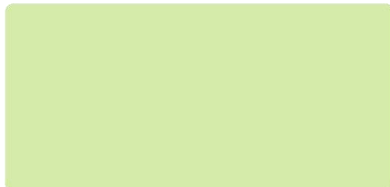
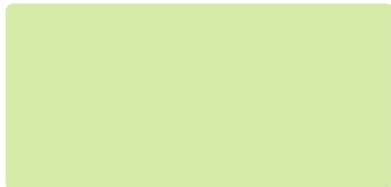
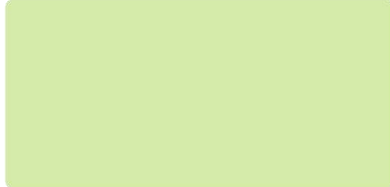
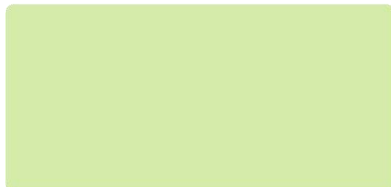
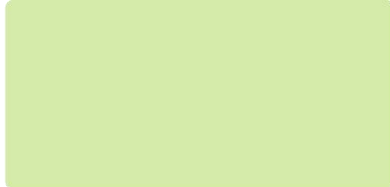
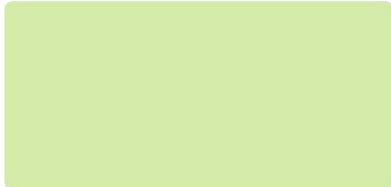




# LOCAL FOODS, LOCAL PLACES

Technical Assistance Program



## An Action Plan for Local Foods, Local Places Initiatives

Connellsville, Pennsylvania

August 3, 2016

## Community Story

The City of Connellsville is in Southwest Pennsylvania, in Fayette County. Located along the Youghiogheny River, the City boomed in the early 1900's as an industrial hub for coke production and coal mining, earning the reputation as the "Coke Capital of the World." During the height of its industrial success, the city had more millionaires per capita in the entire nation and the population peaked at around 22,000 residents. Following the decline of the coal and coke market, Connellsville's economy suffered significantly.<sup>1</sup>

The City is approximately two square miles with a population of almost 7,600 residents as of 2010<sup>2</sup> and has remained relatively the same over recent years. Over 30% of the population is above the age of 65 and as of 2014, approximately 26% of the City's residents fall below the poverty line<sup>3</sup>

Connellsville's downtown has seen notable revitalization in recent years. With its historic buildings, grid of streets, an Amtrak Station and the Greater Allegheny Passage (GAP) Trail running through it, the town is seeing growth in tourism related businesses. There are two Bed & Breakfasts in town, and a new hotel is currently under construction. The Fayette County Cultural Trust operates Downtown Connellsville which is an organization focuses on supporting downtown business growth and activity. Downtown Connellsville opened the Connellsville Farmers and Artist Market about 5 years ago, and in 2014 opened the Connellsville Canteen Museum and Café which regularly hosts downtown social and business organization events. Downtown Connellsville and the Connellsville Redevelopment Authority have helped to open many new businesses in downtown and bring historic vacant buildings back to productive use.

In addition to revitalizing the economic vitality of its downtown, the City of Connellsville, the Redevelopment Authority and Downtown Connellsville are interested in growing the local food system to further support economic activity in the region and improve health outcomes for its citizens. Adult obesity in Fayette County is at 33.5% and the rate of adults with diabetes was almost 10% in 2015.<sup>4</sup> Although the county is performing poorly on these health indicators, they are relatively matched



A mural completed by a local artist in downtown Connellsville Image Credit: Renaissance Planning.



Connellsville Farmers and Artists Market located downtown. Image Credit: Downtown Development Authority.

<sup>1</sup> <http://www.fay-west.com/connellsville/historic/>

<sup>2</sup> Source: U.S. Census Bureau, 2010 Census

<sup>3</sup> Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

<sup>4</sup> Source: CDC Community Health Status Indicators 2015

statistically with similar communities in the United States. Fortunately, Connellsville has many community health advocates such as Highlands Hospital and its Diabetes Center, and the Healthy Lifestyles Task Force. These groups are eager to advance local foods goals to improve access to healthier eating options and to promote people living a more active lifestyle where physical activity is part of daily life.

There are a fair share of farms and producers in Fayette County with over \$27 million in agricultural sales as of 2012. However, only about 5% of those sales are direct to consumer transactions. These types of sales include local vegetables, fruits, and meats at farmers markets, roadside stands and CSA's. These numbers indicate that there is in fact the presence of a substantial number of farms in the county, but the problem is getting these local products to consumers and increasing awareness that these resources exist locally.

In 2015, members the Connellsville Redevelopment Authority requested assistance through the Local Foods, Local Places program to develop and action plan for advancing the local food system, continuing to strengthen the economic activity in downtown and improve public health outcomes. The program is supported by the U.S. Environmental Protection Agency (EPA), U.S. Department of Agriculture (USDA), U.S. Department of Transportation (DOT), the Centers for Disease Control and Prevention (CDC), the Appalachian Regional Commission (ARC), and the Delta Regional Authority (DRA). The outcomes of this technical assistance can bring several benefits to the community including:

- More economic opportunities for local farmers and business.
- Better access to healthy local food, especially among disadvantaged groups.
- A revitalized downtown that is the economic anchor of the community.

The City of Connellsville received technical assistance in 2013 through the Livable Communities in Appalachia program, a predecessor of the Local Foods, Local Places program. Building on these prior efforts, the community requested this round of technical assistance to help them identify specific strategies to strengthen the existing farmers market, increase local food offerings in downtown restaurants and B&B's, make local foods and products an integral part of the Connellsville brand, and provide better access to fresh produce for lower income residents and seniors.

The remainder of this report and appendices documents the LFLP technical assistance engagement process, the workshop activities, and most importantly, the action plan and next steps for achieving the community's goals. Over the course of the three planning calls and workshop discussions, the community's goals evolved from those in the initial request for technical assistance to the five shown later in this report and in Appendix A, and reflect the collaborative approach to community development already underway in Connellsville.



Connellsville stakeholders walking the GAP Trail through downtown Connellsville. *Image Credit: Renaissance Planning.*

## Engagement

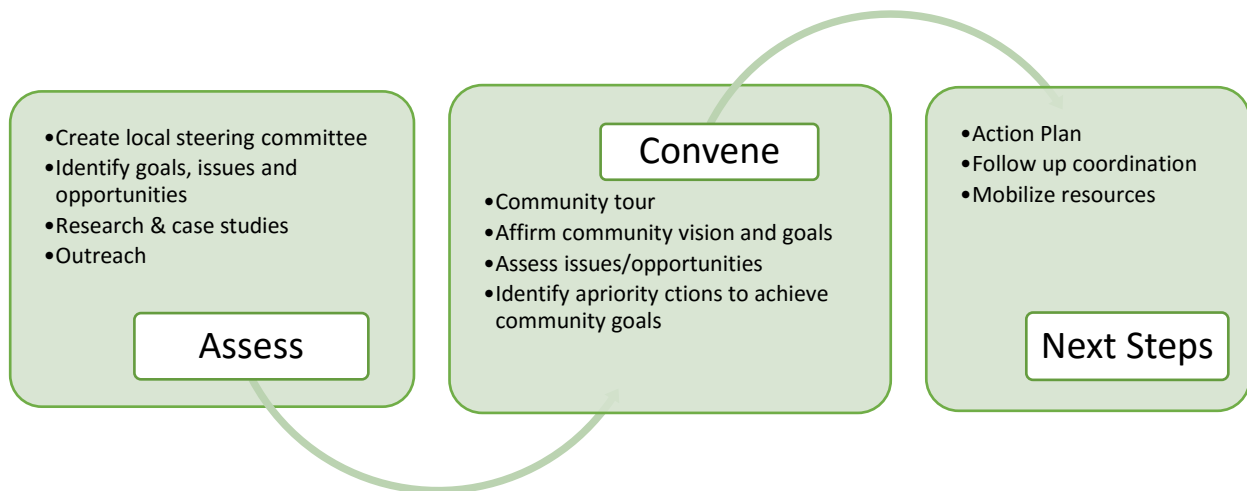
The technical assistance engagement process for LFLP includes three phases, illustrated in Figure 1 below. The assessment phase consists of three preparation conference calls with the LFLP Steering Committee to establish the workshop goals, agenda, logistics, and stakeholder invitation lists. The convening phase includes the effort's capstone event—a two-day workshop in the community. The next steps phase includes three follow up conference calls as well as process reporting and documentation.

The site visit was conducted over two days—April 20<sup>th</sup> and 21<sup>st</sup>, 2016: a small lunch gathering and an evening community meeting at the Connellsville Canteen. The community event and workshop were well attended by key stakeholder groups, residents, and local leaders (attendance list in Appendix C).



Community meeting room at the Connellsville Canteen with workshop participants. *Image Credit: Renaissance Planning.*

Figure 1 - Technical Assistance Process Diagram







### Community Tour

The LFLP Steering Committee organized a luncheon on April 20<sup>th</sup> at the Connellsville Canteen with key stakeholders, and federal agency representatives. Following the luncheon, members of Downtown Connellsville led everyone on a walking tour of Downtown Connellsville which included stops at local shops, the Greater Allegheny Passage (GAP) Trail, the site of the farmers market, the construction site of the forthcoming hotel. The tour provided an overview of the challenges and opportunities present in Connellsville, and allowed for informal discussions about the local food system and place-making efforts.



*Top: Day 1 Community tour stop at new hotel, Cobblestone Hotel & Suites, under construction; Bottom: Bike rental shop at the site where the GAP Trail meets downtown Connellsville.*

*Images Credit: Renaissance Planning.*

## Vision and Values

The first night of the on-site technical assistance included a workshop attended by over 35 Connellsville residents and several regional partners representing state and federal agencies. Members of Downtown Connellsville welcomed attendees to the event and presented a brief history of the City of Connellsville and highlighted recent achievements in the community in revitalizing downtown over the last 7 years. The consultant team then introduced the topics and program overview with a short presentation. Community members and other attendees were asked to write on notecards their response to the statement, “This I believe about local food in Connellsville...” which prompted participants to think about the opportunities present in area. Those ideas are summarized in the box to the right.

After a locally catered dinner, participants at the tables completed a food system diagramming exercise in which they listed existing components of the food system, components that do not yet exist but are needed, and the connections between those components (see Appendix G) The themes shared during the opportunities and challenges and mapping exercises reveal many of the group’s aspirations for increasing local vendor attendance at the Connellsville Farmers and Artists Market, strengthening visibility and marketing of local products and capitalizing on tourism, improved health and wellness strategies, and increased opportunities for lower income and senior populations to have access to local, fresh food.

### I BELIEVE THAT...

#### Growth & Identity Opportunities

The local businesses in Connellsville make it a true community and is inviting to visitors and tourists. We need the empty storefronts to downtown to be filled with new businesses.

#### Community Health and Wellness

Connellsville can become a model of wellness, which can be achieved by valuing our health, our community, and our future through local resources such as foods, innovators and entrepreneurship.

#### Community Desire

Connellsville residents are passionate about moving their community forward and have the ability to mobilize their efforts and become a hub for the local food movement.

#### Additional Locations for Market

If Connellsville had a larger tent for farmers market or a covered test kitchen, the City could bring in more vendors and cooking demos and courses for farmers market visitors.

On day two of the technical assistance effort, the consultant team facilitated a day long workshop with a group of local stakeholders. This workshop began with a recap of the vision, values and goals and then transitioned into case study presentations covering community existing food system assessments, models to attract additional customers and vendors, farmers market best practices, food system and trail assessments, entrepreneurship, farm incubator programs, foods entrepreneurship and placemaking techniques, and other food system-related technical information (see Appendix F for case study slides). The follow on discussions and exercises evolved into a refinement of the goals and the action plan implementation tables that are summarized below (full version in Appendix A).

## Action Plan

The culminating product of the technical assistance and workshop efforts is a strategic action plan to guide implementation of the community's priority goals. The plan is organized around five goals and includes actions the participants brainstormed at the meeting and during follow up calls that are designed to achieve those goals. The action plan matrix helps to further clarify, prioritize, and define roles and responsibilities for moving forward on these actions. The goals and actions that are part of this plan are summarized below and contained in Appendix A with full details including organizational leads, potential funding, timelines and measures of success.

