Appendix D: Presentation Slides
Local Foods, Local Places

Canton, New York
June 16, 2015 - Day 1

A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention

Workshop Agenda

• Day 1
  • Community Tour
  • Work Session 1 (Visioning and Values Where are we now? Where do we want to be?)

• Day 2
  • Work Session 2 (What needs to happen?)
  • Work Session 3 (How are we going to make it happen?)
Program Background

• A joint project of:
  • U.S. Environmental Protection Agency (EPA)
  • U.S. Department of Agriculture (USDA)
  • Appalachian Regional Commission (ARC)
  • Delta Regional Authority (DRA)
  • U.S. Department of Transportation (DOT)
  • Centers for Disease Control and Prevention (CDC)

• With participation from:
  • U.S. Department of Housing and Urban Development
  • State, regional and local agencies and organizations
  • Educational institutions

LFLP Program Purpose

• Desired outcomes
  • More economic opportunities for local farmers and businesses.
  • Better access to healthy local food, especially among disadvantaged groups.
  • Revitalized downtowns, Main Streets, and existing neighborhoods.

• End product
  • New connections among people to build capacity for success.
  • An action plan with goals and strategies for achieving these outcomes.
Planning technical assistance in 26 communities across the United States

Assist in their efforts to promote local foods and invest in existing places.

Workshop Purpose: Create an Action Plan

• Discuss overall values and vision for Canton
• Assess what exists now, what need to be strengthened, improved.
• Identify what partnerships or coordination are needed.
• Identify projects, priorities, actions, as well as roles and responsibilities to move forward.
More economic opportunities for local farmers and businesses.

- Local Production

![Image of Sweetwater Organic Community Farm, Tampa. Credit: Alan Steinbeck](image1)

More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets

![Image of Carrots at New York Market. Credit: Jason Espie](image2)
More economic opportunities for local farmers and businesses.

- Local Production
- Local Farmers Markets
- Food Entrepreneurs
- Other Local Business Growth

Better access to healthy local food, especially among disadvantaged groups.

- Innovative Markets
Better access to healthy local food, especially among disadvantaged groups.

• Innovative Markets

• Healthy Foods Education
  • Production
  • Preparation
  • Consumption

• Healthy Neighborhood Initiatives

School Children in the Garden. Credit: National Gardening Association

Walkable Neighborhood Syracuse, NY Credit: Alan Steinbeck
Revitalized downtowns, Main Streets, and existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
Revitalized downtowns, Main Streets, and existing neighborhoods.

- Bring People Downtown
- Local Foods in Local Restaurants
- Neighborhood Action
- Invest in Existing Communities
Stories from the Road

Access to healthy, local food

Williamson, West Virginia Community Garden

Image Credit: Renaissance Planning Group
Access to healthy, local food

Williamson, West Virginia Community Garden - Today
Image Credit: Renaissance Planning Group

Access to healthy, local food

Watauga County, North Carolina Farmers Market
Image Credit: Jen Walker
Access to healthy, local food

Huntington, West Virginia. Wild Ramp Market
Image Credit: Renaissance Planning Group

Economic Opportunities

Duffield, Virginia. Appalachian Harvest Food Hub
Image Credit: Appalachian Sustainable Development
Economic Opportunities – Proven profitability

Brian Gotreaux of Gotreaux Farms, Scott, LA
Seven years and highly productive. Starting and on-farm food hub in 2015

Economic resources – Knowledge and resiliency

Lattin Farms “We grow food and fun”, Fallon, NV
Economic resources – Cultural traditions and jobs

Acadiana High School, Lafayette, LA – Meat Processing Ag Class

Revitalize Downtown, Main Street, Neighborhoods

Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market

Image Credit: Renaissance Planning Group
Food Access, and Education

Food Pantry and Future Kitchen and Food Center - Tuskegee, Alabama

Revitalize Downtown, Main Street, Neighborhoods

New Albany, Mississippi. New Retail on the Tanglefoot Rail Trail

Image Credit: Renaissance Planning Group
Discussion

• Before we go on, any questions about what we’ve shown so far?

Local Food System

What is it and why should we care?
One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.


Desired Result

- Food that LAUGHS
  - Local
  - Affordable
  - Uncomplicated
  - Good
  - Healthy
  - Seasonal

Source: Grace Hackney, Life Around the Table
Local Food System

Local Farmers. Credit: Eric Mathis, City of Williamson, WV

Local Processors. Credit: Town of Burgaw, NC

Vendors. Credit: Whitley Co Farmers Market

Eaters. Credit: Michel Bish, Flickr

Local Food System. Credit: USDA

WHY BUY LOCAL?

