### **Appendix A:**

### **Workshop Presentations**

Day one, January 15, 2025
Day two, January 16, 2025
Oasis Fresh Food Market Presentation

### **Local Foods, Local Places Superfund Technical Assistance**

### **Turner Station, Maryland**

January 15-16, 2025



















### DAY 1

- Community Tour
- Work Session 1:
   Envisioning the Future of Our Community & Local Foods Where are we now? Where do we want to be?

### DAY 2

- Work Session 2: What needs to happen?
- Work Session 3: How are we going to make it happen?

### WELCOME FROM YOUR LOCAL STEERING COMMITTEE!



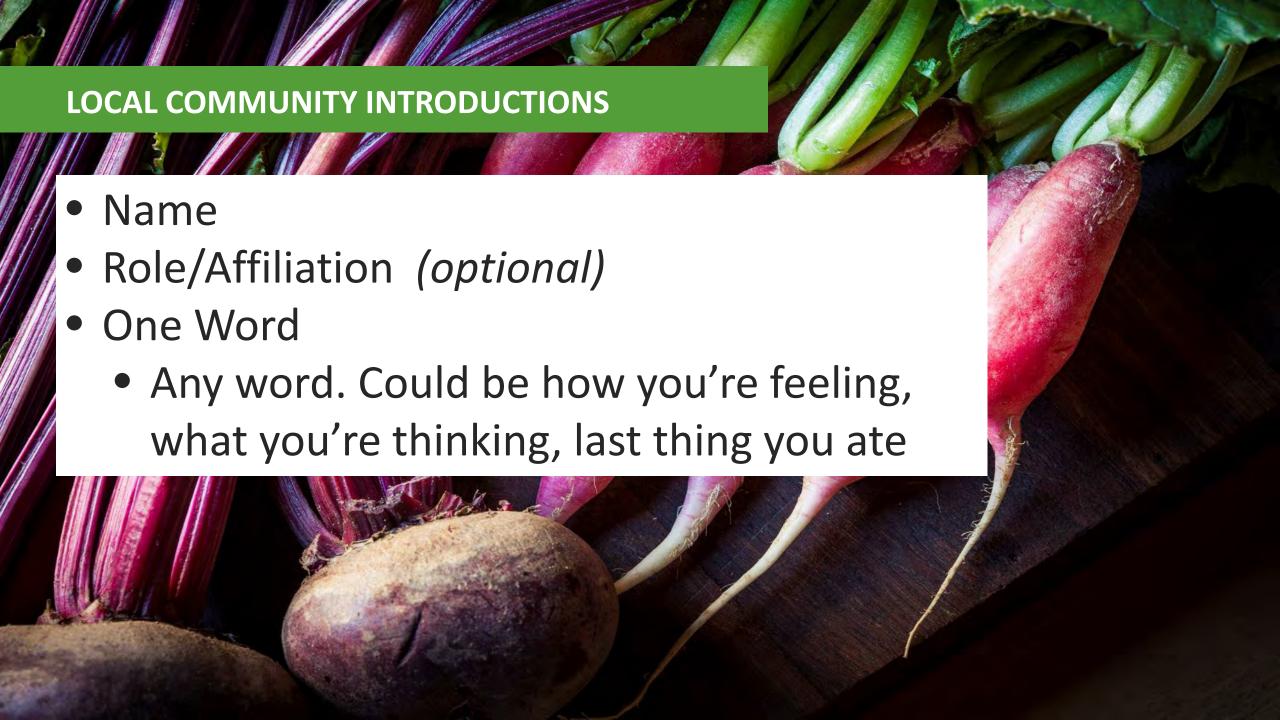
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- Olivia Lomax, Community Advocate, Resident olomax@verizon.net
- Tasha Greshman-James, Turner Station Conservation Team (TSCT) <u>Lgreshamjames@gmail.com</u>
- Andrea vanWyk, Baltimore County Project Manager, TNC (Non-Profit) <u>Andrea.vanwyk@tnc.org</u>
- Maria Mougrids, Planner, Department of Planning, Baltimore County, <a href="mailto:mmougrids@baltimorecountymd.gov">mmougrids@baltimorecountymd.gov</a>
- Maurisha White, President, Turner Station Recreation Council <u>ririsroom02@gmail.com</u>

### FEDERAL AND STATE AGENCY PARTNERS / FACILITATORS



- **Workshop Facilitators:**
- •Jason Espie, Principal, Revive Strategies Jason@revivestrategies.com
- •Amanda Chornoby, Project Manager, Renaissance Planning achornoby@citiestwork.com

- Ron Batcher, Architect, USDA <u>ronald.batcher@usda.gov</u>
- James Clark, EPA Office of Community Revitalization (Washington, DC) <u>Clark.James@epa.gov</u>
- Tanja Crk, U.S. EPA Urban Waters Federal Partnership <u>crk.tanja@epa.gov</u>
- Becca Garman, EPA Office of Community Revitalization (Washington, DC)
   Garman.Rebecca@epa.gov
- Grace Gontarek, U.S. EPA Superfund Program, Region 3 Gontarek.Grace@epa.gov
- Jed Grant, USDA jedediah.grant@usda.gov
- Adriana Hochhberg, Acting Associate Administrator for Policy, U.S. EPA Office of Policy
- Jackie Kondrk, U.S. EPA Superfund Program, Region 3 (Philadelphia) kondrk.jaclyn@epa.gov
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- Nadya Rose, U.S. EPA Superfund Program, HQ (Washington, D.C.) rose.nadya@epa.gov
- Alexis Rourk, U.S. EPA Superfund Program, HQ (Washington, D.C.) <u>rourk.alexis@epa.gov</u>
- Kathryn (Kate) Scanlon, U.S. EPA Region 3 DERA Program <a href="mailto:scanlon.kathryn@epa.gov">scanlon.kathryn@epa.gov</a>
- Samantha Schaffstall, USDA, <a href="mailto:samantha.schaffstall@usda.gov">samantha.schaffstall@usda.gov</a>
- Stephanie Staats, HUD, Baltimore <u>stephanie.l.staats@hud.gov</u>
- Samantha Stanchak, U.S. EPA Region 3 (Baltimore) <a href="mailto:stanchak.samantha@epa.gov">stanchak.samantha@epa.gov</a>
- Lana Suarez, U.S. EPA OLEM Sustainable Management of Food <u>suarez.lana@epa.gov</u>
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### **PROGRAM BACKGROUND**









### A JOINT PROJECT OF:

- U.S. Environmental Protection Agency's (EPA) Office of Community Revitalization
- U.S. EPA's Superfund Program
- Appalachia Regional Commission (ARC)
- U.S. Department of Agriculture (USDA)

## WITH PARTICIPATION FROM:

- Other federal agencies
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- Educational institutions

### **PROGRAM PURPOSE**







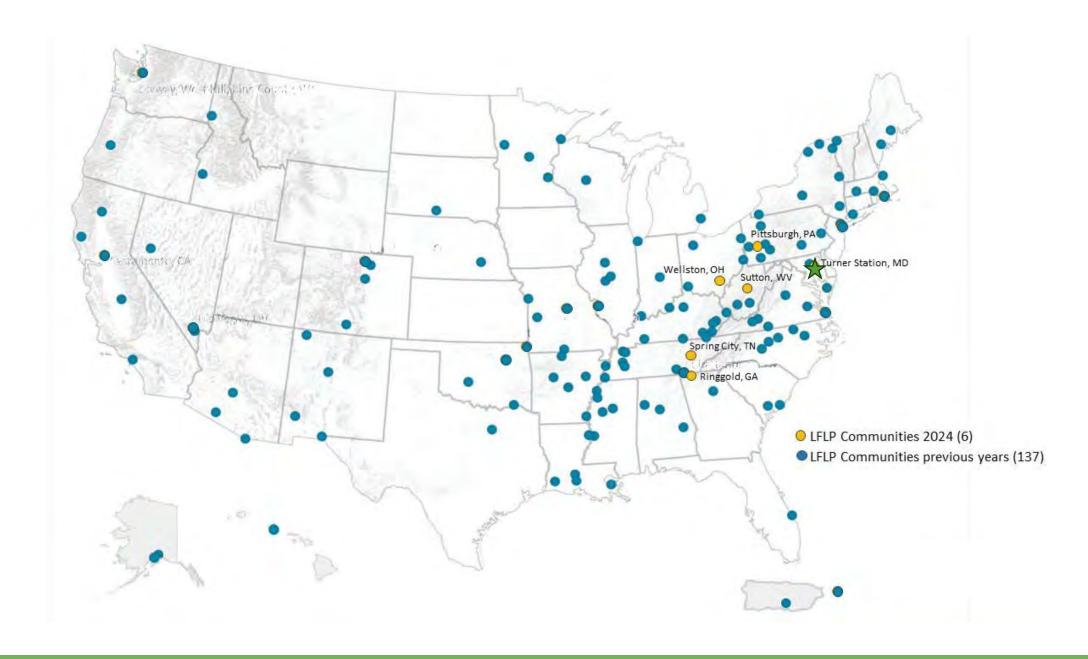


#### **Desired Outcomes**

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

### **End Products**

- New connections among people to build capacity for success
- A community action plan with goals and strategies for achieving these outcomes



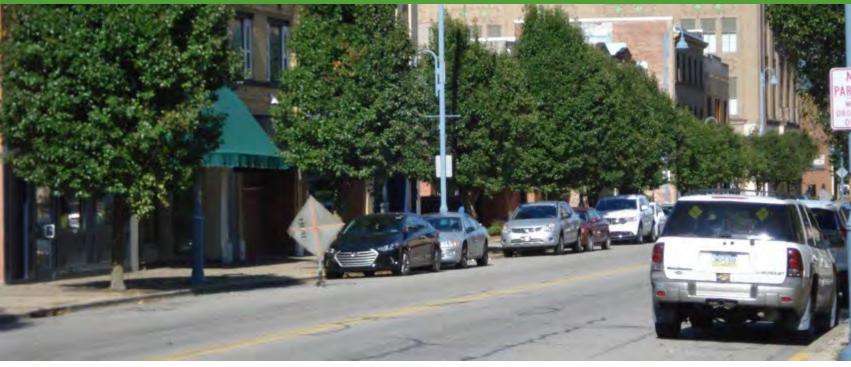
### LOCAL FOODS, LOCAL PLACES 2014 - 2024

### **HOW DID WE GET HERE?**





### **REVITALIZE EXISTING NEIGHBORHOODS**









- Bring people to downtown, the neighborhood, and mixed-use commercial corridors.
- Offer local foods in restaurants, retail outlets, and farmers markets.
- Improve access to local foods through public investments that improve walking, biking, and transit options.

### **ECONOMIC BENEFITS**







- Local farmers and businesses will grow, including through expanded local production, local farmers markets, and cultivating food entrepreneurs, which supports other local business growth.
- Money spent in local businesses is more likely to be reinvested in the community.
- Downtown local food businesses can help fill vacant space in areas with existing infrastructure, reinvigorating the heart of the community.



