

Access to Healthy Foods

Creating a Food Atlas Toolkit

3/1/2011

Arkansas Coalition for Obesity Prevention

Growing Healthy Communities Immersion Training





Creating a Food Atlas for Communities

Introduction

This guide is to help you develop a **food atlas** – or a guide that provides information to community members about where to find food locally. You can personalize this guide and make it unique. The guidelines are suggestions on the steps you need to think through to develop your food atlas.

Your food atlas will probably include information on all types of foods your community offers (i.e., food pantries, local grocers, local farmer’s markets, etc). Encourage residents to buy food from local producers as much as possible. When you purchase a food, you are making a statement. Your dollars are no longer reflecting what you and your family will eat for the next meal. You are making a choice to strengthen your local environment and economy. Here’s how:

- **Helping your local farms and community heritage:** Each time you purchase from a local farmer, you are strengthening your local economy because you are eliminating the “middle man”. This means more of your dollars go back directly to your community. You also get a chance to get to know the farming practices and a feel from where your food came from.
- **Helping the environment:** On average food travels about 1,500 miles from field to your community. When you choose to buy food locally you are eliminating the fuel that is needed to transport food long distances and excess packaging. You are also supporting farming practices that are more sustainable -- gentler on the earth. In doing so, your water quality is protected more as well as less soil erosion.
- **Local food tastes better:** When food “sits” for long amounts of times – as is common when it is transported long distances – you not only lose flavor, but you also lose nutrients. Buying food locally means you’re also eating freshly picked food that is in season. There’s nothing tastier nor healthier!

When you create your community’s food atlas, you will get to know your community in ways you didn’t know it before. Some challenges you will be faced with will include finding and soliciting farmers and businesses for your food atlas and distribution. Don’t be afraid to change and improvise your atlas on a regular basis. At the end of this document, you are provided with several online resources that can help you with your own food atlas. These are food atlases from other regions across the US.

Objectives

- Identify community partners that can be involved in developing a local food guide
- Describe the process of developing a local food guide
- Create examples of programs or classes where the local food guide can be incorporated

Step 1: Identifying key people in developing the food atlas

Who will be involved in the development of your food atlas? Here are some ideas to think through:

- Key producers
- People who have underground knowledge and networks
- Political leaders that need to be in the loop
- The Cooperative Extension Service
- Champions of environmental issues
- Farmer's market champions/managers
- Community garden volunteers
- Hospitals
- Health groups
- Social groups
- Religious groups
- School leaders
- Cultural groups
- Hunting and fishing groups
- A few community residents

In helping you identify your team, read through the steps 12-15 to see what things you will need to consider in the distribution and publication of your community food atlas.

Step 2: Your First Big Meeting

- **Elect a lead organizer.** This person should be supportive, have excellent communication skills, attention to detail, possess compassion and be excited about this effort.
- Decide on **how often** you will meet (weekly meetings are ideal in the beginning).

- Identify the **strengths** that the members of your group have (i.e, website development, graphic design, writing skills, calling, fund raising, community connections, etc).
- Decide **who** will be included in your food atlas. For ideas, check the list suggested in Step 7. Another suggestion is to define a geographic border.
- Determine **how long** you want the food atlas available. A year, multiple years, etc. Remember, the more often you update it, the more work it will be. On the other hand, businesses and farmers come and go. You will want to keep an up-to-date list. You may want to set a tentative time and revise after you reach Steps 7 and 8. One suggestion is to produce a new atlas each year.

Step 3: Identify the purpose of your food atlas

In defining your purpose, you will need to think of your target market that is featured in the food atlas. A suggested checklist is found in Step 7.

Ask yourself: What food values do you want your food atlas to convey? To help determine this, start by brainstorming with the activity listed below.

Activity: Separate participants into groups of about 3-5 people (depending on size of group). Have participants list their top 4 **food values**. Food values are ideas that a person believes strongly about food and would like to carry the message into subsequent generations. For example, one person's food values may include that one should cook with whole foods as often as they can, select organic foods often, have several colors of food on your plate and buy from local farmers as often as they can. Some ideas that people in the past have used included food values pertaining to: Learning where food comes from, food and health connection, knowing who is growing your food, sustainability to support and keep a heritage alive, spiritual aspects of food (as they are given to us by the Creator), price and quality, preparing food, social aspects of food, etc. What are your food values?

- 1.
- 2.
- 3.
- 4.

Have participants talk about their listed food values. Chances are, you will start seeing a recurring theme with a few different ideas. As a group, identify the food values you would

like your food atlas to convey. Make sure to describe your food value at the beginning of your food atlas. If your main theme is **local foods**, make sure to define what you consider local foods to be and why it is beneficial for consumers (the introduction can help you get started). If your theme is **healthy foods** identify what is a healthy food. One suggestion for healthy food is listed below:

A healthy food is a fresh plant or animal product that provides essential nutrients and energy to grow, live and stay healthy while satisfying hunger. It is not processed, or may be minimally processed.

Example:

A fresh whole apple is an example of a healthy food, but not an apple-filled pastry.

A baked whole or cut up chicken is a healthy food, but not chicken nuggets which have been heavily processed and are high in fat and sodium.

After having this discussion you should identify and **clearly state the purpose** of your food atlas and have this stated at the beginning of the publication. You may also provide **objectives**. Some examples include: “Be able to connect consumers with farmers” or “be able to connect consumers with local food resources”, etc.

Step 4: Create partnerships

Make a list of the partnerships in your community. Consider what your partners will be responsible for contributing. Some things to think about:

- **Who will locate/solicit food resources and farmers?**
- **Who will organize and keep track of educational programs?**
- **Distribution.** Who will distribute the food atlas throughout the community? Could they include community groups? You will need connections and labor, possibly volunteers. For more ideas, see Step 14.
- **Point person.** Who will be the lead “point person” to contact regarding the Food Atlas? This person should be involved with distribution and should be excited about the food atlas.

To get you started, suggestions of community partners include:

- County Extension Office
- Colleges and universities
- Hospitals
- Agricultural groups
- Food-related national organizations: Heifer, Buy Fresh, Slow Food, Farm to School..
- Food policy council
- Health coalitions
- Volunteer groups

Step 5: Create a database

When you start locating your resources, you will want to enter the information into a database. The larger your food atlas, the more important this will become. Some things to consider:

- **A program that is easy to use**
 - Google docs – a common platform where people can contribute information in one space
 - An Excel spreadsheet (make sure you have a master sheet maintained by one person so you do not get confused by constantly changing documents)
 - A Word document (see comment for Excel Spreadsheet above)
- **A person who will verify information.** At some point the document with the data will be transferred to layout form before printing. Sometimes accuracy becomes lost in transfers. A person will be needed to verify the information is accurate.

Step 6: Construct an application form

An application form will need to be filled out by every local food resource listed in the food atlas. Some things to think about when creating an application:

- A hardcopy will reach more people; electronic is easier to enter information
- Do you want a form translated for farmers who do not speak English?
- Be clear about the information and how you will use it. For example, will you have icons for products, different agricultural practices, how to access the product, open operating hours, websites, address, etc)
- Be aware that farmers listed need a consistent pledge of the quality and safety of their product.
- Will you charge an application fee? (this may help with production costs)

The University of Wisconsin Cooperative Extension has an example of their application form. You can check it out at this link: <http://www.wifarmfresh.org/appForm09.pdf>

Step 7: Identify and solicit local food resources

Depending on the purpose of your guide, contact the resources (“Pick your own” farms, farmers market managers, restaurants, grocers, CSAs, etc) available in your community and send them an application form. A suggested checklist of whom to contact is included below. The contacts will be dependent on who you want as your “target market” to be featured in the food atlas. This is the major portion of your food atlas and will take time and manpower to create. It will be dependent on applications returned.

Something to think about: For farmers, consider soliciting information when they have more time (i.e., at peak harvest they will not have the time). Track farmers who are and are not interested in being included in your food atlas. This will be valuable for future editions and how you approach the farmer. For farmer’s markets remember that there are formal and informal markets in existence. See if there is a market manager/contact.

Suggested local food resources (for a full description and links for these resources, please check the appendix)

- ANGEL Food Ministries
- Arkansas Hunters Feeding the Hungry
- Attracting grocery stores to your area
- Community Gardens
- Community Supported Agriculture (CSA)
- Eats on Feet
- Educational gardening
- Farm to School Program
- Farmers’ market EBT
- Farmers’ markets
- Food Cooperatives
- Food pantries/soup kitchens
- Food pantry/soup kitchen gardens
- Fresh fruit and vegetable grant to schools
- Gleaning
- Mail order food (i.e., organic suppliers)
- Meals on Wheels/Congregate Meals
- Neighborhood produce delivery trucks
- Online ordering or mail order food
- Pick-your-own farms and orchards
- Plant an extra row
- Pot luck Food Rescue
- School Gardens

Step 8: What else do you want to include in your atlas?

When deciding on how often you will update your guide, you may or may not want to include other items of interest in it. Decide whether you just want to include a directory of local food resources or whether you want to add other helpful items of interest such as:

- a calendar of special events in the community or at farmer's markets (i.e., cooking demonstration, kid's tent, music)
- locations where EBT cards are accepted
- a "what's in season" chart of locally available farm-fresh foods
- a tip sheet on what to bring to a farmer's market (such as cash, checks, bags, carts, best time to arrive, questions to ask your local farmer, how to plan your shopping trip, etc)
- a colorful descriptive visual map of your community
- photos with reasons why to shop locally dispersed throughout the guide
- definitions of terms residents may not understand such as "CSAs"

Something to think about: Your community food atlas will be an evolving process. Consider starting small so that residents can have a list of access to local foods quickly. As this project evolves, your food atlas can become more specific and elaborate.

Also remember that your community is culturally diverse. Include culturally appropriate representation of your community in your guide so that residents can identify with it.

Step 9: Decide whether you want to advertise businesses

Besides having businesses, local growers, food pantries, community gardens, and others listed in your guide consider the following:

- **Consider selling space** that will contribute to the publishing costs. This would mean that some local farmers or businesses may have an additional "marketing" space. Some ideas also include coupons that can be redeemed at local resources.
- **What type of sponsors?** Think about whether you want to limit your sponsors to only local food-related resources or whether you want to expand to other types of businesses that will support the publication (clothing stores, banks, hobby stores, etc).
- **All resources pay a small fee.** Another option is to have each listed food resource pay a small fee to have their address and information printed in the Food Atlas (i.e., \$50 per each contact/address, essentially an application fee). However, in doing

so, you may want to consider that this may limit the number of available food resources that will connect the consumer to the food.

Step 10: Create educational programs and classes for the community

Consumers may face many challenges with your new community effort. They may need to redefine their own food values. They may need help with learning how to cook and budget, they may need help with transportation to get to the local food resources, learn how to talk to farmers, learn about food origins, etc. The opportunities for education are endless! Below are some suggestions for educational programs:

- Personal finance programs
- Agriculture programs
- Gardening workshops
- Farmers market education
- Food preservation workshops
- Cooking workshops
- Farm to school
- Farm to hospital
- Restaurant and grocer: buy local campaigns
- Food policy/food council
- County fairs
- Sustainable living
- Food system analysis
- Nutrition education that defines terms such as free range, organic, who is the farmer, etc

It would be helpful to identify a person who will be able to compile a list and track these educational resources.

Step 11: Develop a fund raising plan

You will need to print your food atlas and this requires money. As your efforts grow, you can consider finding funds for a position to help manage the food atlas project. Here are some things to think about when planning the printing of your food atlas:

- Should you have an application fee?
- Grants
- In kind donations of labor, equipment, design, printing, etc
- How will you recognize major sponsors?
- Health institutions, including insurance companies might sponsor the printing
- Fund raising activities such as local food events, local businesses, etc.
- Groups that involve sustainability, farmers, cooking, health, etc

Step 12: Find a layout and design person

You will want to determine how you'd like your food atlas to appear. Do you want single sheets, booklets, brochure, fold-outs? Do you want a map inside? You may have less information in the beginning but as you grow, the layout will become more important. Consider the following professional services when planning the look of your food atlas:

- Graphic artist
- Local cover art
- Students or community artists
- Business or group newsletters, such as local food co-ops

Decide how you want to use graphics and pictures and have a vision before consulting with the artist.