### GOAL 1: Increase number of vendors and customers at farmers market in downtown Connellsville

Farmers markets that function as destinations for shoppers and families have more a consistent turnout of customers, and those customers are more likely to shop for a longer period of time. The Connellsville Farmers and Artists Market, currently supported by Downtown Connellsville, a program of the Fayette County Cultural Trust, needs several additional activities to expand both the customer base and vendor base that are beyond the mission and responsibilities of the Redevelopment Authority. Therefore there is a need to establish a new Local Foods, Local Places Committee that can take on these efforts and other tasks outlined in this action plan with various representatives. There is also a need to further identifying regional food growers and producers to support diversification and increase supply of local food offerings at the farmers market, and at other local food outlets. The establishment of a list of growers/producers is step one in beginning this process and further increasing shared knowledge about existing regional food-based resources. This effort can build upon/pull from other similar efforts in the region (e.g. Republic Food Enterprise Center, Edible Allegheny, and Sustainable Pittsburgh). The customer base at the farmers market is currently not large enough to attract additional vendors. This can be strengthened by supporting broader goals for matching up local food production with local consumption. New signage and the acceptance of SNAP/EBT benefits can also bring in new customers. Additional benefits can also accrue to other downtown businesses based on increased pedestrian traffic during market hours such as thoughtful programming (yoga classes, cooking demonstrations, health screenings, music, local restaurants cooking with local food, etc.) oriented around food, nutrition and health can also reinforce healthy living goals desired by the community. The establishment of a permanent structure (pavilion or building) is a potential way to increase visibility, provide more conveniences for vendors/customers (bathrooms, electricity, etc.), protect the event from inclement weather, and provide a higher sense of permanence that would make it more reliable/attractive to customers. This permanent space may be appropriate when a critical mass of vendors and customers is reached and the market sees demand for expanded hours/days of the week.

- **Action 1.1:** Establish a new steering committee to support growth of the Connellsville downtown farmers market
- **Action 1.2:** Define 'local' for the community (e.g. 100-150 mile radius) and establish a database and guide of regional farmers (specialty crops, livestock, etc.) and local food producers (including specialty value-added products); conduct outreach to bring new vendors to the market.
- **Action 1.3:** Increase number of customers coming to the market by adding additional programmatic activities/events, improving advertising/outreach through additional signage and online postings (e.g. Facebook page), and enabling acceptance of EBT/SNAP benefits (see Action 4.1)
- **Action 1.4:** Establish a permanent location for the farmers market in downtown.

## GOAL 2: Increase local food offerings in downtown restaurants, bed and breakfasts' (B&Bs) and new hotel.

There is a need to better align local demand and local production by providing additional sales through local restaurants, hotels and shops (for value-added products). Featuring local foods at local establishments also helps educate and advertise to local residents what is available (including highlighting vendors who might be at the farmers market) and reinforces transparency between businesses/producers. Additionally, highlighting local food offerings at local establishments can further the tourism goals by reinforcing the distinctive experiences and local culture in Connellsville.

Highlighting healthy local food options at restaurants can also appeal to visitors who are in town on bike via the Great Allegheny Passage (GAP) trail and may be seeking healthier eating options. Strengthening the local food system benefits from a well-established brand that reinforces the cultural, social, and economic benefits associated with buying local. The brand can also be used to further marketing and advertising efforts to visit downtown Connellsville, and it can also strengthen visibility and demand for local farmers associated with the brand. There is also a need for outreach to make local buyers aware of both the options to buy local and the cost of doing so. With additional outreach and a matching up of buyers with local producers, additional food can be sourced in local restaurants, B&Bs, retail, etc.

- **Action 2.1:** Work with the Local Foods, Local Places steering committee on Action 1.2 to establish inventory of local growers and producers. Engage Chamber of Commerce to identify potential restaurants, B&Bs, and hotels looking to use/sell local foods and products and help establish relationships.
- **Action 2.2:** Define what local means for Connellsville businesses (coordinate with Action 1.2) and then create new 'brand' and advertising campaign and program that can be highlighted by local businesses (on menus, website, signage, etc.)
- **Action 2.3:** Conduct outreach and education to restaurants and B&Bs on financial feasibility of local food offerings and increase total amount of local food offerings in local establishments.

## GOAL 3: Integrate local value added foods into economic development (with a tourism focus) strategy

There is a need to ensure that the town can capture as many riders as possible to shop, eat, and stay locally. There are existing groups such as the Laurel Highlands Visitor's Bureau and the Chamber of Commerce that can work to emphasize the 'experience – based' tourism. Current signage is limited, so more effort is needed to advertise all there is to do in the city. The Great Allegheny Passage (GAP) Trail brings people directly into downtown Connellsville. The community could benefit from not only physical



signage improvements, but also an online presence to encourage trail users to eat, stay, shop and do activities in Connellsville. Additional effort is also needed to highlight/reframe the local story of Connellsville with a greater emphasis on opportunities to buy and eat local, fresh foods. Activities could be targeted and advertised as part of the larger “visit Connellsville” campaign. These types of activities can further reinforce the “buy local, experience local” ethos that becomes part of the local brand. The city already has some local products, such as Republic Food Enterprise Center products, featured in local retail establishments, yet these products reflect untapped local sources of ‘authentic’ local foods/cultural offerings. Additionally, the Republic Food Enterprise Center is a food hub for Fayette County with a commercial kitchen available for makers to create new products. Advertising these and other local products could be used in promoting unique events and festivals where you can experience authentic and one-of-a-kind local foods, local crafts, etc. Events can also serve to educate the local community about local assets, including local foods and local craft offerings, and they can improve local demand.

- **Action 3.1:** Develop and implement new signage and online advertising to guide trail users to local businesses.
- **Action 3.2:** Work with local farmers, restaurants, and other food-related businesses to identify potential ‘experience-based’ tourism options.
- **Action 3.3:** Identify existing and potential local value-added products (e.g. Republic Food Center Enterprise products, jams, St. Rita’s sauce, etc.,) and begin a program to increase production and sales in local stores.
- **Action 3.4:** Identify a regular program of festivals/events that are unique to Connellsville and incorporate advertising of these events into other advertising/outreach efforts to buy local/experience local (e.g. signage, GAP Trail apps, etc.). Use events to highlight local vendors/products.

#### GOAL 4: Make local healthy foods more accessible to lower income populations and seniors

Making local foods available to seniors and lower income Connellsville residents supports the City’s healthy lifestyle goals and also strengthens the buying power and demand of local foods and produce. Many community members in Connellsville already receive SNAP/EBT benefits. This represents buying power locally, and can be even stronger with the double bucks program, which gives SNAP benefit recipients more buying power. The City also provides Senior Boxes, which are delivered to low income seniors in the community. The contents of these boxes comes from the Pittsburgh Food Bank which distributes to the Fayette County Community Action Agency. The local food bank and Community Ministries can work to increase the availability of fresh food options in these boxes among community members and seniors. Currently they don’t include many fresh offerings. Community Ministries can also partner with other local organizations on educational offerings such as food preparation.

- **Action 4.1:** Work with local USDA FNS contacts to establish SNAP/EBT program at Connellsville farmers market and promote it locally.
- **Action 4.2:** Expand fresh produce offerings at Community Ministries Food Bank and get those offerings distributed and consumed by local clients by incorporating nutrition/cooking education.

- **Action 4.3:** Initiate outreach needed to get more fresh produce included in the Senior Boxes currently provided by Fayette County Community Action.

## GOAL 5: Promote healthy lifestyles and continue strengthening walking, biking infrastructure, and opportunities for exercise in daily activities.

Connellsville is looking to achieve, wellness and a healthy community was a prominent goal. A walkability and bikability audit can help identify the key infrastructure issues and opportunities for improving the safety and convenience of walking/biking locally and serve as an educational opportunity to increase awareness of potential issues. This audit can lead to longer term mobility goals such as a prompt a revisit and refine the Connellsville Bicycle Master Plan, the potential development of a larger multimodal transportation plan for the City which identifies specific infrastructure and signage projects. A more attractive, safe and accessible community has the potential to create better health outcomes. Additionally, making Connellsville a safer place to walk and bike can bolster downtown as a key destination for locals and tourists. Connecting the GAP Trail to a larger bicycle and pedestrian network in the city also helps to bring people into town to visit local shops and businesses. The creation of a wayfinding and stronger signage system that can tell residents and visitors how long it takes to walk or bike to different community destinations such as restaurants, retail, cultural and historic sites, parks, lodging, etc., can function to encourage more walking and biking. This wayfinding program can be coordinated with the need for additional signage and orientation to the community as describes in actions 3.1 and 5.2.

Regularly holding community events sponsored by the City, and its partners can reinforce the community commitment to issues surrounding health and also provide venues for fun, social physical activity. The location and timing of these events can also be strategically targeted to reinforce existing community activities/efforts around local foods (farmers markets, festivals) and local placemaking activities (community gardens, parks, cultural sites, etc.). The longer-term objective is to promote healthier lifestyles community-wide, so a review of existing City policies related to physical infrastructure, programs, procurement, etc. can strengthen awareness and leverage scarce resources towards reinforcing health goals and objectives.

- **Action 5.1:** Conduct a walkability and bikability audit of Connellsville.
- **Action 5.2:** Implement needed additional infrastructure in community to support safe, convenient, and enjoyable biking and walking opportunities.
- **Action 5.3:** Develop and implement new 'walk to x, y, z in 5 minutes' signage program to improve wayfinding for visitors and residents on foot or on bikes (coordinate with Actions 5.2, 3.1)
- **Action 5.4:** Develop program of healthy events (12 months, 12 Locations)
- **Action 5.5:** Incorporate public health goals into every city policy.

## Implementation and Next Steps

Three post-workshop conference calls were held during May and June 2016, following the workshop. The calls were held with the local points of contact to refine the action plan, add clarifying language and identify potential projects for ARC Implementation funding. Moving forward this document serves as the framework for ongoing implementation activities by local stakeholders in advancing Local Foods, Local Place based goals and initiatives.

## Appendix

Appendix A – Detailed Action Tables

Appendix B – Participants

Appendix C – Local Mapping

Appendix D – Funding Resources

Appendix E – References

Appendix F – Local Food System

Appendix G – Action Brainstorming Notes

Appendix H – “This I Believe” Statements

Appendix I – Workshop Presentations

# Appendix A:

## Action Plan Implementation Details



## GOAL 1: Increase number of vendors and customers at farmers market in downtown Connellsville

Action 1.1: Establish a new steering committee to support growth of the Connellsville downtown farmers market		
Why is this important?	The farmers market is currently supported by Downtown Connellsville, a program of the Fayette County Cultural Trust. However in order to foster its growth, are several additional activities are needed to expand both the customer base and vendor base at the market that are beyond the mission and responsibilities of the Redevelopment Authority. Therefore there is a need to establish a new Local Foods, Local Places Committee that can take on these efforts and other tasks outlined in this plan. The committee should include representatives from the Cultural Trust, Redevelopment Authority, the Chamber of Commerce, Highlands Hospital, and existing farmers market vendors.	
Measures of Success	<ul style="list-style-type: none"> <li>• Establish the Local Foods, Local Places committee</li> <li>• Conduct regular meetings</li> <li>• Increase in number of vendors and customers by 25% over next year</li> <li>• Increase the types of vendors present at the market (e.g. prepared foods, artisan products, handcrafted items, etc.)</li> </ul>	
Timeframe for Completion	0-3 months	
Taking the Lead	Downtown Connellsville	
Supporting Cast	Chamber of Commerce, Highlands Hospital, Tech Savvy, existing vendors, Garden Club, Penn State Extension, local event planners, Fayette County Career Tech Institute (FCCTI), Fayette County Community Action Agency, Republic Food Center	
Cost Estimate	Dollars	Time
	none	Volunteer time to establish committee and advance next steps
Possible Funding Sources	N/A	

Action 1.2: Define ‘local’ for the community (e.g. 100-150 mile radius) and establish a database and guide of regional famers (specialty crops, livestock, etc.) and local food producers (including specialty value-added products); conduct outreach to bring new vendors to the market.	
Why is this important?	There is a need to identify regional food growers/producers to support diversification and increase supply of local food offerings at the Connellsville Farmers and Artists Market, and at other local food outlets. The establishment of the list of growers/producers is step one in beginning this process and further increasing shared knowledge among committee members and the public about existing