SPEND $100 AT A LOCAL BUSINESS

$68 STAYS IN YOUR COMMUNITY

$43 STAYS IN YOUR COMMUNITY

$32 LEAVES LOCAL ECONOMY

$57 LEAVES LOCAL ECONOMY

Data from Zelling, D. "Local First: A Guide to Local Markets" revised by City: Innovations.
Advancing Local Foods

Popular Strategies

Community Gardens
Farmers Markets
Incubator Kitchens
Popular Strategies

Farm to School Programs
- Local Food Hubs

Federal Funding for Local Foods is Up

<table>
<thead>
<tr>
<th>Producers</th>
<th>Process/Aggregate/Distribute</th>
<th>Venues</th>
<th>Eaters</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Beginning Farmer and Rancher Development Program</td>
<td>• Community Food Projects Grant Program</td>
<td>• Farmers Markets and Local Food Promotion Program</td>
<td>• Food Insecurity Nutrition Incentive Program</td>
</tr>
<tr>
<td>• Specialty Crop Block Grant Program</td>
<td>• Rural Business Enterprise Grants</td>
<td>• Community Facilities Grants</td>
<td>• Senior Farmers Market Nutrition Program</td>
</tr>
<tr>
<td></td>
<td>• Value Added Producer Grants</td>
<td></td>
<td>• Farm to School Grants</td>
</tr>
</tbody>
</table>
Local Food Systems are Growing Rapidly

![Bar chart showing growth in farmers markets, food hubs, and farm to school programs from 2000-01 to 2014.]

Source: USDA

Local Foods and Livability: Making the Connection

Festival in Lafayette, LA (left); Farmer, Lafayette, LA (right). Credit: Denny Culbert - http://www.dennyculbert.com/
Promote Local Healthy Food Systems
Preserves Working Lands
Supports Vibrant Town Centers
Improves Public Health
Increases Economic Opportunity

Your Community
## Demographic Profile in Canton

<table>
<thead>
<tr>
<th>Demographic Summary</th>
<th>2014</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>6,551</td>
<td>6,486</td>
</tr>
<tr>
<td>Households</td>
<td>1,718</td>
<td>1,721</td>
</tr>
<tr>
<td>Families</td>
<td>950</td>
<td>945</td>
</tr>
<tr>
<td>Median Age</td>
<td>23.5</td>
<td>23.6</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$56,547</td>
<td>$62,306</td>
</tr>
</tbody>
</table>

Current estimates show that the area has steadily grown since 2000 and the total population is 6,551 people. According to 2013 American Community Survey (ACS) Persons below poverty=, St Lawrence County 19.6%, State avg is 15.3% (2009-2015, US Census ACS).

## Food Access in Canton 2013

- 1 full service supermarkets located in Canton.
- 1 Limited Service stores located within the study area,
- 1 farmers' markets.
- SNAP benefits are accepted at 14 participating stores, farmer's markets, social service agencies or other non retail providers in this community. 2009-2014 there has been a 40 % increase in SNAP applicants (St Lawrence County SS Commission Chris Rediehs, NPF, Feb 19, 2014)
- According to the USDA, 0 of 3 census tracts in Canton are Low-Income, Low-Access.
- Source: US Census via Healthyfoodaccess.org
Local Demand: What Do We Spend on Food?

<table>
<thead>
<tr>
<th>Household Food Expenditures Canton</th>
<th>Avg Per HH</th>
<th>Total Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$7,450.51</td>
<td>$12,799,969</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$4,577.71</td>
<td>$7,864,512</td>
</tr>
<tr>
<td>Bakery and Cereal Products</td>
<td>$643.48</td>
<td>$1,105,494</td>
</tr>
<tr>
<td>Meats, Poultry, Fish, and Eggs</td>
<td>$995.45</td>
<td>$1,710,180</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>$487.31</td>
<td>$837,194</td>
</tr>
<tr>
<td>Fruits and Vegetables</td>
<td>$864.98</td>
<td>$1,486,043</td>
</tr>
<tr>
<td>Snacks and Other Food at Home (10)</td>
<td>$1,586.50</td>
<td>$2,725,602</td>
</tr>
<tr>
<td>Food Away from Home</td>
<td>$2,872.79</td>
<td>$4,935,457</td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>$499.15</td>
<td>$857,541</td>
</tr>
<tr>
<td>Nonalcoholic Beverages at Home</td>
<td>$439.83</td>
<td>$755,629</td>
</tr>
</tbody>
</table>

