

# Incentives' Impact on Food Access and the Food Environment: Strong Families, Strong Communities



Alice Ammerman DrPH, RD

Director, Center for Health Promotion and Disease Prevention

Professor, Department of Nutrition

Gillings School of Global Public Health

University of North Carolina at Chapel Hill



UNC  
CENTER FOR HEALTH  
PROMOTION AND  
DISEASE PREVENTION



UNC  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

# Public Health Challenges

Among the most pressing public health problems in the U.S.



Economic/Health disparities  
and food insecurity



Environmental Degradation



Obesity, chronic disease

**Contributing significantly to each of  
these problems is  
our current food system**



Cynthiana, KY

- Roots in Cynthiana, Kentucky
- Goal of my work – research and practice to assure that:
  - All people have access to (many parts to this) and consume healthy food
  - Farmers who support their local communities by using sustainable practices to grow healthy food, receive a fair return on their investment
  - Communities work together and are committed to supporting local farmers and good food for all

# Specific Challenges – Nutrition/Diet

- High rates of chronic disease (CVD, cancer, obesity)
- Easy access to plenty of unhealthy food options
  - “Food Swamps”
- Limited access for many to affordable healthy food
  - “Food Deserts”
- Healthier food can be more expensive
- Confusion about evolving science and dietary recommendations
- Lack of knowledge and experience about cooking, especially “with the seasons”
- Food insecurity AND waste
  - Americans waste more than 40% of the food we produce- costing us more than \$100 billion annually. At the same time 33.5 million adults and 16.7 million children have inconsistent and inadequate access to food.



# Specific Challenges - Agriculture

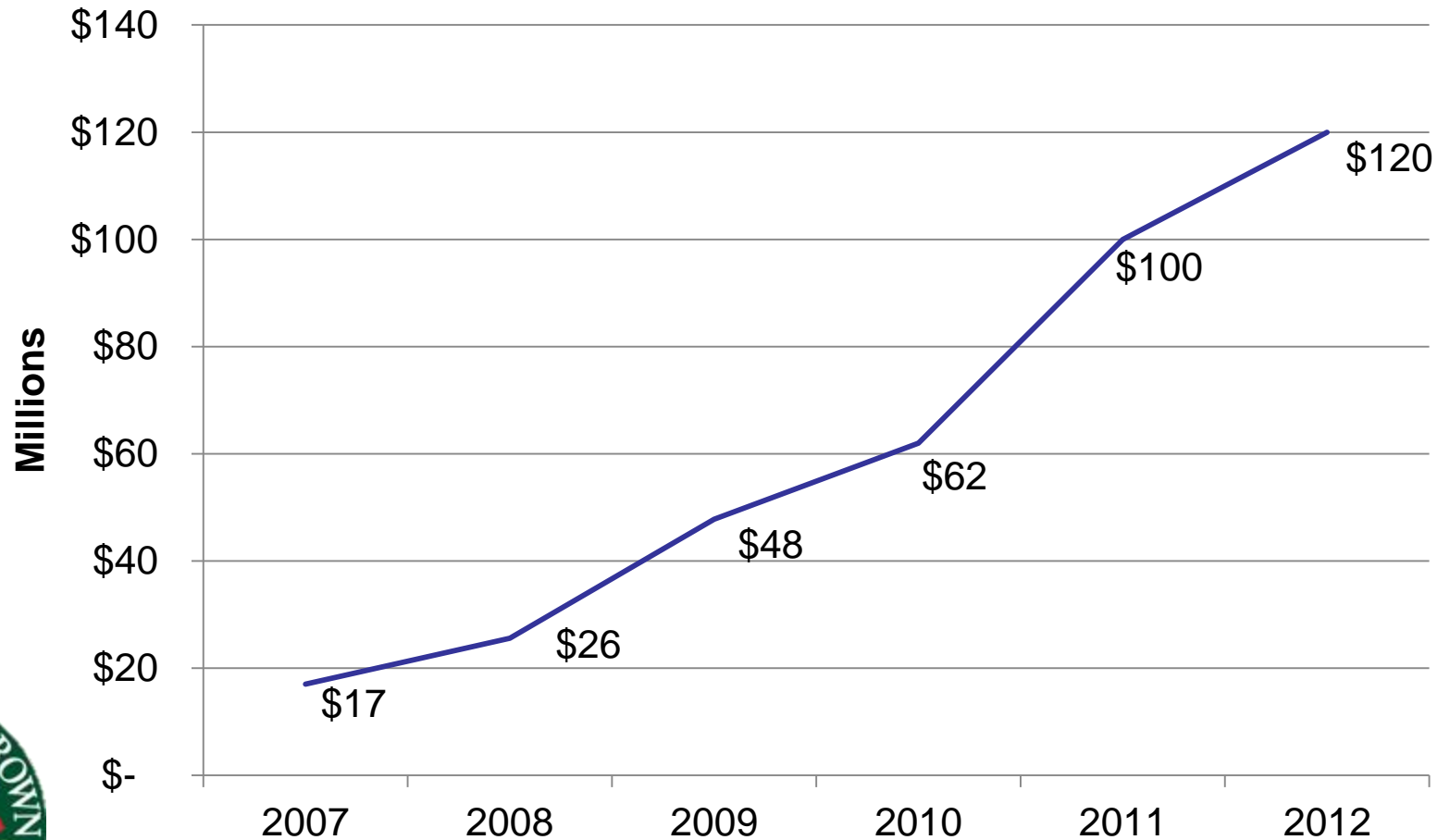
- Tobacco transition – need for new crops and markets
- Environmental threats – need for sustainable yet affordable approaches
- Aggregation and distribution systems to support local food systems
- Marketing opportunities
- Convincing the American public that good food is worth paying for, yet....
- making sure that ALL have access to good food.

# Good News: Americans Want Local!

- “Local foods sales are booming, having doubled to \$11 billion in the past ten years.” -CNBC
- The National Restaurant Association’s “What’s Hot in 2013” names locally sourced meats and seafood, and locally grown produce the top two trends.
- “The cultural appetite for all things local continues unabated.” –The Hartman Group
- Among all the potential improvements consumers would like to see in supermarkets, “more locally grown foods” comes in second only to “price/cost savings.” –National Grocers Association



# Appalachian Grown™ Sales



# Economic opportunities...

- More direct and retail markets for local foods
- Entrepreneurial Opportunities
- New Businesses
- More jobs
- Profitable farms





# Community benefits . . .

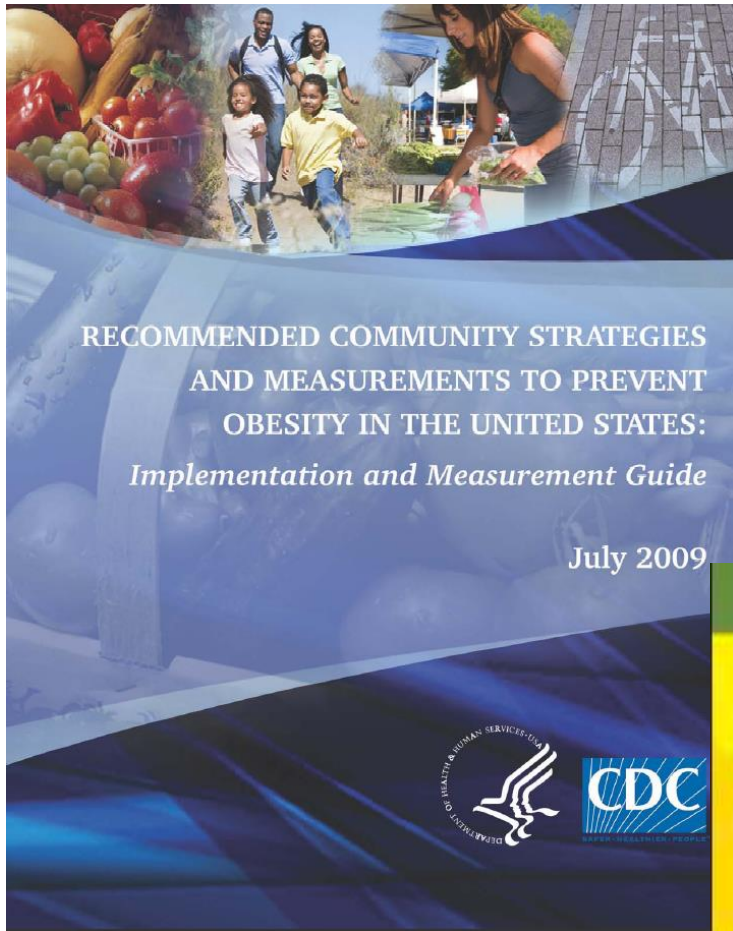
- Engaged youth
- Healthy, local, nutritious food (in schools, colleges, hospitals, grocery stores, restaurants)
- Improved access in all communities (community gardens, corner stores)
- Resulting in lower obesity and diabetes rates
- Lower health care costs