<b>Action 1.2:</b> Define ‘local’ for the community (e.g. 100-150 mile radius) and establish a database and guide of regional farmers (specialty crops, livestock, etc.) and local food producers (including specialty value-added products); conduct outreach to bring new vendors to the market.		
	regional food-based resources. This effort can build upon/pull from other similar efforts in the region (e.g. Republic Food Enterprise Center, Edible Allegheny, Sustainable Pittsburgh).	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Online database created</li> <li>• Hard copy or online guide for the public available</li> <li>• Increased awareness of local food options by general public</li> <li>• Number of vendors increased by 50% by 2017 and offerings diversified</li> </ul>	
<b>Timeframe for Completion</b>	0 to 3 months for online list/database 3-12 months for creation of regional food guide	
<b>Taking the Lead</b>	New Local Foods, Local Places Committee	
<b>Supporting Cast</b>	Chamber of Commerce, Republic Food Enterprise Center, Highlands Hospital, existing vendors, Garden Club, Penn State Extension, local event planners, Fayette County Career Tech Institute (FCCTI), PASA, Cattlemen’s Association, Edible Allegheny, Sustainable Pittsburgh, Backyard Gardner’s	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Nominal costs associated with developing and distributing a regional guide to local foods – either hard copy document or online (website)	Volunteer and staff time to create the database and guide
<b>Possible Funding Sources</b>	TBD	

<b>Action 1.3:</b> Increase number of customers coming to the market by adding additional programmatic activities/events, improving advertising/outreach through additional signage and online postings (e.g. Facebook page), and enabling acceptance of EBT/SNAP benefits (see Action 4.1)		
<b>Why is this important?</b>	The existing farmers market customer base is not large enough to attract additional vendors. Increasing the customer base is key in strengthening the vitality of the market and supporting broader goals for matching up local food production with local consumption. Additional benefits can also accrue to other downtown businesses based on increased pedestrian traffic during market hours. Thoughtful programming (yoga classes, cooking demonstrations, health screenings, music, local restaurants cooking with local food,	

<b>Action 1.3:</b> Increase number of customers coming to the market by adding additional programmatic activities/events, improving advertising/outreach through additional signage and online postings (e.g. Facebook page), and enabling acceptance of EBT/SNAP benefits (see Action 4.1)		
	etc.) oriented around food, nutrition and health can also reinforce healthy living goals desired by the community. Additional signage in downtown can direct people to the market and include market hours. Online updates can be used to do features on local farmers, advertise program events, highlight recipes of the week, etc. Acceptance of SNAP/EBT benefits can bring in new customers.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Regular program of activities established by partner organizations</li> <li>• Online outreach program (regular postings) established</li> <li>• Increase in total market sales by 50%</li> </ul>	
<b>Timeframe for Completion</b>	0-3 months – establish Facebook page and point person to keep it updated 3-12 months – work with partner agencies to establish program of events	
<b>Taking the Lead</b>	Local Food, Local Places Steering Committee	
<b>Supporting Cast</b>	Highlands Hospital, Cornerstone Health, Drum Circle, Calli Tony, Holistic Massage, Fayette County Health Department, USDA Food and Nutrition Services (FNS), Penn State Extension, Fay-Penn Economic Development Council (Specialty Crop Grant form USDA)	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	TBD Cost associated with new permanent signage	Volunteer time to coordinate events/programs and regularly feed information to online outlets
<b>Possible Funding Sources</b>	Downtown Connellsville, Fay-Penn Economic Development Council and additional partner organizations	

<b>Action 1.4:</b> Establish a permanent location for the farmers market in downtown.		
<b>Why is this important?</b>	The existing farmers market sets up in a parking lot in downtown. The establishment of a permanent pavilion structure on this site or in another location in downtown would increase visibility, provide more conveniences for vendors/customers (bathrooms, electricity, etc.), protect the event from inclement weather, and provide a higher sense of permanence that would make it more reliable/attractive to customers. Additional permanent locations could also be explored in downtown through adaptive reuse of vacant buildings. Key to a successful project will be strong engagement by users (market vendors) in discussing design elements and ensuring long term commitments by vendors and/or other users. The establishment of a	

<b>Action 1.4: Establish a permanent location for the farmers market in downtown.</b>		
	permanent space may be appropriate when a critical mass of vendors and customers is reached and the market sees demand for expanded hours/days of the week. A location in downtown could also be programmed as a multi-use facility to support additional community events.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Feasibility study and design completed</li> <li>• Location and funding secured</li> <li>• Permanent location constructed/renovated and program of events scheduled</li> <li>• Farmers market sees increase in vendors and customers</li> </ul>	
<b>Timeframe for Completion</b>	2-3 years	
<b>Taking the Lead</b>	Local Foods, Local Places Steering Committee	
<b>Supporting Cast</b>	Downtown Connellsville and Redevelopment Authority of Connellsville	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Cost for feasibility study Cost to build/fit out facility TBD (\$200K+)	Volunteer time to shepherd project through
<b>Possible Funding Sources</b>	ARC LFLP Implementation Grant, USDA Rural Development Grants/Loans, private foundations	



## GOAL 2: Increase local food offerings in downtown restaurants, B&B's and new hotel.

<b>Action 2.1 :</b> Work with the Local Foods, Local Places steering committee on Action 1.2 to establish inventory of local growers and producers. Engage Chamber of Commerce to identify potential restaurants, B&Bs, and hotels looking to use/sell local foods and products and help establish relationships.		
<b>Why is this important?</b>	There is a need to better align local demand and local production by providing additional sales through local restaurants, hotels and shops (for value-added products). Featuring local foods at local establishments also helps educate and advertise to local residents what is available (including highlighting vendors who might be at the farmers market) and reinforces transparency between businesses/producers. Additionally, highlighting local food offerings at local establishments can further the tourism goals by reinforcing the “visit Connellsville” story that emphasizes distinctive experiences and local culture. Highlighting healthy local food options at restaurants can also appeal to visitors who are in town on bike via the Great Allegheny Passage (GAP) trail and may be seeking healthier eating options.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Quality and quantity of database – number of people using it/accessing it to make connections</li> <li>• New buy/eat local program established with restaurant and farmer certifications</li> <li>• Increase of local food offerings at local establishments and local foods ‘branded’ as part of local establishment advertising</li> </ul>	
<b>Timeframe for Completion</b>	0-6 - months - identify a handful of Fayette County farmers/producers and local businesses interested in program 6 – 18 months - grow database and establish ‘grow/buy/eat local’ program	
<b>Taking the Lead</b>	Connellsville Chamber of Commerce	
<b>Supporting Cast</b>	Local Foods, Local Places Steering Committee, Republic Food Enterprise Center, PA Preferred (PA Department of Agriculture), Sustainable Pittsburgh, USDA Agriculture Marketing Service (AMS)	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Potential costs associated with database/guide (see Action 1.2) and establishment of local brand/advertising	Chamber staff time and volunteer time
<b>Possible Funding Sources</b>	USDA Agriculture Marketing Services grants, Chamber, local farmers (willing to pay small fee to be including in database)	

<b>Action 2.2 : Define what local means for Connellsville businesses (coordinate with Action 1.2) and then create new ‘brand’ and advertising campaign and program that can be highlighted by local businesses (on menus, website, signage, etc.)</b>		
<b>Why is this important?</b>	Strengthening the local food system benefits from a well-established brand that reinforces the cultural, social, and economic benefits associated with buying local. The brand can also be used to further marketing and advertising efforts to visit downtown Connellsville, and it can also strengthen visibility and demand for local farmers associated with the brand.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Increase in local visitors/patrons seeking local food at establishments</li> <li>• Total number of local businesses signed up for the ‘Buy Local’ program</li> <li>• Use of local brand (logo, etc.) in local establishment advertising</li> </ul>	
<b>Timeframe for Completion</b>	0-12 months define local brand and create new logo/brand materials	
<b>Taking the Lead</b>	Downtown Connellsville and Sustainable Pittsburgh	
<b>Supporting Cast</b>	Buy Fresh Buy Local, Sustainable Pittsburgh Restaurant Program, Republic Food Enterprise Center	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Cost TBD to design logo, prepare print/online material	Volunteer time
<b>Possible Funding Sources</b>	USDA AMS, PASA, Career Center (for design/advertising support); over time may also be feasible for local restaurants to pay a small fee to participate in program/get local recognition	

<b>Action 2.3 : Conduct outreach and education to restaurants and B&amp;Bs on financial feasibility of local food offerings and increase total amount of local food offerings in local establishments.</b>		
<b>Why is this important?</b>	Most businesses seek quality foods at the lowest possible prices through traditional grocery stores, or larger-scale food suppliers. However there may also be options for high-quality food available locally that are just unknown to local establishments. Therefore there is a need for outreach make local buyers aware of both the options to buy local and the cost of doing so. With additional outreach and a matching up of buyers with local producers, additional food can be sourced in local restaurants, B&Bs, retail, etc.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Percentage of restaurants talked to and engaged</li> <li>• Percentage of restaurants using/advertising local foods</li> </ul>	

<b>Action 2.3 :</b> Conduct outreach and education to restaurants and B&Bs on financial feasibility of local food offerings and increase total amount of local food offerings in local establishments.		
<b>Timeframe for Completion</b>	6-18 months - begin outreach efforts after database/guide established	
<b>Taking the Lead</b>	Sustainable Pittsburgh	
<b>Supporting Cast</b>	Chamber of Commerce, Local Restaurants	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Minimal costs for restaurants to incorporate brand/logos, etc. and re-evaluate practices	Staff and volunteer time
<b>Possible Funding Sources</b>	PA Preferred, Chamber of Commerce	

### GOAL 3: Integrate local value added foods into economic development (with a tourism focus) strategy

Action 3.1: Develop and implement new signage and online advertising to guide trail users to local businesses.		
Why is this important?	The GAP Trail brings people directly into Connellsville. There is a need to ensure that the town can capture as many riders as possible to shop, eat, and stay locally. Current signage is limited, so more effort is needed to advertise all there is to do in Connellsville. Additional effort is also needed to highlight/reframe the local story of Connellsville with a greater emphasis on opportunities to buy and eat local, fresh foods. The community could benefit from not only physical signage improvements, but also an online presence (with content designed for smart phones) that would be targeted specifically to encourage trail users to eat, stay, shop and do activities in Connellsville.	
Measures of Success	<ul style="list-style-type: none"> <li>• New physical signage program established and installed</li> <li>• New online ‘local Connellsville’ presence established</li> </ul>	
Timeframe for Completion	0 to 6 months – temporary signage (sandwich boards, decals, etc.) 6 to 18 months – permanent signage and online presence	
Taking the Lead	Redevelopment Authority of Connellsville	
Supporting Cast	Chamber, Yough River Trail Council, City, Republic Food Enterprise Center, local schools (youth organizations?)	
Cost Estimate	Dollars	Time
	Potential costs for temporary and permanent signage/advertising	City and Redevelopment Authority time
Possible Funding Sources	Sponsorships – Laurel Highlands Visitor’s Bureau Hotel Grant Program, local business, potential National Road: Tagalong App grant (TBD)	

Action 3.2: Work with local farmers, restaurants, and other food-related businesses to identify potential ‘experience-based’ tourism options.	
Why is this important?	National and international trends in tourism favor ‘experience-based’ cultural activities. Examples could include “be a farmer for a day” or workshops to learn to make local jam, wine, blow glass, etc. These activities could be targeted and advertised as part of the larger “visit Connellsville” campaign. These types of activities can further reinforce the “buy local, experience local” ethos that becomes part of the local brand. This action will require identification of willing businesses/farmers and creation of a new program. Such a program could provide direct financial returns for local farmers and businesses.



<b>Action 3.2: Work with local farmers, restaurants, and other food-related businesses to identify potential ‘experience-based’ tourism options.</b>		
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Number of new local ‘experiences’ available</li> <li>• Positive user reviews (Zomato, TripAdvisor)</li> <li>• Media coverage</li> <li>• Increase in local lodging demand</li> </ul>	
<b>Timeframe for Completion</b>	1-2 years to identify and establish program	
<b>Taking the Lead</b>	Laurel Highlands Visitor’s Bureau	
<b>Supporting Cast</b>	Local businesses/farmers, USDA AMS, Penn State Extension, City of Connellsville, Downtown Redevelopment Authority	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Costs associated with new business venture start up	Staff and volunteer time
<b>Possible Funding Sources</b>	Chamber, Economic development grants (state?)	

