Foundation for a Healthy Kentucky’s Mission:

To address the unmet health needs of Kentuckians
Investing in communities.
Informing health policy.

By…
• Developing and influencing policy
• Improving access to care
• Reducing health risks and disparities
• Promoting health equity

Health for a Change Webinar
August 2, 2017 1PM ET

Kentucky Programs & Data on Drug Overdose:
KIPRC & KASPHER

REGISTER:
https://www.healthy-ky.org/events/health-for-a-change
SAVE THE DATE
Monday, October 23, 2017
9:30 a.m. – 4:00 p.m.
St. Elizabeth Training and Education Center
3861 Olympic Blvd Erlanger, Kentucky 41018

Join us for Data Forum: Fostering Health Innovation in Kentucky and Ohio as we showcase novel and effective uses of health data in our region.
HEALTH FOR A CHANGE: Food in Kentucky
The Foundation for a Healthy Kentucky

COMMUNITY FARM ALLIANCE
32 Years of Change From The Ground Up!

www.cfaky.org
CFA Mission:
We work to organize and encourage cooperation among rural and urban citizens through leadership development and grassroots democratic processes to ensure an essential, prosperous place for family-scale agriculture in our economies and communities.

CFA Vision
“We envision a food and fiber system that provides nutritious food for Kentuckians in a manner that is socially, economically, and ecologically sustainable.

What Community Farm Alliance Does
Community Farm Alliance members’ experience shows that permanent, positive change begins with constructive grassroots dialogue, is built on successful models, and secured with good public policy.
HEALTHY COMMUNITIES INITIATIVE

Working with national, state, regional and community partners to help communities with resources to organize and identify best practices that build a physical, economic and socially healthy community.

Healthy food access incentives

Kentucky Double Dollars – incentives for the use of SNAP, WIC and SFMNP benefits to access healthy, Kentucky-grown food.

Kids Bucks – Farmers market vouchers for kids to learn about eating healthy, fresh, Kentucky-grown food.

FARMacy – a collaborative fruit and vegetable “prescription” program

Summer Feeding Program – providing children access to fresh local food during summer

Walking for Health – Farmers market vouchers link to community exercise goals

Water First – A school-based program to reduce the consumption of sugary beverages.

Healthy Cooking Classes - FNEP Family Nutrition Education Program

For more information about CFA can help your community, contact Valerie Horn, Healthy Communities Initiative Director.
Kentucky has a rich history of agriculture tradition & family farms.

- 1 in 5 Kentuckians are hungry
- 1 in 4 of Kentucky’s children lack consistent access to food for a healthy, active lifestyle
- 35% of foodbank clients must choose between food or utilities or medicine

Improved public health is economic development!

Every $1 spent on:
- wellness programs saves $3.27 in medical costs and $2.73 in absenteeism costs.
- nutritional and physical activity programs save $1.17 in medical expenses.”

Improved food access is economic development!

- An increase of SNAP/Food Stamp benefits creates a “ripple effect” through the economy.
- Moody’s Analytics found that food stamps were the most effective, increasing economic activity by $1.73 for every dollar spent.
The Farmers Market Support Program

• Created in 2014 as a pilot project for six farmers markets
• The FMSP aggregated financial and technical support resources, toolkits, and workshops to create a comprehensive support system for farmers markets.
• Also included a market manager costshare and a Double Dollars to provide consumers with incentives that match the value of their federal nutrition benefits for:
  • Supplemental Nutrition Assistance Program (SNAP),
  • Women, Infants and Children (WIC) and
  • Senior Farmers Market Nutrition Program (SFMNP)
• In 2015 **15 markets** represented **234 farmers** from **35 counties**

27 Kentucky farmers' markets in 22 counties,
10 Louisville Fresh Stop Markets with New Roots,
2 Lexington Fresh Stops with Tweens Coalition,
two Lexington-based retailers (Good Foods Co-op and Lexington Market East End)
$1.4 million in new Federal, State and Private Funds Make KY Farm Fresh Food More Affordable for More Kentucky Families

Goals Remain the Same

a) increase access to local food, especially fresh and healthy, to low-income populations,

b) increase sales and income to Kentucky farmers, and

c) leverage federal food and nutrition program funds.
Two Incentive Programs

• Kentucky “Fruit & Vegetable” Double Dollars
  • The purchase by SNAP participants of Kentucky-grown fruits, vegetables, herbs, and qualifying plant starts.
    • Available at farmers markets, Fresh Stops and select Retail.
  • The purchase WIC and SFMNP participants of Kentucky-grown fruits, vegetables. > Not for herbs and qualifying plant starts.
    Available only at farmers markets.