# Environmental benefits

- Improving water, air, and soil quality
- Providing aesthetic landscapes
- Corridors for wildlife
- Increasing biodiversity





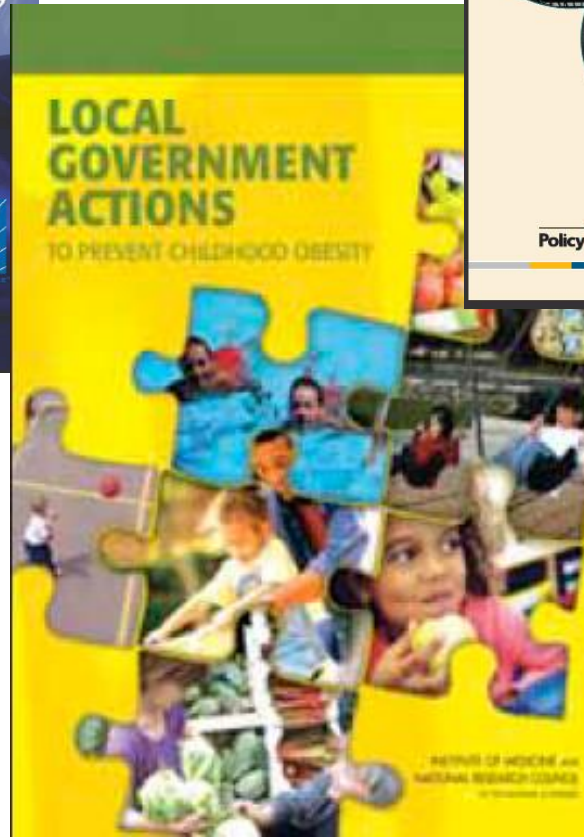
HEALTHY EATING ACTIVE LIVING CONVERGENCE PARTNERSHIP  
working together to create healthy people in healthy places



## Promising Strategies for Creating Healthy Eating and Active Living Environments

Offering to What Works  
**PolicyLink**

Prepared by  
Prevention Institute





# Strategies to Increase Availability of Affordable Food and Beverages

Price incentives to subsidize healthier options

## Communities should:

Policies requiring state/county/city agencies to restrict low nutrient density foods

Loans and grants for the development, expansion or renovation of fresh food retail establishments

1. Increase availability of public service venues
2. Improve availability of public service venues
3. Improve geographic availability of supermarkets in underserved areas
4. Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas.
5. Improve availability of mechanisms for purchasing foods from farms.
6. Provide incentives for the production, distribution, and procurement of foods from local farms.

Subsidize CSA (Community Supported Agriculture) programs.  
Support farm to institution programs  
Support EBT use for SNAP at Farmers Markets





# Strategy to Encourage Breastfeeding

11. Communities should increase support for breastfeeding.

Baby friendly hospital and worksite policies to support nursing or pumping milk



**BREASTFEEDING**

It Rocks!

# Strategy to Encourage Communities to Organize for Change

24. Communities should participate in community coalitions or partnerships to address obesity.

Food Policy Councils that include a specific emphasis on healthy food access and market opportunities for local farmers.





FIND YOUR COUNTY



Learn About Data  
& Methods

Download  
Rankings Data

## Find Health Rankings for Your State and County



<http://www.countyhealthrankings.org/>

Look up your county's *Rankings*, learn about our methods, and download the data you need.



### Learn about the Data & Methods

Find out what is measured and how the *Rankings* add up.



### Download the *Rankings* Data

You can download the *Rankings* data for your state or the entire nation.

Explore *Rankings* Data



## Roadmaps to Health

Improving your community's health takes work. We can help you get it done.

What Can I Learn from Others?

National Partners

What Can I Do?