<b>Action 3.3: Identify existing and potential local value-added products (e.g. Republic Food Center Enterprise products, jams, St. Rita’s sauce, etc.) and begin a program to increase production and sales in local stores.</b>		
<b>Why is this important?</b>	<p>The city already has some local products featured in local retail establishments (Republic Food Enterprise Center products), yet anecdotally there are likely other locally made value-added food products (e.g. St. Rita’s sauce) or crafts that are sold only as part of regular community events such as church festivals. These products reflect untapped local sources of ‘authentic’ local foods/cultural offerings. Additionally, the Republic Food Enterprise Center which is a food hub for Fayette County, also has a commercial kitchen available for makers to create new products, however this space is located further away from downtown and therefore there may be some additional needs for a certified kitchen facility in the downtown Connellsville area.</p>	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Identification of all existing local products (use definition of local as identified in Action 1.2)</li> <li>• Connect local sellers/producers with local businesses and increase percentage of sales for local products</li> <li>• Incorporate into ‘buy local’ advertising program</li> </ul>	
<b>Timeframe for Completion</b>	<p>0-6 months – identify local producers/crafts/arts</p> <p>6-24 months – increase offerings of local products in local establishments (restaurants, lodging establishments and retail)</p>	
<b>Taking the Lead</b>	City Manager	

<b>Action 3.3:</b> Identify existing and potential local value-added products (e.g. Republic Food Center Enterprise products, jams, St. Rita’s sauce, etc.) and begin a program to increase production and sales in local stores.		
<b>Supporting Cast</b>	City, Republic Food Enterprise Center, Chamber of Commerce, Father Bob (St. Rita’s Catholic Church), Penn State Extension, local churches, local producers	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Costs associated with new business venture start up	People time to connect products/venues
<b>Possible Funding Sources</b>	TBD	

<b>Action 3.4:</b> Identify a regular program of festivals/events that are unique to Connellsville and incorporate advertising of these events into other advertising/outreach efforts to buy local/experience local (e.g. signage, GAP Trail apps, etc.). Use events to highlight local vendors/products.		
<b>Why is this important?</b>	Advertising could promote the fact that Connellsville regularly hosts unique events and festivals where you can experience authentic and one-of-a-kind local foods, local crafts, etc. Many events already draw large crowds to the community. Additional events would reinforce the local brand and identify the community as a destination. Events can also serve to educate the local community about local assets, including local foods and local craft offerings, and they can improve local demand.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Program of events identified and incorporated into tourism advertising</li> <li>• Festivals to highlight local products (coordinate with action 2.2 and 3.1 to use logo/advertise local brand) – both at events and beyond events</li> <li>• Increase in local sales/lodgings</li> </ul>	
<b>Timeframe for Completion</b>	0-3 months – identify events	
	3-12 months – incorporate into tourism advertising; incorporate ‘logo brand’ into festival	
<b>Taking the Lead</b>	Ethan Keedy	
<b>Supporting Cast</b>	Chamber of Commerce, festival participants	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Cost of additional signage/advertising	Volunteer time to
<b>Possible Funding Sources</b>	TBD	

## GOAL 4: Make local healthy foods more accessible to lower income populations and seniors

Action 4.1: Work with local USDA FNS contacts to establish SNAP/EBT program at Connellsville farmers market and promote it locally.		
Why is this important?	Many community members receive SNAP benefits. This represents buying power locally, and can be even stronger with the double bucks program, which gives SNAP benefit recipients more buying power. This would also encourage the purchase and consumption of healthy, local foods.	
Measures of Success	<ul style="list-style-type: none"> <li>Farmers market vendors able to take SNAP/EBT payments</li> <li>Increased purchases by lower-income residents</li> </ul>	
Timeframe for Completion	0-6 months set up program	
Taking the Lead	Local Foods, Local Places Steering Committee	
Supporting Cast	Farmers market vendors, Redevelopment Authority, USDA Food and Nutrition Services (FNS), Community Ministries	
Cost Estimate	Dollars	Time
	None	Volunteer and staff time to set up program
Possible Funding Sources	N/A	

Action 4.2: Expand fresh produce offerings at Community Ministries Food Bank and get those offerings distributed and consumed by local clients by incorporating nutrition/cooking education.		
Why is this important?	The food bank typically provides dry good options for its clients. Increasing the availability of fruits and vegetables will improve access to healthier options among community members. Additionally, there is a need to provide education, cooking demonstrations, food prep etc. to increase the likelihood of clients using and consuming more fresh offerings. Community Ministries can partner with other local organizations on educational offerings.	
Measures of Success	<ul style="list-style-type: none"> <li>Increase in pounds of produce donated</li> <li>Percentage increase in clients taking fresh produce</li> <li>Increase in fresh offerings regionally (through Community Ministry food hub)</li> <li>New partnerships created and new classes/cooking demonstrations in place</li> </ul>	
Timeframe for Completion	0 – 24 months	
Taking the Lead	Community Ministries	
Supporting Cast	Highlands Hospital, Connellsville Senior Citizen Center, other local health advocates, local chefs and Fayette County farmers	

**Action 4.2:** Expand fresh produce offerings at Community Ministries Food Bank and get those offerings distributed and consumed by local clients by incorporating nutrition/cooking education.

	Dollars	Time
<b>Cost Estimate</b>	Some additional infrastructure (coolers, transportation) may be needed - TBD	Staff/volunteer time
<b>Possible Funding Sources</b>	TBD	

**Action 4.3:** Initiate outreach needed to get more fresh produce included in the Senior Boxes currently provided by Fayette County Community Action.

<b>Why is this important?</b>	Senior Boxes are delivered to low income seniors in the community. The contents of these boxes comes from the Pittsburgh Food Bank which distributes to the Fayette County Community Action agency. Currently they don't include many fresh offerings. Including partially processed (already cut, chopped, frozen, etc.) offerings in the Senior Boxes would improve access and increase the potential for consumption of fresh, healthy food among lower-income seniors.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>New fresh offerings in Senior Boxes</li> </ul>	
<b>Timeframe for Completion</b>	0 – 3 months	
<b>Taking the Lead</b>	Community Ministries (reach out to Fayette County Community Action Agency)	
<b>Supporting Cast</b>	Fayette County Community Action, Connellsville Senior Citizen Center (Meals on Wheels), Republic Food Center, Fayette County Farmers	
	Dollars	Time
<b>Cost Estimate</b>	Some costs associated with new offerings	Agency staff time
<b>Possible Funding Sources</b>	TBD	

## GOAL 5: Promote healthy lifestyles and continue strengthening walking, biking infrastructure, and opportunities for exercise in daily activities.

Action 5.1: Conduct a walkability and bikability audit of Connellsville.		
Why is this important?	A walkability and bikability audit can help identify the key infrastructure issues and opportunities for improving the safety and convenience of walking/biking locally. The audit also can serve as an educational opportunity to increase awareness of biking and walking safety issues among participants. The audit can also help to prompt a revisit of the Connellsville Bicycle Master Plan, which was completed a few years ago, to confirm needed priorities or refine them based on current conditions. The audit can also be a good starting place for the development of a larger multimodal transportation plan for the City that aims to balance the needs of auto mobility with improved walking and biking conditions and identify specific projects (infrastructure, signage, etc.) that can be pursued by the city or incorporated into other capital projects (e.g. bridge replacement, roadway resurfacing, etc.)	
Measures of Success	<ul style="list-style-type: none"> <li>• Audit complete</li> <li>• Projects identified and implemented</li> <li>• More walkers and bikers seen in the community</li> </ul>	
Timeframe for Completion	0-6 months – audit completed 6-24 months – projects programmed/implemented	
Taking the Lead	Cathy Kumor with Connellsville Recreation Board	
Supporting Cast	Healthy Lifestyles Task Force, local fitness groups and citizen advocates, Connellsville and Geibel School Districts, neighborhood groups, Friends of the Library, local higher education institutions (Cal U, PSU, WVU), City of Connellsville, Downtown Connellsville, Redevelopment Authority of Connellsville, Penn DOT, Federal Highway Administration	
Cost Estimate	Dollars	Time
	Costs for audit (\$10-20K) Cost for infrastructure TBD	Volunteer time to organize audit
Possible Funding Sources	Partner resources (e.g., EPA Smart Growth website <sup>1</sup> ), City of Connellsville, volunteers to do assessment, Penn DOT, PA Dept. of Health: Walk Works Program grant (TBD)	

<sup>1</sup> Walkable and Livable Communities Institute. *Walkability Workbook*. 2012. [http://static1.squarespace.com/static/549ae026e4b00c1193a3d7bd/t/55a67eefe4b0c39cd1993cc2/1436974831523/Walkability+Workbook\\_WALC+Institute\\_September+2012.pdf](http://static1.squarespace.com/static/549ae026e4b00c1193a3d7bd/t/55a67eefe4b0c39cd1993cc2/1436974831523/Walkability+Workbook_WALC+Institute_September+2012.pdf).

<b>Action 5.2: Implement needed additional infrastructure in community to support safe, convenient, and enjoyable biking and walking opportunities.</b>		
<b>Why is this important?</b>	The more attractive, safe, and accessible our community is for walkers and bicyclists, the more likely people are to walk and bike to meet their daily needs which has the potential to create better health outcomes and reduce the number of cars on the road. Additionally, making Connellsville a safer and more attractive place to walk and bike can bolster the attractiveness of downtown as a key destination for locals and tourists. Connecting the GAP Trail to a larger bicycle and pedestrian network in the city also helps to bring people into town to visit local shops and businesses by bike, or by parking their bikes and walking.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Capital projects identified and funded</li> <li>• Number of bike racks (or bike corral in lieu of on street parking), and number of bikes parked</li> <li>• Measure of bike and pedestrian traffic (visual observations and survey)</li> </ul>	
<b>Timeframe for Completion</b>	0-12 months – identify low hanging fruit improvements (bike racks) 12-24 months – larger capital program (combined with Action 5.1)	
<b>Taking the Lead</b>	Downtown Connellsville	
<b>Supporting Cast</b>	Healthy Lifestyles Task Force, volunteers/AmeriCorps, local businesses, Trail Town (Will Prince), Boy and Girl Scouts, The Daily Courier newspaper, Armstrong Cable, Penn DOT, Federal Highway Administration	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	\$10,000 for new bike racks; additional costs TBD based on needs	Volunteer time
<b>Possible Funding Sources</b>	Partner organizations/agencies, City of Connellsville, Penn DOT, Federal Highway Administration, endorsements/advertising for bike racks by local businesses, local gas industry, local artists to design/create/paint racks.	

