Neighborhood Food Feast: A Community Development Partnership with Sustainable Berea

2012 Community Development Society Annual International Conference
Cincinnati, Ohio
July 21-25, 2012

Peter H. Hackbert, Johauna Gosney
Berea College
Local food systems have potential to create thousands of new jobs

13,500
1,600
1855
What does entrepreneurship have to do with Appalachia?
Multi-year
Interdisciplinary
8 Week Summer Program
Work College - $3,000
# Small Rural Appalachian Community Economic Development (CED)

## Traditional ED Strategy / Tool
- Industrial development
- Business retention / expansion
- Workforce development
- Tourism

## Alternative ED Strategy / Tool
- Entrepreneurship
- Downtown development
- Arts / Creative economy
- Cluster-based development
- Residential development

## CD Capacity Building Strategy / Tool
- Transportation
- Broadband / Internet / Social Media
- ED finance
- Philanthropy
- Strategic planning
- Leadership development
- Organizational development

## Economic Development Approaches
1. Recruit firms from the outside
2. Strengthen/expand existing firms
3. Promote development of new firms

## Economic Outcomes
- jobs
- firms
- prosperity
- wealth

## Other Outcomes
- social
- civic
- environmental

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**Direct, Short-term**

**Indirect, Long-term**
EPG Small Rural Appalachian Community Economic Development Model

Traditional ED Strategy / Tool
- Tourism

Alternative ED Strategy / Tool
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- Cluster-based development

CD Capacity Building Strategy / Tool
- Broadband / Internet / Social Media

Economic Development Approaches
1. Strengthen/expand existing firms
2. Promote new firms

Direct, Short-term
- jobs
- firms

Indirect, Long-term
- social / civic
- environmental

Other Outcomes
- jobs
- firms

Economic Outcomes
- social / civic
- environmental
“Entrepreneurial Leadership”

"A process when one person or a group of people in a community originate an idea or innovation for a needed change and influence others in that community to commit to realizing that change, despite the presence of risk, ambiguity, or uncertainty".
“Local foods of Appalachia are treasures of global importance, just as much as the bluegrass music of the same region.”

The regions most vibrant assets, and maybe the most sustainable, are its agricultural and food assets.

Table 1. States with the Greatest Number of Farmers Markets Per Capita

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th># of Farmers Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vermont</td>
<td>84</td>
</tr>
<tr>
<td>2</td>
<td>North Dakota</td>
<td>56</td>
</tr>
<tr>
<td>3</td>
<td>Iowa</td>
<td>232</td>
</tr>
<tr>
<td>4</td>
<td>New Hampshire</td>
<td>90</td>
</tr>
<tr>
<td>5</td>
<td>Hawaii</td>
<td>83</td>
</tr>
<tr>
<td>6</td>
<td>Maine</td>
<td>77</td>
</tr>
<tr>
<td>7</td>
<td>Wyoming</td>
<td>30</td>
</tr>
<tr>
<td>8</td>
<td>Montana</td>
<td>48</td>
</tr>
<tr>
<td>9</td>
<td>Washington, DC</td>
<td>28</td>
</tr>
<tr>
<td>10</td>
<td>Idaho</td>
<td>65</td>
</tr>
</tbody>
</table>
Some communities in Appalachia are struggling
Sustainable Berea
Resilient Household Project

Goal: To assist Berea households to prepare for rising energy and food prices, economic downturns, and other stresses and emergencies.

View Project
Transition Town Berea: Raised Beds Workshop

Sunday, May 3
1:00–4:00 p.m.
Old Town, beside Gastineau Studio
For information or directions, call 985-1689
Event is free and open to the public
Stimulating local foodsheds

**FARMERS MARKET**
Berea

**Sustainable BEREAA**
100-Mile Potluck

**CATHOLIC HEALTH INITIATIVES**
Saint Joseph - Berea

**Kentucky Proud**

**JULY 24 - 26 • BEREAA**
Berea Solar Tour
Saturday, October 3, 2009

Organized by

Sustainable BEREAL

In Affiliation with

ASES National Solar Tour

And With Support From

2009 National Solar Tour
Berea, Kentucky
Saturday, October 3

Sustainable Berea, in affiliation with the American Solar Energy Society, is pleased to offer residents of and visitors to Berea the opportunity to visit homes and businesses that use solar energy. By viewing these systems up close and talking with the owners about cost and performance, you can make a better judgment as to whether solar energy is right for your house or business.

On this year’s tour, you can see solar electric (photovoltaic) and solar hot water systems, passive solar and solar-tempered house designs, daylighting, wood stoves, energy conservation techniques, natural building materials, a wind turbine and even a solar oven. Learn about “net metering” and how some of your neighbors are supplying electricity to the grid.