### IMPROVE ACCESS TO HEALTHY, LOCAL FOOD







### Availability

- Production
- Processing
- Retail

### Access / Security

- Physical
- Economic
- Cultural
- Consistent

#### Resources

- Production
- Preparation
- Consumption

## Healthy neighborhood initiatives

### **HEALTH & ENVIRONMENT BENEFITS**







- Residents with greater access to healthy food consume more healthy food.
- Access to healthy food is associated with lower risk of obesity and dietrelated chronic diseases.
- Buying local food allows consumers to get the information they need to make informed choices that are better for the environment.

### LOCAL FOODS, LOCAL PLACES TOPICS AND STRATEGIES

#### **Local Food Systems**

- Production and farms
- Farmers markets
- Mobile markets, CSAs
- Food hubs
- Commercial/shared kitchens
- Farm incubator programs
- Community gardens and orchards
- Aquaponics and hydroponics
- Cooperative grocery stores

### Placemaking and Smart Growth

- Downtown revitalization
- Active mobility
- Compact, mixed use patterns
- Lighter, quicker, cheaper
- Public spaces and places
- Arts oriented placemaking
- Neighborhood transformation
- Opportunity zones

# Food System Economic and Community Development

- Food business incubators
- Food innovation districts
- Value chain coordination
- Urban agriculture
- Agritourism
- Food processing
- Aggregation, distribution, storage
- Organizations, non profits
- Food retail and markets (non coop)

#### **Public Health**

### Access to healthy foods

- Active lifestyles
- · Access to health care
- Prescription programs
- SNAP/EBT
- Healthy foods education

#### Food Equity, Justice and Resilience

- Building Resiliency
- Climate Change Prep and Response
- Food Sovereignty
- Equitable Development
- Food security and action plans and assessments
- Empowering BIPOC Farming, Farmers and Groups

Organizational and Strategic Planning and Partnerships

### **COMMUNITY ACTION PLAN WORKSHOP GOALS**

## Workshop Theme: Increased community accessibility to healthy, nutrient-rich, fresh food and produce.

- **Goal 1 Grow your own food.** Improve and empower more local food production and growing. Could look like expanded or new community gardens, school/church gardens, planting and growing classes, tool libraries, identify land and water access, etc. (near term)
- Goal 2 Identify and connect with local and regional food supply. Identify local and regional growers, pantries, and food banks that could supply local distribution. (near term)
- **Goal 3 Build a creative and localized distribution network**. Expand and connect existing distribution networks and identify creative ways to distribute food throughout the community. It could look like pop-up markets, mobile grocers, and distribution sites with ambassadors (new roots model). (mid-term)
- **Goal 4 Work towards a future grocery or larger co-op**. How can we make the dream of a local grocer or expanded co-op possible either as redevelopment occurs or on our own? (longer term)

### **EXAMPLES OF STRATEGIES: ACCESS**



#### **FARMERS MARKET**

- Direct-to-consumer market with focus on fresh produce, locally raised meats, and other products
- Occasional, mostly weekly, seasonal or year round
- Participation by vendors and consumers is mutually reinforcing
- May or may not accept SNAP/EBT or provide other financial incentive (e.g., double up bucks)



#### MOBILE MARKETS

- Takes the farmers market on the road to neighborhoods
- May visit a community several times a week or only a few times per month
- Typically renovated trucks, buses, or trailers that carry fresh, healthy food into communities
- May be run by volunteers or part-time paid employees associated with an organization, market, agency, hospital, health organization



#### MARKET RETAIL

- Retail outlet with a large selection of product categories
- Fixed location open several days a week for several hours
- Serviced by wholesale distributors, food hubs, and larger direct vendors
- Non-profit and cooperatively owned enterprises relies on philanthropy and community participation (e.g., membership, volunteers, donations, grants) in addition to earned revenue

### **EXAMPLES OF STRATEGIES: ACCESS**



#### **HEALTHY CORNER STORES**

- Programs that partner with neighborhood stores to promote and stock fresh food and produce.
- Signage, marketing, training
- Subsidized or free food from community gardens
- Usually public health department run
- Relies on owner trust and involvement. Very challenging



#### **FOOD PANTRIES**

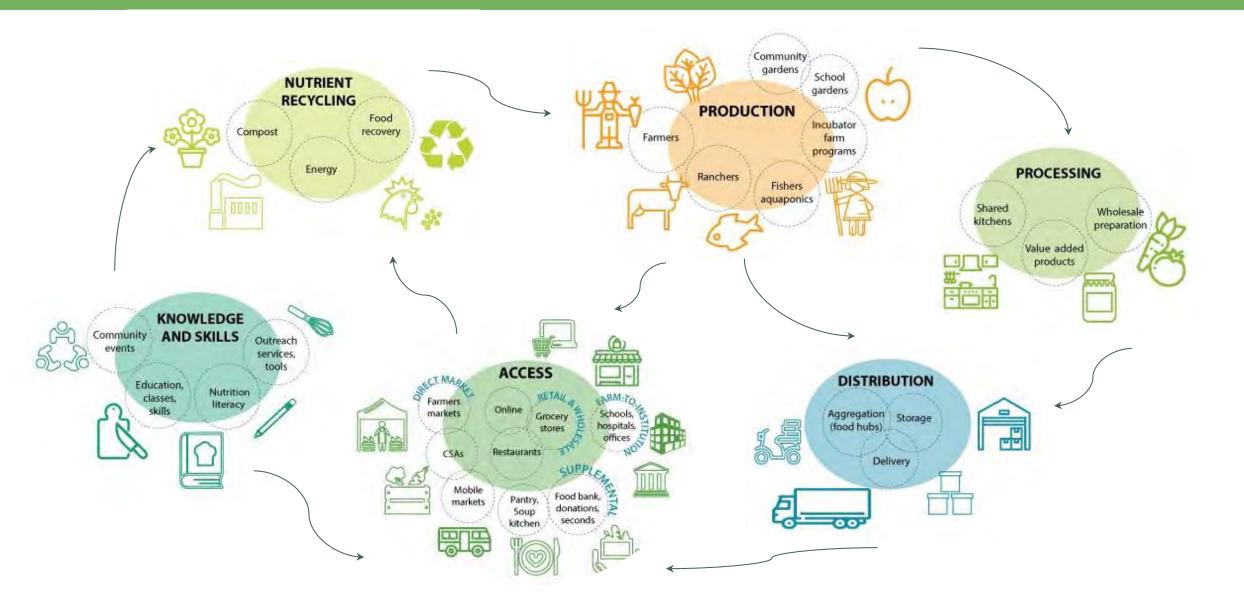
- Often faith supported, or non-profit food and supplies distribution hubs and centers
- Good that located in neighborhoods.
- Often provide other amenities, eathing area, places for distribution of other supplies like clothes.
- Support centers



#### POP-UP NEIGHBORHOOD DISTRIBUTION

- Networks of Neighborhood Ambassadors host pop up distribution sites.
- New Roots Model
- Same locations
- Ambassadors trained
- Food donated, or purchased with SNAP, or Public Health grants
- Free from Community Garden Networks.

### **ELEMENTS OF THE FOOD SYSTEM**



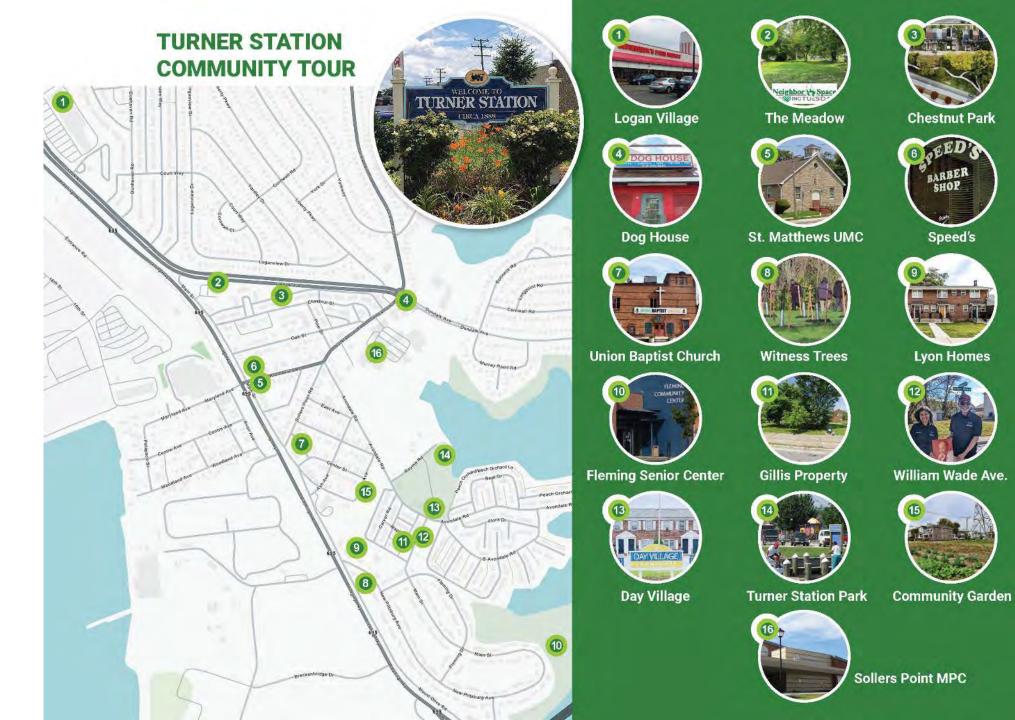
### **CIRCULAR ECONOMY**



### WHY BUY LOCAL?







BARBER SHOP

Speed's

**Lyon Homes** 

#### TURNER STATION COMMUNITY TOUR

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- The Meadow First Settlement (1888) 3803 Dundalk Ave.

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### WHAT WE'VE HEARD & SEEN





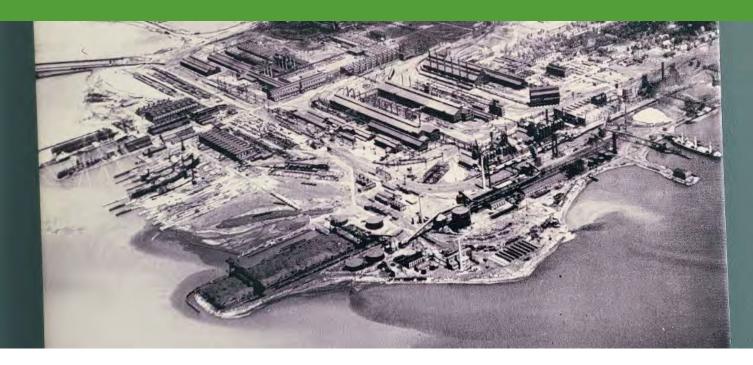




### **ASSETS**

- Community strength
- Generational knowledge
- Beautiful public gathering spaces for all ages (both indoor and out)
- Community gardens
- Food pantry
- Lyon Tree (some fruit bearing) – native an resilient
- Strong industrial employment

### WHAT WE'VE HEARD & SEEN









### **CHALLENGES**

- Limited fresh food options
- Transportation to key destinations can be difficult
- Limited land availability
- Port impacts to community
- Funding to sustain existing programs (i.e., food pantry)
- Few people "wearing many hats"

### WHAT WE'VE HEARD & SEEN









### **OPPORTUNITIES**

- Commercial redevelopment opportunities
- Historically, walkable community
- Increased local food production via existing community garden sites
- Opportunity to get more people involved
- New fishing pier opening soon (behind senior center)





THIS I BELIEVE...