<b>Action 5.3: Develop and implement new ‘walk to x, y, z in 5 minutes’ signage program to improve wayfinding for visitors and residents on foot or on bikes (coordinate with Actions 5.2, 3.1)</b>	
<b>Why is this important?</b>	Given the size of the City, there are multiple destinations within a short walking or biking distance from downtown, but it isn’t that easy to navigate both sides of the river or know which routes are the best walking or biking paths to reach restaurants, retail, cultural and historic sites, parks, lodging, etc. Additionally, telling people how long



<b>Action 5.3: Develop and implement new ‘walk to x, y, z in 5 minutes’ signage program to improve wayfinding for visitors and residents on foot or on bikes (coordinate with Actions 5.2, 3.1)</b>		
	it takes to walk or bike to different community destinations might also encourage more local residents to walk or bike more. This wayfinding program can be coordinated with the need for additional signage and orientation to the community as described in actions 3.1 and 5.2.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• New signage in place</li> <li>• Merchant survey of patrons to find out ‘how I found you’</li> </ul>	
<b>Timeframe for Completion</b>	12-24 months	
<b>Taking the Lead</b>	City of Connellsville	
<b>Supporting Cast</b>	Recreation Board, local hospitals, insurance companies, Laurel Highlands Visitors Bureau, Walk Works, Penn DOT, FHWA, The Daily Courier, Armstrong, Daily Courier	
<b>Cost Estimate</b>	<b>Dollars</b>	<b>Time</b>
	Cost to design and implement signage; ongoing painting/maintenance - \$10,000 up front cost	Volunteer time
<b>Possible Funding Sources</b>	Partner organizations/agencies and City	

<b>Action 5.4: Develop program of healthy events (12 months, 12 Locations)</b>		
<b>Why is this important?</b>	The community is trying to build awareness and action around the benefits of living a more active, healthy lifestyle. Regularly holding community events sponsored by the City and its partners can reinforce the community commitment to these issues and also provide venues for fun, social physical activity. The location and timing of these events can also be strategically targeted to reinforce existing community activities/efforts around local foods (farmers markets, festivals) and local placemaking activities (community gardens, parks, cultural sites, etc.). Events can also help to generate additional foot traffic to the downtown businesses.	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Regular schedule of events established</li> <li>• Number of participants</li> <li>• Increase in local business sales on event days</li> <li>• Number of Facebook hits</li> </ul>	
<b>Timeframe for Completion</b>	0-6 months – plan first event (timed with opening of Farmers Market)	
<b>Taking the Lead</b>	Downtown Connellsville	
<b>Supporting Cast</b>	Healthy Lifestyles Task Force, other local organizations/employers such as: Armstrong, Daily Courier, Chamber of Commerce, Fayette	

Action 5.4: Develop program of healthy events (12 months, 12 Locations)		
	Connects (Facebook page), Rotary, Lions, other service or faith-based organizations, Highlands Hospital	
Cost Estimate	Dollars	Time
	\$1,000 for advertising/marketing of events; additional logistical costs may be needed	Volunteer time
Possible Funding Sources	Partner organizations/agencies and City	

Action 5.5: Incorporate public health goals into every city policy.		
Why is this important?	The way our communities are put together (the physical built environment) and the way our public dollars are spent can have a big impact on health outcomes. A review of existing City policies related to physical infrastructure, programs, procurement, etc. can strengthen awareness and leverage scarce resources towards reinforcing health goals and objectives. The longer-term objective is to promote healthier lifestyles community-wide.	
Measures of Success	<ul style="list-style-type: none"> <li>Number of policies/programs amended/refined to support better health outcomes</li> <li>Increased awareness within City departments of issues and opportunities related to health in our community</li> </ul>	
Timeframe for Completion	0-2 years – identify City-based policies/programs for consideration	
Taking the Lead	Cathy Kumor	
Supporting Cast	City of Connellsville, Walk Works, Highlands Hospital, Community Ministries, Courier Newspaper, Armstrong, Daily Courier	
Cost Estimate	Dollars	Time
	N/A	City staff and volunteer time to evaluate/amend policies
Possible Funding Sources	Partner organizations/agencies and City	

# Appendix B: Participants

The following presents the full list of interested local partners and workshop participants.

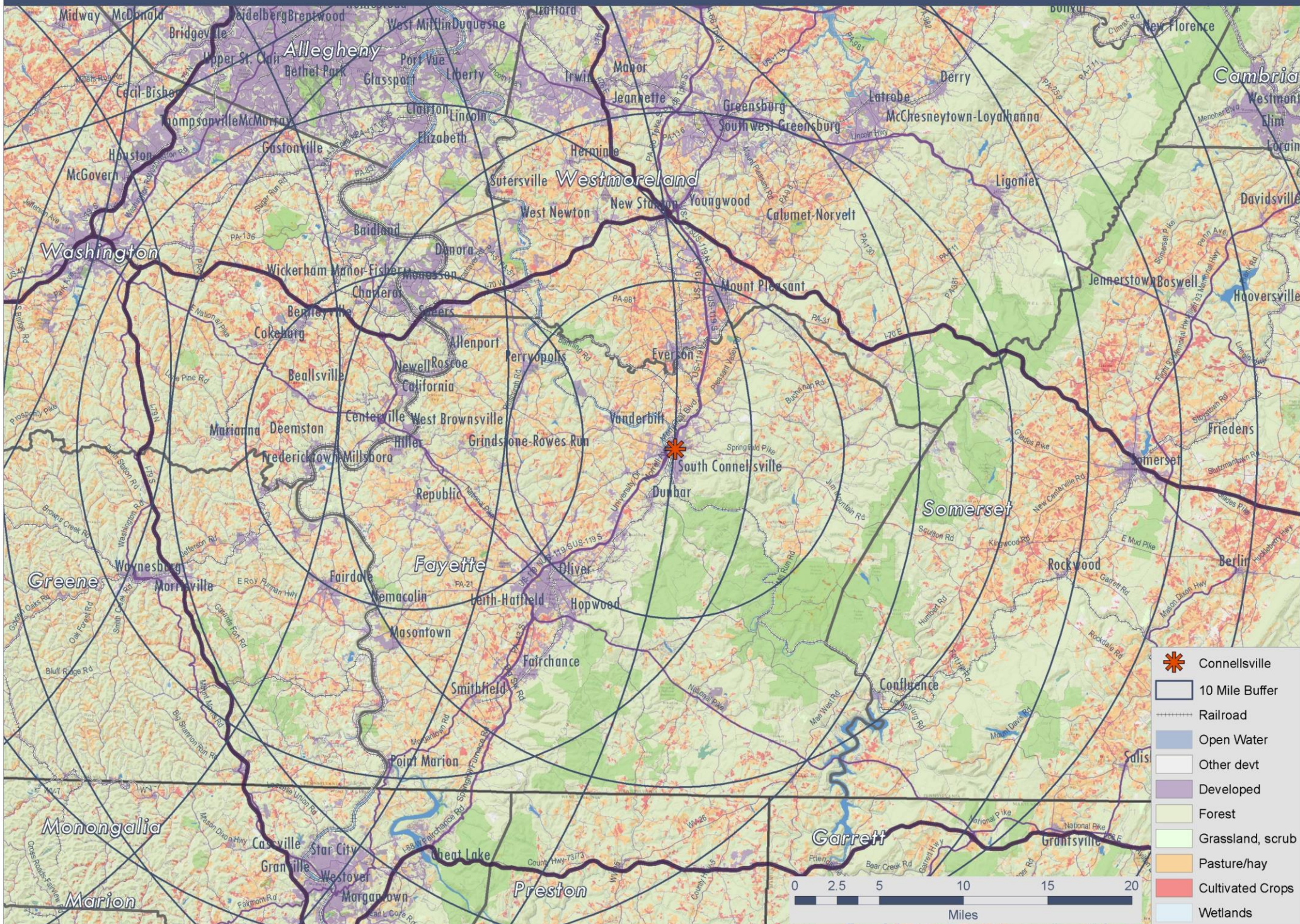
Connellsville Local Foods, Local Places - Local/Federal Participants			
Name		Email	Organization
Last	First		
		Local Participants/Steering Committee	
Ambrisco	Susan	<a href="mailto:laurelmtntreasures@yahoo.com">laurelmtntreasures@yahoo.com</a>	Greenhouse Winery & Laurel Mountain Treasures
Belloli	Lisa	<a href="mailto:lisa@civicsquarellc.com">lisa@civicsquarellc.com</a>	Civic Square
Browell	Gerry	<a href="mailto:browell@zoominternet.net">browell@zoominternet.net</a>	Downtown Connellsville
Bubarth	Robin	<a href="mailto:budshome@zoominternet.net">budshome@zoominternet.net</a>	Bud Murphy's
Bumgarner	Walt	wob10@PSU.EDU	Penn State Extension Livestock Educator
Bykoski	Rebecca	<a href="mailto:rbykoski@sustainablepittsburgh.org">rbykoski@sustainablepittsburgh.org</a>	<a href="#">Sustainable Pittsburgh</a>
Camp	Amy	<a href="mailto:amycamp@gmail.com">amycamp@gmail.com</a>	Cycle Forward
Cocks	Dan	<a href="mailto:dcocks@zoominternet.net">dcocks@zoominternet.net</a>	<a href="#">Fayette County Cultural Trust</a>
Conklin	Joseph	<a href="mailto:juc50@psu.edu">juc50@psu.edu</a>	Penn State Extension
Daily Courier	Tony/Frank		Daily Courier
Deason	Brooke	<a href="mailto:cvchamber@zoominternet.net">cvchamber@zoominternet.net</a>	Connellsville Chamber
DiMayo	Savanaugh		
Eans	Judy	<a href="mailto:jeans@zoominternet.net">jeans@zoominternet.net</a>	Downtown Connellsville
Edwards	Michael	<a href="mailto:imedwards@zoominternet.net">imedwards@zoominternet.net</a>	Connellsville Redevelopment Authority
Elliott	Meryl	<a href="mailto:melliot@touchstonecrafts.org">melliot@touchstonecrafts.org</a>	Touchstone Center for Crafts
Ferris	Steve	<a href="mailto:sferris@heraldstandard.com">sferris@heraldstandard.com</a>	Herald Standard
Gallo	Geno	<a href="mailto:genogallo@gmail.com">genogallo@gmail.com</a>	CRA
Gavarn	Kelly		Fayette County Behavioral Health Admin.
Hankinson	Nicole	<a href="mailto:Nicole.Hankinson@chatham.edu">Nicole.Hankinson@chatham.edu</a>	<a href="#">Chatham University</a>
Hensel	Laurie		<a href="#">Donna J Evans Realty</a>
Herman	Larry		Coke Oven Grill
Johnson	Bernard	<a href="mailto:bjohnson@interise.org">bjohnson@interise.org</a>	Interise
Junk	Robert	<a href="mailto:bjunk@fccaa.org">bjunk@fccaa.org</a>	<a href="#">Fayette County Community Action Agency</a>
Keedy	Ethan	<a href="mailto:e.keedy@setonhill.edu">e.keedy@setonhill.edu</a>	<a href="#">City Council Member/Restaurant Owner</a>
Kumor	Cathy	<a href="mailto:kumor49@hotmail.com">kumor49@hotmail.com</a>	Health and Wellness Consultant
Lewis	Susan	<a href="mailto:susan.joy.lewis@gmail.com">susan.joy.lewis@gmail.com</a>	Fox Castle B&B
Logordo	Nicole		
Lowrey	Bridget		Highlands Hospital --Diabetes
Marshall	Lyzona	<a href="mailto:marshall@setonhill.edu">marshall@setonhill.edu</a>	Seton Hill
McKee	Janet	<a href="mailto:janetmariamckee@gmail.com">janetmariamckee@gmail.com</a>	Sanaview
Meier	Vicki	<a href="mailto:vmeier@highlandshospital.org">vmeier@highlandshospital.org</a>	Highlands Hospital
Meiss	Sarah	<a href="mailto:meiss@calu.edu">meiss@calu.edu</a>	Cal University
Miller	Gordon	<a href="mailto:sgmiller@zoominternet.net">sgmiller@zoominternet.net</a>	Italian Oven
Millward	Ben		
Mirkin	Katie	<a href="mailto:kmirkin@interise.org">kmirkin@interise.org</a>	Interise
Molinaro	Carminie		Molinaro Law Offices
Morris	Sandra	<a href="mailto:sandra.morris100@gmail.com">sandra.morris100@gmail.com</a>	Healthy Lifestyles Taskforce
Mundell	Laura	<a href="mailto:lmundell@spcregion.org">lmundell@spcregion.org</a>	<a href="#">Southwestern Pennsylvania Commission</a>
Ohler	Vern	<a href="mailto:connellsvillicityclerk@gmail.com">connellsvillicityclerk@gmail.com</a>	<a href="#">City Clerk of City of Connellsville</a>
Ott	Ron	<a href="mailto:rott@excelahealth.org">rott@excelahealth.org</a>	<a href="#">Excela Health</a>
Pratt	Rita		<a href="#">St. Ritas</a>
Reshenberg	Kelly		<a href="#">Fayette Co. Drug and Alcohol</a>
Rosenberger	Shirley		<a href="#">Project Talent</a>
Rowan	Chip	<a href="mailto:chip@connmin.org">chip@connmin.org</a>	Connellsville Area Community Ministries
Seifert	Renee	<a href="mailto:rseifert@laurelhighlands.org">rseifert@laurelhighlands.org</a>	Laurel Highlands Visitors Bureau
Shark	Bob	<a href="mailto:Bobs@faypenn.org">Bobs@faypenn.org</a>	Fay-Penn Economic Development Council
Stefano	Pat	<a href="mailto:pstefano@stefanosprinting.com">pstefano@stefanosprinting.com</a>	Senator Pat Stefano
Swartzfager	Jeremy	<a href="mailto:jessy@pasafarming.org">jessy@pasafarming.org</a>	Footprints Farm
Tiberio	Carol	<a href="mailto:rtiberio12@gmail.com">rtiberio12@gmail.com</a>	
Teets	Justin	<a href="mailto:jteets@somersettrust.com">jteets@somersettrust.com</a>	Somerset Trust
Tzan	Melissa		Connellsville City Council
Unetich	Chris		CACM
Urick	Nancy	<a href="mailto:nurick@ExcelaHealth.org">nurick@ExcelaHealth.org</a>	<a href="#">Excela Health</a>
Wallander	Chris		Carnegie Café
Weaver	Marilyn	<a href="mailto:marilyn418@zoominternet.net">marilyn418@zoominternet.net</a>	Connellsville Redevelopment Authority
			St. John's
	Colleen	<a href="mailto:indianapafoodcoop@gmail.com">indianapafoodcoop@gmail.com</a>	Indiana Food Coop