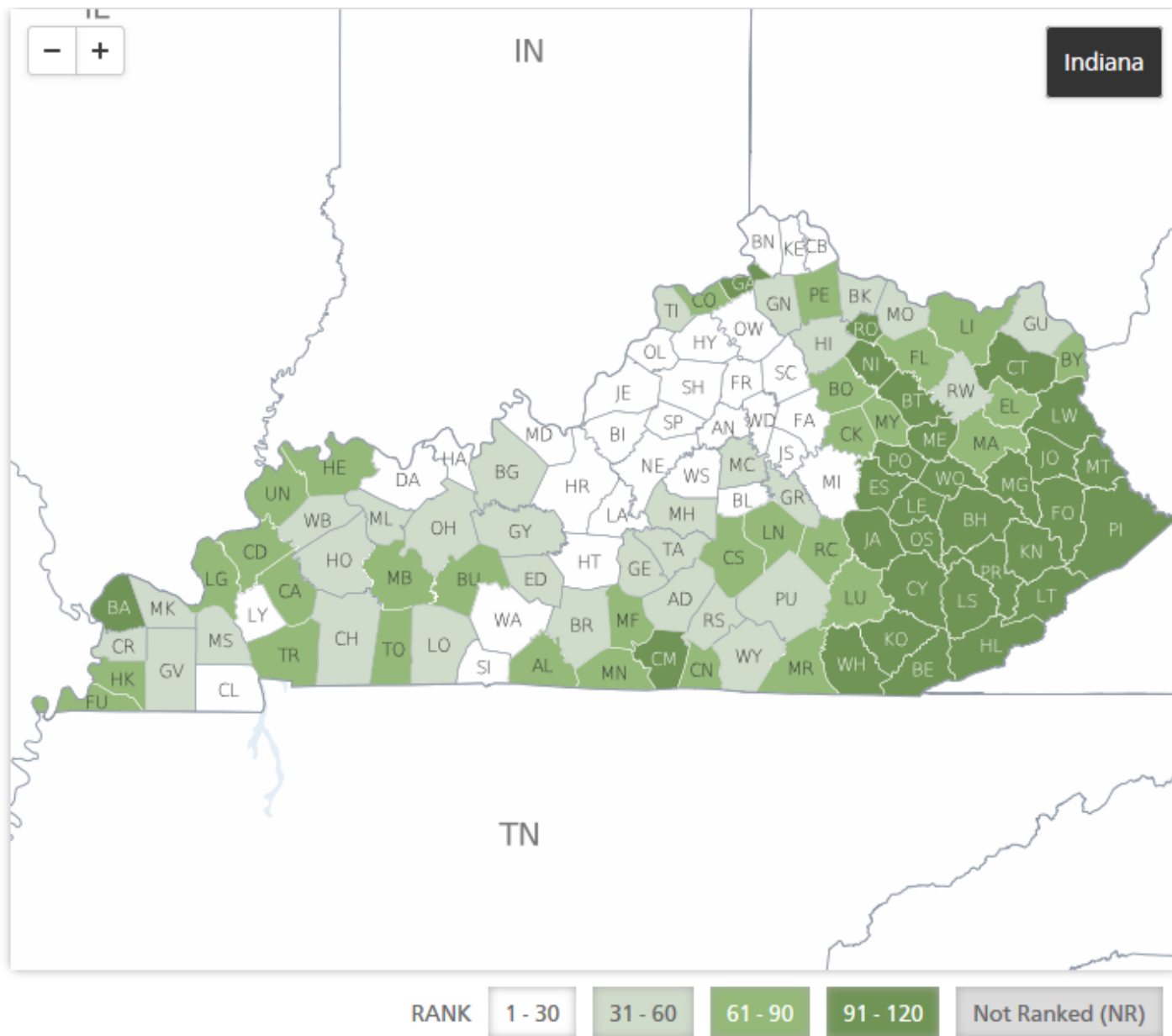
Take Action

**RWJF Roadmaps to  
Health Prize**

See the 2013 winners



Rank	County
1	<a href="#">Oldham (OL)</a>
2	<a href="#">Boone (BN)</a>
3	<a href="#">Shelby (SH)</a>
4	<a href="#">Lyon (LY)</a>
5	<a href="#">Spencer (SP)</a>
6	<a href="#">Washington (WS)</a>
7	<a href="#">Scott (SC)</a>
8	<a href="#">Fayette (FA)</a>
9	<a href="#">Calloway (CL)</a>
10	<a href="#">Hancock (HA)</a>
11	<a href="#">Woodford (WD)</a>
12	<a href="#">Jessamine (JS)</a>
13	<a href="#">Hardin (HR)</a>
14	<a href="#">Larue (LA)</a>
15	<a href="#">Warren (WA)</a>
16	<a href="#">Campbell (CB)</a>
17	<a href="#">Anderson (AN)</a>





# We Pay for Poor Health

- Food is associated with most leading causes of death – heart disease, cancer, diabetes
  - Obesity is a contributing factor to each
- Chronic diseases = high costs to communities:
  - Higher health care expenditures
  - Higher absenteeism, lower “presenteeism”
  - Costs for adaptive equipment: stretchers, seating
  - Opportunity costs – failure to recruit businesses



# Food is critical to broader community health

- Food contributes to the health of the:
  - Individual
    - Energy and nutrients to sustain life
    - Pleasure, comfort, creativity, nurturing
  - Family
    - Family meals – many benefits, but we're losing this
  - Community
    - Critical contributions to the economy from farm to table
    - Sustains cultural values and traditions
    - Promotes social interaction and support
    - Is a part of every celebration!

# Opportunities – federal food programs

- Federal food programs promote individual/family health and bring resources to communities
- -- *more than a handout:*
  1. SNAP and SNAP-Ed
  2. Women, Infants and Children (WIC)
  3. Child and Adult Care Feeding Programs
  4. Child Nutrition – School lunch and breakfast



# Potential for creative solutions

- Leverage federal food program dollars to:
  - Enhance the health of the (future)/workforce
  - Increase market opportunities for agriculture
  - Boost sales for retail outlets – large and small
- Encourage entrepreneurial efforts to:
  - Increase food program participation
  - Facilitate local sourcing
  - Re-claim “would be wasted” food



# **Good news on dietary fat -**

the science is changing toward better taste!

- Mediterranean diet
  - MORE fat – good quality oil (doesn't have to be olive)
  - Nuts!
  - Meat
  - Fruits and vegetables
- Not too far from the more traditional southern diet!

The goal of the Heart Healthy Lenoir Project is to reduce heart disease and stroke risk in Lenoir County. These 10 healthy eating tips can help you lower your risk. See other side for more detail.

1. Choose nuts and nut butters often
2. Eat foods made with vegetable oils daily
3. Choose drinks with less sugar
4. Choose whole grain products
5. Eat fruits and vegetables often
6. Eat chicken, fish, and beans often, and limit red meat to once a day
7. Consume low or full fat milk or dairy products such as yogurt or cheese
8. Eating 1-2 eggs a day is fine
9. Choose wisely when eating out
10. Make smart dessert choices



For more information about diet and health, request the Heart Healthy Lenoir brochure from the cashier or server and visit <http://hearthealthylenoir.com>

Heart Healthy Lenoir Project is a collaboration between several Lenoir County Agencies and the city and staff at Lenoir County Chamber of Commerce



Even fast food  
can be healthy

### Tip 2:

**Eat foods made with vegetable oils daily.** Vegetable oils contain healthy fats. Aim for 2 to 6 servings per day (a serving is one tablespoon).

- Fry, sauté, or cook with vegetable oil, including canola, corn, soybean, peanut, olive, or other vegetable oils. Avoid solid shortening and stick margarine, which usually have unhealthy trans fats.
- Use regular salad dressing and mayonnaise (which have healthy fats) instead of the low-fat or no-fat options, which usually contain more sugar.
- For spreads, use tub margarine instead of stick margarine, which usually contains unhealthy trans fats.

### Chick-fil-A options for vegetable oils:

- Several regular (full fat) salad dressings
- Mayonnaise
- Chicken salad sandwich (has mayonnaise)
- Cole slaw
- Chicken and potatoes fried in trans fat free oils



# Taking on the BBQ Festival...

The Kinston-Lenoir County Chamber of Commerce presents...