Using the (YELLOW CARD) complete these two sentences:

- 1. "I believe my community..."
- 2. "I believe local, healthy food..."

# **MAKING HEADLINES** THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

### **DEFINE SUCCESS (ORANGE CARD)**

- Draft an aspirational headline for 3-5 years from now.
  - What has happened?
  - What is the impact?
  - What made it possible?
- Write this headline down on your orange note card to share with the group.
  - Example: "Turner Station celebrates doubling the size of its community garden, with hundreds of community volunteers."



### **BARRIERS AND OPPORTUNITIES TO SUCCESS**



## CONSTRAINTS/ BARRIERS (PINK CARD)

What challenges and possible exist, possible barriers to success? Write these down on your pink card.

## OPPORTUNITIES/ ASSETS (GREEN CARD)

What are the opportunities to overcome those challenges? Discuss the potential and opportunity for Turner Station.

Write these down on your green card.

### **WORKSHOP THEME AND GOALS**

## Workshop Theme: Increased community accessibility to healthy, nutrient-rich, fresh food and produce.

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QUESTIONS / COMMENTS?









- Summary of tonight's discussion
- Introduction of goal themes for action plan
- Strategies and more presentations, group discussions and exercises
- Action Brainstorming
- Lunch with presenters
- Action Detailing
- Report out
- Next Steps

for Vegetables

### LFLP WORKSHOP SURVEY



- Your input is essential for making future improvements to the Local Foods, Local Places program.
- The survey should take about 5
   10 minutes.
- Survey results are anonymous and reported only in aggregate.

https://www.surveymonkey.com/r/T urnerStation-MD-LFLP9



### STAY IN TOUCH ON FACEBOOK



## Local Foods, Local Places Community >

Private group · 697 members

Join group

#### Request to join at:

https://www.facebook.com/groups/LFLPcommunity

Indicate you participated in this workshop when prompted for your connection to the Local Foods, Local Places program.



#### **Local Foods, Local Places Superfund Technical Assistance**

## **Turner Station, Maryland**

#### **THANK YOU FOR JOINING US!**











#### **Local Foods, Local Places Superfund Technical Assistance**

## **Turner Station, Maryland**

January 15-16, 2025



















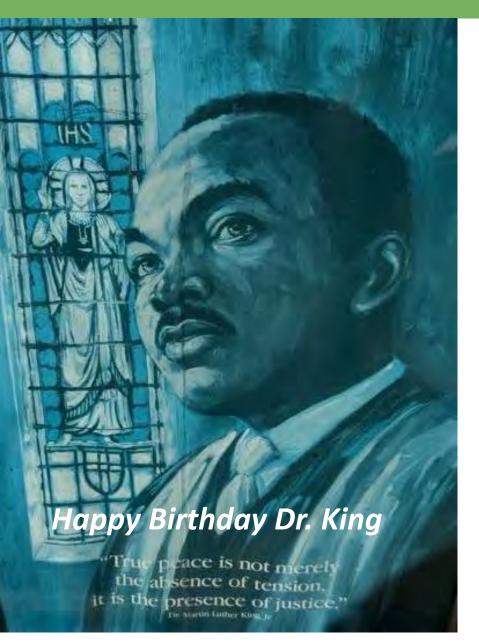
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#### **Morning**

- Recap of yesterday's meeting
- Introduction of goal themes for action plan
- Case studies and strategies presentations, group discussion

# **Lunch Break / Federal**Partner Presentations

#### **Afternoon**

Action Planning



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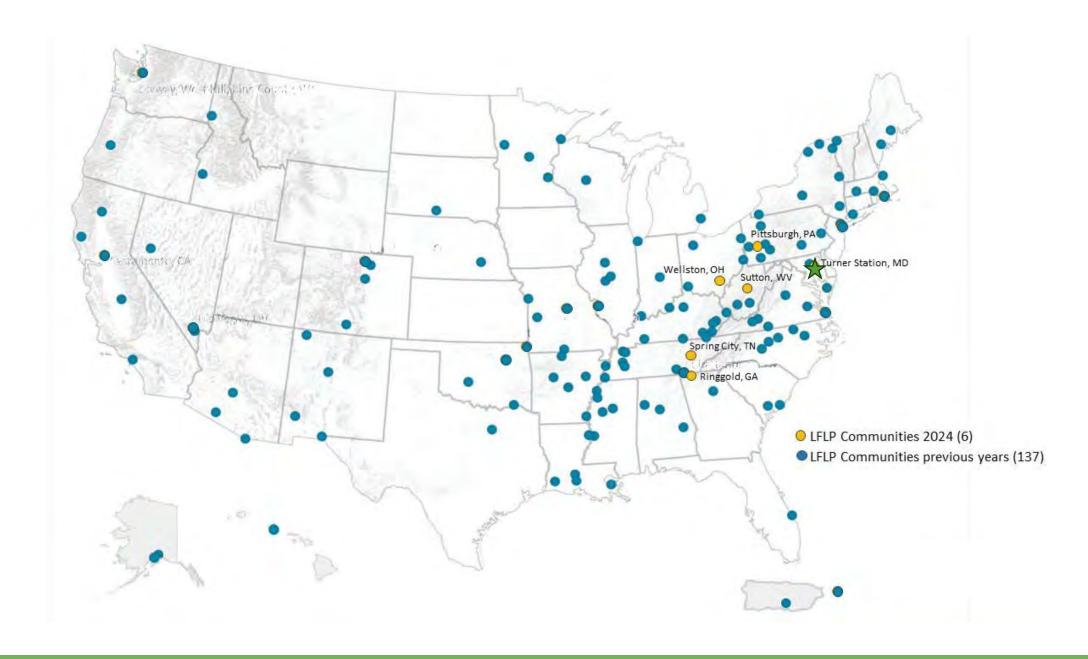


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## LOCAL FOODS, LOCAL PLACES 2014 - 2024

#### **WORKSHOP: CREATE A COMMUNITY ACTION PLAN**







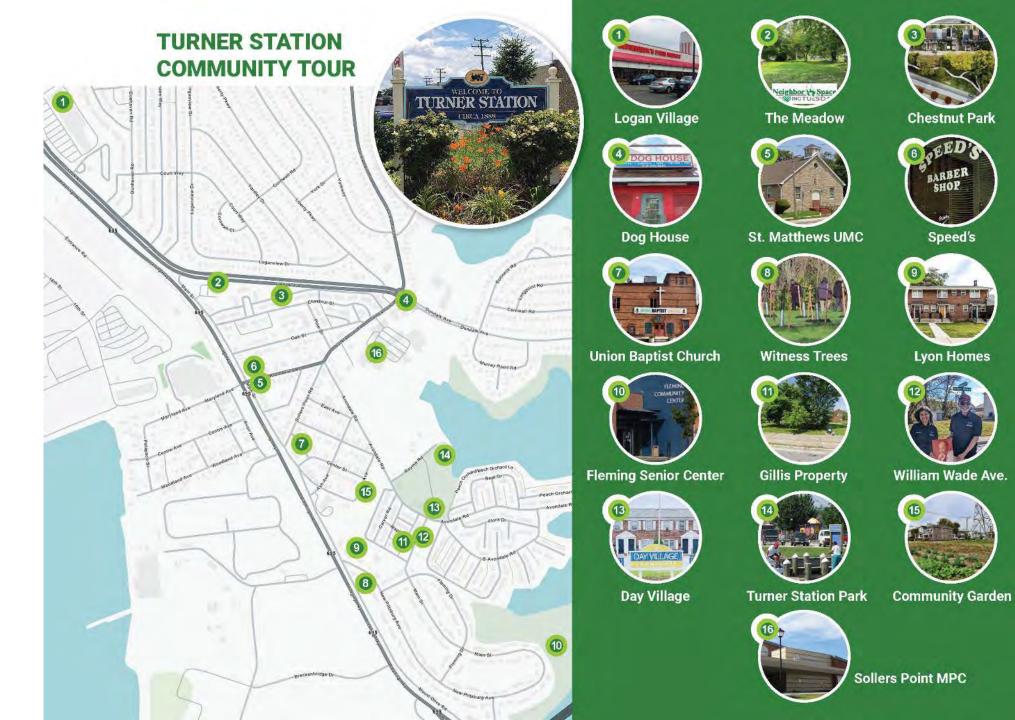
- Capture community's vision and values
- Assess what exists now and what can be strengthened or improved
- Identify needed partnerships and coordination
- Identify projects, priorities, actions, roles and responsibilities to move forward

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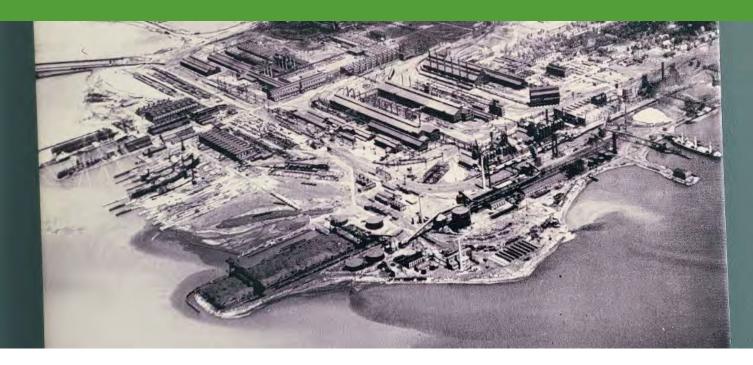




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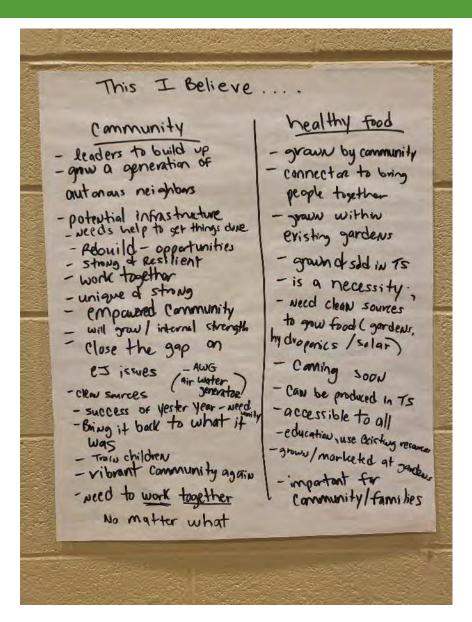




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- Increased local food production via existing community garden sites
- Opportunity to get more people involved
- New fishing pier opening soon (behind senior center)