• Kentucky “Meat, Eggs & Dairy” Double Dollars
  • The purchase by SNAP participants for meat, eggs, or dairy products that originate and can be identified from a Kentucky farm.
    • Available only at farmers markets.

For more information about CFA Farmers Market Support Program:
http://cfaky.org/what-we-do/fmsp/

For more information about Kentucky Double Dollars:
https://kentuckydoubledollars.org

Want to support this work?
Become a member of Community Farm Alliance:
http://cfaky.org/get-involved/become-a-member/
VISON

increase food access and contribute to fostering a healthy local food economy

✓ use cooperative economics to open a community-owned grocery store in one or more neighborhoods in Louisville’s urban core.
FOOD COOPERATIVE

*a food retail store that is owned and run by the community*

✓ One owner-member, one vote
✓ Store management governed by board of directors who are elected by member-owners
✓ Community drives development of store; member-owners make decisions
OUR STORY

community organizers, food activists, urban farmers, concerned residents

• History of working together
• Frustrated with failed attempts to improve food access
• Excited about Fresh Stop Markets!
• Food as catalyst for community development, building and empowerment

ORGANIZE, ORGANIZE, ORGANIZE!
OUR WORK

How We are Organized

Governed by a Steering Committee (L.A.C.E. KY non-profit that incubates the business) that oversees the work of 4 committees. The committees are responsible for various aspects of the cooperative’s development.

1. Governance: organizational development and incorporation
2. Outreach and Marketing: educates, engages and invites the community to be involved in the planning
3. Market Research and Real Estate Development: using participatory research to gather information to inform market study and business planning
4. Fundraising and Finance: oversees fundraising efforts
5. Business Development and Store Operations (coming soon)

OUR GOALS

Short-Term Goals
next 6 months

• Hire Project Manager to:
  ✓ Launch membership campaign
  ✓ Organize Food Co-op Summit
  ✓ Oversee market study and business planning

Long-Term Goals
12-18 months

• Launch capital campaign
• Site selection and begin construction
• Cooperative grocer expert - store operations planning
Financing

Start-up and Equity Funding
Membership Shares
Grassroots Fundraising
  – Events, Churches, Crowd-sourcing
Foundations/Private Philanthropy
Public investment/grants
  – Metro Government, State and Federal – USDA

Development and Loan Funding
Private grants and loans
Member Loans
Individual sources of financing

Non-traditional Model =
Non-traditional Financing
Much depends on new building vs existing building

Community Partners & Advisors

Community Partners
• Center for Neighborhoods
• Community Farm Alliance (CFA)
• Food in Neighborhoods Community Coalition
• New Roots - Fresh Stop Markets
• Shawnee Arts and Cultural Center

Technical Assistance Advisors
• The Kentucky Center for Agriculture & Rural Development (KCARD)
• University of Louisville - Brandeis School of Law and Business School

Other Cooperatives
• Apple Street Market (Cincinnati, OH)
• Good Foods Co-op (Lexington, KY)
• Greensboro Community Co-op (Greensboro, NC)
• Mandela Foods Co-op (Oakland, CA)
• Pogue’s Run Cooperative (Indianapolis, IN)
Contact Us!

Cassia Herron
Cassia.herron@gmail.com

Louisville Food Co-op
https://loufoodcoop.com/

Post-event Survey

• Please take a few moments to complete the survey.
• It will be in Survey Monkey.
• You will receive the email and survey link this afternoon.
Thank you!

Contact

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