# May 4 - 7, 2011







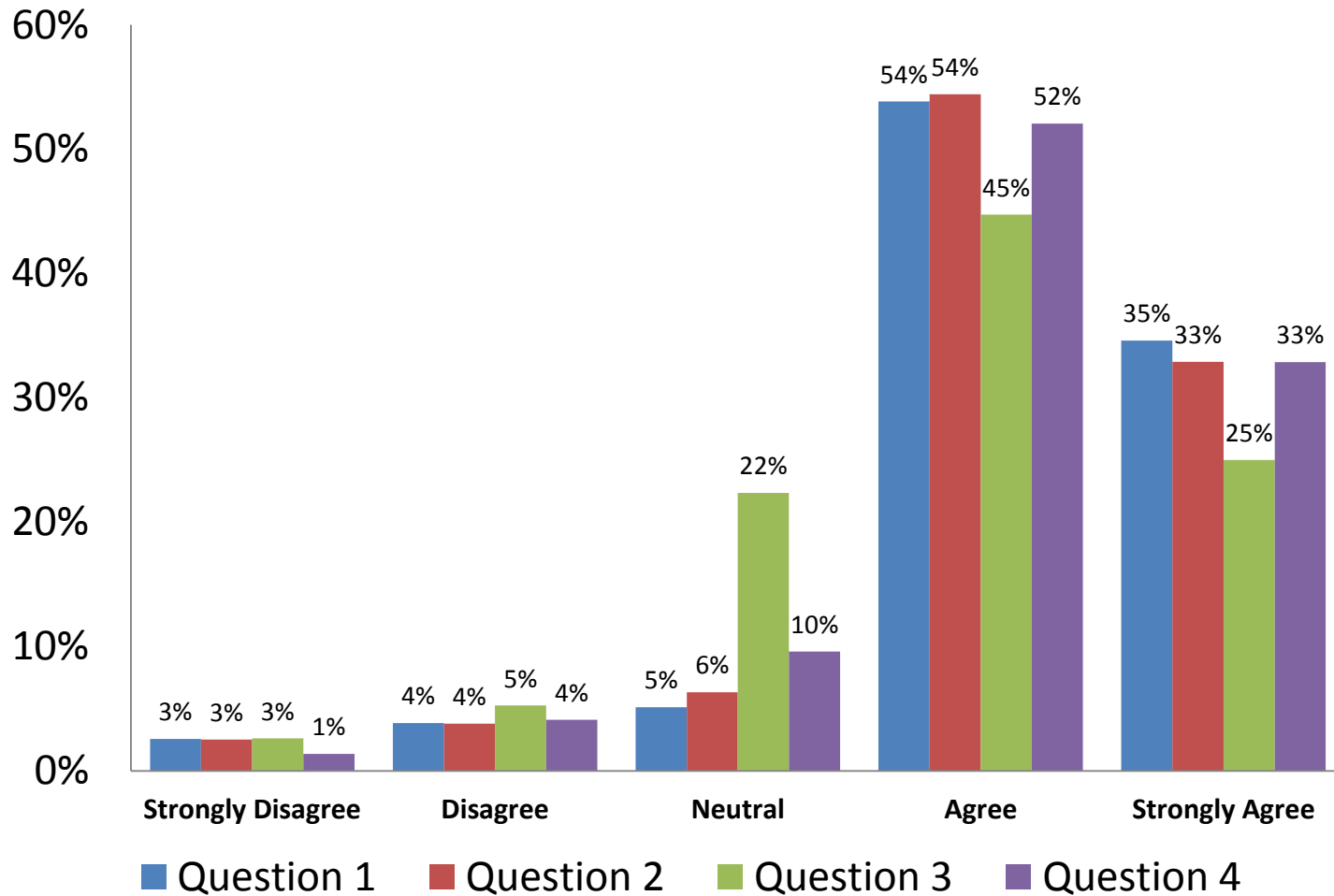




Before...

After: "I've eaten eastern style BBQ all my life and love it.. But I think preparing it this way is just as good and I would definitely eat it again!"

# Overall Results



Question 1

The BBQ dish tasted good to me.

Question 2

I would be willing to make this dish at home.

Question 3

My family would enjoy a dish like this.

Question 4

I would like more information.



# A message from Heart Healthy Lenoir



Two Heart Healthy Lenoir Project staff members serve up heart healthy barbecue at the Festival on the Neuse this summer in Kinston.

## Smart eaters don't have to choose between good taste and good health

Special to The Free Press

Eating out is something we look forward to as a time to relax, be waited on and enjoy something a little special. So what would it be like to come away from a nice restaurant meal feeling satisfied, well taken care of and like you have done something good for your health? Say goodbye to guilt and that overstuffed feeling, the tighter waistline and the nagging thought of "Now I'll have to skip breakfast or work out extra hard in the morning."

The Heart Healthy Lenoir team is willing to bet that you can have it both ways — feel satisfied with the food you eat while also feeling like you've done your body a favor. We know, you are asking, "Is this possible?"

The bad news: Lenoir County sits squarely in the buckle of the stroke belt, with higher rates of heart disease and stroke than most parts of the country. The good news is that our understanding of how diet plays into this is changing and a healthy diet can include things like barbecue and hush puppies if prepared

minds you of cardboard and leaves you feeling hungrier than when you started. Hello to colorful, fresh vegetables, along with tender meats, flavorful breads and refreshing drinks. So how is all of this going to happen?

It takes a village. We can't do it on our own. If restaurants don't serve these healthier foods and drinks, you don't have the option to order them. If restaurants serve them and you don't order them, they can't keep it on the menu. If our collective goal is to unbuckle the grip of the stroke belt and live the good life, we've got to do it together.

We're here to help. The Heart Healthy Lenoir project is a five-year research project funded by the National Institutes of Health (NIH). Our mission is to learn how to work with doctors, public officials, business owners, churches, and other community-based organizations to create an environment where living a healthier life is also living a rich, full and good life.

We'll be at the Living the Good Life Expo to share some ideas. We'll

testing. We'll share ideas about how you can eat healthier at home or away from home and still really enjoy it! We also look forward to talking with restaurant owners about what they can do to tweak their menus to support a community-wide effort to support heart health.

In fact, we'll take it a step further. We're happy to arrange free consultations with any restaurant owners who would like to consider creative opportunities for menu or serving strategy enhancements that promote healthy eating. In the future we'll be promoting such efforts through a publicity campaign and possible monetary incentives.

Who are we? We're a team of faculty and students from the University of North Carolina-Chapel Hill and East Carolina University partnering with many individuals and organizations in Lenoir County. Collective-

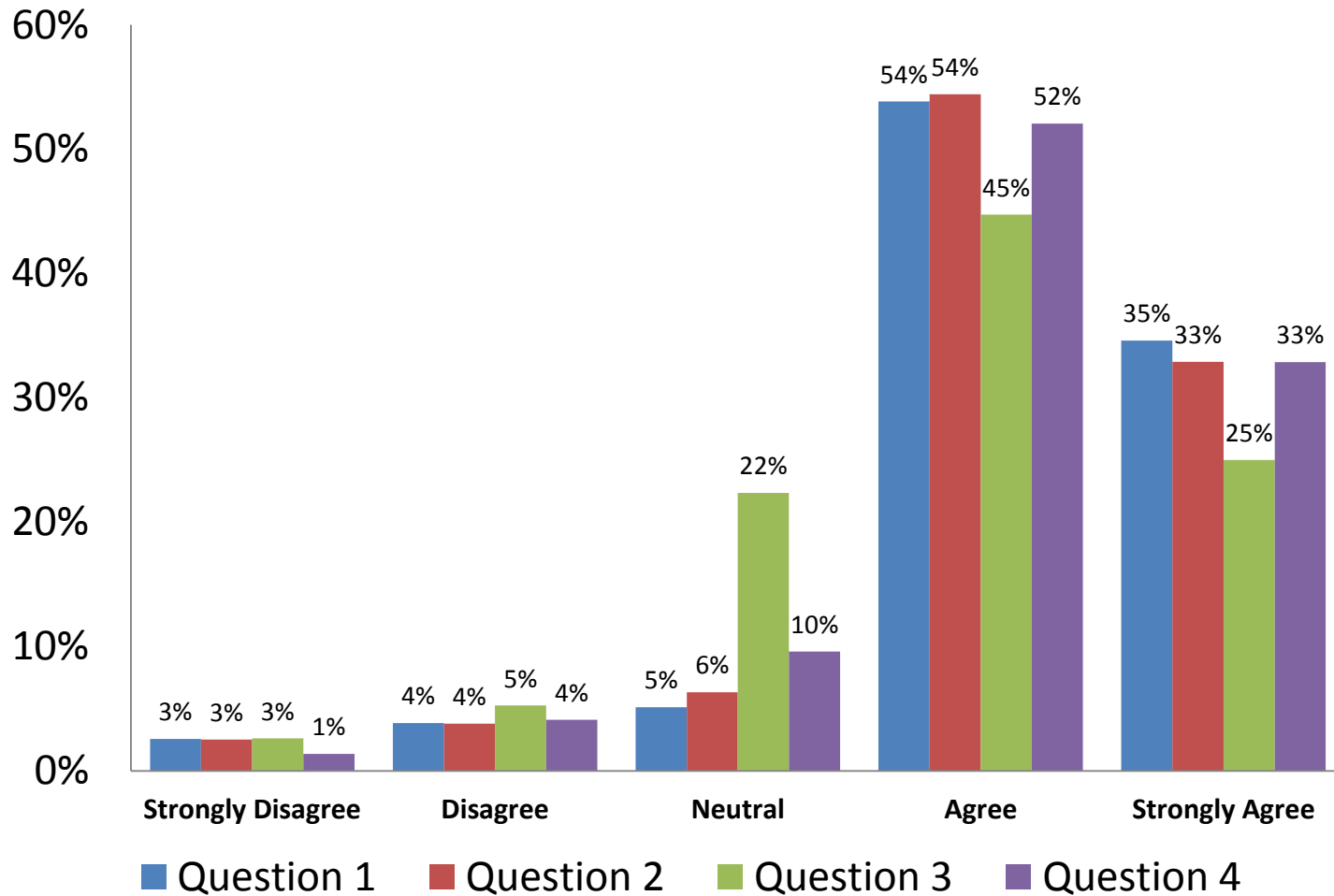


local food systems, health promotion and entrepreneurship.