How to Participate in the 2009 Berea Solar Tour

1. Attend one or more of the three solar workshops
2. Visit some of the 13 solar homes and buildings open to the public from 11am to 4pm
3. Take a guided bus tour of some of the solar homes
4. Join the car caravan to an off-the-grid home in Garrard County
5. View pictures of many of the sites at www.sustainableberea.org

Solar energy is an essential tool in the effort to increase Berea’s resilience – its ability to withstand and adapt to external stresses and shocks. Installing solar systems in Berea creates local jobs, and locally-produced solar energy reduces the flow of money out of the community to pay for energy. Learn more. Join us for the Berea Solar Tour.
Berea Sends Delegation to the 8th Annual

BALLE Conference in Charleston SC

The Business Alliance for Local Living Economies (BALLE) is North America’s fastest growing network of socially responsible businesses, comprised of over 80 community networks with over 21,000 independent business members across the U.S. and Canada.

BALLE brings together independent business leaders, economic development professionals, government officials, social innovators, and community leaders to build local living economies. We provide local, state, national, and international resources to this new model of economic development.

We’re showing that independent locally owned businesses can go beyond traditional measures of success. We’re proving that these businesses are accountable to stakeholders and the environment. We’re helping these businesses flourish in their local economies. And we’re leveraging the power of local networks to build a web of economies that are community-based, green, and fair - local living economies.
If a region known primarily for its coal mining, tobacco farming, and clear-cutting can come to exemplify sustainable development, it will be difficult to ignore.”

Neighborhood Food Feast Model
NFF GOALS

1. Introduce trusted local food labels to the community.
2. Support local farmers efforts to satisfy local demands.
3. Improve public awareness about local foods.
4. Expand collaborative activities.
5. Align tourism, agriculture and sustainability.
Value Proposition
Role of the Host
Hosts Invite Friends
Prepares the Menu
Click Here to View the Current Farmers’ Market Directory

As a consumer, you face the challenge of making smart food choices for you and your family. Did you know that the average meal travels 1,500 miles from the farm to your plate, resulting in lost nutritional value and taste every mile of the way? Buying Kentucky Proud products decreases this distance and ensures that you’re eating fresh and nutritious foods while supporting Kentucky’s farm families. Buying local products strengthens our local economy by keeping dollars at home and building a sense of community during the process.

Kentucky Proud is not only a way to provide safe and nutritious foods for your loved ones, but it is an investment in Kentucky’s land, people and its future. So buy Kentucky Proud…Nothing Else Is Close.”

Agriculture employs 14 percent of the U.S. workforce, or about 21 million people.
### Product Search

![Image of a search interface with categories and product options]

**Categories**
- Alternative Livestock
- Baked Goods
- Beef Cattle (Live)
- Beverages & Spirits
- Bison (Live)
- Certified Organic
- Christmas Trees
- Dairly Cattle (Live)
- Dairy Goats (Live)
- Dairy Products
- Eggs

**Products**
- Beer
- Cider
- Coffee - Beverages & Spirit
- Distilled Spirits
- Juices
- Soft Drinks
- Tea - Beverages & Spirits
- Water

**County**
- Laurel
- Lawrence
- Lee
- Leslie
- Letcher
- Lewis
- Lincoln
- Livingston
- Logan
- Lyon
- Magoffin
- Marshall
- Martin

**City**
- Berea
- Bowling Green
- Corbin
- Covington
- Danville
- Elizabethtown
- E. Frankfort
- Frankfort
- Flemingsburg
- Glasgow

**Search Tips**

**The Block Feather Cafe**
216 Adams St
Berea, KY 40403
Phone: (606) 985-7043
Neighborhood Food Feast, March 26, 2011
Hosts: Becky & Victor McCane and Louisa DeBolt & Peter Hackbert

Menu

Kentucky Cheddar & Sweet Hot Pepper Jelly
Rich & smooth cheese served with a zippy pepper jelly made from local peppers on freshly baked peasant bread

Butternut Squash Bisque
A flavorful winter soup featuring local butternut squash, roast potatoes and onions.

