

WNC Regional Food Council Gathering - January 29, 2016

Results Based Accountability Exercise - Raw Data

Results from five groups of 15 - 25 people (more than 80 people total)

Desired Result - a thriving, sustainable community-based food system in every WNC county.

Asheville/Metro

- ... in every WNC county.

Mountains/Highlands

- ... that is equitable for all people.

Piedmont

- A thriving, regenerative, resilient community-based food system...

Experience (what you feel, hear, or see if the result is achieved)

Far West

- Healthy people
- Normal weight people
- Community has a relationship with the land and its farmers
- Local stores sell local food
- Productive farmland
- People staying in the community
- Diversity represented in the community
- Clean and sufficient water for every stakeholder
- Healthy biodiversity
- Affordable food

Asheville/Metro

- Home gardens, community gardens, food growing
- Food sharing experience (potluck)
- Indoor growing in winter
- Food swaps/trades
- Skill & resource sharing across communities (knowledge, wisdom, tools, cooperative planning in growing)
- Native, natural landscapes, less manicured lawns, etc
- Clean water
- Busy marketplaces, food being sold/bought 24/7
- Land-based enterprises, food-based enterprises
- Sustainable jobs with living wages
- More people making living wages
- All people with access to healthy food; abundant
- More children identifying variety of fruit/vegetables (more knowledge & familiarity); kids learning about food
- Greater food literacy (using, preparing, preserving)
- More civil discourse and cultural reconciliation
- Food as a cultural norm
- More people in the dirt
- Healthier weight people; more people without chronic diseases, diet-related diseases

- Interdependence, coordinated growing
- More farmland in use
- Successful farmland transitions
- Trust among all
- Communal living, more intentional living
- Medicinals being used and grown
- Less stress

Mountains/Highlands

- All farmers making a livable wage
- Farming is a career
- Entry points exist for people who haven't traditionally participated in agriculture
- New farmers have access to land
- Farmers have resources (equipment, land, financing, etc)
- All people make a livable wage (higher wage)
- Support and value small businesses
- Farming is respected & has P.R. to communicate value
- Update poverty guidelines
- Better functioning public assistance (sliding scale)
- Protect farm workers via labor laws
- Equitable access to health care
- Protecting agriculture land
- Healthy food is convenient
- Support and value our community - non-profits, faith-based, government
- Public policy changes to procurement practices
- Public policy to support holistic health
- Everyone finishes high school and has continuing education opportunities
- Food, nutrition, and agriculture curriculum in schools

Piedmont

- Happy
- Farmers being able to survive off farm income
- Increased quality of ecosystem
- Healthy, affordable, accessible food for all
- Comfort in your food system
- Increased collaboration
- Increased awareness of opportunities in the food system
- Improved health
- Better land use planning
- Increase in public edible food

Foothills

- New farmers
- Farmers markets well-attended by farmers and customers of all ages and incomes
- Community support for farmers markets
- Access to local food at restaurants, grocery stores, schools, corner stores, etc
- Green, productive landscape providing abundance
- Diverse leadership

- Food secure people
- Food fully used, minimal waste
- Healthy people

Top Indicators

- Increase in % of population with a livable wage
- Decrease in % of food insecure families
- Increase in % of population with healthy weight
- Increase in # of farmland acres in (food) production;
- Increase in sales of local foods
- Decrease in % of population with chronic disease
- Increase in # of households growing their own food
- Decrease in # of food deserts
- Availability & participation in early childhood intervention
- Use of SNAP at farmers markets
- # of lbs of food diverted out of landfills and to compost or seconds
- Increase in % of community members satisfied with leadership and their ability to be heard

All Indicators (what would you measure to show an impact on the desired result? Data points)

* Indicates top-ranked indicator for each group

Far West

- % pop. with healthy weight*
- % pop. with diabetes or hypertension*
- Infant mortality rate
- # of restaurants selling local foods
- % of farmland in production
- # of home and community gardens
- Crime rate
- Rate of substance abuse
- % of food insecure families*
- Amount of direct sales by local farmers*
- Attendance at on-farm events
- % of population with livable wage*
- Balanced age distribution of community members
- Prices of local foods compared to conventional food
- Water quality & quantity
- Accessibility of clean air and water

Asheville/Metro

- Decrease in % of population with substance abuse
- Increase in # of farmland acres in production*
- Increased life expectancy
- Increase in # of households growing their own food*
- Increase in # of farmers making a living wage
- Decrease in # of food deserts*
- Decrease profits to drug companies