Step 13: Identify a Publisher

Think about who will publish the food atlas. Here are some suggestions:

- Local publishers of newspapers and magazines
- Printing services
- University print shops

Step 14: Distribution

Determine a distribution plan for getting the food atlas out into the community. Depending on the size of distribution, you may need to identify several regional contact persons that will be able to promote the guide. Here are some things to think about as you devise your distribution plan:

- Will you have a mailing system through special interest groups, agencies or resident mailing list?
- Will you have someone designated to distribute the food atlas? (Consider travel reimbursement costs)
- Consider locations that will carry the food atlas such as
 - Libraries
 - Churches
 - Schools
 - Post office
 - Cooperative extension offices
 - Universities
 - Businesses
 - Restaurants
 - Hospitals, clinics, doctor's/dentist offices
 - Farmer's markets

Have a record keeping system of where you distributed the food atlas.

Step 15: Final stages before distribution

Your food atlas is finally finished! But before you package it up and send it out here are a few tips to consider:

- Have at least 3 people proofread.
- Determine how the copies will be packaged.
- Where will extra copies be stored? Make sure the storage area is dry and easily accessible. Consider who will have access to the storage area.

Step 16: Assessment

You've just distributed your guide. Now collect reactions to the guide for future planning purposes. If you plan on holding an educational session about the guide, these reactions will be helpful. Make a review of all the components of your food atlas and keep notes for the next version:

- Review the planning and preparation process
- Review the distribution plan
- Review roles of partners in planning and implementation
- Was the purpose and learning objectives adequate?
- Determine timeline for the next guide
- Determine the point person for the next guide.
- A formal assessment will cost money. An informal assessment will need volunteers. Consider someone who can call farmers and ask if they want to be listed and get positive and negative comments.

Resources

The following resources are examples of food atlases from different parts of the country. Each one has a slightly different approach so check them out!

Wisconsin Regional Farm Fresh Atlas™
www.farmfreshatlas.org

Sustainable Table: A list of national directories
<http://www.sustainabletable.org/shop/guides/regional.php>

Appalachian Local Food Guide (online)
<http://www.buyappalachian.org/>

South Dakota
www.Sdlocalfood.org/index.htm

Illinois (different way of formatting)
<http://web.extension.illinois.edu/winnebago/downloads/22773.pdf>

New River Valley Virginia (Takes a long time to download, almost 112 MB)
http://www.hnfe.vt.edu/extension_and_outreach/documents/NRV_local_food_directory.pdf

Philadelphia (click on the local food guide tab)
<http://www.fairfoodphilly.org/>

Minnesota Food from Farm to Table Directory
<http://www.mda.state.mn.us/food.aspx>

This guide was adapted from information provided by Dr. Jasia Steinmetz, RD, CD from the University of Wisconsin-Stevens Point at the Society for Nutrition Education 2010 (Reno, NV), "Enhancing your community and practice: A basic primer in creating and using a local food guide."



Angel Food Ministries

National Office
PO Box 128
Good Hope, GA 30641
Phone: 888-819-3745
Fax: 770-267-8031

A 24-hour HOTLINE: 877-366-3646
for answers to common questions, including menu
information and host site contact information.

<http://www.angelfoodministries.com> and select "Find
a Local Site" from the menu on the upper right.

Overview

Angel Food Ministries is a non-profit, non-denominational organization started in Georgia in 1994. Currently serving 45 states, its mission is to provide food relief and financial support to communities throughout the US. Everyone qualifies, there are no applications and no income limits. Substantial savings are available to the public through the volume price discounts purchased from top national food suppliers. Each month's menu consist of fresh, frozen and packaged foods. An average box is worth approximately \$65 but costs only \$30. It is estimated that a single box will feed a family of four for about a week, or a senior citizen for nearly a month. Specialty boxes are also available, featuring meats and additional products. Angel Food Ministries welcomes **SNAP** recipients. Orders can be placed online or by contacting the local site. Menus change ever month. Here is a sample menu:

4 lb. IQF Leg Quarters	4 oz. Baby Back Ribs
1 lb. 80/20 Lean Ground Beef	2 lb. Breaded Chicken Tenders
1.5 lb. Bone in Pork Chops (4 x 6oz.)	1 lb. Ground Turkey
18 oz. Stuffed Manicotti (Cheese)	12 oz. Smoked Sausage
7 oz. Cheeseburger Dinner	16 oz. Green Beans
16 oz. Baby Carrots	2 lb. Onions
1 lb. Pinto Beans	1 lb. Rice
7 oz. Blueberry Muffin Mix	Betty Crocker Seasoned Potatoes
10 ct. Homestyle Waffles	Dessert Item

How to determine if this option is in your community:

Logon on to www.angelfoodministries.com, scroll down the page to the US map and enter your zip code. The sites closest to your location will be listed. If you click on "more information", you will be provided with a map, contact information, ordering information and deadlines, distribution details and a link to the current menu.

Promotion ideas

There are many ways to promote Angel Food Ministries in your community. Print the menu and then provide the local contact information on the reverse side. These flyers could be distributed door-to-door, posted on bulletin boards, or distributed by the local DHS office. Churches could provide the information in their bulletins or newsletters to their congregations. Flyers could be distributed at physician offices and hospitals. These are only a few suggestions on how your community could promote Angel Food Ministries.

Best Practices

1. **Implement an Angel Food Ministries in your community:**

If there is not an Angel Food Ministries in your community, you can start one. Churches and community organizations handle orders. There is a one-time application fee of \$50 and you are provided all your training materials. Volunteers at the host site take orders, turn them in to Angel Food Ministries Headquarters, receive delivery of the fresh food, pack up the individual orders and hold pick-up times for those who have placed orders. Angel Food Ministries donates \$1 per regular unit to your church's benevolent fund. You may request additional information about becoming a local site by going to:

www.angelfoodministries.com/become_a_host_site/

2. **Community Outreach/Public Education:**

By sharing the value of Angel Food Ministries with fellow community members, you have the opportunity to meet new people, renew relationships with old friends and discover needs of others along the way. Perhaps a community member who loves to cook would want to offer cooking classes and/or recipes that coordinate with a given month's menu. Another person may volunteer to distribute boxes to the homebound or those without transportation. The host site would gain new faces walking through their doors. The community as a whole may become more aware of local food insecurity issues and work together toward making improvements in this area. There is much to be gained from having access to Angel Food Ministries' provisions and there are many opportunities that go along with this program.

Resources

Other communities that are already using this option can be found on the Angel Food Ministries website:

<http://www.angelfoodministries.com/hosts.asp>

Funding:

Churches and community organizations donate the labor. One volunteer per 10-12 units is recommended. Angel Food Ministries contributes \$1 to a host site's benevolence fund for every Angel Food box that is distributed. A one-time \$50 application fee covers training materials.

Evaluation Practices:

To evaluate the impact of Angel Food Ministries in your community, keep track of the number of units ordered each month. As word gets out, the increase in usage will help in understanding the needs of the community. You could also do a short survey on either paper or through www.SurveyMonkey.com.



Arkansas Hunters Feeding the Hungry

PO Box 55303
Little Rock, AR 72215-5303
Ronnie@arkansashunters.org
(501)282-0006



Overview

Arkansas Hunters Feeding the Hungry is a highly successful program that has provided approximately one million meals to the state's most needy citizens.

The program has been in place in Arkansas since 2000. The success of the program depends upon the generosity of hunters to donate venison and other wild game, cooperation from meat processors throughout the state, support from local food distribution organizations, and the financial contributions of businesses and other citizens.

Hunters can donate deer (or a portion of a deer) from this season and help Arkansas Hunters Feeding the Hungry so that the state's less fortunate can have healthy meals. There are over 50 meat processors statewide who accept and process venison and other wild game from hunters for the program.

Donating venison and other wild game is a great way to make sure the meat is not wasted. Hunters sometimes let their harvested game sit in the refrigerator until it gets ruined by freezer burn or goes bad for other reasons. Providing a deer or a portion of a deer to a needy family, through AHFH, is a great way to make a successful trip afield even better. It's a great feeling to bag a big buck or a doe. It's even better to know that when you donate that deer to the program, dozens upon dozens of needy citizens will have great tasting, healthy meals.

How do I donate?

Field dress the deer and take it to a participating meat processor. Tell the meat processor that the deer is to be donated to Arkansas Hunters Feeding the Hungry.

Who pays for the processing?

The hunter can pay the processor the cost of preparing the meat (usually \$45 to \$60) or if they prefer to have AHFH pay the meat processor, the hunter pays nothing. If a hunter wishes to keep a portion of the venison, the hunter must pay for the processing. AHFH encourages hunters to pay for the processing themselves, as a tax-deductible donation, because it will enable the program to put more food on the table for those who need it most.

How does the hunter pay for processing?

The hunter will make a check or money order payable to Arkansas Hunters Feeding the Hungry, c/o Arkansas Wildlife Federation, 9700 Rodney Parham Road, Suite I-2 Little Rock, AR 72227. Give the check to the meat processor, who will then send it to AHFH. AHFH will then pay the processor for the meat he or she has prepared. Each donor will receive a receipt.

Can anyone ask for venison?

The wild game is only distributed to organizations, not individuals.

Can I donate ducks or other wild game?

Absolutely, any wild game is accepted by the organization.

How can I donate money to help the organization?

To make a monetary donation, mail a check, money order or credit card information to Arkansas Hunters Feeding the Hungry, c/o Arkansas Wildlife Federation, 9700 Rodney Parham, Suite I-2, Little Rock, AR 72227.

Processor List for Arkansas Hunters Feeding the Hungry

County	Business Name	Address	City	Phone
Arkansas	Half Moon Meat Processing	26 B & K Lane	DeWitt	870-946-1839
Arkansas	Triple D Processors	4713 Hwy 165	Stuttgart	901-826-2195
Baxter	Twin Lakes Packing & Processing	226 Whitaker	Gassville	870-435-6651
Benton	Benton County Processing	1805 Waukasha Road	Siloam Springs	479-549-4115
Boone	Mountain Processors	1595 Mountain Vista Rd	Harrison	870-743-4061
Boone	Newton's Processing	203 North Sycamore	Harrison	870-742-2006
Bradley	Lasiter's Slaughter House	1826 1/2 West Pine	Warren	870-226-5015
Clark	T&M Processing	2759 Country Club Road	Arkadelphia	870-246-0002
Cleburne	Lonnie's Meat Market	1141 Hwy 25B N	Heber Springs	501-362-6300
Cleveland	Watson Custom Slaughter House	970 John Reed Road	Rison	870-325-6922
Columbia	Burns Deer Processing	332 Columbia Rd 11	Magnolia	870-234-4073
Columbia	Razorback Packing Company	2321 Hwy 82 W	Waldo	870-693-2130
Craighead	Home Ice Company	700 Cate Road	Jonesboro	870-935-5555
Crawford	Cockrum's Custom Meat Processors	3925 Hwy 348	Rudy	479-474-3012
Crawford	Garner's AMP	2900 Olive Springs Road	Van Buren	479-474-1645
Cross	Wynne Meat Processing	1206 North Falls Blvd.	Wynne	870-208-8352
Drew	The Buck Stop	822 Barkada Rd	Monticello	870-308-0456
Faulkner	Cypress Valley Meat Company	1326 Hwy 64	Vilonia	501-733-5455
Faulkner	Lonnie's Meat Market	705 Club Lane, Suite 104	Conway	501-450-7100
Franklin	Arkansas Joe's Custom Meat Processing	9020 Green Hollow Road	Ozark	479-667-2442
Fulton	Burch's Custom Butchering	136 Mize	Salem	870-895-3467
Fulton	LK's Butcher Shop	1034 Indian Trail Rd	Ash Flat	870-994-3200
Garland	Griffith Custom Butchering	173 Keanard Lane	Hot Springs	501-321-4228
Garland	Black's Custom Butchering	1460 Oakgrove Road	Hot Springs	501-760-1001
Grant	Big Buck Processing	8210 E. Cherry St.	Tull	501-776-2825