Berea Winter Greens Salad
A fresh and tasty mix of Berea College greens and local sun dried tomatoes
Summer’s Sweet and Sour Mix Salad
BBQ Sauce from
Cookin’ Up Kentucky
<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Supplier</th>
<th>Cost per serving</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweet Hot Pepper Jelly</td>
<td>Cayenne peppers from Berea College Farm</td>
<td>0.13</td>
<td>Local, organic, homemade</td>
</tr>
<tr>
<td>Bread Flour</td>
<td>Weisenburger Mills, Midtown KY, GoodFoods</td>
<td>0.42</td>
<td>Local, water powered mill</td>
</tr>
<tr>
<td>Butternut Squash Bisque:</td>
<td>Approximate cost per serving: $1.12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squash</td>
<td>Berea College Farm</td>
<td>0.5</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Onions</td>
<td>Californian Grown, Good Foods</td>
<td>0.24</td>
<td>Organic</td>
</tr>
<tr>
<td>Potatoes</td>
<td>From Kroger</td>
<td>0.12</td>
<td>(couldn't find local)</td>
</tr>
<tr>
<td>Chicken Stock</td>
<td>Homemade with leftover bones from last NFF</td>
<td>0</td>
<td>Local, free-range</td>
</tr>
<tr>
<td>Cream</td>
<td>JD Country Milk, Russelville KY, Happy Meadows</td>
<td>0.26</td>
<td>Local, hormone-free</td>
</tr>
<tr>
<td>Berea Winter Greens Salad:</td>
<td>Approximate cost per serving: $0.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salad Greens</td>
<td>Berea College Farms</td>
<td>0.64</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Sun-dried Tomatoes</td>
<td>Home garden, grew from compost</td>
<td>0.01</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Vinaigrette Dressing</td>
<td>Organic olive oil &amp; balsamic vinegar</td>
<td>0.2</td>
<td>Homemade, organic</td>
</tr>
<tr>
<td>Rosemary Garlic Roast</td>
<td>Approximate cost per serving: $2.17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free-range chicken</td>
<td>Home Pickins Farm, McKee</td>
<td>2.08</td>
<td>Local, antibiotic-free</td>
</tr>
<tr>
<td>Garlic</td>
<td>Berea College Farms</td>
<td>0.08</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Rosemary</td>
<td>Home garden</td>
<td>0.01</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Roasted Sweet Potatoes:</td>
<td>Approximate cost per serving: $0.90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweet Potatoes</td>
<td>Pulasky County, KY, GoodFoods</td>
<td>0.9</td>
<td>Local, organic</td>
</tr>
<tr>
<td>Strawberry Sorbet:</td>
<td>Approximate cost per serving: $0.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen strawberries</td>
<td>Marcum Farm, Waco KY – u-pick &amp; frozen</td>
<td>0.67</td>
<td>Local, pesticide-free</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Stoneyfield Dairy, Good foods</td>
<td>0.17</td>
<td>Organic</td>
</tr>
<tr>
<td>Pizzelllas:</td>
<td>Approximate cost per serving (2@): $0.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free-range Eggs</td>
<td>Zephyr Creek Crossing Farm, Kirksville KY</td>
<td>0.1</td>
<td>Local, antibiotic-free</td>
</tr>
<tr>
<td>Raw Sugar</td>
<td>Woodstock Farms, RI, GoodFoods</td>
<td>0.09</td>
<td>(couldn't find local)</td>
</tr>
<tr>
<td>Flour</td>
<td>Weisenburger Mills, Midtown KY, GoodFoods</td>
<td>0.07</td>
<td>Local, water powered mill</td>
</tr>
<tr>
<td>Beverages:</td>
<td>Approximate cost per serving: $1.10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ale 8</td>
<td>Made in Winchester KY, E W. James &amp; Sons</td>
<td>0.6</td>
<td>Local &amp; maybe available bottles</td>
</tr>
<tr>
<td>Coffee or Tea</td>
<td>Café Marco (Roasted in Lexington), Peacecraft</td>
<td>0.5</td>
<td>Organically fair trade</td>
</tr>
</tbody>
</table>

**Total Cost Per Guest = $ 7.35 (Approximately)**

(Assuming no leftovers; prices accurate as of March 25, 2011)

For Recipes and more information, visit [www.sustainableberea.org](http://www.sustainableberea.org)

(Neighborhood Food Feasts were inspired by: www.greatmealsforachange.ca)
Berea Neighborhood Food Feast

Toolkit
1. Puzzle
2. Pre-dinner reading
“A significant part of the pleasure of eating is in one’s accurate consciousness of the lives and the world from which food comes.”

3. NFF Trivial Pursuit Game
4. Menu
5. Sustainable food dinner conversation
6. 25 Sustainable Food Steps
7. Kentucky Proud Vendor List
The time is ripe for a local foods system development in Appalachia
2 Outcomes
NNF as a community discussion
Sign-in Sheets
Community Strategies to Increase Local Food Economy
Community Strategies to Increase Local Food Economy

- Year round indoor farmers' market
- Neighborhood and/or community gardens
- Expansion of community-supported agriculture (CSAs)
- Certified kitchens for canning and preserving
- Access to meals prepared by local chefs/cooks using local food for home consumption
- New farmer development
- Increased access/use of local food in restaurants, schools/institutions, and local supermarkets
Guiding Principles
Listen to Mavericks

Larry Shinn
Debra Rowe
Richard Olson
Michael Pollan
Amory Lovins
David Orr
Michael Shuman
Map the Assets
Promote inclusion
Take Away “pdf”

- Berea Cultural Asset Inventory
- Description of Sustainable Berea
- Poster on Local Foods Expo
- Sample of Sustainability Summit
- Neighborhood Food Feast Toolkit
- SWOT Analysis
- BALLE Calculators