Source: ESRI Business Analyst
Agriculture in St Lawrence County, NY

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Lawrence County, NY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Farms</td>
<td>1,330</td>
<td>1,303</td>
</tr>
<tr>
<td>Vegetable Farms</td>
<td>85</td>
<td>114</td>
</tr>
<tr>
<td>Fruit, Tree Nut, and Berry Farms</td>
<td>69</td>
<td>74</td>
</tr>
<tr>
<td>Livestock, Poultry, and their Products Farms</td>
<td>270</td>
<td>250</td>
</tr>
<tr>
<td>Total Agricultural Sales</td>
<td>$140.1 million</td>
<td>$187.3 million</td>
</tr>
<tr>
<td>Agricultural Sales Direct to Consumers</td>
<td>$1.0 million</td>
<td>$1.4 million</td>
</tr>
</tbody>
</table>

Source: USDA Ag Census

• Note: Caveat on USDA Ag Census

North Country Leakage Analysis

From Michael Shuman’s “North Country Leakage Analysis”

• “The bottom line for the North Country is this: Unemployment can essentially be wiped out if even 15% of its potential for self-reliance were realized.”
• “To accomplish this, the North Country should prioritize growing local professional services, local financial services, local food production, local retail, local health services, local construction companies, local information services, local transportation assets, local manufacturing inputs, and local renewable energy and energy efficiency.”
• However, there are real challenges matching unemployment with these specific opportunities (Jen/Jason) that need addressing.
St. Lawrence County Health Assessment (2013):

• Environmental Risk Factors, named by the community through the assessment process:
  • More community gardens are needed
  • Community needs info on how to preserve food
  • Some food at pantries is not very healthy
  • School lunches: 51% of students qualify for free lunches, much is not healthy
  • Church dinners are often all you can eat, and unhealthy. This may be an opportunity to introduce healthier choices
  • There’s a lack of sidewalks in general, and especially near school

St. Lawrence County Health Assessment (2013):

• Assets, named by the community through the assessment process:
  • Lots of natural resources – trails, waterways, kayaks available
  • 300,000 acres of fallow farm land. The farmland is very cheap.
  • Cooperation – willingness to work together
  • People who want to do things
  • Garden Share
  • Farmers
  • Community Supported Agriculture (CSA) – including the ability to accept food stamps for the CSA. (CSA is $150, can get $100 towards the cost of a share.)
  • Wonderful interagency partnerships and sharing
  • Farmers markets. Although many people think it’s too expensive, many accept EBT.
  • CCE – they teach how to preserve food
  • Office for the Aging (OFA) kitchen – 150 meals a day are served, but they could be used more)
What We’ve Heard - Today

Opportunities/Assets
• Active community.
• High demand and willing institutional buyers.
• Active private non profits and businesses.
• Culture of sustainability.
• Strong agriculture heritage.
• Functioning farmers market in a great location.
• Strong cooperative extension, invested in place.
• TAUNY Center.

Challenges
• Inter jurisdictional issues.
• Lack of consensus, focus.
• Lack of broad awareness regarding the benefits of local food.
• Some setbacks which have lowered morale.
• 33% of tax base pays 100%.
• Downtown form, code, plans are dated.

Values Pave the Way Forward
This I Believe...

• About downtown Canton
• About the local and healthy food in Canton

Small Working Group Exercise: Defining Success

• In small groups, quietly take a few minutes to individually respond to the three points below using 3x5 cards.
• After 3-5 minutes of quiet writing, go around the table and share/discuss your results.
• Using the flip chart page, someone take notes about consistent themes.
• Your group will report out to the entire group when you are done.
Small Working Group Exercise: Defining Success

• **Define what success means.** What does success look like to you, say 15-20 years from now? If it helps, imagine an event 20 years from now and describe what has happened, what has happened and why it matters.

• **Opportunities/Assets.** Discuss the potential and opportunity for local food, economic growth, health and vitality in Canton and St Lawrence County.

• **Constraints/Barriers.** What challenges exist, possible barriers to success? What has caused “backstepping” so far?
Local Foods, Local Places
Canton, New York
June 17, 2015 - Day 2

Workshop Agenda

• Day 1
  • Community Tour
  • Work Session 1 (Visioning and Values
    Where are we now? Where do we want to be?)