We also have considerable hands-on experience with cooking and baking, with consultation available from Chef Andrea Reusing, winner of the James Beard award for Best Chef in the Southeast.

Come see us at the Heart Healthy

# Overall Results



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The BBQ dish tasted good to me.

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I would be willing to make this dish at home.

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# BBQ Festival on the Neuse Wil King Hog Happenin' Results 2013









# “Survey” results

- How would you rate the taste 1-5, 5 is best?
  - 87% said 4-5
  - 13% said 2-3
- If it were available in a restaurant, would you buy it?
  - 89% yes
  - 3% maybe
  - 8% no, many said “more likely something I would cook at home”

# Comments...

- “like the blend,” “more please!” “more of a home dish,” “tasty for a veggie dish,” “It’s great and I don’t even like cabbage,” “you just saved me \$7.00 and my arteries” (don’t tell Laura Lee 😊)
- Suggestions for improvement
  - More heat, spicier
  - Give it a regional name
  - Use fish instead of pork
  - Serve as a side dish without meat



# Lumbee Homecoming/Pow Wow – Robeson County, July 2012



Quote of the day:

“**Dawg** that’s good!”





## Fizz + Fruit Juice: A Healthy, Refreshing Combination!

Drink soft-drinks with your BBQ? Looking for a way to cut out some of the sugar while still enjoying a refreshing fizzy beverage with your meal? Mixing seltzer with 100% fruit juice is a way to create a healthier, but satisfying beverage. Mix 1/3 cup of your favorite juice (orange, pineapple and grape all work well) with 2/3 cup seltzer. Serve over ice!



## Heart Healthy BBQ with Veggies & Rice

*Serves four.*

**Cooking Time:** Approximately 30 minutes.

### Ingredients

1 small onion  
2 cloves of garlic  
3 Tbs. vegetable oil  
½ large head of green cabbage (add some red cabbage for color)  
5-6 large leaves of collards, kale, or other dark green leafy vegetable  
1 medium to large sweet potato  
3 cups cooked brown rice (takes longer than white so allow time)  
1 cup of shredded BBQ meat, cooked  
1 tsp. of your favorite herb seasoning (thyme, oregano, Italian mix etc.)  
hot pepper to taste  
your favorite BBQ sauce to taste\*



### Directions

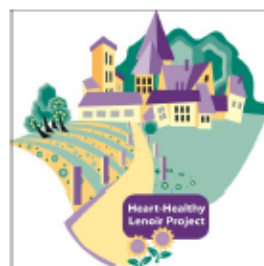
In a large frying pan with a lid sauté/steam onions, garlic, hot pepper and herbs in oil. Chop cabbage and collards/kale and add to the pan. Peel and dice the sweet potato and add to the mix 5 minutes before done. When the mix is tender *but not mushy*, mix with BBQ meat. Add BBQ sauce and serve over brown rice.

\*See tips on the first page for choosing a healthy BBQ sauce.

12 oz. Regular Soda	3oz. Juice + 9 oz. Seltzer	You Save...
140 calories	40 calories	<i>100 calories!</i>
10 tsp. sugar	2 tsp. sugar	<i>8 tsp. sugar!</i>



There are many benefits to buying fruits, vegetables and even meats locally! Visit [www.ncfarmfresh.com](http://www.ncfarmfresh.com) to find a farmers market near you or visit the Lenoir County Farmers Market in Kinston!



[www.hearthealthylenoir.com](http://www.hearthealthylenoir.com)

# BBQ can be Healthy for You!

Did you know that BBQ can be part of a heart-healthy lifestyle?

Pork is naturally low in sodium and a good source of protein. Although some cuts are high in fat, most experts now think the kind of fat in pork is OK for your health. Recent advances in the science of diet and health suggest there are healthy fats that we should eat often like those found in vegetable oil, nuts, and fish, and unhealthy fats that we should avoid, like trans fats that are often found in commercial baked goods, packaged snack foods, stick margarine, and some fried food in restaurants. So the fat in beef and pork is not as good as that in vegetable oils, nuts, and fish, but clearly better than trans fat and fine to eat in reasonable amounts.



## It's OK to Eat Pork!

- Pork is naturally low in sodium and a good source of protein.
- Unfortunately, sometimes the way we prepare pork can increase the sugar and salt content. These additions can increase our risk for high blood pressure and heart disease. Check out the rest of the tips to learn how to enjoy BBQ in a healthy way!
- *Be careful!* Pork that is processed (ham, bacon, etc.) or pork labeled as "seasoned" will have added sodium (check the label). When choosing luncheon meats, sausages or prepackaged meats, choose those lower in salt (turkey and chicken are also healthy choices if you don't eat pork).

## Add Flavor, Fiber and Fun to your BBQ

- Add nutrients and flavor to your BBQ by tossing in some fresh veggies. Try peppers, onions, tomatoes or even greens!
- Serve your BBQ over brown rice or on a whole wheat bun for some additional fiber and nutrients!
- See the back for a heart healthy BBQ recipe!



So many options! Which sauce do I choose?!



## Choosing the Best BBQ Sauce

What should you look at when selecting a healthy BBQ sauce? It's important to pay attention to **SODIUM** and **SUGAR**. One serving of BBQ sauce (~2 Tbs.) can have anywhere from 25 up to 1000 mg of sodium (half of the recommended daily value). In addition, sugar content can range from 0 up to 16 grams (~4 tsp.) per serving. *Look for sauces that have less than 6 grams of sugar and 300 mg sodium per serving.*