### I BELIEVE....





#### **MAKING HEADLINES**

- First **Farmers Market** Opens in Turner Station Larger community garden allowed residents to form a coop with surplus produce to create a farmers market.
- Turner Station is Alive and Well community hub, local flavors, community-owned businesses, sustainable growth.
- Turner Station is a food desert no more 1<sup>st</sup> community co-op opened through sustainable funding and partnerships
- Turner Station Main Street Reopens grocery pharmacy, art space, bakery, and work hub opened as 1<sup>st</sup> phase of community revitalization plan
- FINALLY, Logan Village reopens grocery outlet, day care, pharmacies, car washes, and coffee shops hiring local residents
- Cultural Festival: non-stop party shows revitalization people come together to try new foods, dance, cross cultural lines
- Turner Station becomes a model for food and self sufficiency
- We know the land, air, and water are clean with testing and local understanding
- A **soup kitchen opens in Turner Station** that is open rain or shine, seven days a week, to serve brunch and dinner to the homeless, less fortunate, and seniors



#### **COMMUNITY ACTION PLAN WORKSHOP GOALS**

# Workshop Theme: Increased community accessibility to healthy, nutrient-rich, fresh food and produce.

- **Goal 1 Grow your own food.** Improve and empower more local food production and growing. Could look like expanded or new community gardens, school/church gardens, planting and growing classes, tool libraries, identify land and water access, etc. (near term)
- Goal 2 Identify and connect with local and regional food supply. Identify local and regional growers, pantries, and food banks that could supply local distribution. (near term)
- **Goal 3 Build a creative and localized distribution network**. Expand and connect existing distribution networks and identify creative ways to distribute food throughout the community. It could look like pop-up markets, mobile grocers, and distribution sites with ambassadors (new roots model). (mid-term)
- **Goal 4 Work towards a future grocery or larger co-op**. How can we make the dream of a local grocer or expanded co-op possible either as redevelopment occurs or on our own? (longer term)

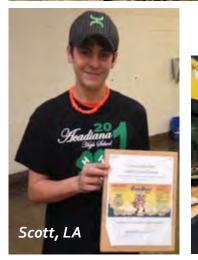
## LOCAL FOODS, LOCAL PLACES COMMUNITIES

Williamson, WV

Bridgeport























#### **EXAMPLES OF STRATEGIES: ACCESS**



#### **FARMERS MARKET**

- Direct-to-consumer market with focus on fresh produce, locally raised meats, and other products
- Occasional, mostly weekly, seasonal or year round
- Participation by vendors and consumers is mutually reinforcing
- May or may not accept SNAP/EBT or provide other financial incentive (e.g., double up bucks)



#### MOBILE MARKETS

- Takes the farmers market on the road to neighborhoods
- May visit a community several times a week or only a few times per month
- Typically renovated trucks, buses, or trailers that carry fresh, healthy food into communities
- May be run by volunteers or part-time paid employees associated with an organization, market, agency, hospital, health organization



#### MARKET RETAIL

- Retail outlet with a large selection of product categories
- Fixed location open several days a week for several hours
- Serviced by wholesale distributors, food hubs, and larger direct vendors
- Non-profit and cooperatively owned enterprises relies on philanthropy and community participation (e.g., membership, volunteers, donations, grants) in addition to earned revenue

#### **EXAMPLES OF STRATEGIES: ACCESS**



#### **HEALTHY CORNER STORES**

- Programs that partner with neighborhood stores to promote and stock fresh food and produce.
- Signage, marketing, training
- Subsidized or free food from community gardens
- Usually public health department run
- Relies on owner trust and involvement. Very challenging



#### **FOOD PANTRIES**

- Often faith supported, or non-profit food and supplies distribution hubs and centers
- Good that located in neighborhoods.
- Often provide other amenities, eathing area, places for distribution of other supplies like clothes.
- Support centers



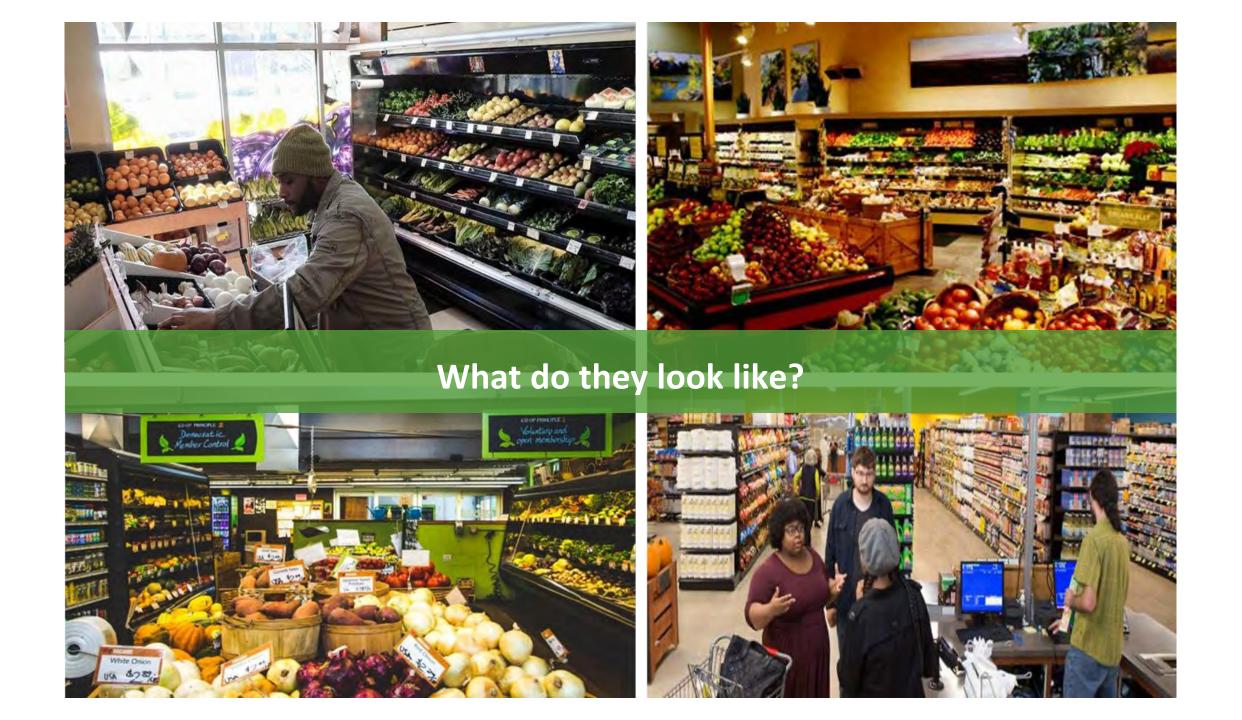
#### POP-UP NEIGHBORHOOD DISTRIBUTION

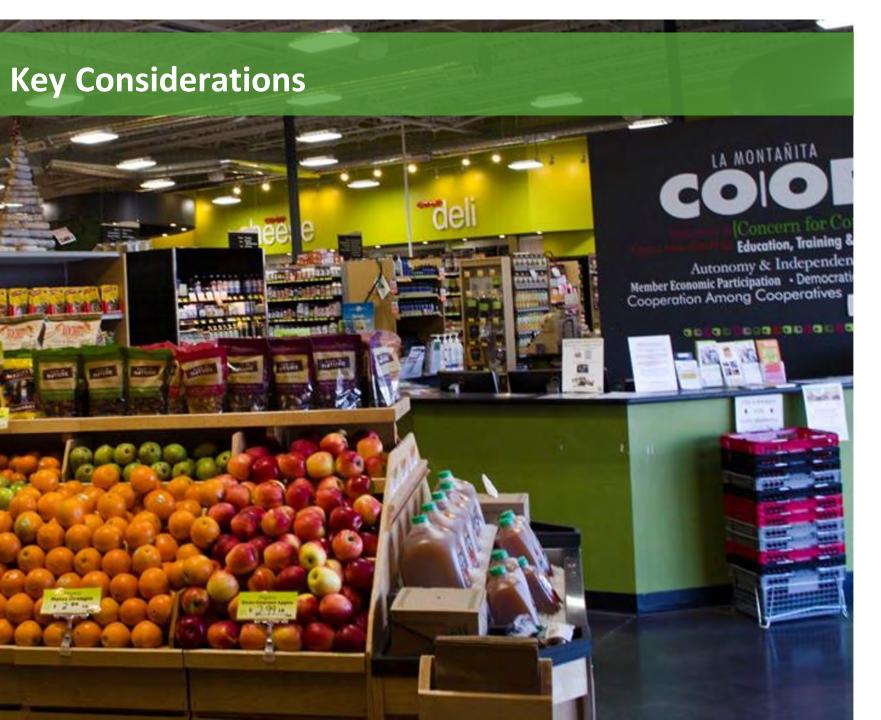
- Networks of Neighborhood Ambassadors host pop up distribution sites.
- New Roots Model
- Same locations
- Ambassadors trained
- Food donated, or purchased with SNAP, or Public Health grants
- Free from Community Garden Networks.





- Member or worker-owned grocery store.
- Community can buy shares of the co-op for membership.
- Member benefits can include:
  - reduced prices or member specials;
  - investing locally; and
  - return on investment.
- Typically run by a Board of Directors.
- Operates for the mutual benefit of all members.





#### Foundation

- Board
- Mission and values
- Identity
- Investors
- Site location
- Business and marketing plan
- Operationalize

## Membership

- Size (1,000 3,000)
- Cost (~\$100 lifetime)
- Benefits (discounts)
- Engagement (volunteers)

### LFLP Peer: West Louisville, KY









#### CONTEXT

- 120,00 food insecure
- 44,000 living in low income/low food access areas
- 1 in 6 children food insecure
- 20,000 seniors living a mile or more from their nearest supermarket
- Thousands of college age students making difficult choices about how to access food day-to-day
- Five grocery stores closed within the urban core since 2016

Source: LACE and Community Foundation of Louisville

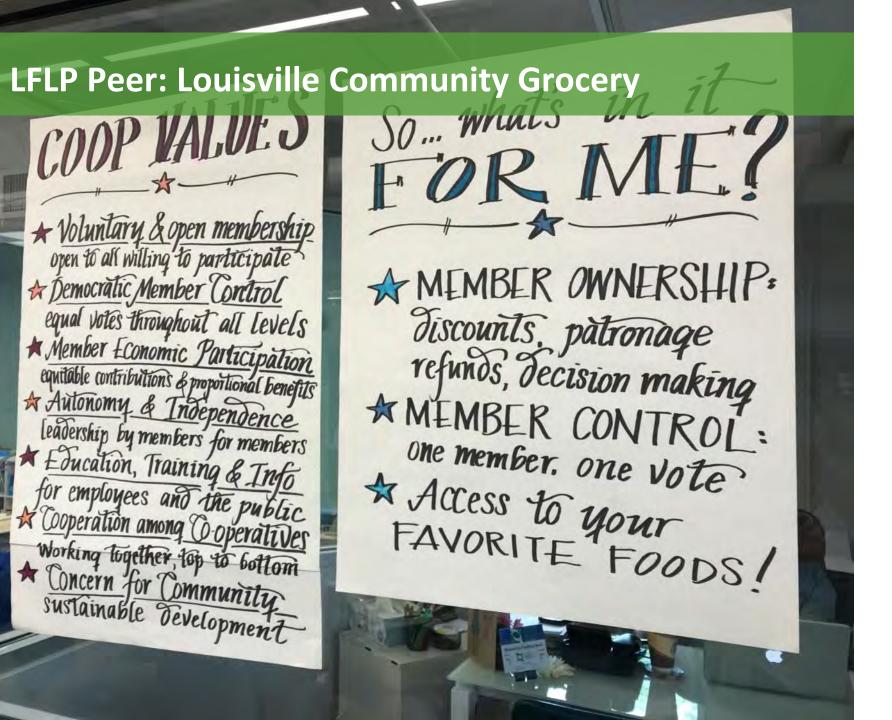






#### WHAT THEY DID

- With few full-service grocery stores in Louisville's West End, a group of food justice advocates began exploring a cooperative grocery as a way to serve Louisville's urban neighborhoods
- Brought people together at community meetings and events, collecting and analyzing data about people's shopping habits
- Researched cooperative grocery stores in cities similar to Louisville
- Captured media attention
- Applied for Local Foods, Local Places



- In 2017, incorporated a non-profit, Louisville Association for Community Economics (LACE) to foster the growth of communityowned initiatives in Louisville
- Louisville Community
   Grocery is LACE's first
   project
- Belief is that cooperative economics can transform the community
- Location will be Russell,
   Old Louisville, or
   Smoketown/ Shelby Park.





