

Berea Economic Advancement Team – BEAT

Local Integrated Food Economy (LIFE) Workgroup

Action Plan

- Education and communication to raise public awareness
- Design and implement a CFSA
- Expand the involvement of the community

Education and communication to raise public awareness

Outreach Work Team: *Matt Callo, Danielle Capillo, and Martin Richards*

GOAL: Develop a strategic communications and outreach plan

Public Outreach - News outlets for public outreach and social media resources

Richmond Register – Danielle has contacts but will find specific contact info for Berea news or Sustainability reporters

Berea Citizen – Kristi Green was mentioned as a sustainability beat journalist – Danielle will contact her

Pinnacle –

Berea College Public Relations – Jacob has contacts with Public Relations writers – specifically feature articles on students

Publishing our own Newsletter –

Social Media –

Website -

We need a marketing plan to know what we want to publish in these news outlets and determine our target markets as well as differentiated marketing tactics/strategy (i.e. different messages or hook for different demographic groups)

Marketing Plan - A larger Marketing Plan will be designed and implemented following the Community Food Security Assessment (CFSA) possibly in conjunction with the Berea College Business Department and EPG program. Danielle will contact the Business Department and EPG to find out in more detail how to start a working relationship with them and assess if that is a direction/resource the committee wants to pursue.

GOAL: Integrate Farm to School

College internships – We discussed various ways student interns might be mobilized/ utilized in the committees goals. Specifics were not decided on but Kelly will contact

Ester Livingston for more information about the process of setting up internships through the college internship office.

Education in Schools – Some programs already exist and we talked about how they could be used in educating children about sustainable food production.

4-H program – as far as we know there is no club in Berea but this is a national program for school aged children through 21 years. There are clubs in schools and summer camps available. Establishing a group in Berea and drawing on their curriculum would allow us to reach school age children with skills for sustainable food production, preparation and healthy food choices. Jacob will contact the Madison County Extension Office to gather more information about the current 4-H program and what is needed to start a chapter in Berea.

HEALs after school Garden Club (currently at Berea Community School and soon to expand to Shannon Johnson Elementary). This program can be expanded with the current schools and to more schools within the Berea area. Berea Community has a raised bed for every elementary class and two green houses. Shannon Johnson has 6 raised beds for the elementary classes and there seems to be potential for more space.

Farm to School Food Program – all Madison County Schools have funds for local food purchase. Danielle will locate contact information for this program. There is a question of how many schools we want to target with our programs. When we get to county wide programs we are including a much bigger area than just Berea.

- Consolidate/ coordinate the various BEAT related webpages
- Create a resource page on local food
- Calendar of food related events in the Berea area

GOAL: Integration between other BEAT workgroups

Tourism

- Edible landscaping – hire maintenance, tourist map similar to hands
- Berea branding – local food
- Community Center - specifically certified community kitchen
- Thinking along line of existing spaces/buildings – Acton Folk Center?
- Community Gardens – educational and part of branding

Local Finance

- Grant or funding for edible landscape maintenance crew
- Local investment fund and Entrepreneurial training program – local food focus
Meta Business Model (purchasing, partnering and purse)
- Send representative to meetings to infuse a local food agenda in their planning

Local Business

- KY Agriculture Restaurant rewards Program – percentage of Local Food purchases can be reimbursed to restaurants buying from KY Proud producers up to \$12,000 annually
- Send representative to meetings to infuse local food agenda in their planning

Big Business

- Berea branding
- Business with no waste systems – business designed to deal with their waste in creative ways within the community or even on site

Sustainability- Energy Efficiency

- Community Center design
- Consolidate/ coordinate the various BEAT related webpages
- Create a resource page on local food

GOAL: _____ Calendar of food related events in the Berea area

- Local Food Economy training in Asheville this April – specifically focused on Economic Development of local foods – Matt would like to attend
- Bluegrass Local Food Summit March 22nd-24th Crestwood Christian Church– Lexington KY – Danielle will be attending (<http://www.sustainlex.org/Bluegrasslocalfoodsummit2012descriptionssummary.html>)
- Eat Local Grow Local planning meeting March 13th 7pm Madison County Extension Office– Danielle will be attending

Berea Community Food Assessment

- Define the "Area of Impact" – will vary according to consumption and production
- Determine the demographics - Profile of community socioeconomic and demographic characteristics

Looking at the food system from the consuming point of view

- Profile of community food resources
- Assessment of household food security
- Assessment of food resource accessibility
- Assessment of food availability and affordability

Defining Berea from a consumer point of view:

“Where do Bereans go to get their food?”

“What is the total dollars Bereans spend on food?”

Locations

- Retail sales
 - For at home consumption
 - For away from home consumption
 - Obtained from food service permits and restaurant sales tax
- Farmers market(s)
- Schools
 - Public and private K-12
 - Preschools
- Institutions
 - Berea College
 - Hospital
- Other
 - Home gardens
 - Community gardens

What kind of food?

Availability, Accessibility and Affordability

Looking at the food system from the production point of view

- Assessment of community food production

Expand Community Involvement

- Continue to recruit members.
 - Food retailers
 - Food bank
 - Faith community
 - More farmers
- Partner with other workgroups on issues.
 - BEAT structure and coordination
 - Overall strategic plans
 - Public meeting agenda
 - Defining Berea