Connellsville Local Foods, Local Places - Local/Federal Participants			
Name		Email	Organization
Last	First		
Federal Partners & Project Team			
Ahmed	Zeina	<a href="mailto:zahmed@ciesthatwork.com">zahmed@ciesthatwork.com</a>	Renaissance Planning
Ange	Kate	<a href="mailto:kange@ciesthatwork.com">kange@ciesthatwork.com</a>	Renaissance Planning
Kramer	Melissa	<a href="mailto:Kramer.Melissa@epa.gov">Kramer.Melissa@epa.gov</a>	EPA - Office of Sustainable Communities
Kuhns	Karen	<a href="mailto:karen.kuhns@pa.usda.gov">karen.kuhns@pa.usda.gov</a>	USDA Rural Development
Miller	Jane	<a href="mailto:jane.e.miller@hud.gov">jane.e.miller@hud.gov</a>	Housing and Urban Development (HUD)
Moran	Mary	<a href="mailto:mmoran@arc.gov">mmoran@arc.gov</a>	Appalachian Regional Commission (ARC)
Reed	Gary	<a href="mailto:gary.reed@pa.usda.gov">gary.reed@pa.usda.gov</a>	USDA Rural Development
Waigand	Karan	<a href="mailto:Karan.Waigand@sba.gov">Karan.Waigand@sba.gov</a>	US Small Business Administration
Wynne	Andrew	<a href="mailto:wynne.andrew@epa.gov">wynne.andrew@epa.gov</a>	EPA - Region 3 (Philadelphia)

# Appendix C: Local Mapping



# Local Foods, Local Places Workshop - Connellsville, PA





# Local Foods, Local Places Workshop - Connellsville, PA





Local Foods, Local Places Workshop - Connellsville, PA





# Appendix D:

## Funding Resources

## Local Food Systems Funding Programs – Federal/State

Cities and towns can strengthen their local food systems through a variety of federal projects and programs. The USDA and other federal agencies are committed to supporting local food systems – whether it's by working with producers, engaging with communities, financing local processing and distribution, or helping retailers develop local food connections. Below is a list of just some of the resources available. This information and more can be found on the **USDA's Know Your Farmer, Know Your Food** initiative website at [www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer).

### USDA Agricultural Marketing Service

#### **Farmers' Market and Local Food Promotion Program**

This new program makes \$30 million available annually to farmers markets, other direct producer-to-consumer venues, and other businesses in the local food supply chain. Funding is evenly split between two components: Farmers Market Promotion Program (FMPP) for direct consumer-to-producer marketing opportunities, and Local Food Promotion Program (LFPP) for local and regional food business enterprises. Both FMPP and LFPP have a maximum grant of \$100,000, and the LFPP applicants must have 25% matching funds or in-kind donations. By supporting development and marketing activities for farmers markets, food hubs, roadside stands, agri-tourism activities and other producer to consumer markets, the program can help small and mid-sized farmers access markets. For more information, visit <http://www.ams.usda.gov/AMSV1.0/FMPP> (FMPP) or <http://www.ams.usda.gov/AMSV1.0/LFPP> (LFPP).

#### **Specialty Crop Block Grant Program**

The purpose of USDA's Specialty Crop Block Grant Program (SCBGP) is to enhance the competitiveness of specialty crops, including locally grown crops. These investments strengthen rural American communities by supporting local and regional markets and improving access to fresh, high quality fruits and vegetables for millions of Americans. These grants also help growers make food safety enhancements, solve research needs, and make better informed decisions to increase profitability and sustainability. Organizations or individuals interested in the SCBGP should contact their state departments of agriculture – which administer the grant program – for more information. The 2014 Farm Bill significantly increased funding for the program. More information is available here:

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&rightNav1=SpecialtyCropBlockGrantProgram&topNav=&leftNav=CommodityAreas&page=SCBGP&resultType>.

#### **Organic Cost Share Programs**

The 2014 Farm Bill also gave USDA new tools and resources to support the growing \$35 billion organic industry by more than doubling previous support through the organic cost-share programs, making certification more accessible than ever for even the smallest certified producers and handlers. Organic producers and handlers can now apply directly through their State contacts to get reimbursed for up to 75 percent of the costs of organic certification, up to an annual maximum of \$750 per certificate. More information is available at <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateQ&leftNav=NationalOrganicProgram&page=NOPCostSharing&description=Organic%20Cost%20Share%20Program&acct=nopgeninfo>.

### **Federal State Marketing Improvement Program (FSMIP)**

This grant program provides matching funds to state departments of agriculture, state agricultural experiment stations, and other appropriate state agencies to assist in exploring new market opportunities for U.S. food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system. FSMIP is designed to support research projects that improve the marketing, transportation, and distribution of U.S. agricultural products. FSMIP is a collaborative effort between Federal and State governments – matching funds go toward projects that bring new opportunities to farmers and ranchers. More information is available at [www.ams.usda.gov/fsmip](http://www.ams.usda.gov/fsmip).

## **USDA Rural Development**

### **Business and Industry Guarantee Loan Program**

The purpose of USDA's Business and Industry (B&I) Guaranteed Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. Through this program, USDA provides guarantees on loans made by private lenders to help new and existing businesses gain access to affordable capital by lowering the lender's risk and allowing for more favorable interest rates and terms. Projects that are eligible under the locally or regionally produced agricultural food products initiative may be located in urban areas as well as rural areas. Locally or regionally produced agricultural food products are loan guarantees made to establish and facilitate entities that process, distribute, aggregate, store, and/or market locally or regionally produced agricultural food products to support community development and farm and ranch income. The term "locally or regionally produced agricultural food product" means any agricultural food product that is raised, produced, and distributed in the locality or region in which the final product is marketed, so that the total distance that the product is transported is less than 400 miles from the origin of the product, or in the State in which the product is produced. The Business and Industry Loan Guarantee program is available on a rolling basis throughout the year. More information is available here: <http://www.rd.usda.gov/programs-services/business-industry-loan-guarantees/>

### **Value-Added Producer Grants (VAPG)**

The primary objective of USDA's Value-Added Producer Grant Program (VAPG) is to help agricultural producers enter into value-added activities related to the processing and/or marketing of bio-based value-added products. VAPG grants are available to producers or producer groups in urban and rural areas. Eligible projects include business plans to market value-added products, evaluating the feasibility of new marketing opportunities, expanding capacity for locally and regionally-grown products, or expanding processing capacity. More information is available here: <http://www.rd.usda.gov/programs-services/value-added-producer-grants>.

### **Community Facilities Direct Loan and Grant Program**

USDA's Community Facilities Direct Loan and Grant program provides infrastructure support in rural communities under 20,000 people. Grants and loans have been used for commercial kitchens, farmers markets, food banks, cold storage facilities, food hubs and other local food infrastructure. Grants are available to public entities such as municipalities, counties, and special-purpose districts, as well as non-profits and tribal governments. Grant funds can be used to construct, enlarge, or



improve community facilities and can include the purchase of equipment required for a facility's operation. More information is available here: <http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>.

### **Rural Business Development Grants**

This new USDA-RD program essentially combines the former Rural Business Enterprise Grant program (RBEG) and the Rural Business Opportunity Grant program (RBOG). The competitive grant program supports targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas. Programmatic activities are separated into enterprise or opportunity type grant activities. Towns, cities, state agencies, and non-profit organizations are among the eligible applicants.

Enterprise type grant funds must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports, or product/service improvements.
- Acquisition or development of land, easements, or rights of way; construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities.
- Pollution control and abatement.
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital.
- Distance adult learning for job training and advancement.
- Rural transportation improvement.
- Community economic development.
- Technology-based economic development.
- Feasibility studies and business plans.
- Leadership and entrepreneur training.
- Rural business incubators.
- Long-term business strategic planning.

Opportunity type grant funding must be used for projects in rural areas and they can be used for:

- Community economic development.
- Technology-based economic development.
- Feasibility studies and business plans.
- Leadership and entrepreneur training.
- Rural business incubators.
- Long-term business strategic planning.

For more information, visit: <http://www.rd.usda.gov/programs-services/rural-business-development-grants>.

## **USDA Natural Resource Conservation Service**

### **Environmental Quality Incentives Program (EQIP)**

EQIP provides cost-share and technical assistance to farmers and ranchers in planning and implementing conservation practices that improve the natural resources (e.g. soil, water, wildlife) on their agricultural land and forestland. A practice supported through EQIP is the installation of seasonal high tunnels (also known as hoop houses), which are unheated greenhouses that can extend a producer's growing season while conserving resources. In addition, EQIP can help producers transition to organic production or help those growers already certified maintain their certification. More information is available here:

<http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>

## **USDA National Institute of Food and Agriculture**

### **Community Food Projects**

Community Food Projects are designed to increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and create systems that improve the self-reliance of community members over their food needs. Grants are intended to help eligible private nonprofit entities in need of a one-time infusion of federal assistance to establish and carryout multipurpose community food projects. More information is available here:

[http://www.nifa.usda.gov/funding/cfp/cfp\\_synopsis.html](http://www.nifa.usda.gov/funding/cfp/cfp_synopsis.html).

### **Food Insecurity Nutrition Incentive (FINI) Grant Program**

The 2014 Farm Bill created the Food Insecurity Nutrition Incentive (FINI) Grant Program to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. There are three categories of projects: (1) FINI Pilot Projects (awards not to exceed a total of \$100,000 over one year); (2) Multi-year, community-based FINI Projects (awards not to exceed a total of \$500,000 over no more than four years); and (3) Multi-year, FINI Large-Scale Projects (awards of \$500,000 or more over no more than four years). All grants must have the support of the State agency responsible for the administration of SNAP and include effective and efficient technologies for benefit redemption systems that may be replicated in other States and communities. For example projects and details on grant requirements, visit their website at <https://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program>

### **Beginning Farmers and Ranchers Development Program**

This program provides grants to organizations that train, educate, and provide outreach and technical assistance to new and beginning farmers on production, marketing, business management, legal strategies and other topics critical to running a successful operation. The Agriculture Act of 2014 provided an additional \$20 million per year for 2014 through 2018. The reasons for the renewed interest in beginning farmer and rancher programs are: the rising average age of U.S. farmers, the 8% projected decrease in the number of farmers and ranchers between 2008 and 2018, and the growing recognition that new programs are needed to address the needs of the next generation of

beginning farmers and ranchers. More information is available here: <http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>.

#### **Small Business Innovation Research (SBIR) program**

SBIR grants help small businesses conduct high quality research related to important scientific problems and opportunities in agriculture. Research is intended to increase the commercialization of innovations and foster participation by women-owned and socially and economically disadvantaged small businesses in technological innovation. Grants can be applied towards many areas or research, including projects that manage the movement of products throughout a supply chain, develop processes that save energy, and capture and relay real-time market data. More information is available here: <http://nifa.usda.gov/program/small-business-innovation-research-program>.

#### **Sustainable Agriculture Research and Education (SARE)**

The mission of the SARE program is to advance sustainable innovations in American agriculture. SARE is uniquely grassroots, administered by four regional offices guided by administrative councils of local experts. Non-profit organizations, researchers, and individuals producers are eligible to apply. More information is available here: <http://www.sare.org/>.

#### **Agriculture and Food Research Initiative (AFRI)**

AFRI is charged with funding research, education, and extension grants and integrated research, extension, and education grants that address key problems of National, regional, and multi-state importance in sustaining all components of agriculture, including farm efficiency and profitability, ranching, renewable energy, forestry (both urban and agroforestry), aquaculture, rural communities and entrepreneurship, human nutrition, food safety, biotechnology, and conventional breeding. Providing this support requires that AFRI advances fundamental sciences in support of agriculture and coordinates opportunities to build on these discoveries. This will necessitate efforts in education and extension that deliver science-based knowledge to people, allowing them to make informed practical decisions. For more information: <http://www.nifa.usda.gov/funding/afri/afri.html>.