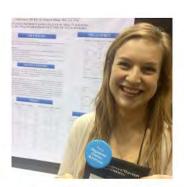
#### **DE'NITA WRIGHT**

De'Nita Wright grew up and presently resides in West Louisville Ky. She spent many years as a community advocate with roles ranging from participant to school board candidate, to leadership. She...



#### **DENNISHA RIVERS**

Dennisha Rivers is a mother of three, born and raised in Louisville. She has been a healthcare professional over 20 years and is the founder of an entrepreneur network in Louisville and the founder...



#### MARY CURNUTTE

Mary Curnutte is a Registered Dietitian and loves all things related to food. Mary recognizes that while nutrition education is important, it is meaningless without food options. Mary currently works...



#### **DELORES BUTLER**

Delores Butler (Vice President) is a proud Russell Community resident. She realizes the importance of a healthy food store in our West End neighborhoods. She is presently working to achieve knowledge...

## **Louisville Community Grocery President & Board**



Kelsey Voit

President

Louisville Community Grocery
kavoit7@gmail.com



AMANDA FULLER

Amanda Fuller (Treasurer) came to Louisville from Madison, WI, where she and her husband were members and/or workers at three different food co-ops. In Louisville she has been an active member of the...



DOUG LOWRY

Doug Lowry serves as an enspirited teacher, urban farmer, and group facilitator. Passionate about social justice and human need, he has worked as a change agent and board member on numerous civic and...



ROBIN HAWKINS FAULKNER

Robin Hawkins Faulkner is a proud Louisvillian and dedicated public servant. Her public-sector career spans 16 years across 5 metro departments. Robin is an accomplished project

#### **LACE Process**

#### **Pre-Development (\$500K)**

- Market Study completed that confirms feasibility of a profitable location in Old Louisville
- Contracting with a consulting firm to develop location, proforma financials, business plan and board governance
- Ongoing ownership campaign to recruit share owners

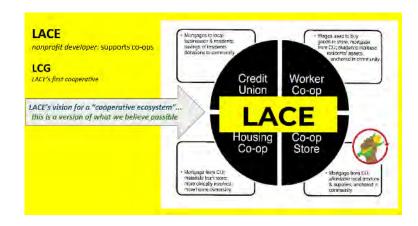
#### Five-Year Development & Operations Plan (\$6-10M)

 Five-year business and operations plan that establishes LACE as the local resource and convener for cooperative business development and community wealth creation; establishes LCG as a profitable and sustainable cooperative business



Cassia Herron

President



## **August 2018 LFLP Goal**

# Goal 2 – Establish a community-owned grocery store that exemplifies community ownership in initiatives that mutually support health and economic development.

- Action 2.1: Complete the by-laws and other legal documentation for the Louisville Community Grocery.
- Action 2.2: Meet with potential financial lenders and project investors to determine what information they want to see in an eventual business plan for the Louisville Community Grocery.
- Action 2.3: Hire a project manager for the Louisville Community Grocery, specifically to support a membership campaign.
- Action 2.4: Recruit outreach partners and new members for the LACE Outreach
  Committee to support distribution of the Louisville Community Grocery Survey and
  future outreach initiatives.
- Action 2.5: Develop informational materials that will support outreach and fundraising efforts for the Louisville Community Grocery.
- Action 2.6: Conduct a fundraising campaign for the Louisville Community Grocery.



## **Funding**

#### Social Capital + Investment = RESULTS!

120 LACE members = \$10,000 in small donations

225+ *LCG* owners = \$50,00000 in equity

\$100,000+ in philanthropic capacity-building support

Louisville Metro Government

Department of Public Health & Wellness

Fund for Democratic Communities (Greensboro, NC)

Catholic Campaign for Human Development (Washington, DC)

Reinvestment Fund

via USDA Healthy Food Financing Initiative (Philadelphia/Baltimore/Atlanta)



#### strong partnerships

University of Louisville Chef Space

**Play Cousins Collective** 

Office of Councilman David James

Joshua Tabernacle Missionary Baptist Church

**Transform Finance** 

Democracy at Work Institute (DAWI)

UFCW - Local 227

- Grantor: James Graham
   Brown Foundation
- Grantee: Louisville
   Association for
   Community Economics
- For the development of the Louisville Community Grocery.
- Area of Impact –
   Community & Economic
   Development
- Grant Amount \$500,000
   in 2021

# Where are they today?

#### **REBUILDING!**

#### In 2022, LACE:

- received land grant from Community Foundation of Louisville
- awarded over \$1.5M in philanthropic support to stand up non-profit and invest in predevelopment for co-op
- hired executive co-directors ....

#### Thru 2023 the LACE – LCG partnership unraveled

- Leadership development and transition was not taken seriously enough nor invested in
- Group and individual learning did not keep up with project goals and timeline
- Partnership agreement was not updated as organizations developed



# **Louisville Community Grocery**Re-organizing & Development Plan

#### **RE-ENERGIZED!**

#### In 2024, LCG:

- Seated new board members, including co-founder of LACE & LCG
- Secured assets
- Completed new market study
- Launched new committees

#### For 2025, we will:

- Secure site
- Develop business plan, pro forma and sources and uses
- Re-launch ownership campaign
- Update marketing and communication tools and systems
- Develop capital campaign







# **ACCESS TO HEALTHY FOODS | Louisville, KY**





https://newroots.org/

"Come for the Food, Stay for the Community."



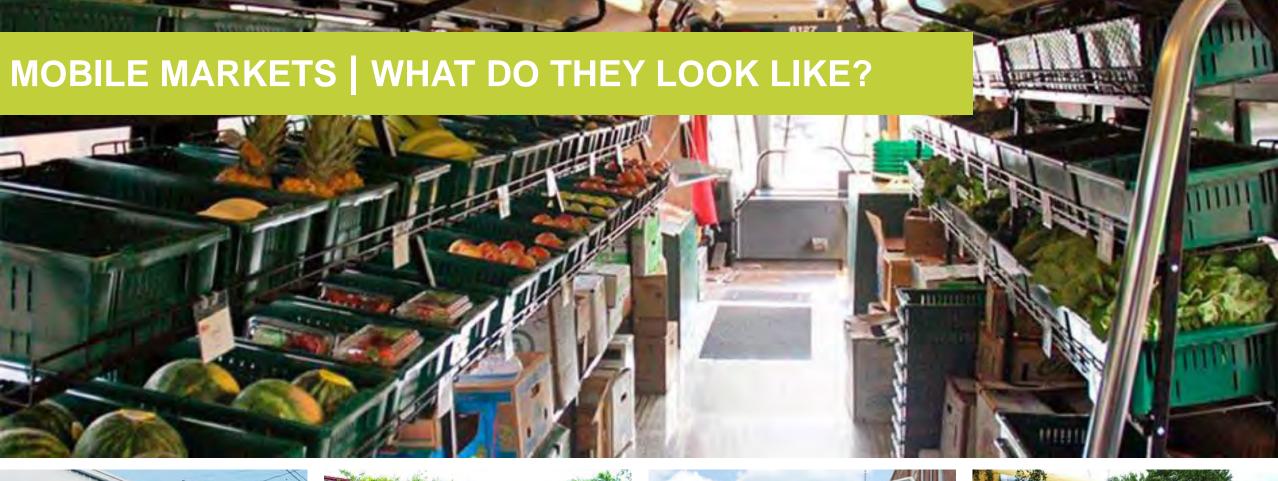
- Fresh Stop Markets are pop-up, sliding scale, farm fresh, local food markets.
- New Roots is non-profit organization with the mission to ignite community power for fresh food access and Fresh Stop Markets is New Roots' main initiative.
- The popup markets are run by volunteer leaders motivated by food justice.
- Markets "pop up" bi-weekly at local churches, community centers, and businesses in fresh food insecure neighborhoods, 8 locations, over 22 week period.
- Shareholders commit to pay two weeks ahead of time, on an income-based sliding scale, for a "share" bag of nine varieties of fresh, local, mostly organically-certified vegetables and some fruit.
- Everyone gets the same bag regardless of what they pay.
- In 2020 New Roots connected 715 unique families (2145 individuals) with farm-fresh organic local produce, with over 300 volunteers making it possible.



