Creative Thinking about Developing Rural Food Systems

Janet Kagan, Director, Art-Force
Adele Phillips, Center for Rural Affairs: Program associate, Rural Opportunities and Stewardship Program
Veronica Erenberg, Center for Rural Affairs: Community Foods Specialist, Rural Opportunities and Stewardship Program

Jessica Hiemenz
National Consumer Law Center
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The National Alliance for Rural Policy is comprised of eleven national organizations working together to engage in policy issues and opportunities that affect rural communities. Each organization’s work is unique, but all are deeply connected to rural stakeholders and dedicated to enriching the lives of rural citizens.
Janet Kagan has more than 35 years of experience in strategic program planning and project management in art and economic development.

She leads and directs interdisciplinary planning and design teams in collaboration with communities, artists, and government to achieve creative, aesthetic, and economic revitalization goals.

Ms Kagan has worked in municipal government and regional, statewide, and national non-profit and for-profit organizations. She believes that the arts offer a vibrant synthesis of civic identity, history, and culture that define communities and their shared spaces. To this end, she identifies, aligns, and curates innovative strategic partnerships that economically celebrate place and people.

She serves on the boards and committees of national and regional nonprofit arts organizations; is Associate Editor of the International Journal of the Arts In Society; participates on artist, grant, and project selection panels and juries; and, organizes and facilitates national discussions on the catalytic impact of the arts in economic revitalization via published articles, blogs, and convenings.
After taking full advantage of the gritty, adventurous, and labor-intensive opportunities offered via childhood her family's dairy farm, Adele Phillips earned a masters degree in architecture from MIT.

A Fulbright fellowship allowed her to then pursue the issues confronting rural Japan and a masters degree in environmental governance, with specialization in biodiversity.

Today she is excited, honored, and privileged to be back home in Nebraska working with communities on a diversity of projects which present endless opportunities for civic engagement and creativity.
Presenter – Veronica Erenberg

• Fresh off work on a 20-acre organic vegetable and small grains farm on Long Island, Veronica brings her experience working with the Hoopa Valley Reservation in California and their low-income CSA.

• Her work with Center for Rural Affairs is focused primarily with the Santee Sioux and Omaha Tribes.
RuralXChange

www.ruralxchange.net
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We’ll post updates and follow-up discussions related to this webinar here.
Please join us!
23.5 Million People Live in Places Without Access to Fresh Food

13.5 : 23 Million Americans are Low-Income

2.2% of all US Households Live in Low-Income or Rural Areas + more than Ten Miles from a Supermarket

Small Family Farms = 91% of American Farms Yet Only 23% of All Agricultural Production

Source: USDA
It can be impossible to find foods that are culturally appropriate and meet dietary preferences!

Social issue: White neighborhoods (on average) have four times as many supermarkets as predominantly Black and Hispanic neighborhoods.

Health issue: People living in food deserts eat many of their meals at fast-food restaurants and the death rate from diabetes in a food desert is twice that of areas with grocery stores.
CHALLENGES OF RURAL PLACES

- Population Density
- Grocery Stores
- Food Insecurity: 1:5 People
- Government Regulations: Zoning + Land Use
- Food Consumption + Food Waste
- Youth Migration
INVERTED QUESTIONS
PRODUCE
INNOVATIVE ANSWERS

Growing More Food ≠ Availability of More Food
Role of Folklore
Glass Corn + Hydroponics + Value Added
Urban Demonstrations Applied in Rural Contexts
Production-Processing Facilities
Organics : Grown and Frozen
Mobile Groceries
Private Enterprise + Competitive Rank
Thank You + Questions

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1. Site Context

- Food Access
- Food Education
- Entrepreneurship Opportunity
- 1 Caveat
2. Work We Are Doing

- Family gardens
- Farmers’ market
- Extension
- Food demonstrations
- Local counterparts / Local hiring
- Framework approach
3. Partnerships

- “It’s not us, it’s you”
- Advisory committees
- Community leadership input
- 1-to-1 relationship building

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4. Special Considerations

- Culturally appropriate content + approaches
- Long-standing marginalization
- Building trust
- Finding commonalities
5. Looking Ahead

- Food Sovereignty
- Intergenerational
- Cross-tribal partnerships
- Health services + gardening
- Grant opportunities and trainings
- Infrastructure
QUESTIONS?

Let’s be in touch:

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