**MFCC Quarterly 3 Forum**

**09/25/13**

**Action Planning Notes**

**Access:**

**Objective:** Share current farm and local food purchase location inventory with the public.

**What is access?**

* Reducing barriers (culture, finances, attitude, behavior change, time management, etc) for getting health and nutrition through food
* Removing stigmas around food access
* Low income people with access to local farm food
* Access to food – the more local the better
* Community gardens/growing your own food
* More local markets for farmers
  + Financially viable farms
* Access to land to grow the food
* Co-op could do more to buy from local farms
* Gaps in service – no children/people with disabilities/needs more work
* Don’t lose opportunity to supply adequate healthy food (not just local or organic)

**Actions:**

* Community kitchen – CSA w/ working
* Work with conventional grocery stores
* Work with people to eat in season
* Work on pricing and subsidies
* Service providers for low income people should be going to the farm
* Make sure all people (regardless of wealth) know where to find farm foods

**What is already happening?**

* MFCC is providing support to assure that everyone in the community knows where to find farm foods
* Community garden – Maplewood
* Gleaning at Community Kitchen – DVVB - farmers market
* Agricultural Commissions helping farmers expand markets and help with zoning…this will expand access
* Need to better understand why people are not accessing food or growing their own – research farm
* Work with schools to provide food to families from local gardens and farms
* MFCC partner with schools on summer care of gardens – to enable schools to be successful with gardening
* Awareness blocking access
* Community events (ie APATT)
* Work with service agencies
* Season extension through food preservation
  + New focus for community kitchen
* Work with underemployed – teenagers and seniors to do food preservation and food preparation
* Need to think systematically
* Can MFCC create more opportunities for folks in need to have a comfortable conversation?
* Do focus groups with teenagers and seniors

**Priorities**

* Healthy food year round
* Engage youth and seniors in food cultivation, preparation and preservation
* Do a food security analysis in our community
  + Need more data
  + Network with service providers
  + Meta study
* Pull in the right service providers
  + Share report on website
* Coalition role
* More umbrella work

Other Ideas:

* Monadnock Menus
* DUVB
* FSMA contact reps
* Cooking Classes – get fresh
* SNAP cut – contact reps in congress
* Garden Parties

**Awareness:**

**Objective:** Encourage the support of local food systems

* Keep tabs on bills in NH house/senate regarding food access, markets, environment and agriculture, (VT FEED example)
* 23 members in the house representing cheshire co. delegation – want to work for us, need to hear from us
* Community service office at Keene State College technology/education/graphic design, get students to design (contest) a poster for storefronts (see actions)
* Meet people where they are – at major chains, buses, etc. regularly. Specifically (but not exclusively) low-income populations – distribute information
* Members as pilots then MFCC as whole?
* Deliver the messages with information and samples; that local food doesn’t have to be expensive
* Cheshire TV “speak up” opportunities for interns
* Link with competencies like writing or media
* CHINS and community service
* Link with schools and voluntary community service

**Actions:**

* Branding and merchandising: poster campaign
  + Community service dept at keene state, create contest for poster design (ie students from graphic design dept)
  + Have news outlets cover MFCC and members work in stories
* Mailing list of legislators keep and use to inform reps invitations, personal contact
* Feed them, they will come
* County delegation meetings – county building, Keene – organized by Jack Wozmak – get on this agenda. Dinner
* Monadnock Menus…..Buying clubs
* Interns, community service
* Become members at rep organizations schools – respond to the calls for action

**Education:**

**Objective:** Educate consumers on the benefits of locally produced food, especially youth and low-income populations

**What does this mean?**

* Countering the cultural message; fast food, otherwise unhealthy
* Entering the conversation regarding financial stigma
  + Ways to change eating and empower regardless of socioeconomic status
  + Debunking that healthy food is more expensive
* Understanding cultural differences, perceptions, needs WITHOUT JUDGEMENT
* Engage people in the process...empower them to take their next healthy step
  + Finding the learning/sharing/teachable moments in the context of peoples’ own lives
  + Empowerment – not “charity,” but to take personal responsibility
* Identify path-levels-progression of healthy steps
* Federal – schools – worksites – other
* How do we work with them?
* How do we create environments where healthy choices are the easy coices?
  + Synergy…awareness, policy, advocacy, education

**Actions:**

* Organize a committee to create the MFCC’s “education agenda” (the specific messages or talking points that we want to educate people about, ie - seasonal eating, economic angle: “I can make a difference” if I buy local ) and use innovative methods to share the agenda with the community (ie – infographics on web site and other social media, etc)
* Identify where the education agenda overlaps with school core competencies
* Identify where the education agenda overlaps with the interests of worksites
* Work with Grocery store/other food retailers to promote education agenda
* Inventory the local resources available that support this objective and share on MFCC web site, etc
* Use local libraries to inventory and promote resources (books, movies, local programs) that align with this objective
* Use the HM2020 Champions to empower other to take their next healthy step in support of this objective
* Agricultural Communities
  + Food miles, town greenhouse tour
  + Seed exchange – thinking beyond the supermarket