# MOBILE MARKETS | WHAT ARE THEY?



- Typically renovated trucks, buses, or trailers that carry fresh, healthy food into communities.
- May visit a community several times a week or only a few times per month.
- May be run by volunteers or part-time paid employees associated with an organization











# MOBILE MARKETS | KEY CONSIDERATIONS









- Build awareness
- Be thoughtful and consistent with the timing of the market
- Consider customer finances
- Include staples
- Build trust
- Take the opportunity to educate

# MOBILE MARKETS | KEY CONSIDERATIONS



#### **Funding**

- ChangeLab Solutions offers a <u>webinar</u> about finding healthy food funding
- Kickstarter Campaigns
- Blue Cross Blue Shield Grants
  - Example: Baton Rouge, LA –
     Challenge Grant
- Partnerships
  - Example: Lima, Ohio United Way/YMCA/Apollo Career Center

# MOBILE MARKETS | Flint, MI





https://www.heart.org/en/news/2019/07/26/an-innovative-

hub-feeds-the-need-for-fresh-produce-in-flint





# Flint Fresh Mobile Markets becomes Flint Fresh Food Hub

- Flint Fresh is a non-profit organization that sources fresh, local produce from Michigan farmers and delivers it to food insecure Flint residents.
- Formed out of a partnership with local cooperative groceries, non-profits, foundations, and universities.
- Two distribution models:
   Veggie Boxes and Mobile
   Market
- The Mobile Market accepts SNAP/EBT and SNAP recipients can double their benefits through Double Up Food Bucks (DUFB).
- https://www.flintfresh.com/



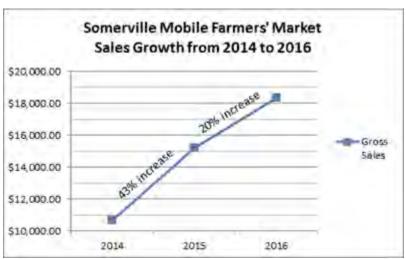
In the 2023 season, the market experienced over a 60% rise in the number of transactions compared to previous years. Preliminary analysis of the 2024 season suggests an additional

8-9% increase in both transactions and sales.

https://somervillemobilefarmersmarket.wordpress.com/

#### **Key Figures from 2016**

- Operating 4 vans and 2 bikes
- Makes eight (8) stops on Fridays and Saturdays
- 20-30 customers per stop
- 1500 transactions over the season (15 weeks)
- 14,067 pounds of food purchased from local farms (\$15,158)
- 75% of Customers receive "match"



# MOBILE MARKETS | Williamson, WV







# Williamson Health and Wellness Center

- My Mobile Market is a program of the Williamson Farmer's Market and the Williamson Health and Wellness Center (WHWC). My Mobile Market launched in 2020 and has grown to six stops in Mingo County.
- The WHWC is a non-profit in committed to improving health and wellness by increasing access to affordable healthcare and healthy food.
- In addition to the Farmer's market and mobile market, WHWC has developed a free clinic, the Williamson Health and Wellness Clinic, a health advocacy organization, Healthy in the Hills, and a co-working space for entrepreneurs, the Health Innovation Hub.





# ACCESS TO HEALTHY FOODS | KEY CONSIDERATIONS



#### **Defining Access**

- Geographic measures
  - Vehicle or transit availability
  - Proximity to supermarket
  - Store hours
- Socio-economic measures
  - Price of food/income level
  - Alternative payments accepted (EBT, WIC)
- Cultural measures
  - Culturally appropriate foods
  - Dietary restrictions

### ACCESS TO HEALTHY FOODS | KEY CONSIDERATIONS



#### **Defining healthy foods**

- "Healthy food" is culturally and socially constructed and perceived
- No "one size fits all" answer to what is healthy
- Priorities are often due to immediate dietary concerns (i.e. restricting salt is higher priority than eating seasonally)

# A better question for both communities *and* individuals :

What is your "next step" goal in healthier eating?

- More fruits and vegetables (regardless of origin or fresh/frozen/canned)?
- More home-cooked meals (fewer fast food and frozen meals)?
- Less red meat, more lean meat and fish?
- Reducing sugar and salt?

#### **ACCESS TO HEALTHY FOODS | KEY CONSIDERATIONS**



- Encourage individuals and communities to consider their "next step" goal for healthy eating
- Share with one another regularly and without judgement impediments to healthier eating and food access
- Identify and address the specific barriers to access experienced by the community
- Often, solutions will include working with non-local sellers (such as corner stores) to create bridges to healthier, and more local, foods

# **Improve Existing Neighborhood Stores**









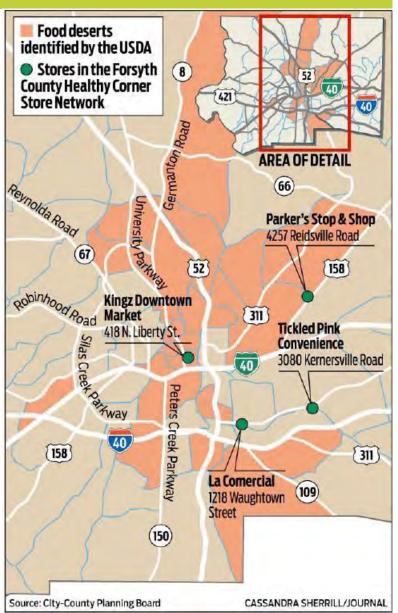
#### **Common Success Factors**

- 1. Partnerships: Collaboration with local governments, nonprofits, and community groups to share resources and knowledge.
- 2. Store Owner Buy-In: Building trust and providing financial or operational support to mitigate risks.
- 3. Community Engagement: Ensuring local residents are part of the process to create demand and build trust in healthier products.
- **4. Sustainability:** Offering business training and ongoing support to ensure the long-term viability of healthy food options.
- 5. Marketing and Visibility: Using signage, promotions, and community events to drive awareness and demand.

# Improve Existing Neighborhood Stores | Corner Stores







# **Healthy Corner Stores Network -** Forsyth County, NC

- Program administered by Forsyth County Department of Public Health
- Founded in 2012, four stores in program, all located in food deserts
- Operators received grant funding for signage and shelving for fresh produce, as well as training in how to store and prepare fresh produce
- Corner stores can better serve food insecure population than existing food access sites in the county, such as food pantries and other forms of emergency food access.

# **Improve Existing Neighborhood Stores | Corner Stores**





CASSANDRA SHERRILL/JOURNAL

Source: City-County Planning Board

# **Healthy Corner Stores**

#### **Network - Forsyth County, NC Certification Criteria**

- Stock a variety of fresh product
- Items have low sugar/sodium
- Accept EBT / SNAP
- Located in food desert

#### **Support**

- Signage and materials
- Shelving and equipment
- Educational resources

#### **Community Garden Program**

- In 2024 connecting CG to certified stores – free produce
- Expanded to 10 stores 2024
- Over 400 lbs of free produce 1yr



# **COMMUNITY GARDENS: WHAT ARE THEY?**









- Gardening spaces where work activities and responsibilities are shared among community members.
- Use the unique spaces and activities of gardening to address a need of the local community.
- Provide a venue for neighbors and community members to meet, socialize, and collaborate.
- Offer a wide variety of benefits, including natural beauty, physical activity, active learning, and healthy foods.

### **KEY CONSIDERATIONS**









- Successful projects require a strong commitment from at least 3 to 5 individuals to create and manage the gardens.
- Local businesses, organizations, and institutions can provide critical funding and support.
- A clear vision—including objectives, membership criteria, rules, and responsibilities should be established from the beginning.
- Community buy-in is essential.
   Community members should be included from the earliest planning stages.
- Garden locations should be safe, accessible, and provide good soil, sunlight, and water sources.

# WHAT DO THEY LOOK LIKE?







Community gardens come in a wide variety of forms and can be adapted to address specific needs and goals. Examples include:

- Plot Gardens: Individuals are assigned small plots for personal gardening.
- Cooperative Gardens: Members work together to cultivate a single large garden. Produce is distributed among members or donated.
- Youth Gardens: Garden spaces are assigned to school classes for active learning exercises.
- Entrepreneurial Gardens: Participants grow food, and then are taught business principles to sell the produce to restaurants or markets.
- Therapeutic Gardens: Gardens that focus on horticulture therapy, using plants to improve social, psychological, and physical well being. Often located in medical or assisted living centers, they are generally designed to be accessible to people with physical limitations.





# SPROUT NOLA: ReFresh Community Farm

- Provides space, materials, and training to allow members to grow their own food.
- Hosts free children's classes on food and health topics.
- Garden members organize projects like medicinal herb gardens, monthly potlucks, and community classes.
- Offers a farmer market space to allow participants to sell produce.









# **Solar System of Contaminated Properties**

100,000 – 200,000 Underground Storage Tanks (abandoned)

53% of the U.S. population lives within 3 miles of one of these sites.

6,400 RCRA Sites

40,000 Superfund sites (removal & remedial)

450,000 – 600,000 Brownfields





# Each Superfund site holds reuse potential waiting to be realized!









# EPA's Superfund Redevelopment Program

- In-Kind Reuse Planning Technical Assistance for Communities
- Feasibility Assessment & Market Analysis
- Facilitation & Design Charrettes
- Success Stories & Case Studies
- Redevelopment Mapper

Learn more about site reuse: <a href="https://www.epa.gov/superfund-redevelopment">www.epa.gov/superfund-redevelopment</a>

# Helping communities affected by Superfund sites return land to safe and beneficial use.



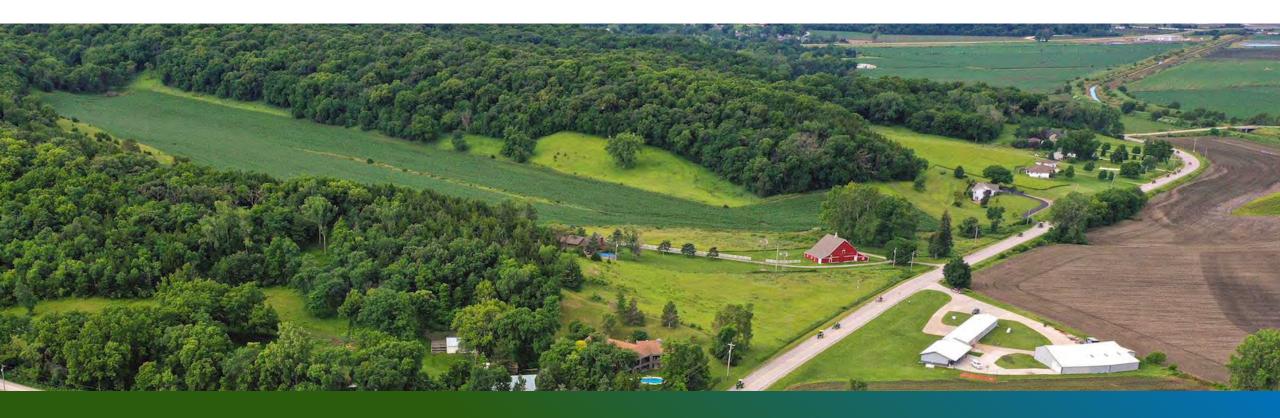




### **SRP Mailing List**

Sign up for the SRP Mailing List to receive updates!





AIVS Creating Opportunities for American Farms & Businesses



# Wholesale Markets and Facility Design Team



Ron Batcher, AIA, NCARB Lead Architect



Sasha Pokrovskaya, Assoc. AIA, NCARB Architect



Jed Grant, AIA, NCARB
Architect



**To Be Filled** Pathways

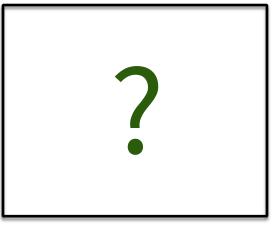




Philadelphia Pre-1955



Philadelphia 2018



**Future Markets** 

#### **Agricultural Marketing Act of 1946**

# §1621. Congressional declaration of purpose; use of existing facilities; cooperation with States

The Congress declares that a sound, efficient, and privately operated system for distributing and marketing agricultural products is essential to a prosperous agriculture and is indispensable to the maintenance of full employment and to the welfare, prosperity, and health of the Nation...

# Local and Regional Foods Division (LRFD) Branches

- **Research:** Explore common challenges that local and regional food system stakeholders face by providing research and data that supports market access and transparency.
- Outreach & Technical Assistance: Works with USDA agencies and external
  partners to share challenges and opportunities related to market access and
  development in the local and regional food system community.
- **Regional Food Business Centers:** Establishing Regional Centers that will provide coordination, technical assistance, and capacity building support to small and midsize food and farm businesses, with a focus on processing, distribution and aggregation, and market access challenges.





