

Atlanta Local Food Forward

Work Group Session: Increased Production

Brainstorming

idle land

political process

opportunities for new ownership

evaluate/assess idle lands—needs of soil, what needs to be done to revitalize idle land

little supply lots of demand

GA Organics mentoring program—rural and urban agriculture

extension program—how to teach farmers new & up-to-date techniques

how to increase production in underserved communities

advocacy can't be in vacuum

science base

policy to increase production (GA Organics)—incentives, get gov't to support local

connect and reach out to people without “scaring them”—be creative

toilet paper tubes for kids' gardens

protect our future—where will we be in 20 years? how to protect our kids?

people need to make a living—profitable ventures

educate workforce

learn from other movements—it's about social change

over-subsidized food—US affects other countries

work with minority farmers—struggling even with conventional farming

recruit new food producers

training/job opportunities

more food

long-term planning

organic practices knowledge/capacity

utilize existing opportunities

incentives

city farmer

Top 3-5 For Harvest Presentation

1. Recruitment campaign for farmers
2. Training programs
3. Guidebook/toolkit for accessing land, services, and tools for growers
4. Local government actions & policy change

Attendees:

Facilitators-Rashid & Jonathan Tescher

Pamela Flores-advocate for local food; in neighborhood with 12 idle acres owned by city who wants to make it sewage overflow

Charlotte Holland

Hyde Farm farmer

Alice Rolls-Director of GA Organics

Dave Hynan?-Heifer International

Atlanta Local Food Forward

Julia-sustainable ag programs for UGA college of ag and agric science
Jennifer Owens-GA Organics
Stephanie Hauss-GA Organics
Stephanie Radwell-new farmer, Chair of Urban Ag Committee of neighborhood (SW ATL)
Christina-filmmaker
Patty Williams-retired school librarian—children and gardening
John Kirkely- GA Green Fund
Paula Wediing—USDA
Roy-retired from CDC, wants to start growing
Dorothy-microlender
Judy Fishwood-CDC Environmental Health
Chin-producer, Victory Garden
Bob-worked abroad with technology and community work
John Purdue-grant writer
Laurie—internet marketing & school groups
Michelle—grew food in college, retired lawyer, grows at home
Kirt- entrepreneur
Dan Reuter—ATL Regional Commission

Roles/Disciplines:

advocates
farmers/producers
land stewardship
funder
organizer/facilitator—neighborhoods, organizations
policy
ag research
education—kids, young adults, students
multimedia--photographer/filmmaker
parent
business/restaurateur
founder of farmers market
lender
regulator
health/epidemiologist
outdoors lover
gardener
government
community development
technology
international experience
grant writer
internet marketing
entrepreneur
planner

Atlanta Local Food Forward

health/public health

Small Group Presentations

Plans with the most impact

Group 1

1. Recruitment Campaign-You Can Farm!
 - redefine food farmers' image
 - Farm Career Ladder---certification process through apprentice/internships
2. Identify/map available land in city—Dan Reuter has one

Group 2

1. Find land—public & private
 - create local farms- throughout city
 - USDA approved city kitchen
2. Create toolkit/guidebook for formalized process to get access to the land
 - connect existing structures to create synergy among farmers
 - how much?
 - who do you talk to?
3. NPU collaboration

Group 3

1. work with local governments to change laws/actions
2. business developments/partnerships
 - compost delivery service
 - incentives!
 - processing---central kitchen to process local food to freeze, can, etc

Group 4

1. Create shared services guide for communities
 - maybe expand local food guide
 - Small plots of land must be viable
 - connect professionals (lawyers, grant writers), businesses
 - shared tools, shared resources, shared compost, etc
 - use biomass leftover from restaurants
 - tell people about this!
2. Access to land—if land exists, how to protect farmers
 - safety in business arrangements

Easiest to implement plans

Atlanta Local Food Forward

Group 1

1. Apprentice/internship programs with local farmers—paired with recruitment campaign
2. Urban farmer volunteers in their communities—nature deficit disorder/will work for food—paired with recruitment campaign
 - addresses lack of labor

Group 2

1. support from community

Group 3

1. marketing/promotion
 - multi-media, entertainment, television, puppets for children
 - Green Force-kids age 9 months-19 years old to promote
 - neighborhood guide: wallet friendly guide to organic gardening; show that organic farming doesn't have to be expensive
2. Equity for all
3. connecting buyers/growers

Group 4

1. guidebook (see above)

Comments:

Where is money & resources to do all of this? Startup costs
Business plans will create incentives. Microloans.
USDA is creating start-up project to give grants to cover start up costs.
CSAs to cover start up start up costs

Voting for top plans

1. Recruitment campaign
 2. Guidebook
 3. Local government actions
 4. Training growers and certification
-

Group 1

recruitment & PR campaign: You Can Farm. Farmers Wanted
redefine food farming image (make it positive)

Atlanta Local Food Forward

training opportunities

- apprenticeship/internship

promote careers in farming

urban farm volunteers

- nature deficit disorder

- will work for food

partner young farmers with land/retiring farmers

identify available land in city (map)

community scholarships for growers (investment and commitment contracts)

Group 2

tool kit/guidebook (use already established)

- city owned property assessment

- NPU support city wide in conjunctions w/APS

- 5 locations with 12 acres as pride

- C.P.-by airport—South Side model

- USDA community kitchen

- private land owned/new developers

Group 3

Equity-connect those who need feed to producers and ability to grow food.

Neighborhood guide—shoestring guide to organic gardening—wallet friendly.

Local/regional actions and programs

Promotion and marketing

Equity

Business ideas/economics

What can local and regional government do? Plans?

How can they drive sustainable food production?

Internal—operations, etc

External—zoning, land use, etc

Processing to get local food into local stores, food charities, etc

Public food and parks—use land that is not currently productive

Make food production multimedia, entertaining (television, puppets for children and adults)

Get rid of dumb laws and neighborhood covenants that restrict sustainable gardens, low water, etc

Green Force—for all ages of kids—get people involved in green advocacy

Incentivize citizens and local food training—compost delivery

Group 4

issues:

- land (ownerships/partnerships)—land identification

Atlanta Local Food Forward

business (especially leasing/salary/start-up)—business partnerships
education through example
community work (communal tools/supplies/compost)
salvaging food waste—systems development
 -soil bank (oil & business model)
shared services—compost/tools/resource guide
 -partner with professionals (lawyers help with partnership agreements,
 grantwriters, farmer mentors, connect businesses) and community partners (GA
 Organics, etc)
suburban/rural/urban outreach
permaculture & edible forestry