



# What Is Really Going On

Developing a community centered regional food hub  
in an under-resourced community

No More Empty Pots | New Partners for Smart Growth | Feb. 2014



# Initial Engagement

- Speak with people in community interested in food systems development
- Begin developing framework for collective impact effort
- Determine what work is being done and who is interested in collaborating
- Bring everyone together





# Food Summit: February 2010

- Saturday: 4 hours
- 50 participants
- Farmers, city/county, nonprofits, business owners, activists, chefs, foodies, academia
- Two working groups: urban ag & kitchen





# Sustainable Regional Food System

- Goal: encourage & support development of sustainable regional food system; NE & IA
- Two working groups meet for 8 months
- NMEP hosts 2<sup>nd</sup> summit: A Blueprint for the Harvest



- Commissioned Ken Meter Report: \$4.4 B food dollars in NE, not even 10% local
- Huge economic, community and people development potential



# Food System Components

- Production
- Processing
- Distribution
- Consumption
- Organics Recovery/Recycling





# Sustainable food system expectations



- Self-Sufficiency:  
Education, Skills  
Development, Fair Wages
- Stewardship: Land Use &  
Community Resources
- Triple Bottom Line:  
People, Planet, Profit



# Rural/Urban: Shared Characteristics

- Lower fresh food access
- Lower educational attainment
- Less capital investment
- Underutilized resources

## Rural community



## Urban community





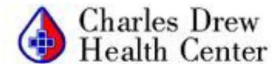
# Community Market Basket Project

- Rural/urban collaboration: farmers and consumers
- Improves food access
- Increases local food production
- Increases revenue and circulation of local dollars
- Develops food prep skills

## The Community Market Basket Project

### Seasonal Cooking Demonstration Recipes

#### Collaborating Partners





# Truck Farm Omaha

- Urban and rural youth
- Educate on sustainable food production
- Teach about ecology and growing your own food
- Encourage try local foods in season





# Future Plans

- Fundraising
- Organizational development
- Partnerships
- Training programs
- Expansion





# Common Challenges

- Different and sometimes new practices
- Difficulty accessing capital for development
- High unemployment in micro community
- Limited access to land for production







# Thank you

More information?

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