Grant	HMS Custom Processing	1346 Grant 8	Sheridan	870-942-8083
Greene	Ridge Road Processing, Inc.	158 North Maple Street	Lafe	870-586-0892
Howard	B & G Packing	167 Jordan Road	Nashville	870-845-8706
Hot Spring	CR Deer Processing	8475 Possum Trot Rd	Malvern	501-332-3707
Hot Spring	R and R Custom Butchering	1942 Smoke Ridge Rd	Malvern	501-229-2898
Independence	Harmon's Processing	2234 Batesville Blvd	Batesville	870-251-1736
Izard	Raupp's Meat Processing	Hc 89 Box 615	Mount Pleasant	870-346-5173
Jefferson	The Country Butcher	5400 Dollarway Road	Whitehall	870-247-4500
Lafayette	C and C Packing Company	PO Box 157	Stamps	870-533-2251
Lawrence	Lynn's Deer Processing	P O Box 103	Lynn	870-528-3095
Lawrence	4 Brady's Deer Processing	P O Box 169	Black Rock	870-878-6208
Little River	The Butcher Block	103 Madden	Foreman	870-542-6460
Logan	Fox Slaughter and Processing	Hwy 109	Scranton	479-938-2236
Lonoke	Cabot Meat Market	119 N. Adams St .	Cabot	501-843-5511
Mississippi	Big Lake Taxidermy	3609 Hwy 18 1 Mile West	Manila	870-561-4829
Nevada	Tims' Custom Meat	494 Nevada 51	Prescott	870-887-3362
Ouachita	Charlie's One Stop	5280 Hwy 24	Chidester	870-685-2753
Ouachita	Ouachita Deer Processing	1108 167 South	Camden	870-818-6591
Pike	CenterPoint Schools	755 Hwy 8 E	Amity	870-356-3621
Pike	Delight Deer Processing	15 Doss Road	Delight	870-887-6241
Polk	T and L Meat Processing	527 Polk 71	Mena	479-243-0112
Polk	Vern's Meat Processing	170 Polk Road 18	Cove	870-387-2225
Pope	Ferguson's Slaughter House	13451 E. Hwy 64	Atkins	479-641-7604
Pulaski	The Bucks Stops Here	15509 Highway 107	Sherwood	501-834-4868
Pulaski	Hoggs Meat Market & Catering	4520 Camp Robinson Road	N. Little Rock	501-758-7700
Pulaski	Tommy's Meat Market	21419 Hwy 65 N.	Maumelle	501-815-2400
Randolph	Kemps Meat Processing	2950 Hamil Road	Ravenden Springs	870-892-4555
Saline	Kruse Meat Market	2100 Kruse Loop	Alexander	501-316-2110
Scott	Lasiter Custom Meat	1108 Jewel Road	Waldron	479-637-3600
St Francis County	Crowley Ridge Speciality Meats	2335 West Broadway	Forest City	870-630-0712
Stone County	Mt. View Custom Butchering	17507 Hwy 66	Mt. View	870-269-3063
Union	The Choppin' Block	2509 Parnell Road	El Dorado	870-862-0776
Union	Strong Meat Processing	366 Camp Road	Strong	870-797-2001
Van Buren	Clinton Meat Processor	3288 Hwy 65N	Clinton	501-745-4844
Washington	Ozark Custom Butchering	15395 Woosley Road	West Fork	479-839-3177
Washington	Robinson Meat Processors	401 George Anderson Rd	Springdale	479-841-4827
White	Brogan Farms	486 Romance Road	Romance	501-556-5085
Yell	AR Quality Processors	23753 Hgwy 154	Dardanelle	479-576-4419
Yell	Wild Game Processing	21756 N. Hy. 27	Dardanelle	479-229-2298

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Attracting Grocery Stores to Your Area

Link to document: <http://www.community-wealth.org/pdfs/tools/cdcs/tool-policylink-grocery.pdf>



Overview

Trying to **attract grocery stores to an underserved area** is a challenging venture. Even with community-wide support, many grocery stores have limited success. BUT, some communities HAVE been successful. It takes the right support from government and community-based organizations. The report ***Grocery Store Attraction Strategies: A Resource Guide for Community Activists and Local Governments*** is a 49-page resource guide for community activists and local governments who wish to attract grocery stores to a community. It is sponsored by the California Endowment, LISC Commercial Markets Advisory Service, Citibank and State Farm. It is one of few resources available that describes the step-by-step process needed to attract grocery stores into communities. The link to access the report is found above and here for your convenience: <http://www.community-wealth.org/pdfs/tools/cdcs/tool-policylink-grocery.pdf>

How to determine if this option is in your community:

A community food assessment must be performed to determine if it is worthwhile to go through the effort of starting a grocery store. This will require the cooperation of many stakeholders. Community food assessment procedures are described at the following sites:

The Food Security Learning Center (a clearinghouse of resources):

www.worldhungeryear.org/fslc (click on “Community Food Assessment” on the left bar)

The Community Food Security Coalition offers a clearinghouse of food assessment tools:

www.foodsecurity.org/cfa_home.html (click on “Survey Tools”)

Promotion ideas

Once you have your results, you will need to raise awareness to the problem. You will need to generate publicity to the issue and secure formal political commitment to address the issue of food access. In order to do this you will need a diverse audience of stakeholders committed to bringing in access to healthy foods to your community. More detailed information can be found in the resource guide.

Best Practices

There are very many resources describing the challenges and need for starting grocery stores in an underserved community. On the other hand, there are very few resources describing how to successfully start grocery stores. Due to the complexity of the nature of this endeavor such as understanding the challenges, the development process, the food retail industry, the types of stores, the sites needed, financing, perceptions of a neighborhood, etc... it is best to refer to the resource guide mentioned above.

Resources

Grocery Store Attraction Strategies: A Resource Guide for Community Activists and Local Governments can be downloaded here: http://www.community-wealth.org/_pdfs/tools/cdcs/tool-policylink-grocery.pdf

Another resource of interest can be found in the **Healthy Corner Store Network**

(<http://healthycornerstores.org/>). A brief report can be accessed here:

<http://www.thefoodtrust.org/php/programs/Winter2011issuebrief.pdf>

Can America's Food Deserts Bloom? A Time Magazine Article and video of a merchant inspired to make a change in his community by opening up a grocery store:

<http://www.time.com/time/nation/article/0,8599,1900947,00.html>

The video can be linked from the article, or you can find it here:

http://www.time.com/time/video/player/0,32068,24222955001_1900870,00.html

More information on this grocer: <http://chicagoweekly.net/2009/02/12/farmer-knows-best-bringing-fresh-produce-to-back-of-the-yards>

Evaluation Practices

The undertaking of bringing in a grocery store to a community is a challenging one. Setting goals for your initiative, whether they are: lowering the cost of groceries, reducing the average distance required to travel to a grocery stores, or providing more healthy options will tell you what to focus your evaluation on. Having some measure of your target area before you start this work will give you a reference for measures after you have started your initiative. It is also important to keep track of the process that your community has taken towards bringing in the grocery store.

Southern California, through the collaboration of numerous stakeholder efforts, was able to pass a policy recommendation for the establishment of Fresh and Healthy Food Enterprise Zones as a tool to provide financial and regulatory incentives for the development of full-service grocery stores in high-need areas. [Sloane DC, Lewis LB, Flynn G, Galloway-Gilliam L, Bassford N. *Improving access to healthy food and food security through community-driven grocery store attraction strategies. Presented at the 138th American Public Health Association, November 10, 2010.*]



Community Gardens

American Community Garden Association
1777 East Broad Street
Columbus, Ohio 43203-2040 USA
info@communitygarden.org



Overview

Community gardens have the power to bring people together. They also provide people in the community with access to fresh, nutritious fruits and vegetables. Fruits and vegetables raised in your own community garden are often more nutritious than those purchased at the supermarket. Produce from the supermarket has often traveled hundreds, even thousands of miles to get to the store. Community gardens may have potential as a nutrition intervention to increase fruit and vegetable intake. A recent study showed that on average, households with a member who participated in a community garden consumed more fruits and vegetables than those without a gardening household member.

Additionally, gardens help support good health by providing gardeners with great exercise and fresh air. Garden tasks like hoeing, digging, and even harvesting, can provide as much exercise as a workout at the gym.

How to determine if this option is in your community

Survey the mayor, county judge, city and/or county director of parks and recreation county Extension agriculture agent, faith community leaders, hunger agency directors and community center directors to determine if there are any community gardens and where they are located.

Promotion ideas

A simple way of promoting a community garden is to contact places in your community where people congregate and let them know about the garden. Offer to speak to civic groups, church groups, school groups, city councils, clubs or other groups to inform citizens how they can participate or lend their support. Distribute flyers and put up an attractive sign near the location of your community garden with contact information. Offer free lessons and seminars on gardening techniques to draw people to you garden. Occasionally hold a garden market to sell the bounty of

your efforts and give the proceeds to a local charity or church group. Invite the local news media to do a story on the garden.

Best Practices

The American Community Garden Association has created a series of tip sheet and collected best practices from community gardens throughout the country. Visit their website for download-able versions of their most popular tip sheets: <http://www.communitygarden.org/learn/best-practices-10-tips-series.php>

Resources

University of Arkansas Division of Agriculture, Cooperative Extension Service

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

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

http://www.arhomeandgarden.org/fruits_nuts_vegs.htm

Arkansas Master Gardeners: http://www.arhomeandgarden.org/master_gardener.htm

Arkansas Agriculture Department:

<http://aad.arkansas.gov/Pages/default.aspx>

American Community Garden Association:

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

Cultivating Community Gardens: The Role of Local Government in Creating Healthy, Livable Neighborhoods:

http://www.lgc.org/freepub/docs/community_design/fact_sheets/community_gardens_cs.pdf

Community Garden Legal Tool Kit:

<http://www.nplanonline.org/nplan/products/CommunityGardenToolkit>

Community Garden Start-Up Guide, University of California Cooperative Extension:

http://celosangeles.ucdavis.edu/garden/articles/startup_guide.html

Land Use Protections document:

<http://www.nplanonline.org/nplan/products/establishing-land-use-protections-community-gardens>

Land Use Protections—Advocacy document:

<http://www.nplanonline.org/nplan/products/establishing-protections-community-gardens-fact-sheet-advocate>

National Gardening Association:

<http://assoc.garden.org/>

Home Depot Gardening Grants

<http://corporate.homedepot.com/wps/portal/Grants>

Evaluation practices

Evaluating where your gardening project is at is a critical step in planning for the future of a successful garden. Because garden projects are continually evolving, it is useful to conduct a regular evaluation to see where you are and what could be done better to improve your program even further. For information on reasons why evaluation can be important, tools needed to conduct a self-assessment, and additional resources to learn more about evaluation, see: <http://communitygarden.org/rebeltomato/harvest/tools-for-evaluation.php>.



Community Supported Agriculture

LocalHarvest
PO Box 1292
Santa Cruz, CA 95061
Phone: 831/515-5602
Fax: 831/401-2418

Notes: prefer to be contacted by email.

<http://www.localharvest.org/> and scroll
to the very bottom of the page and
select "Contact LocalHarvest"

Overview

Community Supported Agriculture (CSA) is a method of connecting consumers directly to farmers. In the CSA model, a farmer sells "shares" of his produce before the growing season begins. Farmers decide how many baskets they will be able to fill during the season, and what produce they can offer before setting the price and number of CSA shares they will sell. Then each week during the season, each subscriber to the CSA will receive a box of seasonal produce from the farmer. This system has many benefits, including providing the freshest, in-season produce for the consumer, exposing the consumer to new foods, supporting the local economy and fostering a direct relationship between farmers and consumers.

How to determine if this option is in your community

A great place to start is the local farmers market (if you have one). Many farms providing CSAs are listed at <http://www.localharvest.org/csa> or on the websites located at <http://www.nal.usda.gov/afsic/pubs/csa/csa.shtml>.

Promotion ideas

CSA farmers will begin to sell their shares during the winter months, so it is best to find one before the growing season starts. CSAs often sell out and have wait lists during the summer months. The biggest obstacle to many farmers is having a central location to drop their produce for customers to pick up. Establishing a farmers market could go a long way in encouraging more farmers to establish CSAs. Other options include establishing a drop-off location at a church, school or other easily accessible locations.

Best Practices

The following provide some guidelines on implementation:

<http://attra.ncat.org/attra-pub/csa.html> - provides an overview of CSA best practices for growers.

Cultural competence growers can meet the needs of their community by considering the time and location of their pick-up, as well as the types of produce they grow. Surveying potential customers

on frequently eaten vegetables could provide a list of crops that would be most acceptable to a given population.

