

# Local Foods, Local Places

New Partners for Smart Growth Conference  
January 31, 2015

*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*



# 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.

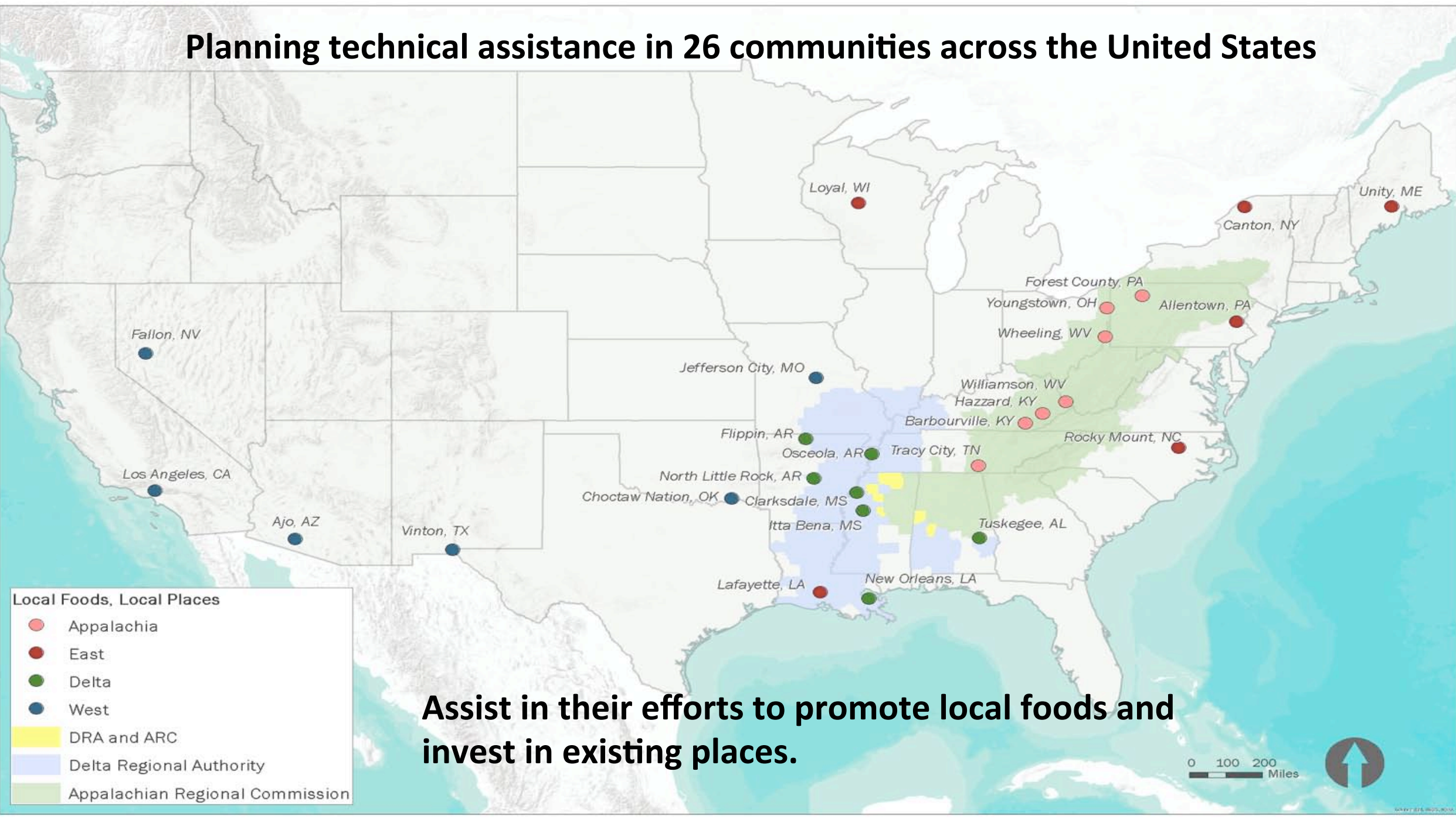


# Program Background

- 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



# Planning technical assistance in 26 communities across the United States





# Economic Opportunities



Duffield, Virginia. Appalachian Harvest Food Hub

*Image Credit: Appalachian Sustainable Development*



# Economic Opportunities

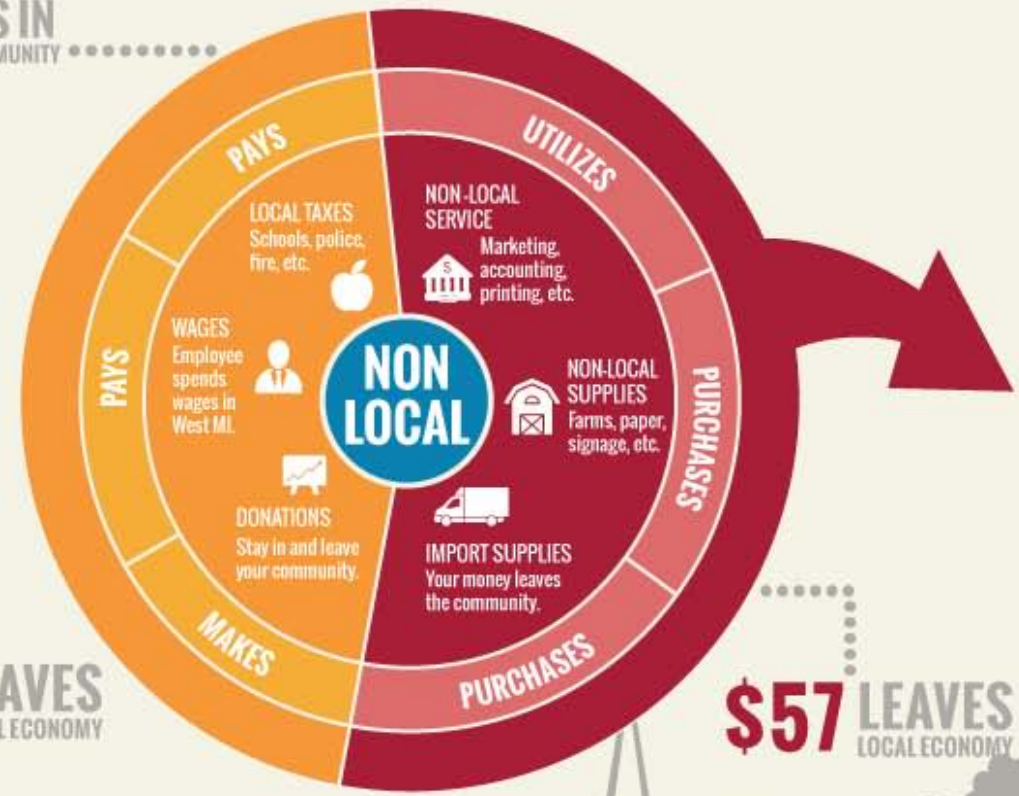
## WHY BUY LOCAL?

SPEND \$100 AT A LOCAL BUSINESS

SPEND \$100 AT A NON-LOCAL BUSINESS

**\$68** STAYS IN YOUR COMMUNITY

**\$43** STAYS IN YOUR COMMUNITY





# Access to healthy, local food



**Williamson, West Virginia Community Garden**

*Image Credit: Renaissance Planning Group*



# Access to healthy, local food





# Revitalize Downtown, Main Street, Neighborhoods



**Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market**

*Image Credit: Renaissance Planning Group*



# Revitalize Downtown, Main Street, Neighborhoods



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

*Image Credit: Renaissance Planning Group*





Community  
Gardens



Farmers  
Markets



Incubator  
Kitchens



Farm to School  
Programs



Local Food  
Hubs



# Technical Assistance Approach





# Workshop Approach

- Convene diverse stakeholder group
- Set the context with statistics on agriculture, income and health
- Introduce concepts of livability & value of local foods
- Group exercises:
  - Local values and goals - link to livability and local foods
  - Local food systems mapping
  - Place based mapping/design considerations
  - SMART Goals action planning exercise
- Action Plan Report & follow up coordination calls focused on implementation