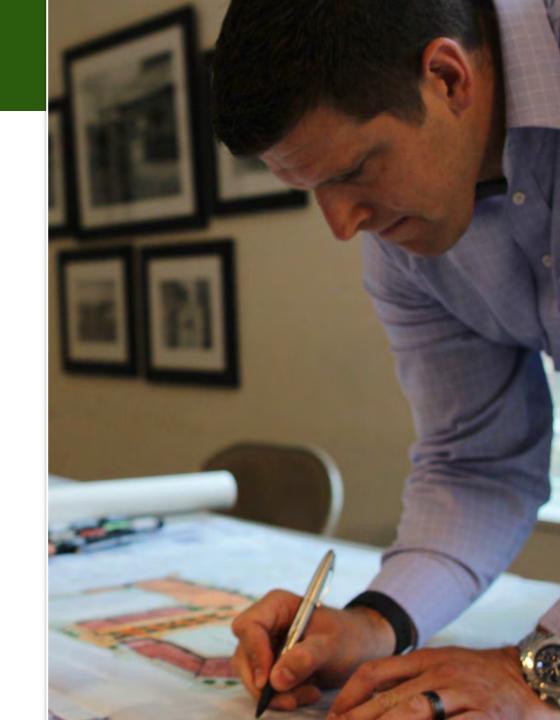






# Design Services

- Site selection: (space planning, layout, etc.)
- Environmental Impacts: Review of environmental issues/impacts
- Initial design concepts: (sketches, programming, floor plans, elevations, etc.)
- 3D Renderings: Renderings and animations
- Collaboration: Coordination with local design professionals as a non-contracted third party
- Cost Estimates: Basic square foot cost analysis
- Drawing Review: Review of construction documents









The USDA Wholesale Markets and Facility Design program can assist food facilities with many of their architectural design needs.



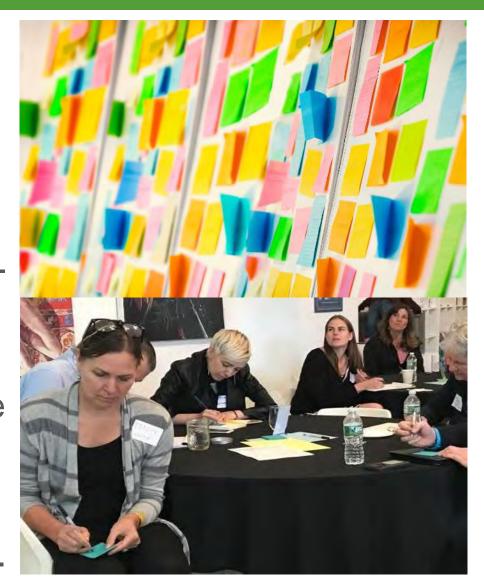
## **WORKSHOP THEME AND GOALS**

# Workshop Theme: Increased community accessibility to healthy, nutrient-rich, fresh food and produce.

- **Goal 1 Grow your own food.** Improve and empower more local food production and growing. Could look like expanded or new community gardens, school/church gardens, planting and growing classes, tool libraries, identify land and water access, etc. (near term)
- Goal 2 Identify and connect with local and regional food supply. Identify local and regional growers, pantries, and food banks that could supply local distribution. (near term)
- **Goal 3 Build a creative and localized distribution network**. Expand and connect existing distribution networks and identify creative ways to distribute food throughout the community. It could look like pop-up markets, mobile grocers, and distribution sites with ambassadors (new roots model). (mid-term)
- **Goal 4 Work towards a future grocery or larger co-op**. How can we make the dream of a local grocer or expanded co-op possible either as redevelopment occurs or on our own? (longer term)

# **ACTION BRAINSTORM SESSION**

- Silent Brainstorm (5-10 minutes)
  - Identify one, or two key actions, for any goal(s) you're interested in.
  - One action/idea per post-it note.
  - Consider the verb; be specific; think nearto medium-term (within 2 years);
  - Which goal does it help advance? Include the goal number on the upper corner of the note.
  - Please write a complete sentence.
  - Consider actions that you could help with.



# **ACTION BRAINSTORM REPORT OUT**

- After the brainstorm, we'll call out for volunteers to read an action for goal 1.
- Facilitators will ask "anyone have something similar"
- Actions will be grouped under the goals
- Repeat until we have several actions for each goal





#### **ACTION PRIORITIZATION**



# No bad ideas and not a popularity contest.

# Ask which ideas are going to make it happen? What needs to happen first?

- Move around the room, using your stickers to mark the actions you think should be the highest priority.
- Your votes can be distributed however you like across any of actions in any goals.
- Can spend one extra (a double) on a favorite action, but no more please.

# **ACTION PRIORITIZATION** REVITALIZATION Events

We will review the voting results together, and work in small groups to detail them out in the following action detailing session.



Presented by Marilyn Weimer <mancusofoodsllc@gmail.com>

#### Who Are We?

- Community-based independent grocery store
- Partnered with top national distributor, UNFI
- Featuring local businesses, farmers and retailers offering local goods and products including flowers, soaps, condiments, and prepared foods
- One mission: end food disparity in Indian Head and support revitalization

#### **Oasis Provides:**

- Over 6,000 sq feet of NEW retail space
- 10-15 local jobs
- 7 workforce affordable homes
- Removal of 5 blighted building/lots from the Town's main corridor
- Adds another catalyst to the Town's revitalization efforts
- First full community garden and visitor attraction labyrinth
- ICE CREAM!!! COMING SOON

# We've changed this ...



















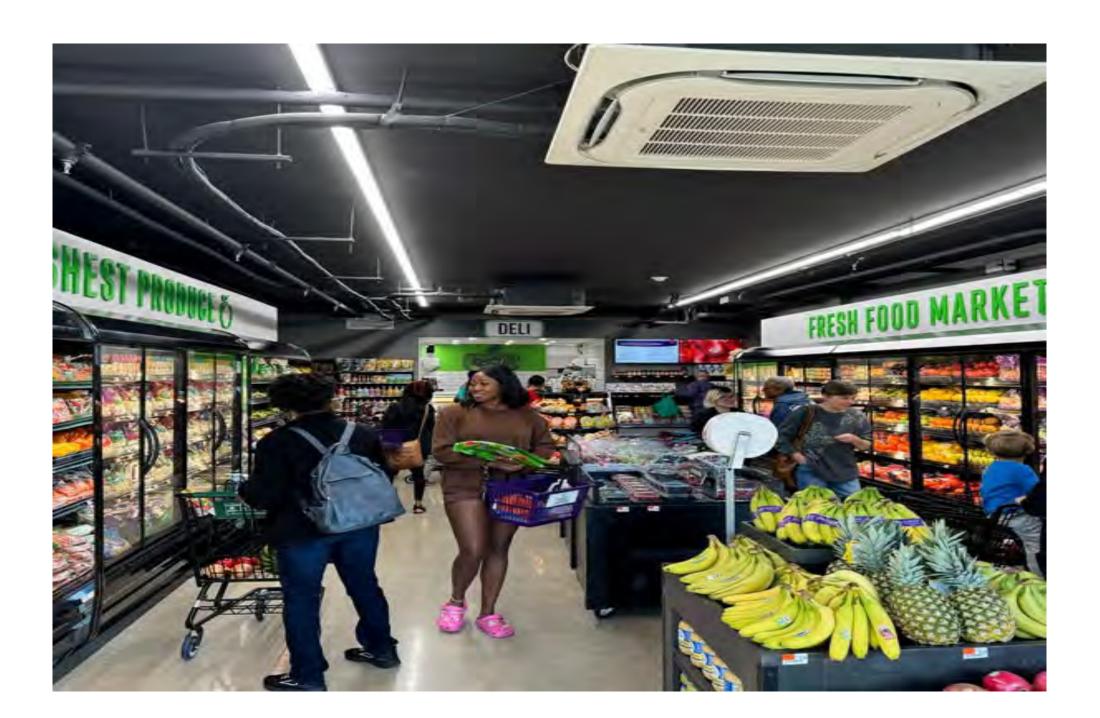


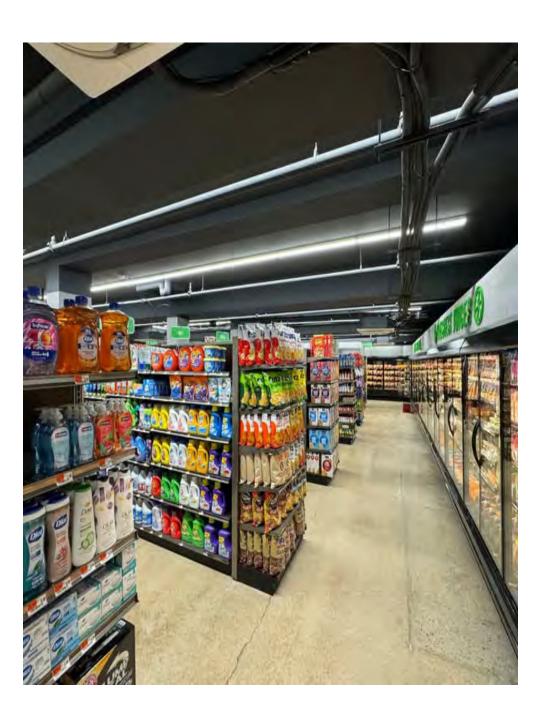


# Oasis offers:

- Fresh Meats and Seafood options
- Fresh Produce, Full line of Diary, Breads, Bakery Items, and Drinks
- Ready to Eat and Locally Prepared Foods
  - Mixes Greens
  - Pot Roast
  - Baked Chicken
  - Spaghetti & Meatballs
  - Mash Potatoes
  - Soups
- Substantial Center–Store Goods (Rice, Pasta, Sauces, Cereals, Canned Vegetables, condiments and household staples)
- Substantial Refrigerated Goods (Dinners, Breakfasts, Lunch and Dessert)





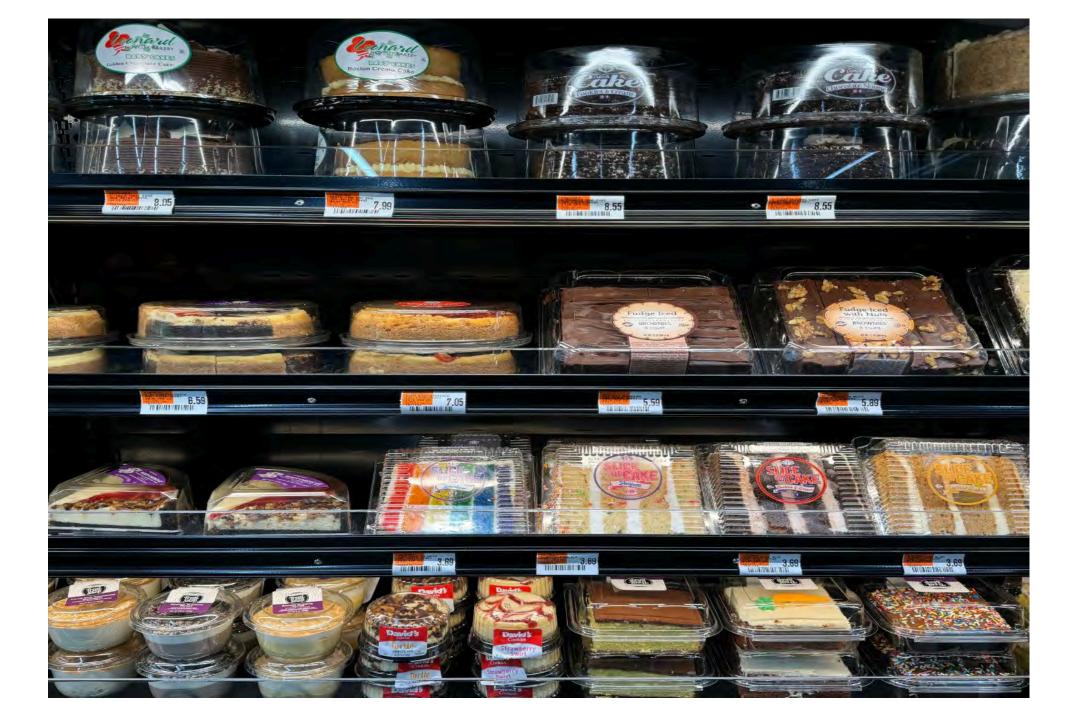
















**Indian Head** 

Its Time....