Resources

Other communities that are already using this option are included below:

Central Arkansas: <http://www.arkansasfood.net/bam.php>

Perryville: http://www.heifer.org/atf/cf/%7Be384d2db-8638-47f3-a6db-68be45a16edc%7D/CSA_FLYER_WEB.PDF

<http://www.nal.usda.gov/afsic/pubs/csa/csa.shtml>

For more information:

A study of CSAs in the Midwest: http://www.leopold.iastate.edu/pubs/staff/files/csa_0105.pdf

Resources for download or sale: <http://www.wilson.edu/wilson/asp/content/asp?id=1275>

Note: if this link doesn't work, then click on this link:

<http://www.wilson.edu/wilson/asp/content/asp?id=804> and then scroll to the bottom and select "Robyn's Resources for CSAs" It should pull right up.

Support organizations:

The Robyn Van En Center: <http://www.wilson.edu/wilson/asp/content/asp?id=804>

Sustainable Agriculture Research and Education: <http://www.sare.org>

Funding:

Grants for individuals, farms or communities: <http://www.southernsare.uga.edu/callpage.htm>

Evaluation Practices:

To evaluate the impact of your CSA promotion activities the best way to monitor is to determine the number of CSA operations and CSA subscribers. A sample survey of producers is available at www.farmtotablenm.org/central_nm_directory_oct07.pdf

To go even further, one could do a pre- and post- survey on vegetable consumption among CSA subscribers and nonsubscribers.



Eats on Feets

Global Network:

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

Arkansas page:

<http://www.facebook.com/pages/Eats-On-Feets-Arkansas/107003016031430>



Overview

EATS on FEETS – Global Breast Milk Sharing Program: Mothers who wish to share breast milk or mothers in need of breast milk utilize Facebook (FB), a social networking website. Interested individuals will create a Facebook account (if they do not already have an account) and then become friends with Eats on Feets, Arkansas. Once Eats on Feets accepts the friend request, the mother can post on the Eats on Feets wall about the need to receive or the desire to offer to donate milk. It is important for the mother to include her location (city) in the state. This allows donation and recipient mothers to contact each other privately through FB and work out the details.

The FB administrator informs all participants that *“It is in the spirit of informed choice that milk sharing on this page shall occur, and all women posting here shall take complete responsibility for the outcome of milk sharing.”* They also provide this common sense information: It is a place where women who want breast milk for their babies can find women who have breast milk to share. The details of milk sharing arrangements and relationships are to be negotiated between the donors and recipients. Participants are making an informed choice to share human breast milk and understand both the risks and the benefits. Human milk is the biological norm for human babies. A diseased woman may pass disease through her milk. Blood screening is available through your local health resources. Please follow safe handling and preparation guidelines. We are NOT providing medical advice. Participants should contact their health care provider(s) to discuss risk.

How to determine if this option is in your community:

Visit <http://www.eatsonfeets.org/> to view global network. View the Arkansas page: <http://www.facebook.com/pages/Eats-On-Feets-Arkansas/107003016031430>

The wall lists current posts concerning topics of interest to breastfeeding moms including the ability to receive a breast pump through WIC. Under the discussion tabs are places to post offers to donate or requests to receive.

Promotion ideas

Share the information through your local WIC office, La Leche League, post flyers in OB-GYN and pediatrician offices. If a mother wants to be connected to Eats on Feets then she will need to “Like”

the link and this adds their page to the mothers FB page. Create an event on FB to share information and connect those that would support the option.

Best Practices

Share with your local lactation consultants; visit with local hospital, physicians, the local health unit, new mom clubs, churches and other community groups. If adding this to a food atlas, include a disclosure statement about the potential health risks involved for participation.

Resources

The National Eats on Feets Face Book page has a large Frequently Asked Questions section that provides much additional information. <http://www.eatsonfeets.org/#faq> The contact information for the original creator is here as well.

The WIC program is the Special Supplemental Nutrition Program for Women, Infants and Children. The Arkansas WIC Program is administered by the Arkansas Department of Health through a grant provided by the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA). WIC provides: Supplemental foods high in nutrients during time of critical growth and development, Nutrition education designed to improve dietary habits and health status and to emphasize the relationship between nutrition and health, information, support and encouragement for breastfeeding, and referrals for other health services.

<http://www.healthy.arkansas.gov/programsServices/WIC/Pages/default.aspx>

Pregnant, breastfeeding and postpartum women, infants and children under age 5 may qualify for WIC if they live in Arkansas, have a nutritional need and have an income at or below WIC guidelines or receive Medicaid, ARKids, TEA or SNAP (Food Stamps). Information about WIC can be obtained from any [local county health unit](#) between the hours of 8:00 a.m. and 4:30 p.m. Monday through Friday.

La Leche League United States promotes the importance of breastfeeding in the healthy development of the mother and baby, <http://www.llusa.org/AROK/arkansas.html>. Accredited leaders and volunteers participate through groups and activities all over the country and all year long to help women through mother-to-mother support, education, information, & encouragement. La Leche League United States supports the philosophy of mothering through breastfeeding as presented in THE WOMANLY ART OF BREASTFEEDING and defined by [La Leche League International](#).

Baby Café <http://www.thebabycafe.org/> coordinates a network of breastfeeding drop-in centers and other services to support breastfeeding mothers across the UK and other parts of the world. (An example program for breastfeeding promotion)

Evaluation Practices:

Review Facebook to see how many women from your area are participating. Monitor how many breast feeding support groups, health care providers, organizations or facilities are sharing information about this option before you launch your campaign. Follow postings and information provided on the Eats on Feets page.



Educational Gardening

Delta Garden Study

Program Manager: Emily English

Phone: 501-364-3390

e-mail: esenglish@uams.edu

For more contact information:

http://www.arteengarden.com/index.php?option=com_content&view=article&id=70&Itemid=66

Overview

Educational Gardening is a method of incorporating lessons in environmental science, biology, chemistry, ecosystem dynamics, personal health, and much more into a hands-on and rewarding outdoor activity for students. Students have the opportunity to see how things they learn in the classroom translate in the real world, gain a sense of responsibility and pride for their garden, and get to have fun outside of the usual classroom setting. Teachers take lessons that are required in a typical lesson plan and relate them to activities in the garden. This system has many benefits, including giving students a sense of responsibility for their garden, providing healthy eating information, incorporating lessons on paper into real-life experiences, and letting kids work with their hands and have fun.

How to determine if this option is in your community

A great place to start is with the Delta Garden Study webpage <http://www.arteengarden.com/> provides information about current programs, newsletters, pictures, and volunteer opportunities. Also, you may want to try the Garden in Every School search at the Kids Gardening website <http://www.kidsgardening.org/School/searchform.asp>. This site allows you to look up other areas in the US and see some of the school gardening programs already in place in those communities.

Best Practices

Sample Curricula and program information for similar garden projects:

Texas A&M: <http://67.59.137.247/index.cfm?did=6019§ionID=6019>

Edible Schoolyard: <http://www.edibleschoolyard.org/>

Real School Gardens: <http://www.realschoolgardens.org/>

Life Lab Science Program: <http://www.lifelab.org/>

California School Garden Network: <http://www.csqn.org/page.php?id=22>

Agriculture in the Classroom: <http://www.cfaic.org/lessonplans/?active=archive>

BBC Garden Resource:

http://www.bbc.co.uk/schools/scienceclips/teachersresources/ages9_10/tr_ages9_10.shtml

The lesson plans used by these other programs shows how gardens can be incorporated in lessons for multiple subjects for any age group.

Resources

For more information:

The Delta Garden Study:

http://www.artengarden.com/index.php?option=com_content&view=article&id=70&Itemid=66

Collaborators:

Arkansas Urban Gardening Educational Resources (AUGER)

Dunbar Community Garden Project: <http://dunbargarden.org/>

Little Rock School District: <http://www.lrsd.org/>

Winthrop Rockefeller Institute (UAWRI): <http://www.livethelegacy.org/>

Felder Farm: <http://felderfarm.com/>

Arkansas Local Foods Initiative: <http://arkansaslocalfoods.org/>

University of Arkansas' **Division of Agriculture:** <http://www.uaex.edu/>

Funding:

The Arkansas Farm Bureau's Outdoor Classroom Mini-Grant Program -

http://www.arfb.com/programs_activities/ag_classroom/mini_grant/

Evaluation Practices

There are many ways to gather evaluation data. Some ideas include surveys, pre-post tests, observation, focus groups and interviews. Common indicators of effectiveness of garden-based education programs might be:

- changes in participants' fruit and vegetable intake
- changes in fruit and vegetable preferences
- willingness to taste new or different fruits and vegetables
- increased physical activities of participants
- reduced body mass index (BMI) of participants
- increased knowledge about gardening
- increased involvement in gardening
- increased knowledge about plants, insects, and environment
- increased gardening skills
- increased leadership skills



Farm to School

Contact: Arkansas Food Policy Council
Sylvia Blain
Cell-501-765-2469
sblain@arkansaslocalfoods.org



Overview

Farm to School is a model for connecting schools to local farmers. This helps place local, fresh food in school cafeterias. The benefits of farm to school include better food for students, opportunities for nutrition education, support of local farmers, and more support for the local economy. Farm to school programs currently operate in 47 states, with nearly 10,000 schools involved. Schools can purchase from local farmers directly, through a co-op, or by having their existing distributor source food from local farmers. Schools tailor their purchasing method based on their size, budget, and available sources of local food. Distribution, packaging, processing, and seasonal availability are some of the hurdles that must be addressed in developing a farm to school program.

How to determine if this option is in your community

The National Farm to School Network is a hub for farm to school programs nationwide, and provides a list of programs and a contact for farm to school in all 50 states (www.farmtoschool.org). There are potentially many farm to school programs not listed on this site. If your area is not listed on this site, try contacting the Child Nutrition Director (CND) for your school district and ask if they purchase food from any local producers.

Promotion ideas

Once a Farm to School program established, there are many opportunities to promote it in schools. Cafeterias can feature local items on a salad bar, fresh fruit offering, or serve a meal composed of local ingredients. Students can be engaged by providing informational profiles on the farmers who grew the offerings or even field trips to visit local farms. Some schools have integrated these informational profiles and field trips into lessons in the classroom. Anything that creates a powerful connection between the local foods served and the people who grew it will help to promote the program.

Best Practices

It is recommended that Farm to School programs focus on a small, manageable local food option to start out. Harvest of the month features in which schools feature one local product for one day per month or more are a common way to initiate farm to school networks. This allows time for

relationship building between school foodservice staff and local producers, processors, and distributors without overwhelming the system. First steps towards this are finding replaceable menu items that the school serves, and seeking out producers who could meet the needs of the school with a local product in-season. Timing this “seasonal swapout” so that produce is purchased when it is freshest (and cheapest) during the peak of the harvest provides the best value for schools.

Resources

See what is going on around Arkansas at: <http://groups.google.com/group/arkansas-farm-to-school/topics>

Support organizations:

National Farm to School Network: www.farmtoschool.org

Funding:

A list of national sources of funding for related projects can be found at: <http://www.farmtoschool.org/fundingopps.php>

Evaluation Practices:

The National Farm to School Network has an evaluation manual available for free download at: <http://departments.oxy.edu/uepi/cfj/bearingfruit.htm>

Farmers' Markets

Arkansas Farmers' Market Association
Contact: Jody Hardin, President
Phone: 501-231-0094
E-mail: certifiedarkansas@yahoo.com



Overview

Farmers' markets are an integral part of the urban/farm linkage and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. Farmers' markets allow consumers to have access to locally grown, farm fresh produce, enable farmers the opportunity to develop a personal relationship with their customers, and cultivate consumer loyalty with the farmers who grow the produce.

Farmers' markets can help improve the diets and nutrition of local citizens by providing access to fresh food. They also play an important role in educating the consumer about where their food comes from and how it is grown. Farmers' markets can be an important source of information and inspiration on how to cook and prepare fresh ingredients in healthy ways.

Farmers' markets stimulate local economy by attracting business to retailers in the vicinity, increasing employment, encouraging consumers to support local business, thus keeping consumer dollars within the local community.