**A new  
approach to  
another  
southern  
classic...  
Hush Puppies**























# Miscellaneous Education and Policy Efforts Related to Local Food Systems North Carolina





# Carolina Campus Community Garden



**SWANSON**  
and ASSOCIATES P.A.  
LANDSCAPE ARCHITECTURE

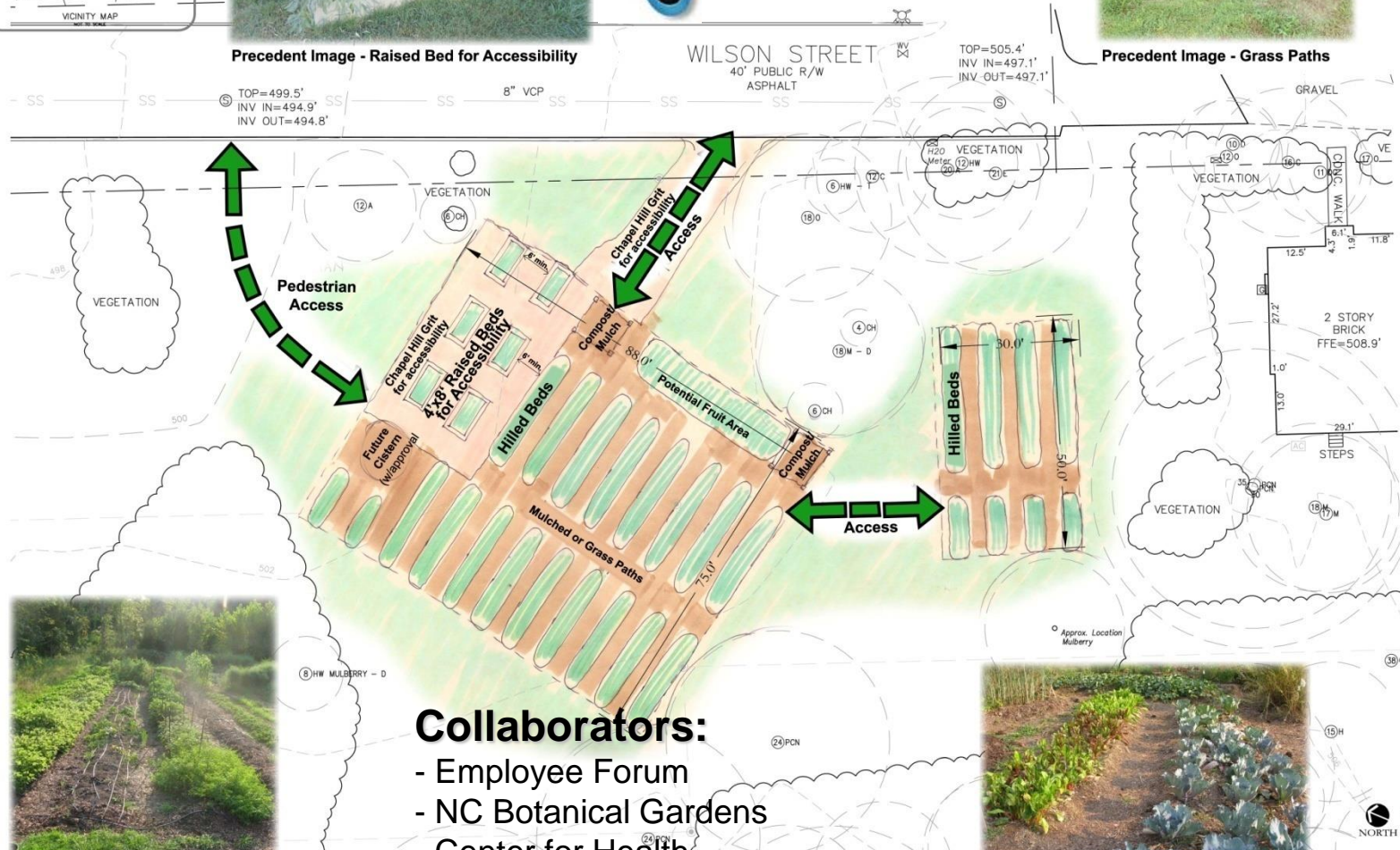
100 E. Carr Street  
Carrboro, North Carolina 27510  
Ph: (919) 929-9000  
Fax: (919) 929-1500  
info@swansonlandscapearchitecture.com



**Precedent Image - Raised Bed for Accessibility**



**Precedent Image - Grass Paths**



**Precedent Image - Hilled Beds**



**Precedent Image - Mulched Pathways**

## Collaborators:

- Employee Forum
- NC Botanical Gardens
- Center for Health Promotion and Disease Prevention

UNC Campus  
Community Garden  
(draft)

Garden Concept Plan  
NOT FOR CONSTRUCTION

Chapel Hill, NC

NORTH  
Scale: 1" = 10'-0"  
October 27, 2009



All food goes to low wage  
workers at UNC











## Workshops: Making "Lasagna Beds"





Installing a donated drip irrigation system....





Making good use of a  
“pest” - Bamboo















**Distribution to UNC employees**

# WIC Challenge



## Good news:

- Benefits now include fruits and vegetables

## Bad news:

- Vouchers are in \$2 increments
- No change allowed
- Many people aren't using them



**Women, Infants & Children**



The solution we  
are testing:

- F&V intake
- Economic benefit to farmer
- Economic benefit to stores



**QUICK & EASY  
FARM FRESH FOOD  
BUNDLED INTO  
PERFECT PACKS**

No need to weigh produce,  
guess prices or figure out quantities.  
Fruits and vegetables priced  
to match WIC Cash Value Vouchers.



Grown by local farmers in  
the **Warren County** area

[WWW.PRODUCEPACKS.ORG](http://WWW.PRODUCEPACKS.ORG) 252.387.8630





**PRODUCE  
PACK**

WARREN FOODWORKS

[WWW.PRODUCEPACKS.ORG](http://WWW.PRODUCEPACKS.ORG)

\$2

Snap Beans

QUICK & EASY!  
Washed and perfect for eating. Simply add  
oil and seasonings to the perfect family meal.



**PRODUCE  
PACK**

WARREN FOODWORKS

[WWW.PRODUCEPACKS.ORG](http://WWW.PRODUCEPACKS.ORG)

\$2

Snap Beans

1.4916

QUICK & EASY! farm fresh food  
bundled into perfect packs. Grown by  
local farmers in the Warren County area.



**PRODUCE  
PACK**

WARREN FOODWORKS

\$2

Snap Beans



QUICK & EASY!  
Washed and perfect for eating. Simply add  
oil and seasonings to the perfect family meal.





- Sustainable system
  - environmentally
  - economically
- Improves healthy food access
- Builds community capacity





# Green Cart Project



- Problem(s)
  - Food Deserts and Swamps
    - ✓ Supermarket placement is not enough
  - Limited markets for low resource/new farmers
- Solution we are testing
  - Public private partnership with “The Produce Box”
    - ✓ Leveraging a large efficient system that aggregates local food – over 6,000 “fancy CSA” customers
    - ✓ Direct delivery via venues serving low income
    - ✓ Coordinated nutrition education, meal prep, taste testing

# *Quick Chef*

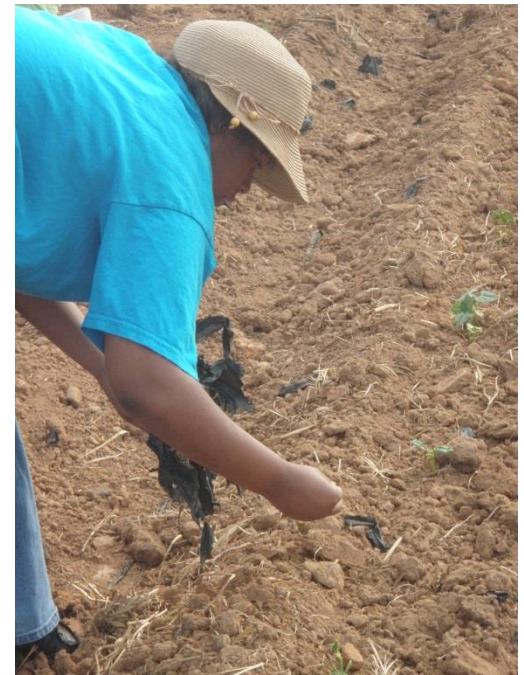
- Patterned after “Dream Dinners,”  
“Entrées Made Easy”
- Focus on healthy food access
- Develop cooking skills
- Use EBT for Food Stamps (SNAP)
- Emphasize local food
- Potential for a sustainable business





# ***Harvest of Hope***

## Garden Project in African American Churches





# *Faith, Families, and the Future*

## *- Building youth food entrepreneurial skills thorough churches*





# Center for Training and Research Translation: <http://centertrt.org/>



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The Center TRT's mission is to enhance the public health impact of state and community obesity prevention efforts by providing the training and evidence public health practitioners need to improve health behaviors, environments, and policies in ways that are equitable, efficient, and sustained over time.



*The students at Riverside Unified School District enjoying fresh fruits and vegetables through their Farmers' Market Salad Bar Program. Click on the Interventions tab above to learn more!*

## Center TRT Enhancing the public health impact of obesity prevention efforts

### Intervention Strategies

Evidence-Based public health just got easier.

26 strategies for:

- Healthy Eating
- Physical Activity
- Breastfeeding

Watch our new **WEB TUTORIALS** to learn more!

- How to Find a Strategy
- What's in a Strategy?

[CLICK HERE](#)

Use the Evidence.