### **USDA Farm Service Agency**

#### **Microloan Program**

The Farm Service Agency's (FSA) microloan program is available to agricultural producers in rural and urban areas and provides loans of up to \$35,000 on a rolling basis. Streamlined paperwork and flexible eligibility requirements accommodate new farmers and small farm operations. Larger loans are also available through FSA. Contact your local FSA office and visit <http://www.fsa.usda.gov/programs-and-services/farm-loan-programs/microloans/index> for more information.

#### **Farm Storage Facility Loans**

These loans finance new construction or refurbishment of farm storage facilities. This includes cold storage and cooling, circulating, and monitoring equipment, which can be particularly important to those growing for local fresh markets. Interested producers should contact their local FSA office and visit

<http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&subject=landing&topic=pfs&newsty>

[pe=prfactsheet&type=detail&item=pf\\_20140310\\_frnl\\_n\\_en\\_prg.html](http://www.fns.usda.gov/prfactsheet&type=detail&item=pf_20140310_frnl_n_en_prg.html).

## USDA Food and Nutrition Service

### **Farm to School Grants**

Farm to School Grants are available to help schools source more food locally, and to provide complementary educational activities to students that emphasize food, farming, and nutrition. Schools, state and local agencies, tribal organizations, producers and producer groups, and non-profits are eligible to apply. Planning, implementation, and support service grants are available from \$20,000 to \$100, 000. More information and resources are available at [www.fns.usda.gov/farmtoschool/farm-school](http://www.fns.usda.gov/farmtoschool/farm-school).

### **Supplemental Nutrition Assistance Program (SNAP)**

As of 2014, more than 2,500 farmers' markets nationwide are set up to accept SNAP's electronic benefit transfer (EBT) cards. Benefits can be used to purchase many of the foods sold at farmers' markets, including fruits and vegetables, dairy products, breads and cereals, and meat and poultry. They can also purchase seeds and plants which produce food for the household to eat. More information about SNAP benefits at farmers' markets is available from USDA here: <http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>.

### **WIC Farmers' Market Nutrition Program (FMNP)**

This program provides coupons for local food purchases to women, infants, and children that are eligible for WIC benefits. The coupons can be used to purchase eligible foods from farmers, farmers' markets, and roadside stands. Only farmers, farmers' markets, and roadside stands authorized by the State agency may accept and redeem FMNP coupons. Individuals who exclusively sell produce grown by someone else such as wholesale distributors, cannot be authorized to participate in the FMNP. For more information, visit: <http://www.fns.usda.gov/fmnp/overview>.

### **Senior Farmers' Market Nutrition Program**

This program, similar to FMNP, awards grants to States, United States Territories, and federally-recognized Indian tribal governments to provide low-income seniors with coupons that can be exchanged for eligible foods (fruits, vegetables, honey, and fresh-cut herbs) at farmers' markets, roadside stands, and community supported agriculture programs. For more information, visit: <http://www.fns.usda.gov/sfmnp/overview>.

## Funding Programs in Support of Other Livable Community Projects

The programs listed below are popular resources that support a variety of livability projects. The publication "Federal Resources for Sustainable Rural Communities" is a useful guide from the HUD-DOT-EPA Partnerships for Sustainable Communities that describes several additional resources:

- <http://www.sustainablecommunities.gov/partnership-resources/federal-resources-sustainable-rural-communities-guide>

### **National Endowment for the Arts Our Town Grants**

The National Endowment for the Arts' Our Town grant program is the agency's primary creative placemaking grants program. Projects may include arts engagement, cultural planning, and design

activities. The grants range from \$25,000 to \$200,000. Our Town invests in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life;
- Encourage greater creative activity;
- Foster stronger community identity and a sense of place; and
- Revitalize economic development.

More information: <http://arts.gov/grants/apply-grant/grants-organizations>

### **EPA Brownfields Programs**

- **Area-wide Planning Pilot Program:** Brownfields Area-Wide Planning is an EPA grant program which provides funding to recipients to conduct research, technical assistance and training that will result in an area-wide plan and implementation strategy for key brownfield sites, which will help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Funding is directed to specific areas, such as a neighborhood, downtown district, local commercial corridor, or city block, affected by a single large or multiple brownfield sites. More information: [http://www.epa.gov/brownfields/areawide\\_grants.htm](http://www.epa.gov/brownfields/areawide_grants.htm).
- **Assessment Grants:** Assessment grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfields sites. Eligible entities may apply for \$200,000 and up to \$350,000 with a waiver. More information: [http://www.epa.gov/brownfields/assessment\\_grants.htm](http://www.epa.gov/brownfields/assessment_grants.htm).
- **Revolving Loan Fund Grants:** Revolving Loan Fund (RLF) grants provide funding for a grant recipient to capitalize a revolving loan fund and to provide subgrants to carry out cleanup activities at brownfield sites. More information is available here: <http://www.epa.gov/brownfields/rlfst.htm>.
- **Cleanup Grants:** Cleanup grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites. An eligible entity may apply for up to \$200,000 per site. More information is available here: [http://www.epa.gov/brownfields/cleanup\\_grants.htm](http://www.epa.gov/brownfields/cleanup_grants.htm).

### **Transportation Alternatives Program (TAP)**

The Federal Highway Administration's TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways. In rural areas, these funds are typically allocated by state departments of transportation. For more information, visit: <http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>. For more information on Safe Routes to School projects and programs (which are eligible for funding under TAP), visit: [http://www.fhwa.dot.gov/environment/safe\\_routes\\_to\\_school/](http://www.fhwa.dot.gov/environment/safe_routes_to_school/).

# Appendix E: References



## **USDA Know Your Farmer Know Your Food**

The **Know Your Farmer, Know Your Food** initiative is a USDA-wide effort to carry out the Department's commitment to strengthening local and regional food systems. The Know Your Farmer Know Your Food website provides a "one stop shop" for resources, from grants and loans to toolkits and guidebooks, from agencies and offices across the Department. The website also contains the Know Your Farmer Know Your Food Compass Map, which shows efforts supported by USDA and other federal partners as well as related information on local and regional food systems.

- <http://www.usda.gov/wps/portal/usda/knownyourfarmer?navid=KNOWYOURFARMER>

## **Farmers' Markets General**

### **USDA National Farmers Market Directory**

Provides members of the public with convenient access to information about U.S. farmers' market locations, directions, operating times, product offerings, and accepted forms of payment.

- <http://search.ams.usda.gov/farmersmarkets/>

### **USDA's "National Farmers Market Manager Survey"**

Nearly 1,300 farmers' market managers responded to this national survey conducted in 2006.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5077203&acct=wdmgeninfo>

### **USDA's "Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook"**

This 2010 report from USDA describes how farmers' markets can accept SNAP benefits. SNAP is the federal government's nutritional assistance program. It was formerly known as food stamps.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo>

### **Appalachian Sustainable Agriculture Project's "Sharing the Harvest: A Guide to Bridging the Divide between Farmers Markets and Low-Income Shoppers."**

This 2012 report from ASAP describes strategies for bridging the divide between farmers' markets and low income shoppers.

- <http://asapconnections.org/local-food-research-center/reports/>

### **USDA's "Connecting Local Farmers with USDA Farmers Market Nutrition Program Participants"**

This 2010 report from USDA describes how providing transportation can help low-income individuals overcome barriers to accessing farmers markets.

- <http://www.ams.usda.gov/AMSV1.0/farmersmarkets>

## Farmers' Markets Management

### **Oregon State University's "Understanding the Link Between Farmers' Market Size and Management Organization."**

This report, supported by the USDA, explored internal management issues of farmers' markets and describes tools that can help make farmers' markets sustainable.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5071342>

### **Appalachian Sustainable Agriculture Project's "25 Best Practices for Farmers' Markets."**

This report describes 25 best practices in the areas of management, regulations, risk management, food safety, improving vendor sales, and marketing/outreach/promotion/social media.

- <http://asapconnections.org/tools-for-farmers/hosting-a-farmers-market/farmers-market-makeover/>

## Food Hubs

### **USDA's "Moving Food Along the Value Chain: Innovations in Regional Food Distribution"**

This 2012 report from USDA examined eight case studies of food value chains and provides some practical lessons about the challenges they face and lessons learned.

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateA&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=FoodHubResearchReleasesBlogs&description=Food%20Hub%20Research,%20Releases,%20Blog%20Posts,%20and%20Articles>

### **USDA's "Regional Food Hub Resource Guide"**

USDA released this primer on food hubs and the resources available to support them in 2012.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957>

### **Michigan State University's and Wallace Center's "State of the Food Hub – 2013 National Survey Results"**

This survey of more than 100 food hubs across the United States quantifies the scope, scale, and impacts of local food hubs.

- <http://www.wallacecenter.org/resourcelibrary/state-of-the-food-hub-2013-national-survey-results>

### **Wholesome Wave's "Food Hub Business Assessment Toolkit"**

The toolkit provides tools to assess a food hub businesses' readiness for investment.

- <http://www.wholesomewave.org/wp-content/uploads/2014/08/HFCI-Food-Hub-Business-Assessment-Toolkit.pdf>

## Community Kitchens

### Culinary Incubator's Community Kitchen Database

This site provides a description and interactive map of community kitchens across the United States.

- <http://www.culinaryincubator.com/maps.php>

## Community Gardens

### Centers for Disease Control and Prevention's Community Gardens Website

- <http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/community.htm>

### Vermont Community Garden Network's Garden Organizer Toolkit

- <http://vcgn.org/garden-organizer-toolkit/>

## Farm to School

### USDA's Farm to School Website

USDA provides information on its website about Farm to School programs and how to get one started in your community.

- <http://www.fns.usda.gov/farmentoschool/implementing-farm-school-activities>
- <http://www.fns.usda.gov/farmentoschool/farm-school>

## Land Use

### American Planning Association's (APA's) "Zoning for Urban Agriculture"

The APA in 2010 prepared an article on urban agriculture zoning in its March 2010 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2010/pdf/mar.pdf>

### American Planning Association's (APA's) "Zoning for Public Markets and Street Vendors"

The APA also prepared an article on zoning for public markets in its February 2009 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2010/pdf/mar.pdf>

## Other

### CDC's Report "Recommended Community Strategies and Measurements to Prevent Obesity in the United States"

Report documenting strategies to implement for obesity prevention.

<http://www.cdc.gov/obesity/resources/recommendations.html>

### **Food Value Chains: Creating Shared Value to Enhance Marketing Success**

The report provides an overview of how food value chains are initiated, structured, how they function and the business advantages and challenges of this approach.

- <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateA&navID=FoodValueChainsPageWholesaleAndFarmersMarkets&rightNav1=FoodValueChainsPageWholesaleAndFarmersMarkets&topNav=&leftNav=WholesaleandFarmersMarkets&page=FoodValueChains&resultType=&acct=wdmgeninfo>

### **Wholesale Markets and Facility Design**

Provides technical assistance and support to customers regarding the construction of new structures or the remodeling of existing ones. These facilities include wholesale market, farmers markets, public markets, and food hubs.

- <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateN&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMWholesaleMarketsandFacilityDesign&description=Wholesale%20Markets%20and%20Facility%20Design&acct=facdsgn>

### **Organic Agriculture**

USDA is committed to helping organic agriculture grow and thrive. This is a one-stop shop with information about organic certification and USDA-wide support for organic agriculture.

- [www.usda.gov/organic](http://www.usda.gov/organic)

### **Fruit and Vegetable Audits**

Audits for Good Agricultural Practices and Good Handling Practices can help producers access commercial markets by verifying that fruits and vegetables are produced, packed, handled, and stored in the safest manner possible to minimize risks of microbial food safety hazards.

- <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateN&page=GAPGHPAuditVerificationProgram>

### **USDA Certification for Small and Very Small Producers of Grass-fed Beef and Lamb**

Allows small and very small-scale producers to certify that their animals meet the requirements of the grass-fed marketing claim standard, helping them differentiate themselves and communicate value to their customers.

- <http://www.ams.usda.gov/AMSv1.0/GrassFedSVS>

### **Local and Regional Market News**

Provides reports on local and regional food outlets, providing producers and consumers with instant access to prices from farmers markets, farmers' auctions, food hubs, and direct-to-consumer sales, providing support to even the smallest farmers and producers.