How to determine if it is in your community

There are several ways to determine if your community has a farmers market. A good place to start is the University of Arkansas County Extension office. The agriculture and family and consumer science agents will likely know if there is a farmers' market in the county. Another source of information is city government offices. Most cities will have zoning and permitting regulations that govern businesses such as farmers' markets. Check the Arkansas Agriculture Department listings at:

http://www.arkansasgrown.org/Pages/browse.aspx?&FF1=Points_x0020_of_x0020_Sale&FV1=Farmers%20Market and the USDA listings at: <http://apps.ams.usda.gov/FarmersMarkets/>.

Promotion ideas

Word of mouth is a low-cost way to promote your market in terms of dollars. It does require that everyone associated with the market actively promote it. Work the media to get them to cover your message as news. Holding special events at the market is a good way to get media coverage. Listings on several websites can work for both external and internal audiences. Well-chosen print pieces such as newsletters, brochures, flyers, and postcards can help draw customers to the market.

Best practices

There is a wealth of information on establishing and operating a farmers' market at:

http://www.aragriculture.org/horticulture/business/resource_guide/Establishing_Operating.pdf.

Several USDA-funded programs are available to provide resources to low-income people and support farmers markets. These programs help increase business for the market and profits for the farmers.

SFMNP –Senior Farmers' Market Nutrition Program

The SFMNP is an USDA funded program that assists both low income older adults and local farmers. The program provides \$50 in vouchers to adults 60+ with income within 185% of the federal poverty level. The vouchers are used to purchase locally grown fresh fruits and vegetables from certified farmers, roadside stands, and farmer's markets. The Arkansas SFMNP is currently available in Benton, Carroll, Washington, and Madison Counties. The program is managed by DHS Division of Aging & Adult Services and implemented by the Office of Human Concern.

The WIC Farmers' Market Nutrition Program

The WIC Farmers' Market Nutrition Program (FMNP) is associated with the Special Supplemental Nutrition Program for Women, Infants and Children, popularly known as WIC. The purposes of the WIC FMNP are to provide fresh, nutritious, unprepared fruits and vegetables from farmers' market to women and children who are nutritionally at risk and to expand the awareness and use of farmers' markets, as well as increase sales at such markets. During the farming season, WIC FMNP provides clients in the WIC Program with checks to purchase locally grown fresh fruits and vegetables sold by authorized farmers at authorized farmers' markets.

Information about WIC FMNP can be obtained by contacting the WIC State Office at 501-661-2177, fax to 501-661-2004 or 501-661-2271 or by e-mail at wic.program@arkansas.gov.

Supplemental Nutrition Assistance Program

The Supplemental Nutrition Assistance Program (SNAP) strengthens the agricultural economy by providing benefits to low-income households to extend their food resources. To learn how to accept SNAP benefits at your market, go to: <http://www.fns.usda.gov/snap/ebt/fm.htm>.

Resources

Arkansas Farmers' Market Association:

Contact: Jody Hardin, President

Phone: 501-231-0094

E-mail: certifiedarkansas@yahoo.com

<http://arkansasfarmersmarketassociation.blogspot.com/>

Arkansas Department of Agriculture

<http://www.arkansasgrown.org/Pages/default.aspx?farmersmarket=1>

Phone 501-225-1598

University of Arkansas Division of Agriculture

Growing Arkansas Farmers' Markets: A Resource Guide for Market Managers

http://www.aragriculture.org/horticulture/business/resource_guide/

Market Maker On-line Marketing Source for Arkansas farmers, businesses and consumers.
<http://www.uaex.edu/marketmaker/>

United States Department of Agriculture Farmers Markets and Local Food Marketing
<http://www.ams.usda.gov/AMSV1.0/farmersmarkets>

Evaluation practices

Just as for any other business, you need to evaluate your farmers' market on a regular basis. There are a number of ways you can involve vendors, customers, and management. Informal and formal surveys can be used with customers, vendors, nearby businesses, city officials and other stakeholders. Sales volume and pedestrian counts are other ways to evaluate the market. For more information, see Farmers' Markets: Marketing and Business Guide at:
<http://www.attra.ncat.org/attra-pub/PDF/farmmarket.pdf>.



Farmer's Markets EBT

Arkansas Hunger Relief Alliance
1400 w. Markham, Ste. 304
Little Rock, AR 72201
501-399-9999
Temeka Williams - twilliams@arhungeralliance.org

Overview

Farmer's markets becoming EBT capable can help provide access to low income families to more fresh fruits and vegetables. EBT stands for Electronic Benefits Transfer and it is a card that SNAP (Food Stamp) clients have that hold their SNAP (Food Stamp) benefits. The EBT cards are used in grocery stores to pay for their food items. Most farmer's markets do not have the ability to connect to the internet and take any kind of electronic payment. This lack of connectivity limits the ability for many Arkansans to access farmer's markets. When a farmer gets access to EBT they will also have access for credit card and debit card payments.

What is needed to become EBT ready?

- The farmer must become an FNS (Food Nutrition Services) Retailer. This is done by applying to the Food Stamp Division. This should be done 45 – 60 before the market opens for EBT business.
- The farmer must get the correct equipment (point of sale device and internet access)
- Become comfortable using the equipment
- Advertise that you take EBT and other electronic payments

A guide for market managers was created for the state of California. You can read more about the process here: <http://www.ecologycenter.org/ebt/pdf/SimpleGuide2011.pdf>

Promotion ideas

Visit with your local Farmer's Market Manager to initiate a discussion about EBT at Farmer's Markets. This can be done as something the Market Manager does or it can be done by the individual farmer.

Present the idea at Local Chamber of Commerce meetings. Include the fact that by becoming EBT accessible you can also take credit and debit cards.

If a Farmer's Market decides to go with EBT you should then promote it on local radio and TV. Make sure the local Department of Human Services and the Local Health Department offices have information they can give to clients.

Best Practices

Websites that provide best practices:

<http://www.ebtproject.ca.gov/farmers.aspx>

<http://www.nyfarmersmarket.com/ebt.htm>

<http://www.wafarmersmarkets.com/resources/foodstamps-market.html>

http://farmersmarketsnm.org/Market_Managers/EBT/index.html

<http://www.ecologycenter.org/ebt/>

Farmer's Markets in Arkansas that are already EBT-ready include

- Springdale Farmer's Market
- North Little Rock Farmer's Market

Resources

Point of Sale devices have dropped in price. A farmer is more likely to be able to afford it especially if they recognize the fact that they can do credit card and debit card transactions also.

Evaluation Practices:

In order to evaluate the success of Farmer's Market EBT you should request a monthly report showing the amount of EBT transactions and the total dollar amount spent. You should see a steady increase as you promote this new capability.

You can also download monthly SNAP reports from the Department of Human Services website that will tell you the amount of SNAP benefits per county. You can then compare the amount you are doing at the farmers market to the county benefit amounts. You should see increases in the farmer's market transactions in comparison to the county.



Food Cooperatives (Co-Ops)

Ozark Natural Foods

1554 N. College Ave
Fayetteville, AR

479.521.7558

<http://www.ozarknaturalfoods.com>

STORE HOURS

Mon-Sat: 8am-9pm

Sunday: 10am-7pm



Overview

A food co-op is a collectively owned food supply source provided through a market, farm, retail outlet, or online direct marketing source. Typically, a food co-op aims to provide natural foods at a more affordable price to members. Private food co-ops typically require membership for participation and often require members to pay a fee or purchase a share in the co-op. Sometimes members pay through work. An open food co-op allows anyone to shop, but only members receive discount prices. A co-op is a member-owned, member-controlled business that is susceptible to market and economic forces that influence the businesses success or failure. Careful planning and organization keep co-ops in operation through democratically governed practices by a board or the owners using the common principles of cooperatives. A co-op is different than community support agriculture (see CSA description). A co-op can be for-profit or not-for-profit.

How to determine if this option is in your community

The community will need to conduct an assessment to determine if food co-ops exist in their community. Use the following sources to do so:

- Food source databases including:
 - Local Harvest – <http://www.localharvest.org/food-coops/>
 - Co-op Directory – <http://www.coopdirectory.org/directory.htm>
 - Southern Organic Resource Guide – <http://attra.ncat.org/sorg/where.html>
- Conduct an internet search of food co-ops in your city/county using the keywords: food co-op and the county and/or city name
- Ask farmers or visit farmer's markets.
- Search social networks like Facebook and Twitter.

Promotion ideas

If a food co-op already exists in the community, it will often have a store front or website for member access. To promote an existing co-op, involve local media like newspapers, radio, magazines, news channels, hospitals, and doctors' offices. Consider setting up a profile for the co-op on a social network like Facebook or Twitter (if it does not already exist). Utilize local

organizations like churches, community center, schools and local businesses to get the word out. Add the co-op to the community food atlas.

Best Practices

If a food co-op does not exist, but the community wants to establish a food co-op, the following provide some guidelines on implementation:

The Food Co-op Initiative: a non-profit foundation that was created to provide resources and support for communities that want to start new food co-ops. They offer support, referrals, and access to training material so that you will have the best chance for creating a successful buying club. www.FoodCoopInitiative.coop

Cooperative Grocers Information Network (CGIN) is a membership organization founded to support the growth and development of food co-ops. Given the increasingly competitive climate all food co-ops operate in, CGIN aims to help co-ops maximize their collective resources and keep them, as independent groups, from being put at a competitive disadvantage. Information found at: http://www.cg.in.coop/how_to_start

Resources

Other communities that are already using this option are included here:

Retail Outlet:

Ozark Natural Foods Co-op in Fayetteville, AR <http://www.ozarknaturalfoods.com>

Online Direct Market:

Arkansas Sustainability Network Food Club in Little Rock, AR,

<http://www.littlerock.locallygrown.net/>

SpaCity Food Co-op in Hot Springs, AR, <http://spacity.locallygrown.net/>

Market:

People's Food Co-op in Portland, OR, <http://www.peoples.coop/cooperative-ownership>

Funding sources:

The Food Co-op Initiative Program is a support system that seeks to enable a faster more efficient start-up process to develop new retail grocery co-ops through training and grant funding.

www.FoodCoopInitiative.coop

Arkansas Coalition for Obesity Prevention – Growing Healthy Communities: is a community organization devoted to improving the health of Arkansans. Grant funding is available for community programs that target community wellness. More information found at...

<http://www.arkansasobesity.org/GrowingHealthyCommunities.html>

Check with other state organizations

Evaluation Practices:

To evaluate the impact of your Food Co-op calculate the percentage of your population that participates in the food co-op. How many are members and how non-member patrons utilize the service. Conduct a pre- and post- survey on community familiarity, use, and interests in the food co-op. Track and monitor sales and growth in the food co-op.



Food Pantries/Soup Kitchens



Overview

In an effort to increase the amount of fresh, nutritious produce to food pantries, meal sites, and agencies with feeding programs serving low income families CAC began partnering with the Madison Area Food Pantry Gardening Project in 2000. When the founders of that project started talking of retirement CAC began to search for a way to replace the wonderful produce donations that would be lost. In Partnership with the Madison Community Foundation and many wonderful local groups CAC has helped develop and support many new food pantry gardens. Our goal is to provide at least 100,000 lbs of fresh locally grown produce to families experiencing poverty each year.

Food pantry gardens take many forms. Some community gardens help coordinate the donation of excess produce to a nearby food pantry. Other gardens donate everything they grow to a pantry or CAC that then redistributes it to agencies. Regardless of what form they take, each garden is helping to share the local food experience with families who may not otherwise have access to these healthy foods.

How to determine if this option is in your community

To search for local food pantries in your area please log on to www.arhungeralliance.org and click on the “Need Food” tab. You can search by county for food pantries in your area.

Promotion ideas

In order to promote your new pantry or soup kitchen you can place you information in the local newspaper, send in hours of operation to your local access TV station. You should be able to get a spot on the local radio station as the founder or leader of the agency and talk about why you are there and what you do. If there is a local resource directory at the Department of Human Services, Department of Health or local schools make sure your new organization and the hours of operation are on the list.

