

Creative Thinking about Developing Rural Food Systems

ARTFORCE



CENTER *for* RURAL AFFAIRS

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
May 8, 2014

NCLC[®]
NATIONAL
CONSUMER
LAW
CENTER[®]



©National Consumer Law Center 2014



Working together to promote a vibrant rural America.

Experience Works · First Nations Development Institute · Housing Assistance Council · Indian Country Conservancy · National Association of Community Health Centers · National Association of Development Organizations Research Foundation

National Consumer Law Center · National Trust for Historic Preservation · National Rural Health Association · National Youth Leadership Network · NeighborWorks America · Save the Children · United Farm Workers Foundation

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.

NCLC[®]
NATIONAL
CONSUMER
LAW
CENTER[®]

©National Consumer Law Center 2014

Presenter – Janet Kagan

- 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.



Presenter – Adele Phillips

- 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

and

facebook.com/ruralxchange

We'll post updates and follow-up discussions related to this webinar here.

Please join us!

ARTFORCE

**THINKING CREATIVELY
about
RURAL FOOD SYSTEMS**

8 May 2014



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

A photograph of a rural landscape. In the foreground, a wooden fence runs across the frame. Behind the fence is a grassy field with several cows grazing. In the background, there is a farm with a red barn and two tall silos. The sky is overcast, and there are bare trees scattered throughout the scene.

Population Density

Grocery Stores

Food Insecurity : 1:5 People

Government Regulations : Zoning + Land Use

Food Consumption + Food Waste

Youth Migration

A vibrant grocery store produce section with various fruits and vegetables on display. The scene is filled with fresh produce, including yellow lemons, green leafy vegetables, red bell peppers, and cucumbers. The text is overlaid on this background.

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

ART-FORCE + NATIONAL RURAL ASSEMBLY PRESENT

CROSS-CURRENTS: ART + AGRICULTURE POWERING RURAL ECONOMIES



<http://art-force.org/cross-currents/index.php>

Thank You + Questions

ARTFORCE

Janet Kagan MBA, MA
Director
Arts + Economic Development
art-force.org
create@art-force.org
919 599 7000



Creative Thinking About Developing
Rural Food Systems



CENTER *for*
RURAL AFFAIRS

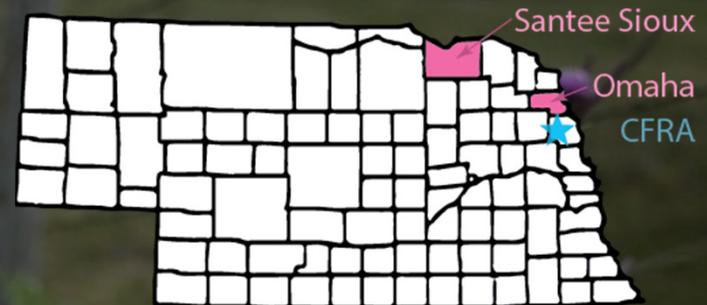
Lyons, NE 68038

Population 851

May 8, 2014

1. Site Context

- Food Access
- Food Education
- Entrepreneurship Opportunity
- 1 Caveat



CENTER *for*
RURAL AFFAIRS

Lyons, NE 69036

Population 851

May 8, 2014

2. Work We Are Doing

- Family gardens
- Farmers' market
- Extension
- Food demonstrations
- Local counterparts / Local hiring
- Framework approach



CENTER for
RURAL AFFAIRS

Lyons, NE 69038

Population 851

May 8, 2014

3. Partnerships

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



CENTER for
RURAL AFFAIRS

Lyons, NE 69038

Population 851

May 8, 2014

4. Special Considerations

- Culturally appropriate content + approaches
- Long-standing marginalization
- Building trust
- Finding commonalities



CENTER for
RURAL AFFAIRS

Lyons, NE 69093

Population 851

May 8, 2014

5. Looking Ahead

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



CENTER for
RURAL AFFAIRS

Lyons, NE 69038

Population 851

May 8, 2014

QUESTIONS?

Let's be in touch:

ARTFORCE

Janet Kagan, Director

Arts + Economic Development

create@artforce.org | 919.599.7000

www.art-force.org



CENTER *for*
RURAL AFFAIRS

Lyons, NE 68038 Population 851

Veronica Erenberg

Project Organizer

veronicae@cfra.org | 402.687.2103 x 1021

Adele Phillips

Program Associate

adelep@cfra.org | 402.687.2103 x 1022

www.cfra.org