# Community Vision

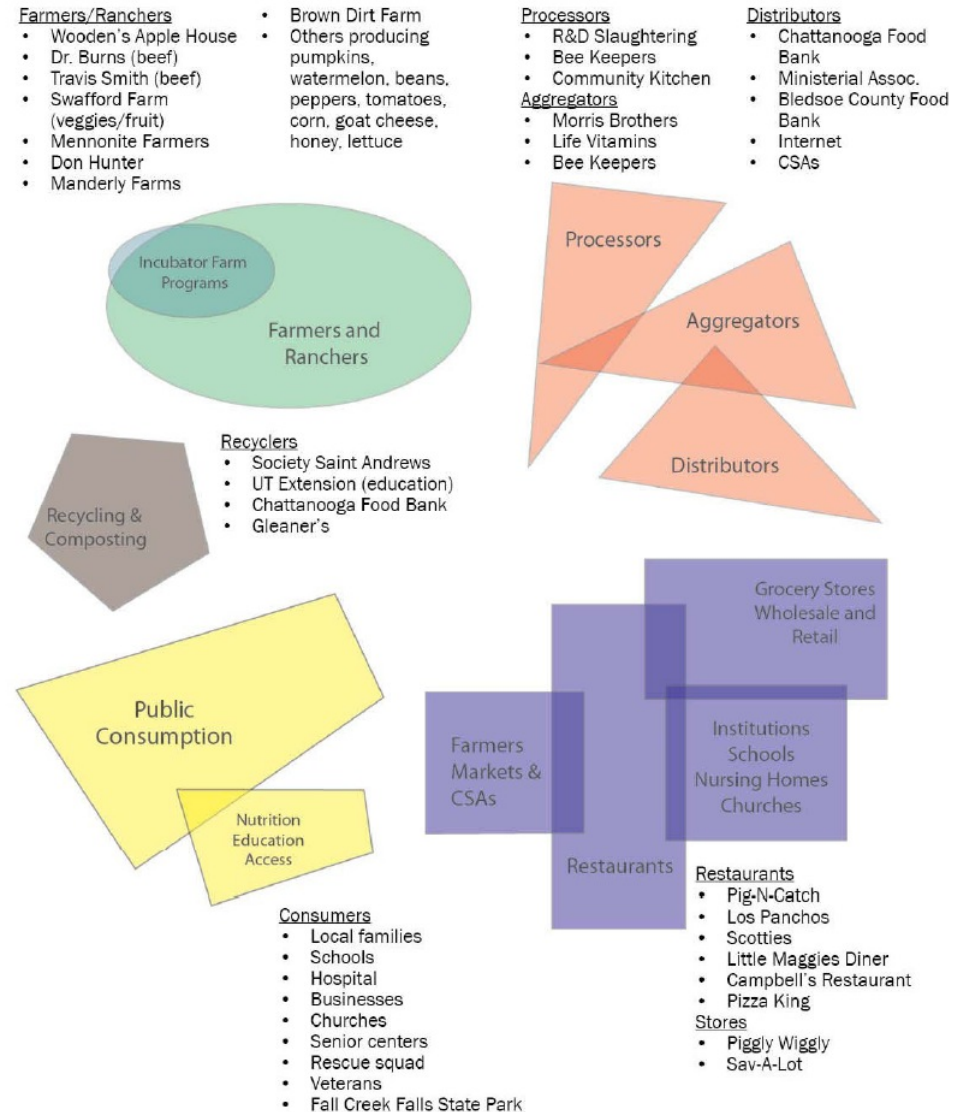


## GOAL AFFIRMATION

- ⦿ **Affirm, modify, or add to goals expressed in community's letter of interest:**
  - ⦿ Establish a farmers' market in the depot.
  - ⦿ Establish a neighborhood food education center in the depot.
  - ⦿ Teach canning and provide a space for it.
  - ⦿ Teach new cooking skills to boost public health.
  - ⦿ Connect citizens to local food options.
  - ⦿ Boost local income.
  - ⦿ Improve community cohesiveness.