Additionally you can contact the Arkansas Hunger Relief Alliance at 501-399-9999 and give them your information and they will place it in the database on their website www.arhungeralliance.org

Best Practices

There are several resources that provide directions on how to start a soup kitchen. You can find them below:

Soup Kitchen and Food Pantry Best Practices Guide (from NY, see links included on this page)
<http://www.nyccah.org/pantries-kitchens>

How to Start a Food Kitchen (from Island Harvest)

<http://www.islandharvest.org/uploaded/documents/HOW%20TO%20START%20A%20SOUP%20KITCHEN.pdf>

Mother's Kitchen

<http://www.ammachi.org/humanitarian-activities/social/mothers-kitchen/index.html>

How to start a food pantry

<http://www.mfbn.org/files/howtostartfoodpantry-final.pdf>

How to Start a food pantry (Island Harvest)

<http://www.islandharvest.org/page.aspx?id=88&name=Starting%20a%20Food%20Pantry>

Resources

Federal Nutrition Programs

http://fnic.nal.usda.gov/nal_display/index.php?info_center=4&tax_level=2&tax_subject=276&topic_id=1340

The federal government has implemented various nutrition programs which it administers through the Food and Nutrition Service (FNS) of the USDA. These programs are intended to provide a formal “safety net” through which low-income Americans are protected from outright starvation. In many programs, assistance is channeled through community-based organizations. Your program could greatly expand the breadth of services provided by participating in any of these programs. To learn more, visit the FNS website at fns.usda.gov, or contact NHC to obtain a copy of the USDA’s *National Nutrition Safety Net* (see link below)

National Service Networks

The private, nonprofit sector has also assumed a pivotal role in the mission to end hunger and poverty. In fact, there are numerous national networks whose efforts have done as much to build a common awareness of hunger and poverty as the federal nutrition programs. Before you begin designing your program, you should determine whether any of these networks are active in your area and what insights and/or assistance they might have to offer. The following are several such networks:

Feeding America

<http://feedingamerica.org/>

The nation's largest network of food banks (agencies that receive large donations of food and redistribute them to food pantries and other community-based organizations). It includes over 200 food banks and serves every county in the U.S. Island Harvest is an active member of this organization and through its membership offers many additional resources to its member agencies on Long Island.

United Way

<http://liveunited.org/>

Works in partnership with community-based organizations; a good source of local information and referrals.

Catholic Charities USA

<http://www.catholiccharitiesusa.org/NetCommunity/>

Provides direct services, regardless of religious affiliation.

Community Action Agencies (CAAs)

Public and private nonprofit organizations established under the Economic Opportunity Act of 1964 to help people achieve self-sufficiency. They provide direct services, are governed locally, and usually work in partnership with other community-based organizations. The **Community Action Partnership** <http://www.communityactionpartnership.com/> is a national forum that oversees the nation's 1,000 CAAs.

World Hunger Year

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

An organization that seeks to address the root causes of hunger and poverty.

Publications

<http://whyhunger.org/programs/national-hunger-clearinghouse.html>

The National Hunger Clearinghouse has various publications that can help guide you through the design and management of a program. Contact us to receive free copies through the mail, or view them online.

Serving up Justice: How to Design an Emergency Feeding Program and Build Community Food Security (WHY Publication)

<http://whyhunger.org/pdf/servingupjustice.pdf>

A resource guide for those looking to start or improve emergency feeding programs. It outlines the logistics of design and management, as well as the various avenues through which emergency food providers can promote self-reliance among clients.

Going Beyond Emergency Food (WHY Publication)

http://whyhunger.org/pdf/job_training_bklt.pdf for nonprofits

<http://whyhunger.org/pdf/beyondemergency.pdf> for providers

An abbreviated version of Serving Up Justice, this pamphlet discusses ways in which emergency feeding providers can implement measures that help people move beyond dependence on emergency food.

Building the Bridge (WHY/CFSC Publication)

<http://whyhunger.org/pdf/buildingbridge.pdf>

Highlights the efforts of food banks whose methods of providing food assistance include measures that promote community-building, sustainability, and self-reliance.

National Nutrition Safety Net (USDA Publication)

<http://www.fns.usda.gov/fsec/FILES/SafetyNet.pdf>

Designed to help community-based organizations—and communities themselves—assess whether or not they are taking full advantage of federal nutrition assistance programs, to identify barriers to community food security, and to seek opportunities for improvement.

A Citizen's Guide to Food Recovery (USDA Publication)

<http://www.usda.gov/news/pubs/gleaning/content.htm>

A resource guide on food recovery and gleaning programs for community-based organizations, businesses, citizens, and public officials. It describes current food recovery and gleaning practices and suggests how communities can support existing programs or begin new efforts.

Community Food Security Resource Kit (USDA Publication)

<http://permanent.access.gpo.gov/lps6620/resoukit.htm>

Designed to help communities find funds, technical assistance, and other help for community food security-related activities from a wide variety of sources.

More publications from WHY

<http://whyhunger.org/resources/why-publications.html>

Evaluation Practices:

The best evaluation practices are to keep records of the number of families served, the amount of food given to each family and to weigh the product given out. Regular visits with clients can let you know their stories and how you have helped them deal with their situation. You can also keep track of returning clients to see if they are moving towards self-sufficiency or if they are remaining in need.

Annually there are reports that show the rate of hunger in the state. Unfortunately these reports do not break it down to the county and city level.



Fresh Fruit and Vegetable Grant

Alicia Casteel
Child Nutrition Unit
Arkansas Department of Education
2020 W Third St, Suite 404
Little Rock, AR 72205
(501)324-9502



Overview

The Fresh Fruit and Vegetable Program is sponsored by the USDA's division of Food and Nutrition Services (FNS). The program is a grant process that supplies reimbursement in order for schools to be able to purchase fresh fruits and vegetables for their students. These fresh fruits and vegetables must be provided outside of the breakfast or lunch meal. The application can be found at http://cnn.k12.ar.us/Files/ffvp/FFVP_Handbook_ADE-09.pdf. The deadline for applications is March of each year. This is a great opportunity for schools to be able to provide fruits and vegetables to their students at no additional cost to the school.

How to determine if this option is in your community

This grant has been granted to many schools in Arkansas, so don't count your school out! Read the application instructions and fill out the application. The application process is not a tedious one; it is relatively simple and straightforward.

Promotion ideas

The application needs to be submitted by the school. First, find someone inside of the school that is willing to help with the submission process as well as implementation. If your school receives the grant, there is a wide variety of ways to promote it within your school. For example, the art class could draw posters, the children could read books about the vegetables or fruits they have been eating, you could even do plays, skits or puppet shows promoting eating fresh fruits and vegetables.

Resources

http://cnn.k12.ar.us/Files/ffvp/FFVP_Handbook_ADE-09.pdf

Evaluation Practices:

The grant itself will require some sort of evaluation, in order to determine how many students were actually participated in the program. You could also do food frequency questionnaires, surveys asking the kids which fruits and vegetables they eat, interviews with the students etc.



Gleaning

Jackie Usey
Society of St. Andrew
(769)233-0887
www.endhunger.org

Michelle Shope
Arkansas Hunger Relief Alliance
(501)399-9999
www.ARhungeralliance.org

Overview

Gleaning is the Biblical practice of hand-gathering crops left after harvest. Anyone can work out an agreement with local farmers to glean produce and then provide it to charitable organizations. Gleaned food should always go to the underprivileged and should never be sold. Currently in Arkansas the Society of Saint Andrew (SoSA) and the Arkansas Hunger Relief Alliance coordinate volunteers to glean fields and orchards donated by growers. The produce is then given to local pantries, soup kitchens, and shelters that feed or distribute food to their neighbors in need.

There are over 900 local hunger relief organizations with at least one in every county of Arkansas. Wherever there is food to glean there is a distribution outlet. Local communities can develop volunteer networks to glean throughout growing season and donate this food to their local hunger relief organizations. Thousands of pounds of fresh fruits and vegetables are left in the fields each year. For more information on how you can become involved with gleaning in Arkansas please contact the organizations listed above.

Resources

A Citizen's Guide to Food Recovery (USDA Publication)

A resource guide on food recovery and gleaning programs for community-based organizations, businesses, citizens, and public officials. It describes current food recovery and gleaning practices and suggests how communities can support existing programs or begin new efforts.

<http://www.usda.gov/news/pubs/gleaning/content.htm>

In the news: <http://www.arkansasleader.com/2009/11/top-story-holiday-harvests-gleaners.html>

Local Food Events

28th Annual Altus Grape Fest

Altus City Park
July 29 and 30, 2011
<http://www.altusgrapefest.com/>



Overview

Local food events (i.e. food demonstrations, cooking classes, dinners, potlucks, festivals):

A local food event is any event that engages the community in buying, cooking, or eating local foods and learning how local foods contribute to a community's health, economy, and sustainability.

- What is considered a local food? Food grown or raised within the state of Arkansas or within 100 miles of your location that is picked, processed, or packaged in the region, distributed with the region, and sold and consumed within the region; food that goes from seed to plate without traveling out of the region.
- What are locally prepared foods? Foods that use local ingredients and/or non-local ingredients, but that have been prepared in Arkansas or within 100 miles of your location.

How to determine if this option is in your community

The community will need to conduct an assessment to determine what local food events occur in their community. Use the following sources to do so:

Start with Arkansas.com which provides an overview of many local food events throughout the state. <http://www.arkansas.com/dining/culinary-quest/invitation.aspx>. Also...

- Conduct an internet search of local food events in your city/county using the keywords: food demonstrations, cooking classes, dinners, potlucks, festivals and the county and/or city name.
- Ask local restaurant owners, farmers, or visit farmer's markets.
- Search social networks like Facebook and Twitter.
- Review announcements in local media.
- Contact your local extension office.

Promotion ideas

Most local food events are open to the public for free, by registration, or for a fee. Every event will be different. To promote an existing local food event, involve local media like newspapers, radio, magazines, news channels, hospitals, and doctors' offices. Consider setting up a profile for the co-op on a social network like Facebook or Twitter (if it does not already exist). Utilize local

organizations like churches, community center, schools and local businesses to get the word out. Add the co-op to the community food atlas. Add the local food event to community calendars and the community food atlas.

Best Practices

Steps to planning a successful food event:

- Choose the type of event to host in your community (i.e. local foods week, cooking demonstrations at a farmer's market, potluck at a community garden)
- Name the event
- Describe the event and prepare promotional materials
- Determine the location, date, time, and provide contact information
- Form a committee to help distribute responsibilities
- Create a budget, fundraise
- Promote and publicize the local food event
- Host the event

Community Cultural acceptableness

- Communities should advocate for diversity in food co-op membership
- Marketing strategies should be tailored to target communities or represent multiple groups by age, race, gender, and socioeconomic status.
- Lessons learned from Agricultural Extension Agents about culturally competent planning and programs; http://edis.ifas.ufl.edu/topic_series_planning_culturally_relevant_programs

Resources

Other communities that are already using this option:

- **Festivals:** The Hope Watermelon Festival, Alma Spinach Festival, Johnson County Peach Festival, Annual Purple Hull Pea Festival, Altus Grape Fest, Ozark Harvest Food Festival, Arkansas Apple Festival
- **Educational Potlucks and Dinners:** Chefs in the Garden (Fayetteville), Taste of Texarkana, Bernice Sculptural Garden Party (SoMa, South Main St. Little Rock, AR), Elevate Veggie People Potluck (Elevate Arkansas, Little Rock, AR)
- **Cooking Classes or Demonstrations:** Winthrop Rockefeller Institute at Petite Jean Saturday Chef Series, Ozark Folk Center Herb Dinner, Arkansas State Parks Dutch Oven Cooking, Kids Cook at the Little Rock Farmers Market, Nibbles Academy of Cooking in Fayetteville, Fayetteville Farmer's Market cooking demonstration.

Funding:

Involve local businesses, farmers, farmers markets, chefs, restaurants, the local Chamber of Commerce, and civic organizations.

Evaluation Practices

Document and keep track of community participation by collecting the number of local food events hosted, number of attendees, and number of businesses and organizations participating. Survey the community about interests in food events and participants of the food events to get feedback about the events success.



Meals for Arkansas Older Adults

Choices in living Resource Center
1-866-801-3435

DHS/Division of Aging & Adult Services
PO Box 1437 Slot S-530
Little Rock AR 72203-1437
beverly.dunlap@arkansas.gov
501-683-0968

Overview

The Arkansas DHS/Division of Aging & Adult Services oversees several nutrition programs for older adults. The programs are partially funded by Older Americans Act Title III-C funds and various Arkansas State funding sources. The meals must comply with nutritional standards set by the federal Administration on Aging and provide 1/3 of the daily nutritional requirements. There is no fee for the meals but nutrition program participants are encouraged to make donations to assist in sustaining the program.

