Good Food for Everyone!

THE FRESH PROJECT

FOOD · RESOURCES · EDUCATION · SECURITY · HEALTH

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Objectives Today

1. Who we are

2. Mission and Vision

3. History of the project

4. Our focus and accomplishments

5. Lessons learned

6. Goals and strategic plan

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Who We Are

Source: Shawano Leader - Carol Wagner, Leader Correspondent

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Issues

- Menominee and Shawano Counties rank poorly in health outcomes; 72nd and 47th out of 72 counties

- Menominee and Shawano Counties childhood poverty rate; 44% and 18%

- 55% of Shawano County students are eligible for the free lunch program

Healthy snack boxes delivered by local church to elementary school because kids didn't have snacks.
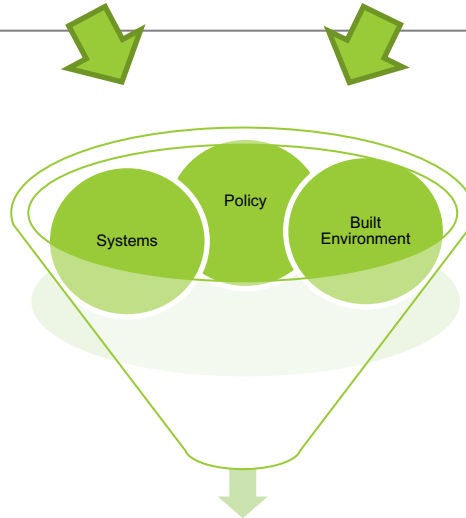
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Opportunities

Shawano County Agriculture:

- Agriculture accounts for a large percentage of economic activity, but only 95 of the 1,200 farms in the area sell local products directly to customers.

- 95 farms generating $312,000 in local food sales Shawano County

- 46% of land is owned and managed by farmers

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Health & Planning

Healthy Communities

Plan 4 Health Grant Focus

1) Capacity building

2) Research and data collection

3) Identification of possible Policy, Systems, and Environmental changes (PSE)

4) Communications and public outreach

5) Implementation of initial PSE Changes

6) Creation of a permanent Food Council

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Food Council Partners

Ho-Chunk Nation – Pac Haci Community

Stockbridge-Munsee Community

Shawano County Planning Department

University of Wisconsin Extension

Shawano-Menominee Counties Health Department

Food Wise (Shawano-Menominee Counties Nutrition Education Program)

Church on the Hill United Methodist Church

Porters Patch (Local Farm)

Shawano County WIC

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What we accomplished

- Built a strong coalition of community partners.

- Gathered and shared information on local food needs.

- Created a plan to increase access to good food.

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Survey Takeaways

1/3 of residents in Shawano County said they didn't have enough food to eat and didn't have money to get more.

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Focus Groups

One woman said at the end of a focus group, "I wouldn't make it without the local church pantry."

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Lessons

- Start right… and equally

- Work at the "speed of trust"

- Be willing to "cross borders" and to think differently

- Take time to build Coalition - both effort-wise and calendar-wise

- Be humble and ready to adapt, start over, change

- Take advantage of the moment and the community's interest

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Mission

Building the foundation for healthier, accessible, and sustainable food systems by increasing food security, educating, and engaging the community.

Vision

Food systems that promote a healthy diet for all, increase food security, strengthen community, educate the public, and support practices which respect the environment, people, and their cultures.

Goals

Food Access

- Increase physical access to food
- Increase fresh food availability

Education

- Develop a "Buy Local Campaign"
- Educate growers and consumers about food recovery to reduce food waste and increase fresh food availability

Community Engagement

- Promote F.R.E.S.H. project's mission and vision to increase community involvement
- Establish a Food Council

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Strategic Plan

- Make double bucks program available at local farmers' markets

- Expand the Share the Bounty program

- Obtain 501(c)(3) status

- Host information sessions

- Create local directory for direct market producers

- Develop mobile market and remote distribution system

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Building Sustainability

- Volunteer

- Host a presentation

- Learn more

- Make a donation

- Talk to your local elected official

- Consider ways your organization can help

- Buy local fresh foods

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Community Engagement

Questions?

Thank you!!!

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