# **ACTION PLAN MATRIX EXAMPLE**

GOAL:





- Choose one goal area to focus on first, but feel free to move amongst the different tables.
- The group should decide on 3-5 actions to complete based on the prioritization.
- Feel free to merge or re-write "clustered actions" into a unified action.
- Don't use acronyms, spell out.
- Complete statements, clear sentences.
- Can add new actions if preliminary step(s) are needed or split an action into phase 1 and 2.

## **REPORT OUT - SUMMARY**



- Identify each action that the group prioritized for inclusion in the action table.
- Share overarching ideas that emerged, e.g.:
  - Are there any patterns (the same lead actor or funding source)?
  - Any major challenges or unknowns?
  - Any surprising connections or resources?





#### **ALL DONE! WHAT'S NEXT?**

If you are interested in participating in the remaining three post-workshop calls, please contact Jason Espie, Revive Strategies at Jason@revivestrategies.com

- Tuesday, February 11, 2025, 10-11:30 AM Review draft action plan
- Tuesday, March 4, 2025, 10-11:30 AM Review draft report
- Tuesday, March 18, 2025, 10-11:30 AM -Finalize full report and action plan; launch implementation phase
- Complete the EPA workshop surveys.
- Join the LFLP Facebook group.
- Keep an eye out for the final community action plan!



for Vegetables

# LFLP WORKSHOP SURVEY



- Your input is essential for making future improvements to the Local Foods, Local Places program.
- The survey should take about 5
   10 minutes.
- Survey results are anonymous and reported only in aggregate.

https://www.surveymonkey.com/r/T urnerStation-MD-LFLP9



## STAY IN TOUCH ON FACEBOOK



# Local Foods, Local Places Community >

Private group · 697 members

Join group

#### Request to join at:

https://www.facebook.com/groups/LFLPcommunity

Indicate you participated in this workshop when prompted for your connection to the Local Foods, Local Places program.



## **Local Foods, Local Places Superfund Technical Assistance**

# **Turner Station, Maryland**

## **THANK YOU FOR JOINING US!**













## Who Are We?

- Community-based independent grocery store
- Partnered with top national distributor, UNFI
- Featuring local businesses, farmers and retailers offering local goods and products including flowers, soaps, condiments, and prepared foods
- One mission: end food disparity in Indian Head and support revitalization

## **Oasis Provides:**

- Over 6,000 sq feet of NEW retail space
- 10-15 local jobs
- 7 workforce affordable homes
- Removal of 5 blighted building/lots from the Town's main corridor
- Adds another catalyst to the Town's revitalization efforts
- First full community garden and visitor attraction labyrinth
- ICE CREAM!!! COMING SOON

## We've changed this ...



















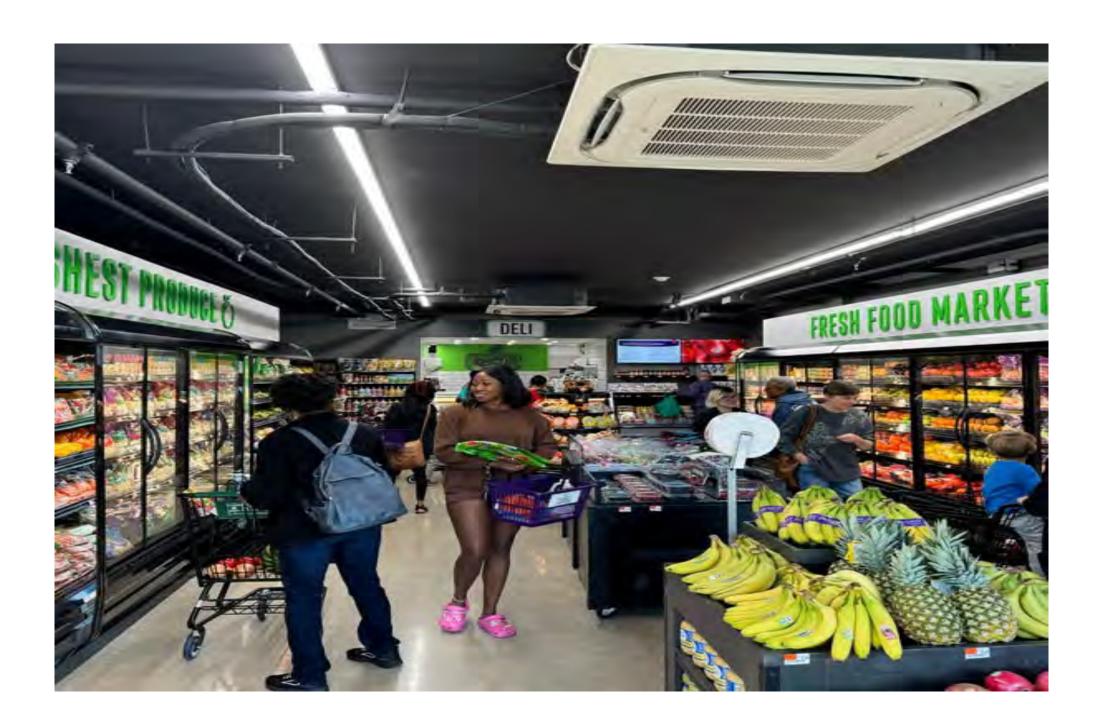


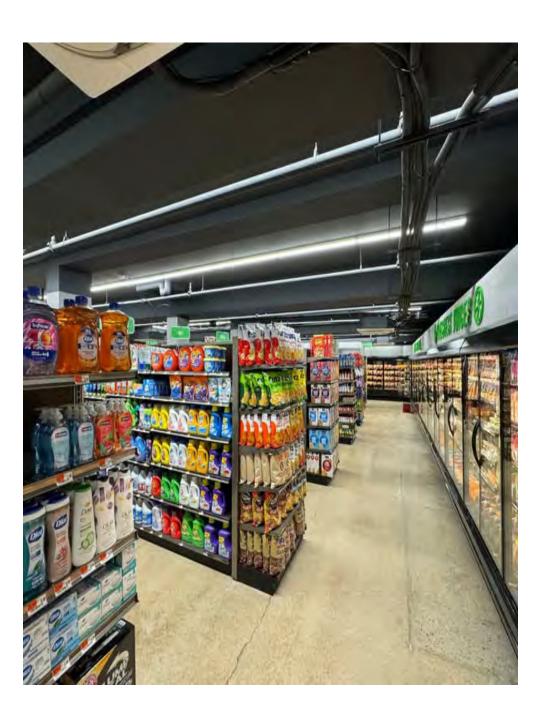


## Oasis offers:

- Fresh Meats and Seafood options
- Fresh Produce, Full line of Diary, Breads, Bakery Items, and Drinks
- Ready to Eat and Locally Prepared Foods
  - Mixes Greens
  - Pot Roast
  - Baked Chicken
  - Spaghetti & Meatballs
  - Mash Potatoes
  - Soups
- Substantial Center–Store Goods (Rice, Pasta, Sauces, Cereals, Canned Vegetables, condiments and household staples)
- Substantial Refrigerated Goods (Dinners, Breakfasts, Lunch and Dessert)





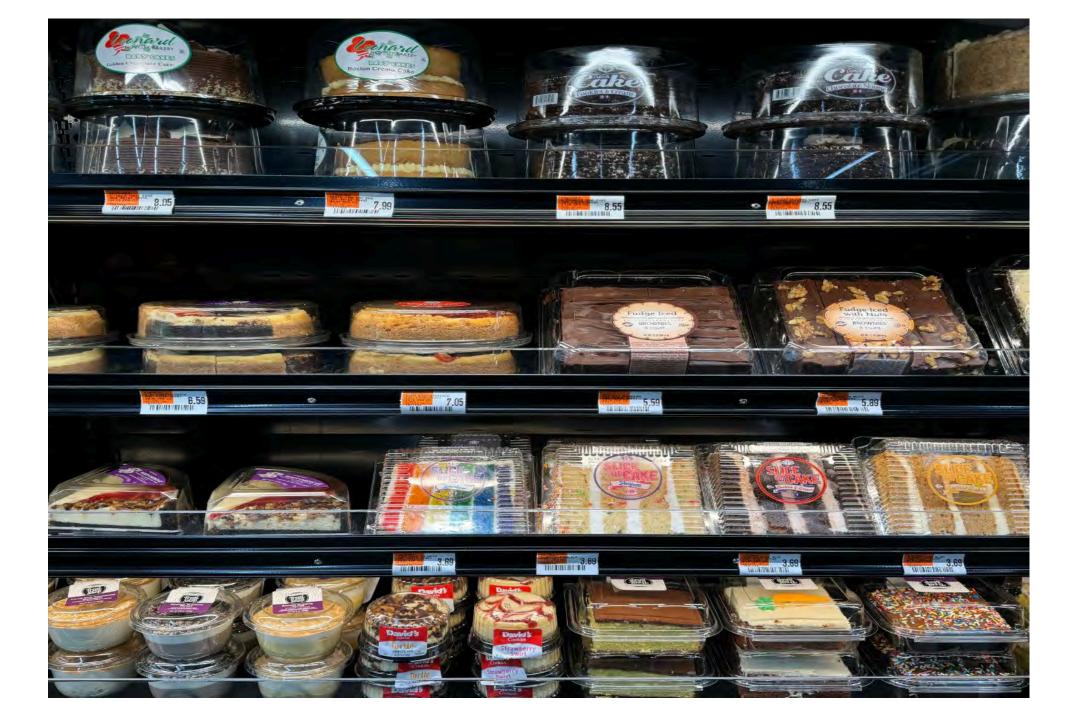
















**Indian Head** 

Its Time....