# **Food System Strategies:**

best available *broad* approaches

- **Changing Access and Availability to Favor Healthy Foods and Beverages**
- **Community-Wide Campaigns to Promote Healthy Eating**
- **Comprehensive Nutrition Programs in a Single Setting**
- **Food and Beverage Marketing to Favor Healthy Foods and Beverages**
- **Increase Purchasing and Use of Foods from Local Farms**



## ***Strategies* cont.**

- **Point-of-Purchase and Point-of-Decision Labeling to Favor Healthy Foods and Beverages**
- **Pricing Strategies (Including Taxation) to Favor Healthy Foods and Beverages**
- **Social Support for Healthy Eating**
- **Urban Planning-Zoning Approaches to Facilitate Healthy Eating**

# **Sample Evidence-Based Programs (Interventions) and Policies**

- **Baltimore Healthy Stores (BHS)**
  - Uses a store's existing facilities to improve healthy food access
- **Healthy Cornerstore Initiative: Produce Distribution System - Minnesota**
  - Increases access to fresh fruits and vegetables by linking small stores with produce distributors on a year-round basis.
- **Cleveland – Cuyahoga County Food Policy Coalition**
  - Formed to help bring about public and private policy-based changes that foster a healthier food system in Ohio



Healthy environmental/policy changes  
in faith communities – North Carolina



# Programs/Interventions



- **Health Bucks**
  - \$2 coupons used to purchase fruits and vegetables at participating farmers' markets. A financial incentive for residents of low-income neighborhoods.
- **Pennsylvania Fresh Food Financing Initiative**
  - To increase access to affordable, healthy foods in underserved areas of the state. Provides critical one-time loans and grants for the development, expansion or renovation of fresh food retail establishments
- **Trailnet- Healthy Active Vibrant Communities**
  - A model to build community capacity to support and promote healthy eating and active lifestyles through policy and environmental change. address obesity. Focused in low-income and at-risk communities,

# University of Kentucky

South Farm

Demonstration Farm and CSA



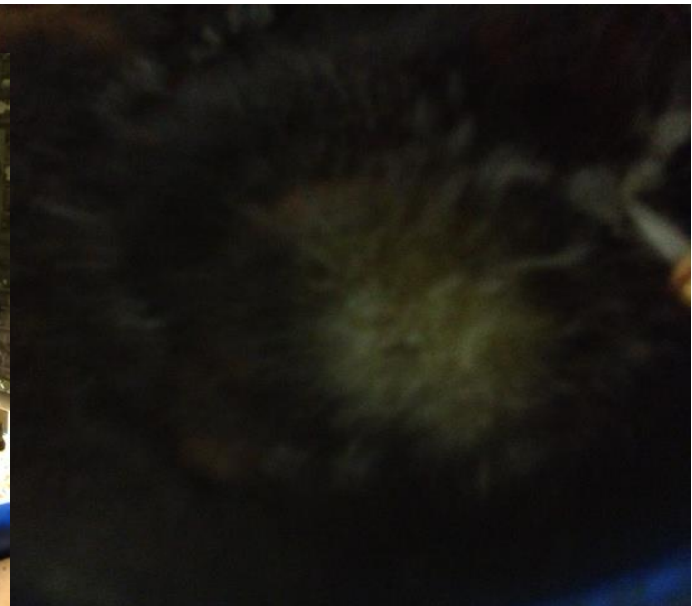




***Cool stuff in Lexington!***

***Food Chain*** and  
Smithtown Seafood, West  
6<sup>th</sup> St. Brewery

Ouita Michel





# Community Farm Alliance

*Real Change Comes From  
The Ground Up!*

[Home](#) [About](#) [Agriculture Legacy Initiative](#) [Donate and Join CFA](#) [Email List](#) [Events](#) [Issues](#) [Photos](#) [Resources](#) [Contact Us](#)

## CFA History... A Chronicle of Successful Organizing

Posted on [August 30, 2013](#) by [communityfarmalliance](#)

**2013** Led efforts in Bowling Green, Floyd Co. and Berea for local food system development by facilitating Community Food System Assessments. CFA organized key stakeholders to get local food into the State Capitol Annex Cafeteria. In Louisville CFA leaders organized grassroots leaders in the local food movement for a meeting with Mayor Greg Fischer of Louisville. CFA clarified the process for obtaining free EBT machines for farmers markets.

**2012** CFA members meet 41 times with Kentucky Legislators and successfully lobby for HB 419 for a voluntary income tax check off to Kentucky food banks to use to purchase food directly from Kentucky farmers. CFA is named to the Farm to Food Banks Trust Fund Board and the Kentucky Hemp Commission. CFA members testify about the needs of beginning farmers, EKY agriculture, the right for farmers and consumers to share livestock ownership, and urban agriculture. We successfully advocated to the Kentucky Agriculture Development Board for the expansion of the Farmers Market Infrastructure Grant program to include Marketing and Community Outreach.

**2011** CFA members launch the *Agriculture Legacy Initiative* to support beginning farmers and the future of Kentucky family farming. CFA began participating on the statewide Farm to School Task Force. Members get set to celebrate 25 years.

### ■ Events on October 17, 2013

[Third Thursday Thing at KSU](#)

Starts: 10:00 am

Ends: October 17, 2013 - 3:00 pm

Location: Kentucky State University Research Farm

Description: For program guide and directions:

<http://organic.kysu.edu>

[/TTTSchedule.shtml](#)

More details...

### ■ Events on November 21, 2013

[Third Thursday Thing at KSU](#)

Starts: 10:00 am

Ends: November 21, 2013 - 3:00 pm

Location: Kentucky State University Research Farm

Description: For program guide and directions:

<http://organic.kysu.edu>



[ABOUT](#)[BEAT](#)[COMMUNITY FOOD SYSTEM ASSESSMENT](#)[EVENTS](#)[HOW BEREALIFE BENEFITS](#)[CONTACT](#)

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## Bringing Health, Wealth, and Vitality to Berea's Food System

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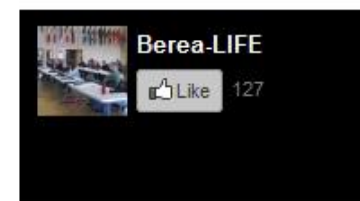
### ABOUT

#### BACKGROUND:

In the Fall of 2011, the city of Berea hired Michael Shuman of Cutting Edge Capital to conduct an analysis of Berea's economy and prepare an economic development strategic plan. Mr. Shuman conducted a leakage and S.W.O.T. analysis that analyzed the Strengths, Weaknesses, Opportunities and Threats of the city's economy. This resulted in the formation of five focus groups, one of which was Berea's Locally Integrated Food Economy (Berea LIFE). This group became responsible for creating a vision and a plan for localizing Berea's food economy. The group identified that the first step in localizing Berea's food system was to conduct a Community Food System Assessment, as a means to identify the current state of Berea's food system. Through the Community Food System Assessment, the goal is to compile a community food profile which will include a statistical analysis of food accessibility as well as an inventory of resources in the area.

#### RECENT COMMENTS

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## NEW ROOTS: Our Mission and Purpose

The New Roots Fresh Stops connect families to farms with affordable fresh food, share knowledge about home cooking and inspire community leaders to help people transform their lives.

Our vision is that every family in Louisville have the ability to access fresh, local food in their neighborhoods, integrate cooking from scratch into their daily routines, reduce diet-related illnesses, and enjoy long, healthy lives. New Roots has already implemented three successful community Fresh Stops in Louisville, with a new one on the way, and one in Washington, D.C.

Fresh Stops were created to address the lack of fresh produce in Louisville neighborhoods. The Fresh Stop Project is a community-driven fresh food access project where families pool their money and SNAP benefits to purchase in bulk from local farmers on a sliding scale. Each family receives a "share" of seasonal produce which feeds 2-4 people, depending on the Fresh Stop.

New Roots works to improve the distribution and utilization of fresh foods by facilitating leadership development, improving access to fresh food for urban residents, sharing education with families on the use of fresh foods, and connect neighborhood leaders with local farmers and distributors so that participating communities are able to develop successful long-term relationships leading to healthy lifestyles for member families. We have a track record of implementing successful community-based Fresh Stop programs, and we look forward to continuing and expanding our efforts in the future.