• Day 2
  • Work Session 2 (What needs to happen?)
  • Work Session 3 (How are we going to make it happen?)
This morning

• Intros
• Recap of last night – vision, values, opps, challenges
• Intro of goal themes for action plan, discussion
• Break
• Case studies presentation, group discussion
• Food System Asset mapping
• Break
• Goal theme revisit and break out groups if necessary
• Lunch

Workshop Purpose: Create an Action Plan

• Discuss overall values and vision for Canton
• Assess what exists now, what need to be strengthened, improved.
• Identify what partnerships or coordination are needed.
• Identify projects, priorities, actions, as well as roles and responsibilities to move forward.
Program Background

• A joint project of:
  • U.S. Environmental Protection Agency (EPA)
  • U.S. Department of Agriculture (USDA)
  • Appalachian Regional Commission (ARC)
  • Delta Regional Authority (DRA)
  • U.S. Department of Transportation (DOT)
  • Centers for Disease Control and Prevention (CDC)

• With participation from:
  • U.S. Department of Housing and Urban Development
  • State, regional and local agencies and organizations
  • Educational institutions

LFLP Program Purpose

• Desired outcomes
  • More economic opportunities for local farmers and businesses.
  • Better access to healthy local food, especially among disadvantaged groups.
  • Revitalized downtowns, Main Streets, and existing neighborhoods.

• End product
  • New connections among people to build capacity for success.
  • An action plan with goals and strategies for achieving these outcomes.
Planning technical assistance in 26 communities across the United States

Assist in their efforts to promote local foods and invest in existing places.

One Definition of Local Foods

- Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

Popular Strategies

Farm to School Programs

Local Food Hubs

Federal Funding for Local Foods is Up

<table>
<thead>
<tr>
<th>Producers</th>
<th>Process/Aggregate/Distribute</th>
<th>Venues</th>
<th>Eaters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Farmer and Rancher Development Program</td>
<td>Community Food Projects Grant Program</td>
<td>Community Facilities Grants</td>
<td>Food Insecurity Nutrition Incentive Program</td>
</tr>
<tr>
<td>Specialty Crop Block Grant Program</td>
<td>Rural Business Enterprise Grants</td>
<td></td>
<td>Senior Farmers Market Nutrition Program</td>
</tr>
<tr>
<td></td>
<td>Value Added Producer Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Farm to School Grants</td>
</tr>
</tbody>
</table>
Promote Local Healthy Food Systems

Preserves Working Lands

Supports Vibrant Town Centers

Increases Economic Opportunity

Improves Public Health

What We’ve Heard Yesterday

Opportunities/Assets

• Active community.
• High demand and willing institutional buyers.
• Active private non profits and businesses.
• Culture of sustainability.
• Strong agriculture heritage.
• Functioning farmers market in a great location.
• Strong cooperative extension, invested in place.
• TAUNY Center.

Challenges

• Inter jurisdictional issues.
• Lack of consensus, focus.
• Lack of broad awareness regarding the benefits of local food.
• Some setbacks which have lowered morale.
• 33% of tax base pays 100%.
• Downtown form, code, plans are dated.
This I Believe about downtown Canton

River
traffic
right
farmers
Attractive
inviting
Great
too-to-the-point
momentum
Opportunities
Community
Friendly
College-Town
Hardworking
Good
So-dang-awesome
Challenges
Clean
Quaint
Picturesque
Strong
Potential
History
Moving
trees
walkable
direction
TAUNY

This I Believe about local and healthy food in Canton

local
need
food
Lack
lot
farms
support
Amish
potential
diversified
love
backyard
students
unique
dedicated
farm
excited
university
small
demand
market
soils
Small Working Group Exercise: Defining Success

**Define what success means.** What does success look like to you, say 15-20 years from now? If it helps, imagine an event 20 years from now and describe what has happened, what has happened and why it matters.

**Opportunities/Assets.** Discuss the potential and opportunity for local food, economic growth, health and vitality in Canton and St Lawrence County.

**Constraints/Barriers.** What challenges exist, possible barriers to success? What has caused “backstepping” so far?

---

**Defining Success - Vision**

Canton village is safe, efficient, and beautiful, free of congestion and pollution, surrounded by farms and forests with ribbons of open space and walking and passive spaces along the river, and a vibrant economic downtown showcasing diversity.

Local, diverse, healthy and year around produce dominates the aisles of local markets, and customers are aware of how they shop and what they buy for food.

The Canton area is home to many thriving farms, that produce enough food locally to feed the community through sustainable agriculture, and has actively worked to educate, encourage a new generation of young farmers, who are in turn teaching another generation of young farmers.

