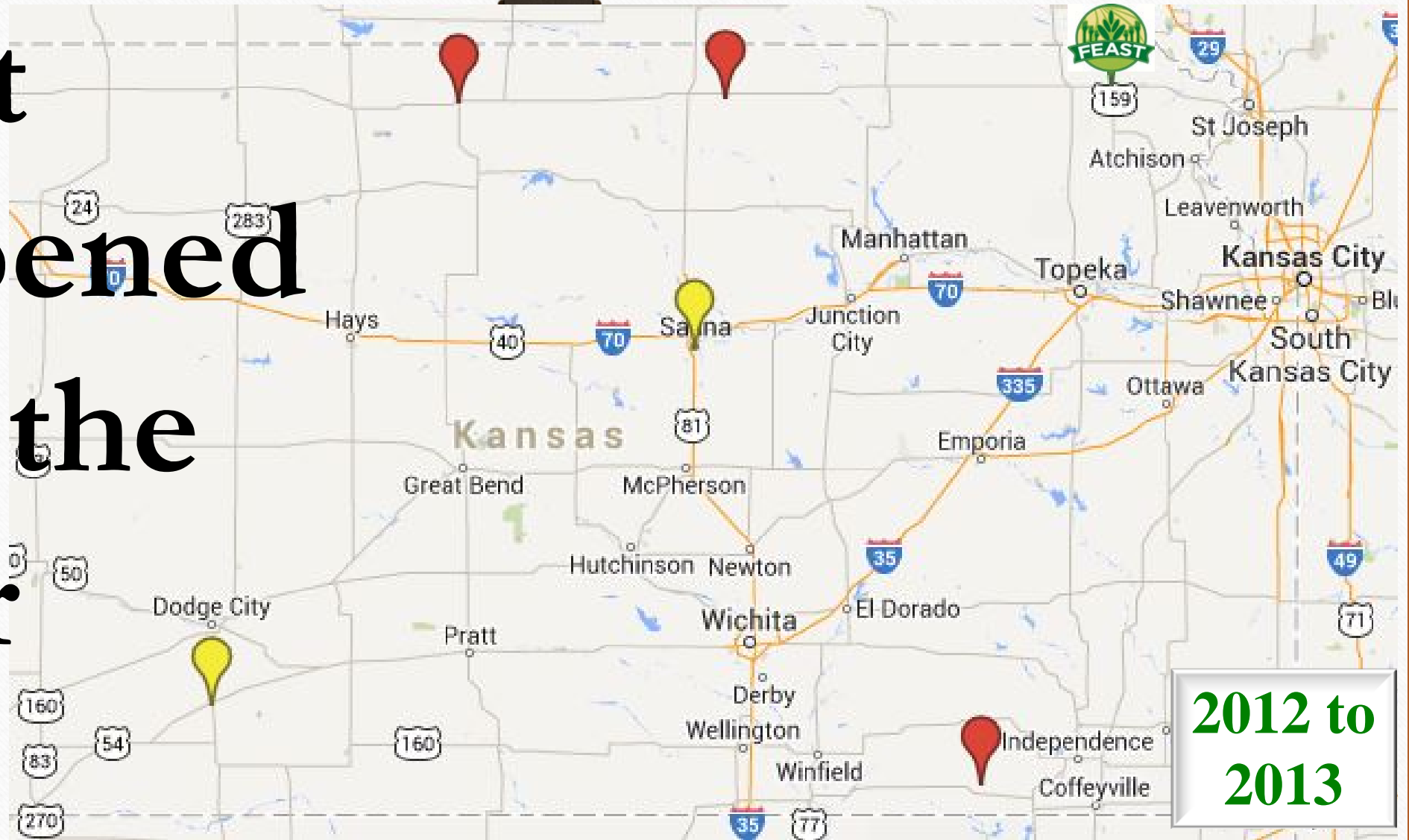
“FEAST was a huge success.”

-President, Brown County Healthy Foods Coalition

What did the FEAST accomplish?

1. Let competitors view each other in a non-threatening setting and to have an open discussion on how to partner to benefit each other for better food options for the community.
2. Started communication between local small crop producers, diverse community, and the coalition
3. Made community aware of how a food hub could function and improve community health
4. Created unusual and needed partnerships. For example:
 - The local grocery store agreed to be farmers market and food hub location.
 - Highland Community College, Glacial Hills, and BCHFC are now working together on a joint project to improve access and education around healthy foods..
5. As follow-up the coalition hosted Native American summit with all three tribes in county to discuss mutual programs around healthy foods.
6. Kansas Housing Resources Corporation recognized in their annual report, shared at the state and federal levels, how the FEAST event is a model example of building collaborations and addressing access to healthy foods on behalf of low-income households. (Community Action Program now pursuing funding to do more statewide.)
7. A legislative committee received testimony on how the FEAST event and the Brown County Healthy Foods Coalition are examples of building community partnerships to address an identified community need.