If you are interested in learning more about our program you may contact Karyn Moskowitz at [\(502\) 509-6770](tel:5025096770). Please visit the "Donate Now" section of our website to help us achieve our goals to serve the community. We thank you in advance for your interest and support.



## Healthy Hometown

[Healthy Hometown](#)

[Healthy Eating](#)

[Farm to Table](#)

- [Background and Studies](#)
- [Individuals and Families](#)
- [Corporations](#)
- [Restaurant Owners](#)
- [Farmers](#)
- [Events](#)
- [Farmers Training Videos](#)
- [Contact Us](#)

## Features



## Farm to Table

Louisville Farm to Table's mission is to increase the capacity of the local food system by working to increase production, marketing, distribution and sales of Kentucky edible agriculture products and to meet the demand of Louisville's market for local foods.

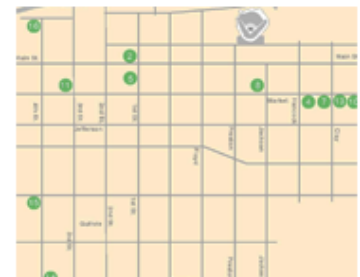
The effort includes brokering deals and relationships, creating public forums to identify and overcome barriers to progress, and working with institutions such as Jefferson County Public Schools. The goal is to make the flow of Kentucky-grown products into the city more seamless, giving easier access to the folks who are interested in procuring local products.

To get involved with local food as an **individual**:

- [Community gardens and backyard gardening](#)
- Restaurants, grocery stores and other places to buy local food - Louisville Farm to Table
- [Mayor's Healthy Hometown Movement, Food In Neighborhoods Committee](#)

To get involved with local food as a **business owner**:

- Louisville Farm to Table
- [Louisville Agribusiness Loan Program](#)



[Click for larger image](#)

**Downtown restaurants serving local food.**

# Eastern Kentucky Food Systems Collaborative

[HOME](#)[EVENTS CALENDAR](#)[WORK GROUPS](#)[EKY FOOD SYSTEM](#)[LINKS & RESOURCES](#)[ARCHIVES](#)

## Who We Are

The Eastern Kentucky Food Systems Collaborative is a network of farmers, gardeners, producers, consumers, health professionals, educators, extension agents and more who are dedicated to building, strengthening and connecting the Eastern Kentucky food system. This network aims to support the regional food system through information sharing, promoting education, advocating for policy change and building markets for Eastern Kentucky products.

Four working groups have been identified as areas in which the participants in the EKFSC would like to lift up on the local level in their communities and in the region at large. These working groups include:



## Eastern Kentucky Food Systems Collaborative

MAY 16TH, 2013: 10 AM – 3:30 PM  
AT THE LESLIE COUNTY EXTENSION OFFICE  
22045 MAIN ST # 514, HYDEN, KY 41749

*Join farmers, consumers, educators, extension agents  
and more in networking and workshops focused on:*





# The Food Literacy Project

About

Programs

Donate

Volunteer

Visit

Contact

Media

Field-to-Fork  
Dinner 2013

## Our Mission

To inspire a new generation of people to build relationships with healthy food, farming, and the land.

[Learn more »](#)

## Upcoming Events:

- **2013 Field-to-Fork Dinner!** September 29 @ 5:30pm. Tickets on sale now! [Click here](#) to purchase.



"The young people who come to the farm aren't used to putting their hands in the dirt. There's real value in seeing where food comes from."

 Find us on Facebook

"The farmers market was fun. I got to be the cashier and that was the best."

**DONATE  
NOW**

## Participate

Our experiential education programs engage young people in the life of the farm and emphasize learning through discovery

## Donate

Support the only farm-based education program in the Louisville area. We depend on donors like you to bring the Field-

## Volunteer

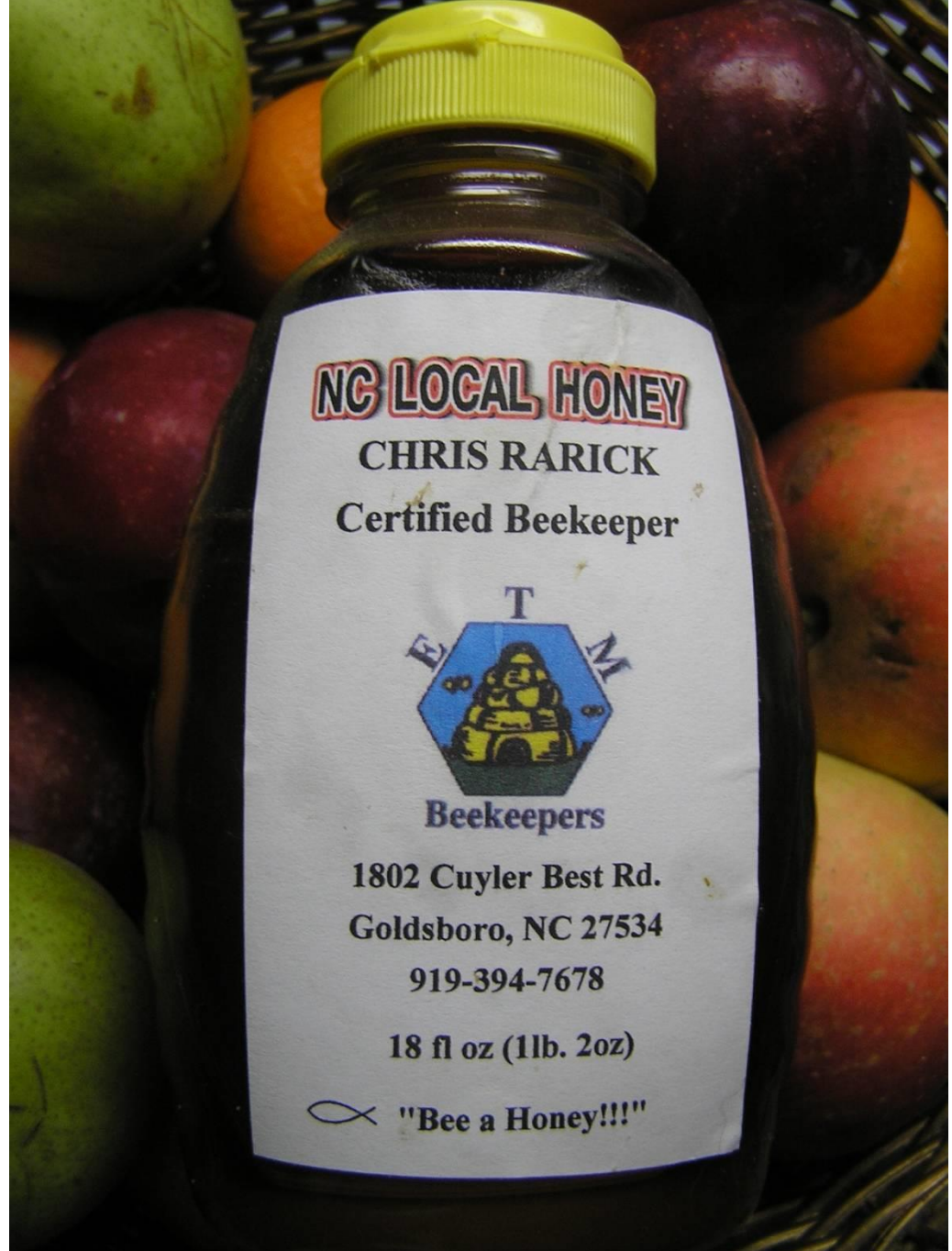
FLP is a fun, rewarding, and stimulating place to volunteer. We seek people who are passionate about introducing youth to

## Stay in Touch

Sign up for our newsletter and receive updates on how FLP is making a difference in our community.

[Sign up now »](#)

Creative marketing  
strategies are key to link  
obesity prevention with  
local food systems!



Credit to: Angeline Stuckman  
Aka Aunt Angie: 11/12/13-1/13/13





Questions??