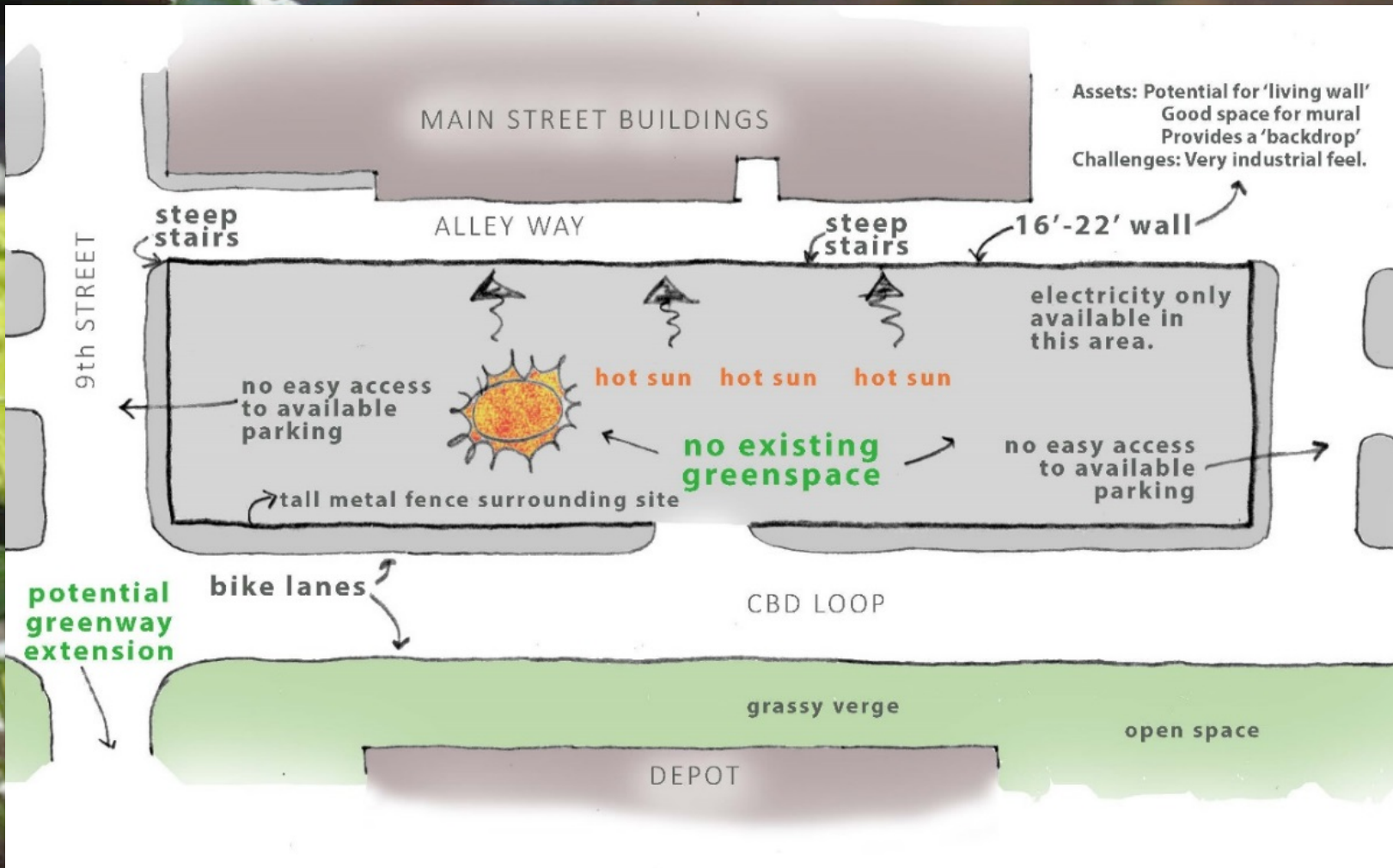


# Local Food Systems Mapping



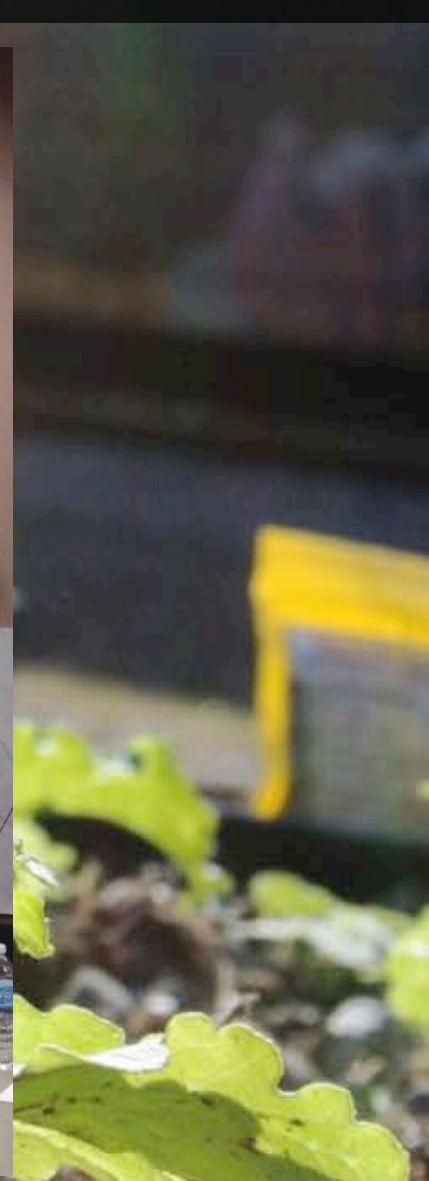


# Place Based Issues & Opps





# SMART Action Planning

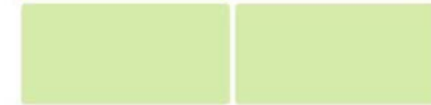
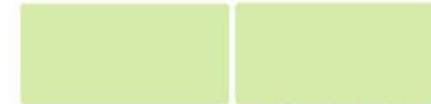




# Action Plan and Resources

- Document the process, stakeholders and actions
- Identify project for implementation funding
- Document additional resources and best practices

## Sustainable Communities in Appalachia Technical Assistance Program



Strengthening the  
Local Foods System:  
Actions and Strategies  
for the City of Pikeville  
and Bledsoe County,  
Tennessee

June 4, 2014