What happened with the other five?



2012 to 2013



New Housing
Build Housing - 20 in
the City
Call out 1000 - 2000
Kilowatt power at home
City will be "Paved"

Existing Housing
Reopen Old Town's
Grass to concrete
Encouragement of "Czechs" and
others for City-wide Clean-up
Keep "Czech" Memorabilia
Lambert Park -
Helping Community of Czechs
Others address identity in place

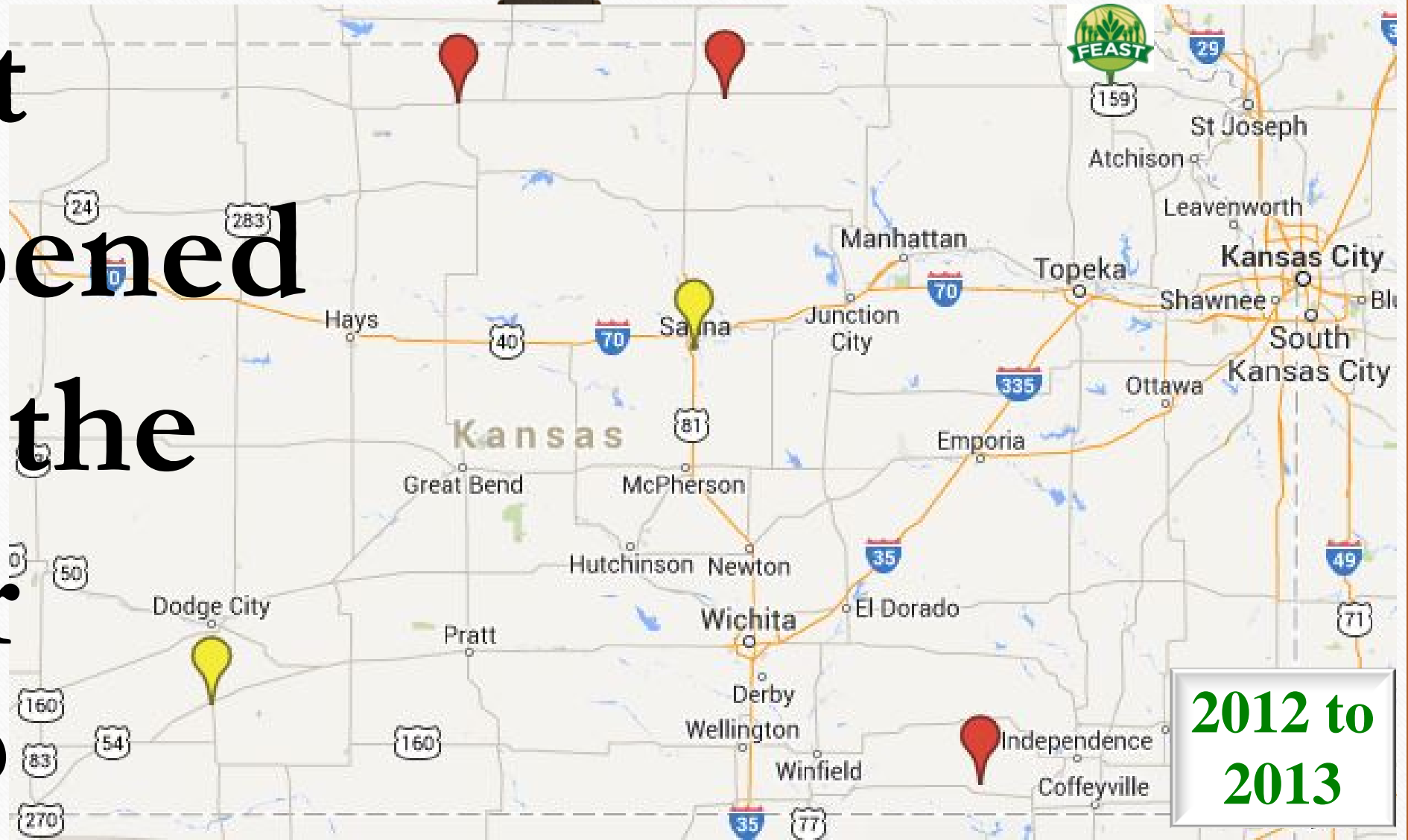
Engaging Existing Owners
Get Involved - Encouraging
Full-time people looking to help
with "The Czech House"
New ideas for "Czechs"
Czech Club - invite guests to general
meetings - invite owners to community
gatherings
Historic map
"Czechs" use to see Citizens - Welcome
Apr!

**Population / Attracting New
Residents / Home Area**
Promote Cuba - brochures
Tourism
Websites / Facebook
City Office
Signage - Wayfindings
Resources
Wi-Fi
Encourage Family Visits
Highway Appeal
How we can help owners clean up



1. Existing Infr. &
Businesses
2. Population
-Tech
3. Existing Youth
Involvement
4. Tourism -
Directory
5. Housing

What happened with the other four?