CONGREGATE MEALS

Congregate meals help to keep older Americans healthy and prevent the need for more costly medical interventions. Besides meals, services include nutrition screening and education and nutrition assessment and counseling as appropriate. The program also presents opportunities for social engagement and meaningful volunteer roles, which contribute to overall health and well-being.

Services are available to individuals who are age 60 or over and the spouse of an older individual regardless of age. Services may be available to a limited number of individuals who are under age 60 if they are: individuals with disabilities who reside with older individuals, volunteers who provide services during meal hours, or individuals with disabilities who reside in housing facilities primarily occupied by older individuals at which congregate nutrition services are provided.

HOME-DELIVERED MEALS

Home-delivered meals are often the first in-home service that an older adult receives, and the program is a primary access point for the other home and community-based services. Besides meals, services include nutrition screening and education and nutrition assessment and counseling as appropriate. Home-delivered meals also represent an essential service for many caregivers, by helping them to maintain their own health and well-being. Services are available to individuals who are age 60 or over and homebound and the spouse of an older individual regardless of age. Services may be available individuals who are under age 60 with disabilities if they reside with the homebound older individual.

How do I find meals for older adults?

Congregate meals are offered in approximately 195 Senior Center across the state. Most Senior Centers also provide for home delivered meals. Persons wanting more information about congregate or home delivered meals can contact the Choice in Living Resource Center at 1-866-

801-3435. The Choices in Living Resource Center is a statewide information and referral service operated by the Division of Aging & Adult Service.

Interested persons can also contact the nearest Area Agency on Aging (AAA). Each AAA provides a variety of services for older adults in a specific area.

Northwest Arkansas AAA provides for: Benton, Washington, Madison, Carroll, Boone, Newton, Marion, Searcy, and Baxter counties 870-741-1144.

White River AAA provides for: Fulton Izard, Sharp, Stone, Independence, Van Buren, Cleburne, White, Jackson, and Woodruff counties 870-612-3000.

East Arkansas AAA provides for: Randolph, Clay, Lawrence, Greene, Craighead, Mississippi, Poinsett, Cross, Crittenden, St. Francis, Lee, and Phillips counties 870-972-5980.

Central Arkansas AAA-CareLink provides for: Faulkner, Saline, Pulaski, Lonoke, Prairie, and Monroe counties 501-372-5300.

West Central AAA provides for: Johnson, Pope, Conway, Yell, Perry, Montgomery, Garland, Hot Springs, Clark, and Pike counties 501-321-2811.

Southeast AAA provides for: Grant, Jefferson, Arkansas, Cleveland, Lincoln, Desha, Drew, Bradley, Ashley, and Chicot counties 870-543-6300.

West AAA provides for: Crawford, Franklin, Sebastian, Logan, Scott, and Polk counties 501-783-4500.

Southwest AAA provides for: Howard, Sevier, Little Rive, Hempstead, Miller, Lafayette, Columbia, Nevada, Dallas, Ouachita, Calhoun, and Union counties 870-234-7410.



Neighborhood Produce Delivery Trucks

Kim Trent, MI Neighborhood
Project Director
Governor's S. E. Michigan
Office
Cadillac Place – Suite 14-150
3022 West Grand Boulevard
Detroit, MI 48202
Phone: (313) 456-0010



Overview

Neighborhood Produce Delivery Trucks or FARMS on WHEELS: takes a familiar cultural icon – the neighborhood ice cream or taco truck – and reinvents it as a distributor of fresh, locally-grown produce. Like ice cream trucks that drive through neighborhoods with popsicles in the summer or old time dairy trucks with milk to deliver, these neighborhood produce delivery trucks bring healthy food to communities. Trucks circulate through residential areas on a regular route or make home delivery of items purchased either online or over the phone.

How to determine if this option is in your community

Although many vehicles deliver many types of food in Arkansas; currently, no Arkansas businesses provide a regular produce delivery service route. Some web-based companies offer mail delivery with online preorders.

Promotion ideas

If you already have a Produce or Farmer's market, meet with them and discuss the option of taking the market to the community. If transportation is an issue to your neighborhoods; offering a delivery services will allow residents' access to the produce sold in the fresh fruits and vegetables markets that they could not otherwise access. Additional options to consider would include establishing community based locations or regular delivery routes in cooperation with a church, school, coalitions or other community based organizations. Promote this to the local business community as a means for a local entrepreneurial or non-profit endeavor.

Best Practices

The following provide some guidelines on implementation:

Peaches and Greens: Detroit identified that for their 830,000 citizens there was no access to fresh fruits and vegetables. They opened a produce market and added a neighborhood delivery truck to

reach out to those residents that did not have transportation to the market:
http://www.centraldetroitchristian.org/Peaches_and_Greens_Vision.htm

Farm on Wheels <http://www.farmonwheels.biz/>. Capitalizing upon the popularity of the gourmet food truck phenomenon that has taken Los Angeles by storm, this service offers a new and convenient mode of food delivery. Farm on Wheels operates throughout the city seven days a week, with a reliable daytime and evening schedule; more accessible and convenient than the once-a-week local farmer's market. With its selection of ready-to-eat fresh fruits and seasonal vegetables, Farm on Wheels makes it easy to eat well on-the-go, away from home or at the office, offering an alternative to high-calorie snacks or processed junk food from vending machines, without packing a lunch or the hassle of finding a store during your lunch break. Established as a for-profit business, Farm on Wheels envisions its fundamental mission as community-oriented, serving the public interest by increasing access to locally-grown fruits and vegetables in traditionally underserved, lower-income neighborhoods. Part of its profits will be used to launch and subsidize the operation of truck routes in these areas. The future expansion of Farm on Wheels' geographic coverage, contingent upon the success of its initial routes, will be undertaken as a non-profit partnership with government agencies and community groups. The objective will be more than to sell fresh fruits and vegetables, but to create a new and positive cultural experience around healthy food for communities that currently suffer from a lack of wholesome, nutritious dietary options.

Resources

Other communities that are already using this option are included above:

The MI Neighborhood Food Movers project is a collaborative effort between the State Of Michigan, many local Detroit partners and individuals seeking to become entrepreneurs in the fresh food movement. The city of Detroit has many neighborhoods that do not have enough access to fresh produce. This project helps interested parties to become a vendor selling fresh produce in neighborhoods just like an ice cream truck or farmer's stand. A full color guidebook to support this effort is available at --

http://www.michigan.gov/documents/foodmovers/MNFM_Manual_290427_7.pdf

Evaluation Practices:

To evaluate the impact of your Neighborhood Produce Delivery Trucks calculate the percentage of your population that has little or no access to healthy food sales outlets (food deserts). After establishing a produce truck, track and monitor those neighborhoods that receive the benefit of the delivery route. Conduct pre- and post- surveys on fruit and vegetable consumption among the neighborhoods served with a route to identify need and to track improvements in nutritional intake of your community members. Document the number of trucks providing service and how many growers and organizations support the effort. Calculate the pounds of fresh fruits and vegetables being sold in this manner to follow growth and evaluate purchasing patterns and need.



Online or Mail Order Food



<http://www.localharvest.org/store/>



Overview

Mail order food is a means of securing any type of food item(s) ordered through a catalogue or website and then received through the mail.

Benefits: Communities without local access to healthy foods can purchase food by mail. Sometimes, foods may be less expensive than foods sold in the community. Organic or natural food items are available. Some fresh foods can be shipped.

Concerns: Foods may be more expensive than local foods. Customers may need internet access or a credit card to make purchases. Food stamps may not be accepted as tender. Because of the issues with travel time, most foods may be processed or prepackaged. Typically, processed and packaged foods may not be as healthy or as fresh as local foods.

How to determine if this option is in your community

Mail ordered food is available to everyone and can be shipped around the country. Anyone with access to a computer or catalogue may purchase these foods.

Promotion ideas

If communities have limited access to healthy foods and cannot secure these foods through local means, communities, food service providers, or individuals can utilize online sources for food purchasing. To promote online ordering, create a web-resource list of companies that sell healthy foods. Advertise the list on social networking sites like Facebook or Twitter. Add the online food source list to the food atlas and distribute the food atlas. Promote the online food source list through local organizations like churches, community centers, schools, and local businesses

Best Practices

Establish a small team to conduct online searches for food delivery companies and prepare a list of companies with the web address and a short description of the types of foods sold. Communities should advocate for diversity in selecting online food sources (i.e. Creole foods, southern foods,

vegetarian; this will depend on the target community). Provide community access to computers. Conduct a seminar on using the internet to make healthy food purchases.

Resources

Review lessons learned from Agricultural Extension Agents about culturally competent planning and programs; http://edis.ifas.ufl.edu/topic_series_planning_culturally_relevant_programs.

Examples of mail order food companies.

- Local Harvest – <http://www.localharvest.org>
- Bob's Red Mill – <http://bobsredmill.com>
- Nuts Online – <http://www.nutsonline.com>
- Cross Creek Grove – <http://www.crosscreekgroves.com/>
- Nutrisystem – <http://www.nutrisystem.com>

Evaluation Practices

Survey community participants about familiarity with online purchasing, interests in online purchasing, and availability of computer access prior to providing the resource list and computer training session. Survey participants after the training to determine if the community is utilizing the resource.



Pantry Gardens

Overview

In an effort to increase the amount of fresh, nutritious produce to food pantries, meal sites, and agencies with feeding programs serving low income families CAC began partnering with the Madison Area Food Pantry Gardening Project in 2000. When the founders of that project started talking of retirement CAC began to search for a way to replace the wonderful produce donations that would be lost. In Partnership with the Madison Community Foundation and many wonderful local groups CAC has helped develop and support many new food pantry gardens. Our goal is to provide at least 100,000 lbs of fresh locally grown produce to families experiencing poverty each year.

Food pantry gardens take many forms. Some community gardens help coordinate the donation of excess produce to a nearby food pantry. Other gardens donate everything they grow to a pantry or CAC that then redistributes it to agencies. Regardless of what form they take, each garden is helping to share the local food experience with families who may not otherwise have access to these healthy foods.

How to determine if this option is in your community:

There is no current list of pantries that have gardens. However you can log on the www.arhungeralliance.org and see the list of pantries in your area and contact them to see if they have a garden.

Promotion ideas

The promotion that should be done for this effort is to promote it to your local food pantries and agencies. This is a great way to increase fresh fruits and vegetables for their clients. Help them to link to volunteers that can work the garden. Some pantries may help accessing a small piece of land for the garden. One on one conversations with agencies will be the best promotional opportunities.

Resources

Making Madison's Gardens Work

A community garden takes a lot of work to run well, and everyone is expected to participate (many hands make light work). From the work of many volunteers, each according to their ability, Madison's community gardens survive and thrive. The gardeners in Madison are a remarkable mix of people from many backgrounds, so the gardens function as some of the most multicultural places in the city.

This handbook has been prepared to help community garden volunteer organizers manage their gardens. With a few exceptions, documents are provided in both fixed (Adobe) and

editable (Word) formats, so you may use them as-is, or change them for your purposes. Please contact Nicole Craig nicolec@cacscw.org at (608) 246-4730 ext. 208 for Spanish versions of some of these documents, or with ideas or edits.

Garden Organizer's Handbook

Handbook for Starting a Community Garden

<http://www.cacscw.org/downloads/Handbook%20for%20starting%20a%20garden%202008.pdf>

Community Gardens Universal Design

http://www.cacscw.org/downloads/CommGardensFinal_UnivDesign.pdf

Madison Community Gardens Committee Update Report for 2003-2007

<http://www.cacscw.org/downloads/Community%20Gardens%20Committee%20Report%20Update%20for%202003-2007.pdf>

CAC Guidelines For Community Garden Organizers

Descriptions Of Volunteer Positions

<http://www.cacscw.org/downloads/Descriptions%20Of%20Volunteer%20Positions%20.pdf>

Role Of CAC In Your Community Garden

<http://www.cacscw.org/downloads/Role%20Of%20CAC%20In%20Your%20Community%20Garden.pdf>

Supplies You Can Order Through CAC

<http://www.cacscw.org/downloads/Supplies%20You%20Can%20Order%20Through%20CAC.pdf>

Funding For Garden Projects

<http://www.cacscw.org/downloads/Funding%20For%20Garden%20Projects.pdf>

Garden Irrigation: Connecting to City of Madison Fire Hydrants

<http://www.cacscw.org/downloads/USING%20MADISON%20FIRE%20HYDRANTS.pdf>

Compost & More: Materials for Gardens

<http://www.cacscw.org/downloads/compost.pdf>

Accessible Raised Beds

<http://www.cacscw.org/downloads/Accessible%20Raised%20Beds.pdf>

More Resources: Books & ACGA List serve

<http://www.cacscw.org/downloads/More%20Resources,%20Books%20&%20ACGA%20Listserve.pdf>

Evaluation Practices:

A pantry will be able to track the amount and type of food grown and to then record who received the food and how it was distributed. This will give you a record of additional fruits and vegetables were made available in the area.