- Decrease in lbs of food wasted
- Decrease in \$ spent in food retail
- Increase in healthy weight people
- % of population w/chronic diseases
- Decrease in stress-related conditions
- Decreasing indicators of food security (list of indicators)
- Increase in amount of local food purchased
- Decrease in incarceration rates
- Decrease in % of population receiving mental health services
- Increase in lbs of local food being purchased by schools*
- Increase % of local food being offered in retail outlets
- Decrease in average age of farmers
- Increase in # of skill-sharing, potluck, etc gatherings held among farmers and communities
- Decrease in sales of non-organic pesticides
- Increase # of pollinator gardens

Mountains/Highlands

- Accurate, representative ag census data - wage, full-time farming*
- % federal lunch program usage
- HS graduate rate & continuing education rates
- % of population with diabetes, chronic disease, heart disease, etc*
- Availability & participation in early childhood intervention*
- Water quality & availability data
- Nutrition population data (fruits & vegetable intake)
- Transparent data on public investment
- Soil health data
- % of population incarcerated
- Food stamp participation, programming, or usage spent locally
- K-12 sustainable food system curriculum
- Employment & poverty data*

Piedmont

- \$ of farmers market sales
- Use of SNAP at farmers markets*
- # of home gardens or community gardens*
- # of people growing their own food
- # of growers selling in the region
- % of local food sales that are sold direct to consumer
- # of road-side stands
- # of lbs of food diverted out of landfills and to compost or seconds*
- Economic savings of food diversion
- % of farmland in production
- Measurements of health indicators

Foothills

- Increase in # of farmers growing food*
- Longer life spans
- Reduction in obesity and chronic disease*

- Increase of local food in retail outlets
- Increase mandatory requirements for local food in retail outlets
- Reduction in % of population who are food insecure*
- # of attendees (vendors and customers) at farmers markets
- State community health assessment ratings
- Increase in # of markets willing and able to buy local food*
- # of farmland acres in preservation*
- Increase in business and job opportunities
- Increase in % of community members satisfied with leadership and their ability to be heard*
- Increase in % of diverse leaders & representation by community

What's already happening? What's working?

Far West

- Community response from food/health assessment
- Community engagement
- Actively maintaining good water quality
- Funding opportunities from assessment priorities
- Economic value of local food
- Young farmers
- Community collaboration
- Diverse, non-traditional partners
- Farm to school and Farm to early child care
- Farmers market donations
- Gleaning

Asheville/Metro

- Growing food & sharing it
- Skill and resource sharing (Bountiful cities)
- Organization & thoughtfulness among groups/organizations
- Support/value for smaller farms

Mountains/Highlands

- Collaboration x2
- Land donated for farming
- Efforts of local non-profits
- Local food distribution channels
- Strong community college system
- Growing farming community
- Pride in local identity & increased demand for local products
- Publicity of local agriculture
- Farmer-consumer connections
- Regional food in mainstream channels
- Agriculture funding streams

Piedmont

- Indoor focused farmers markets
- Collaboration between private and public entities

- Farmland preservation ordinance
- An agriculture economic development department
- Changing homeowners association rules to allow for gardens
- Intentional outreach for SNAP
- Strong farmers market board
- Strong extension support

Foothills

- Effort toward youth/diverse leadership in community
- Trainings to increase board diversity through nonprofit pathways
- EBT & incentive options at farmers markets
- New coordinated efforts across broad base of partners to improve health outcomes, including faith-based leaders, ag leaders, healthcare, police departments

What could you do more of to have greater impact?

Far West

- Increase school and community gardens & local food use
- Increase local food purchases by institutions
- Increase support from local government
- Increase investment in farm-friendly renewable energy
- Increase community outreach to faith-based groups and those that do have resources
- Better alignment of programs/organizations/efforts to increase effectiveness and efficiency

Asheville/Metro

- A way to track knowledge, skill-sharing, food-sharing
- Increase in school gardens, connection to cafeterias
- Looking at best practices, successes in other communities, places
- Share success stories
- Perspective shift on scale and consciousness
- More resources for farmland & transition
- More partnerships, collaboration amongst governments and nonprofits
- More media coverage of food issues
- Shift towards equality & equity
- Consideration of politics, voting for those who share our desired result

Mountains/Highlands

- Mechanism to gather farmer (more accurate) data on a local scale
- Political advocacy & voting
- More robust collaboration & better coordination
- Power shift in local government

Piedmont

- Money for staff and operational costs
- Greater awareness to shift the culture to understand importance of buying local
- More collaboration and partnership
- Consumer buy-in at all income levels
- Break the "yuppy" perception of farmers markets

- Price comparison at farmers markets
- Make community outreach fun
- Make farmers markets fun

Foothills

- Resources and \$
- Communication, results-based
- Awareness/Education
- Buy-in from government officials & larger employers
- Policies that promote stability, economic sustainability and a living wage
- # of markets willing & able to buy local foods
- # of farmers growing food