The food system is supported by a strong infrastructure and many partnerships, including an efficient and long term food hub for aggregation, storage and distribution of local produce as well as and certified processing facilities that serve both local as well as regional markets.

Canton is recognized as a food center, and the “foodie” culture is celebrated by a number of cherished, well-attended community festivals.

This culture of sustainability and food starts in canton early with school education and continues through the higher education institutions and many active civic and business partners.

Many young farmers as well as other professional have chosen to stay or move to Canton because of its many assets.
What We’ve Heard – Challenges

• Lack of storage/processing
• Lack of critical mass/production
• Lack of infrastructure for processing of livestock and valued added food stuffs.
• Lack of school funding for new/existing programming
• Lack of producers
• Lack of education
• Local laws not conducive for sustainable agriculture
• Stuck in old ways/change is scary
• Lack of capital/resources
• Consumer apathy
• Varied belief systems
• Some operations non sustainable
• Costly to buy local produce
• Absentee property owners.
• Congested traffic (trucks!)
• Market volatility
• Misconceptions and misinformation ("we’re tried that before, won’t try it again.")
• Need to overcome the chicken/egg problem: not enough suppliers, buyers won’t buy until theirs more.
• Divisiveness in the community/lack of a common vision of what the goals should be
• Fear of someone else cashing in on your product

What We’ve Heard – Opportunities/Assets

• Consumer education and marketing.
• Secondary and continuing ag production education.
• More agriculture curriculum in schools and colleges.
• Strong institutional demand
• Grasse River
• Jubilee Plaza
• A lot of people willing to work together
• “Brain Trust” of many here, including Universities, County Seat, Canton Public Hospital, etc.
• Tourist/Visitor destination (College farms)
• Abundant land, affordable, beautiful, productive.
• Leadership
• Infrastructure for value added production
• Land access is probably achievable
• Educational agriculture opportunities, such as Co-op, Extension, Ag Teachers
• Good soils
• Strong sense of community.
• Potential for vacant spaces to accommodate all the successes mentioned.
• Many Institutions, individuals, and businesses interested in building local food system.
• Complementary sustainability initiatives, e.g., Solarize Canton
• Education (colleges, CCE, BOCES, Schools)
• People and knowledge base
• Natural resources to produce
• Opportunities to create a small food hub from the ground up
• Diverse landscape, abundant natural and human resources
• Support of institutions and extension, and local and state representatives
• Ability to educate through small business
Action Plan Goal Areas – DRAFT for Discussion

• Explore an aggregation, distribution systems, and valued-added capabilities to build and connect supply and demand concurrently.

• Implement a marketing and awareness raising strategy to highlight the beneficial aspects of local and healthy food to a broader local and regional audience (Engaging in a wider community conversation)

• Keep momentum, strengthen communications and cooperation for local food going, near and long term. (How will this group work and cooperate to achieve goals)

• Create new and strengthen existing farmers through training and education programs (land access, young farmer engagement, incubator programs, etc)

Case Studies and Discussion

Group Discussion
Local Food System/Asset Mapping

Exercise

Diagram Examples
Mapping Opportunities, Assets

Who are the Producers, Aggregators, Distributors, Markets and Customers. Mapping—which are basic aspects of a food system assessment?

Blue – Farms
Green – Markets
Orange – Partners, non profits, civic org, govt
Yellow – potential customers, institutions, senior centers, schools, neighborhoods

• **Important:** Number the dot and write down on a flip chart sheet the name of the farm/organization, and any other information you have (types of produce, size, name, description, etc...)

Action Plan Brainstorming

Group Discussion
Action Plan Brainstorming

• Take 2-3 minutes an individually jot down one key action per goal. Write this down.

• Example of actions:
  - “Implement effective signage to the new market site”
  - “Negotiate and obtain permission to use new site”
  - “Survey/contact vendors at neighboring farmers markets to discuss potential of vending at Loyal.”
  - “Form an on-going “Friends of the Loyal Market” working group to coordinate and support management and development and keep cooperation alive. Meets every 2-3 months together or more frequently as needed.”

Action Plan Brainstorming

• As a group, share your actions. Discuss which is the most appropriate goal area for it. Place it on a goal poster.

• Note, if someone has said something that you have then there is no need to duplicate. If you are unsure then ask questions.
SMART Action Implementation

Exercise

Action Planning Exercise

- Assign each action to a goal area
- Turn the idea into SMART action language
- For each action, describe:
  - Time frame
  - Lead role and supporting cast
  - Cost estimate and funding sources
- 100-Day Challenge: What can be done by the end of August to keep the momentum going?