Pick Your Own Farms

www.PickYourOwn.org



Overview

Pick Your Own are farms where visitors are welcome to pick their own fruits and vegetables. If you can't or don't want to grow your own food, this a great option to explore that can be fun for the whole family.

How to determine if this option is in your community

A comprehensive listing of participating farms can be found at www.PickYourOwn.org. Updates are made regularly to this site, so it is best to refer to the website for the most up-to-date information. If you have a Pick Your Own farm and are not listed on this website, you can add your farm by going to the Farm Owner's Menu link on the left side of the home page. If your farm is listed but is not up-to-date, you can make changes to your listing. If you know of a farm that is not listed, you can go to the Customer's Menu on the home page and add a farm to the website.

Promotion ideas

Flyers can be created and distributed to the community announcing current crops and locations. Farmers' markets, libraries, churches, community centers and medical offices are a few of the places that would reach members of the community. You can determine the best sites for your particular community.

Resources

For a list of pick your own farms in Arkansas or elsewhere, please go to www.PickYourOwn.org. There is also a link on crop availability that can be very useful. Scroll down the home page until you see Crop Availability Calendars/Harvest Dates and click on "go to this page". Select "Arkansas" and you will be taken to a calendar of fruits/vegetables and their seasonal availability.

Evaluation Practices:

Keep track of number of people that visit the farms and sales. If it is possible, surveys may be given to customers. Some possible question can include what motivated folks to come out to the farm, whether they feel their produce consumption has increased and what other benefits does the Pick-Your-Own farm provide for them /their families. Visits with customers can provide stories that can be shared with the community for further promotion.



Plant/Grow An Extra Row

Overview

Gardeners plant an extra row of food to distribute to food banks, food pantries, shelters, etc. The bulk of “Grow a Row” type programs spring from Food Banks themselves and from community organizations, Garden Writers Associations and Master Gardener programs. The idea originates from the tradition of gardeners sharing their harvests.

How to determine if this option is in your community

The Plant A Row (PAR) program was initially intended for backyard gardeners, but commercial farmers are also involved, with their involvement sometimes referred to as Plant An Acre.

In April 2010, a PAR campaign kicked off in Conway through collaboration with AmeriCorps, The United Way of Central Arkansas, Conserving Arkansas’ Agricultural Heritage and Conway Locally Grown. The Garden Writers Association initially started this program as a public service campaign. All produce is donated to local food banks and shelters.

Contact your local food bank, pantry or shelter to see if they would be interested in receiving your donated goods. You can find this information in the Resource section of this document.

Promotion ideas

The Garden Writers Association offers pamphlets on how to start a local campaign and information on the PAR program.

Neighborhoods, garden clubs, Scout troops, churches, schools and even businesses can join together to make a difference.

Non-gardeners can also lend a hand by spreading the news to your neighbors, farmers, churches, etc. They can petition local farmers’ markets and farms to donate fresh produce that will not last from one week to the next. They can offer to pick up donated produce and deliver it to the food banks, pantries and shelters.

By donating produce, gardeners help feed the hungry and get a tax deduction.

Resources

1. For a list of food pantries in Arkansas go to:
<http://www.ricedepot.org/pantries.asp?t=Food Pantries&program=Food For Families>
2. For a list of food banks serving Arkansas go to:
<http://feedingamerica.org/foodbank-results.aspx?state=AR&Page=1>

3. How to Start a Local Campaign brochure from the Garden Writers Association:
http://www.gardenwriters.org/html/par/pdfs/09_mar_start_camp_bro.pdf
4. Plant A Row for the Hungry brochure from the Garden Writers Association:
http://www.gardenwriters.org/html/par/pdfs/10_par_mkt_brochure.pdf
5. For a list of active Arkansas Master Gardeners by county, go to:
<http://www.arhomeandgarden.org/mastergardener/activecounties.htm>
6. Plant A Row for the Hungry video:
<http://www.sedgwick.ksu.edu/DesktopDefault.aspx?tabid=598>
7. Ed Hume Seeds offers a free packet of seeds to those willing to participate in Plant a Row for the Hungry (limited offer) <http://www.humeseeds.com/free1.htm>.



Pot Luck- Food Rescue

Potluck, Inc.

621 W. Broadway
North Little Rock, AR 72114

Mailing Address:

Potluck, Inc.

P.O. Box 251558
North Little Rock, AR 72225 Phone:
501.371.0303



Not all rescue vehicles have sirens.

Overview

POTLUCK – FOOD RESCUE FOR ARKANSAS: *Alleviating Hunger by Bridging the Gap Between Excess Food and the Hungry.* Established in 1989, Potluck is food rescue for Arkansas and their mission is to alleviate hunger by bridging the gap between excess food and the hungry. In 2009, the organization rescued over 4.5 million pounds of a wide variety of food from restaurants, hospitals, caterers, farmers, farmer's markets, corporate cafeterias, specialty food stores, bakeries, dairies, schools, wholesalers and more. Food is distributed free of charge to a broad, diverse and rapidly growing network of nonprofit community food programs that include: KIDS' PANTRY sites serving children at-risk, soup kitchens, day centers for seniors and veterans, homeless shelters, women's emergency shelters, and food pantries.

How to determine if this option is in your community

Look online <http://www.potluckfoodrescue.org/> for your community or contact Potluck directly by telephone at 501-371-0303.

Promotion ideas

All Potluck's food and services are provided without charge to non-profit charitable organizations feeding at-risk Arkansans. Potluck's consistent deliveries of free food help community food partners maximize their limited resources. Check with your local community food support programs such as children's programs, women's emergency shelters, homeless shelters, soup kitchens, organizations serving displaced veterans, senior centers, organizations assisting Hispanic families in transition, half-way houses for men & women, food pantries, or after school and day care programs. If they are receiving Potluck food and services already, see how you might support that by encouraging local donations from food stores and restaurants. If not, set up a committee to develop a project plan for encouraging local organizations to connect with Potluck.

Best Practices

The “Bill Emerson Good Samaritan Act” (Public Law 104-210) protects food donors from liability when donating food in good faith to nonprofit organizations feeding the hungry. The act is designed to encourage the donation of prepared, perishable and frozen food and grocery products to nonprofit organizations like Potluck. The Act states that nonprofit organizations and businesses shall not be subject to civil or criminal liability arising from the nature, age, packaging, or condition of apparently wholesale food or grocery products received as donations. Here in Arkansas, our State Good Samaritan statues also provide protection to donors in addition to the Bill Emerson Good Samaritan Act. Additionally, Potluck asks all recipients to sign an agreement accepting food ‘as is’, which further limits liability. All Potluck’s food and services are provided without charge to non-profit charitable organizations feeding at-risk Arkansans. Potluck’s consistent deliveries of free food help community food partners maximize their limited resources. Contact Potluck directly to see what can happen in your neighborhood. (Contact at top of section)

Resources

Other communities that are already using this option:

Potluck put 4.533 million pounds of food in the hands of Arkansans in great need. Each month, their 4 trucks logged over 2,600 miles collecting food for distribution to 72 community food programs in Pulaski, Desha, Ouachita, Lonoke, Saline and Chicot counties helping them feed over 8,700 children, adults and families a week. Agencies outside of Pulaski Country retrieved food from Potluck and fed over 2,000 youngsters a week at 34 sites in low-income communities in Little Rock, North Little Rock, Hensley, Sweet Home, Camden, Strong, El Dorado, England and Eudora Arkansas. The KIDS’ PANTRY, one example program, is the state’s only charitable out-of-school meal program solely developed to ensure economically disadvantaged children have the opportunity to gain access to nutritious food for full and complete meals when school is not in session throughout the year.

Evaluation Practices:

Document and record the number of food serving establishments contacted concerning usage of Potluck- both those that may donate and those that will receive. Review the number of meals provided through your community food programs. Solicit local businesses and organizes to donate to Potluck.



School Gardens



Overview

School Gardens are becoming more and more common around our country as a way to connect people to their food, teach them about nutrition, increase physical activity and many other benefits. It's important to realize that school gardens are not one-size-fits-all. There are school gardens that have a few raised beds, to very large school gardens with greenhouses, chicken coops etc. It really depends on the needs of the school, the amount of man (or woman) power you have behind your project, and of course funding. School gardens can include flowers, herbs, vegetables and/or fruit trees. Many gardens also may have greenhouses, chicken coops, composting piles, vermicomposting (composting using worms), and some even may keep a bee hive. There are so many educational enrichment activities that can happen in the school garden. One of the most obvious ones is learning about nutrition, food sources and health. The garden is also a wonderful place to learn about science, think about all the soil, water, earthworm, butterfly lessons that could happen in the garden. Other educational activities in the garden can include the art class, reading classes could read books about gardening, writing classes could do creative or even technical writing from observing the garden. There are also many options to talk about history (especially Arkansas history and the role Agriculture has played in it), economics, business and ethics.

How to determine if this option is in your community

A great place to start is to just ask the local school administrators if they are aware of any existing programs in their schools. It may be that there is already some interest and just needs a little push from the community.

Promotion ideas

The best promotion for the school garden is to really get the students excited about what is happening. Make it fun, make it interesting and of course make it very interactive. Students can draw pictures of the garden and hang it in the hallways of the schools. There can be short letters or articles sent to the local newspaper from students discussing their garden. Many local media will probably even be happy to come do a news story, or run a picture in the paper of the school garden.

It's very important to connect the parents to the garden as well. Not only could they be vital for the sustainability of the garden, they could also provide donations, volunteer hours, or just encourage their children to appreciate the garden.

Best Practices

There are many existing school gardens out there. There is no need to “reinvent the wheel”, and many times a phone call , email or visit to another garden can give the organizers all the motivation and ideas they need.

Resources

Other communities that already have school gardens are as follow:

ARKANSAS:

Delta Garden Study : <http://www.arteengarden.com> School gardening Research study being conducted by Arkansas Children’s Hospital Research Institute (still recruiting schools for participation in the Central and Eastern half of Arkansas).

Dunbar Community Garden: <http://www.dunbargarden.org>

Felder Farm: <http://felderfarm.com>

Jonesboro Health/Wellness & Environmental Studies Magnet School: <http://www.ips.k12.ar.us>

NATIONWIDE:

USDA Farm to School

http://healthymeals.nal.usda.gov/nal_display/index.php?info_center=14&tax_level=2&tax_subject=526&topic_id=2314&&placement_default=0

Edible School Yard New Orleans: <http://esynola.org>

Edible School Yard Berkley California: <http://www.edibleschoolyard.org>

Urban Sprouts San Francisco Unified School District: <http://www.urbansprouts.org>

Kidsgardening: <http://www.kidsgardening.org/>

Instructions for school gardens

<http://aggie-horticulture.tamu.edu/kindergarden/child/school/sgintro.htm>

REAL School Gardens

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

For more information:

“How to Grow a School Garden” by Arden Bucklin-Sporer and Rachel Kathleen Pringle

Support organizations:

It's great to check with your local Master Gardeners, 4H clubs, civic groups, and community groups for volunteers. The local extension agent should be able to guide the school in planting and growing schedules and what grows best for the area.

Funding:

Grants for individuals, school or communities :

Delta Garden Study: www.arteengarden.com

Kids Gardening: <http://www.kidsgardening.org/grants.asp> (lists several grants specifically for gardening projects)

Evaluation Practices:

The evaluation processes will vary based on the goal of the garden. If the goal is fruit and vegetable intake to increase, a survey could be conducted to ask the student's what they are eating. Other items that one might want to evaluate are, body weight, minutes of physical activity, knowledge of gardening, willingness to try new foods (fruits and vegetables) etc. Evaluations could also be done in the form of surveys, interviews, and focus groups.