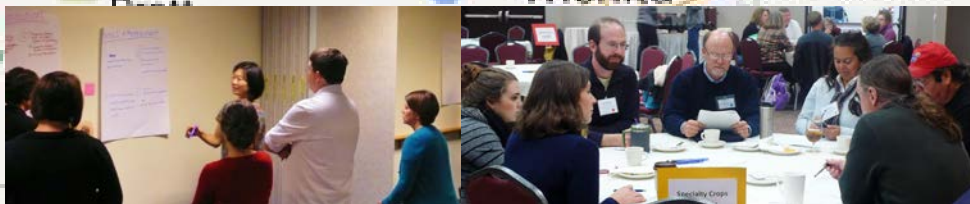
2012 to 2013

2014

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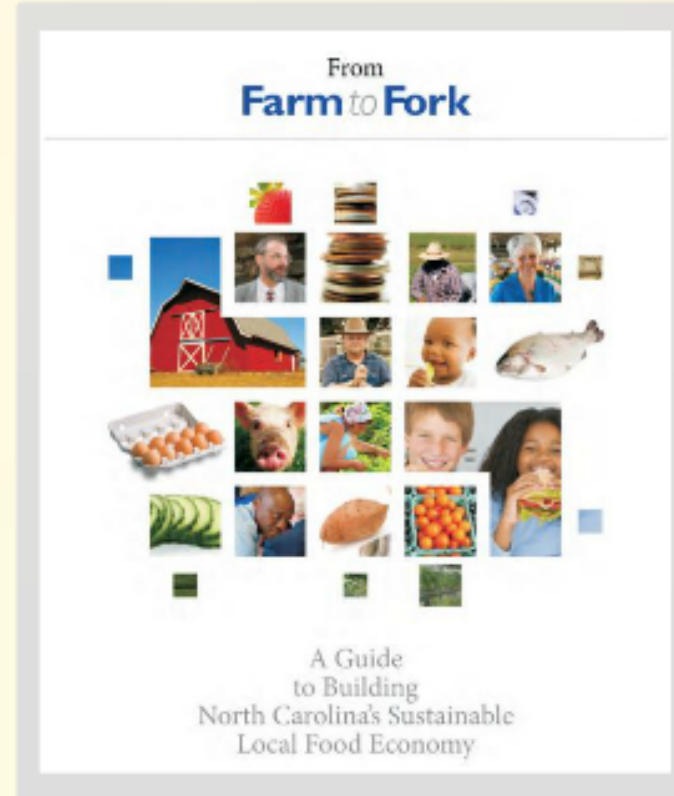


Statewide Partnership Initiative
Community Food Solutions
for a Healthy Kansas



Create a Statewide Farm-to-Fork Assessment & Plan

Focused on Policy Recommendations



Tools and resources for existing rural grocery store owners:

Resources for existing stores are organized in the following six key business categories. By clicking on the button below, you will find a listing of resources for improving all facets of operating a rural grocery.

Market Assessment	Business Organization	Financial
Business Management	Food Suppliers	Marketing


www.ruralgrocery.org/resources/

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- Market Assessment
- Business Management

www.ruralgrocery.org/resources/MarketAssessment.html



FEAST Planning Manual

One of the most accurate ways to learn about the food needs of a community is to ask! Developed by the Oregon Food Bank, the Community FEAST (Food, Education, Agriculture, Solutions, Together) guide provides a model for facilitated community conversations to support the development of strategies for improving local food options. FEAST dialogues may identify the need for locally produced goods, seasonal gaps in types of food, cultural food needs, or access and availability issues. FEAST dialogue facilitators can be contacted through the KSU Center for Engagement and Community Development at cecd@ksu.edu



FEAST Tool Kit

These detailed planning and organizational documents were created by the Kansas Rural Center to support a facilitated community conversation on food access.

www.ruralgrocery.org/resources/

Tools and resources for existing rural

Resources for existing stores are organized below, you will find a listing of resources for



FEAST Tool Kit

These detailed planning Rural Center to support

Market Assessment

Business Organization

Financial

Business Management

Food Suppliers

Marketing

List of Tools:

- FEAST Tool Kit Welcome Letter
- To Feast or Not to FEAST?
- 10 Community Development Beliefs
- FEAST Logo – Oregon Food Bank
- Reframe Card
- Agendas for planning meetings
- SAMPLE Event program
- SAMPLE Facilitation plan
- SAMPLE Follow-up blog post
- SAMPLE Follow-up press release
- SAMPLE HANDOUT Language of Community Foods Organizing
- SAMPLE HANDOUT Working Group Discussion Notes
- SAMPLE HANDOUT Working Group Participant Log

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ABOUT
OUR
WORK

WHAT'S
NEW

FOR
FARMERS

FOR
CONSUMERS

FOR
ADVOCATES

EVENTS
CALENDAR



Local food options for farms & families

Promoting the health of the land and its people.