- <http://www.ams.usda.gov/AMSv1.0/MarketNewsLocalRegional>

## **Local Food Systems & Economic Development Resources – Pennsylvania**

### **Pennsylvania Grows – Pennsylvania Department of Agriculture & Department of Community and Economic Development**

<http://www.keeppagrowing.pa.gov/>

### **Buy Fresh, Buy Local Pennsylvania**

<http://buylocalpa.org/>

### **Pennsylvania State University – Food for Profit Workshops**

<http://extension.psu.edu/food/entrepreneurs/courses/food-for-profit>

### **Pennsylvania Association for Sustainable Agriculture**

- <http://www.pasafarming.org>

### **Pennsylvania State University – Women’s Agricultural Network**

- <http://agsci.psu.edu/wagn>

### **Pennsylvania State University – College of Agricultural Sciences Research Project “Enhancing Food Security in the Northeast”- Production Team**

- <http://agsci.psu.edu/research/food-security/research-projects/production>

### **Pennsylvania Department of Community and Economic Development – Grants and Programs**

<http://community.newpa.com/programs>

### **Southwestern Pennsylvania Commission – Local Foods Initiatives**

[http://spcregion.org/plan\\_food.shtml](http://spcregion.org/plan_food.shtml)

# Appendix F: Local Food System Mapping

The following identifies the different entities that comprise the local food system serving the greater Connellsville region as identified by the workshop participants. This listing can be expanded upon and used to help build a local food system network of stakeholders.

# Connellsville Food Systems Mapping

**Producers:**  
**Farmers/Ranchers/Fisherman/Incubator Farm Programs**

- Herr Snyder’s of Berlin
- Jackson’s Farm
- Appleseed Farm
- Holchin’s Farm
- Duda’s Farm
- Allen’s Farm
- Work Farms (Uniontown)
- Footprint Farm
- Harris Farm
- Triple B Farms
- Sandhill Berries Farm
- JK Farms
- Town’s Edge
- Sana View Farms
- Friendship Farms
- Pletcher’s May Farmers
- Bardine’s Butcher
- Werry’s Provision
- Goshen Valley Grains
- Moo Echo Dairy
- Turner Dairy
- Allen’s Dairy
- United/Fike’s Dairy
- Galliker’s Dairy
- West Overholt Distillery
- Christian Klay Winery
- Greenhouse Winery
- Greendance Winery
- Winslow Winery
- Colebrook Chocolate Company
- Sara’s Chocolate
- Somerset County Syrup
- Angelo Fish Hatchery
- South Connellsville Rod & Gun Club

**Distributors: Aggregators/ Transporters**

- Ministries
- Reinhart’s
- Republic Foods Enterprise Center (RFEC)
- Redstone
- Hillside
- Turner’s Dairy
- United Dairy Production
- 84 Auction
- Waynesburg Stockyard
- Sysco
- US Foods
- Paragon Foods
- Just Harvest
- Christener Farms

**Processors: Community Kitchens/Food Hubs**

- Canteen
- Republic Foods Enterprise Center (RFEC)
- May’s Custom Meat Processing
- Harry’s Custom Meats
- Jackson Farm Supply

**Marketing: Restaurants/Grocery Stores/Hospitals/Schools/ Corporate Contracts**

- McCarthy’s Kitchen
- Cornucopia Café
- Eat N’ Park
- Wavie and Jane’s
- Bud Murphy’s
- El Canelo
- NY Pizza
- Arch Café
- Italian Oven
- Stone House Restaurant and Inn
- Bed & Breakfast’s
- Nemacolin Woodlands Resort
- Seven Springs Resort
- Hidden Valley
- Pleasant Valley Country Club
- Uniontown Country Club
- Pechin Superfood Market
- Giant Eagle
- Martin’s Food Market
- Shop N’ Save
- Walmart
- Highlands Hospital
- Frick Hospital
- Uniontown Hospital
- UPMC Cancer/Rehab Center
- MedExpress Urgent Care
- Kane Community Hospital
- Allegheny General Hospital
- Ruby Hospital
- Indiana Regional Hospital
- Diabetes Clinic
- Connellsville Area School District
- Frazier School District
- Vocational-Technical Culinary Arts Program
- Penn State – Eberly Campus
- California University of PA
- Penn State Fayette
- Heinz

**Marketing: Farmers Markets/CSAs/Online Services**

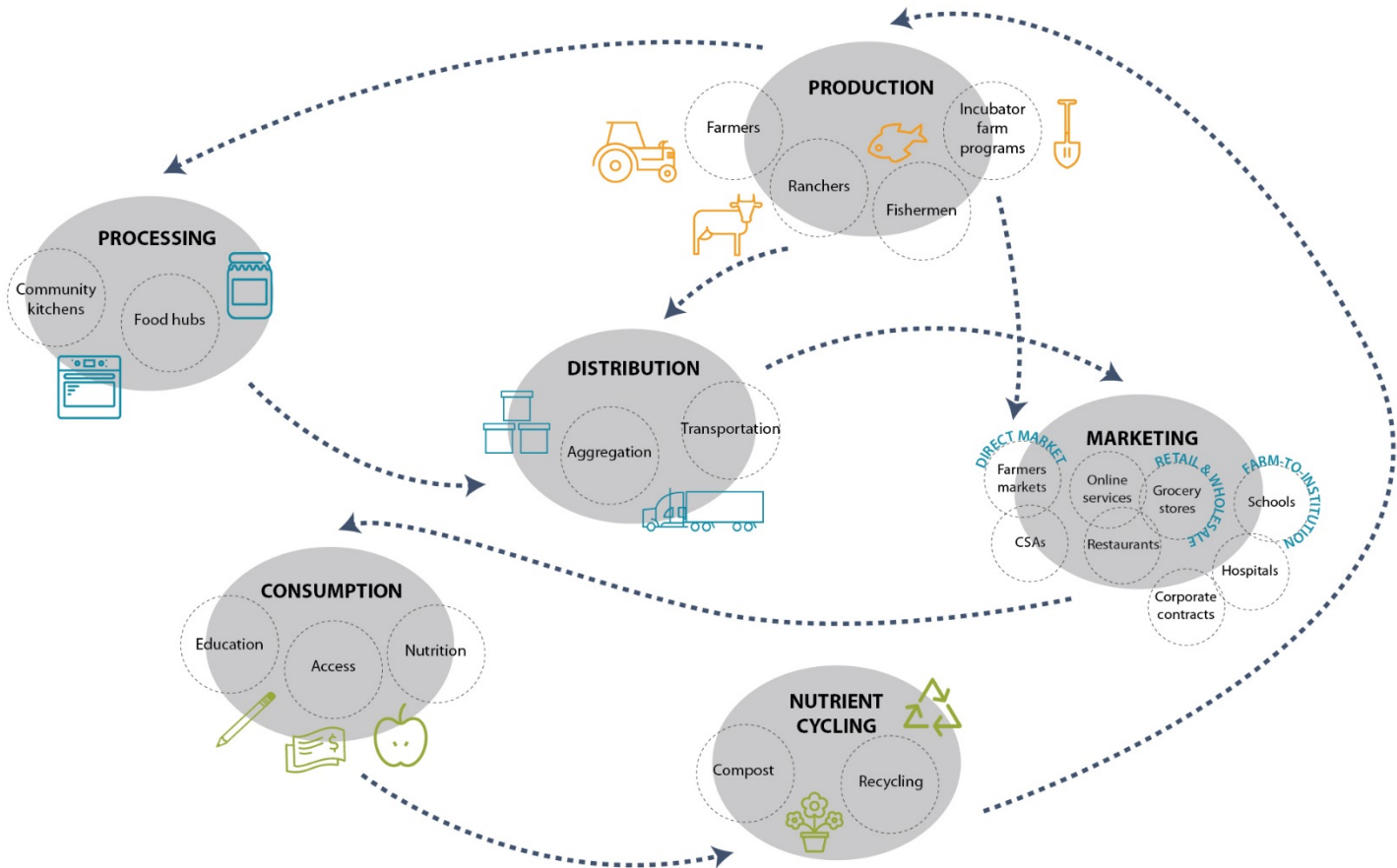
- Connellsville Farmers Market
- Pletcher’s Farmers Market
- Ohiopyle Farmers Market
- Brownsville Farmers Market
- Duda’s Farmers Market
- Donegal Farmers Market
- Jackson’s Farmers Market
- Pittsburgh Strip District
- Mt. Pleasant Farmers Market
- Tourist Promotion Agency (TPA)
- Matthews Family Farm
- Republic Foods Enterprise Center (RFEC)
- Family Cow

**Consumers:**  
**Education/Access/Nutrition**

- WCC Culinary Program
- 4-H
- Young Agricultural Entrepreneurs
- FFA
- SNAP/WIC Incentives
- PSU Extension
- West Virginia University
- California University of PA
- Head start Pre-School
- Career and Technical Assistance Center (CTAC)
- USDA Food Nutrition Center

**Cycling: Compost/Recycling**

- City of Connellsville
- Advanced Disposal
- South Connellsville
- PA Resource Council
- Special T Metals
- Shop Demo Depot





# Appendix G: Actions Brainstorming Exercise

The following documents the full set of ideas generated for each goal area by workshop participants during the Action Planning stage. The final set of actions included in Appendix A reflect a refinement of this original brainstorming list as prioritized by workshop participants.

## Goal Area 1. Strengthen Existing Farmers' Market

- Farmer Outreach
  - Learn about ways to improve the market – Penn state extension has many sources as does Pennsylvania Association for Sustainable Agriculture (PASA)
  - Expand types of vendors to draw consumers
  - Facilitate discussion between producers, vendors and markets
  - Ask potential vendors what would make the Connellsville farmers market and ideal location for *them*
  - The farmers market designates one person to collect product from several farms and man a table each week, taking turns. (would each take a turn once a month to represent at the market)
  - Get more vendors by requesting N&A's from extension/USDA of producer
  - Allow ranchers/farmers to offer goods per order form with payment up front. One delivery for distribution would introduce customers to products.
  - Reach out to farmers and go to them. Do not expect them to come to us.
- Marketing
  - Facebook page and other social media outlets
  - Awareness segment at weekly faith-based venues
  - E-newsletters that showcase recipes and farmer bios; direct mail, local businesses, market into other communities
  - Provide vendor referral bonus
  - Develop marketing campaign to reach bike-riding tourists specifically
  - Increase awareness: opportunities for low income communities (utilizing SNAP, etc.)
  - Make sure the market has a strong local brand
- Physical/Operations
  - Larger space
  - Better signage
  - Time and location is key (i.e. Ohiopyle)
  - Hire a market manager who can actively promote the market and try new initiatives. Perhaps the same person can work on non-market food programs also.
  - Extend market hours
  - Provide a drive through
  - Enable SNAP benefits
- Offerings
  - Yoga/physical activity classes; recipes: from farmers, using products from different vendors; low cost, easy to prepare foods
  - Farmers featuring one seasonal vegetable and produce recipe or provide simple storage/shelf life instructions

- Food/cooking demos by local chefs
- Bring local musicians
- Children's activities (food-focused)
- Variety of breads, produce, cheese, bakers, god treats, flowers, plants, jams, soaps, artisan goods, etc.
- Bring animals to the market

## Goal Area 2. Get more local foods in local restaurants, B&B's, etc.

- Marketing/Branding
  - Farmers and restaurateur meetings in January
  - Work with community groups and sports teams to partner with farmers for healthier fundraising ideas
  - Utilize the Buy Fresh Buy Local brand and 1Local tool through PASA. Consider creation of more localized brand. Connect with farmers through PASA
  - Sustainable PGH Restaurant Program: recognizes sustainable efforts, connects with farms and resources, market and promote restaurants
  - Do a program like the 30-mile meal that incentivizes businesses to carry local foods. Encourage experiences that can be sold at a premium within this campaign.
  - Special offers of foods that are local, advertise the farm that the food came from
  - Create a local seal for front window of restaurant indicating that they buy local
  - Weekly food newspaper column (local foods /restaurants, recipe, nutrition, etc.)
  - Farmers and restaurant partners together but also have signage promoting each other's products and services.
  - Create a brand logo for businesses serving local foods could use. Make sure information is available to trail users that are passing by.
  - Provide an emblem or logo to highlight that they are a green, healthy sustainable businesses
- Events
  - Each week a restaurant has a presentation and does a demo with available product and lists one item on the menu for the following week, featuring that product
  - Have a local food festival
  - Encourage the food experience by advertising in local business
  - Events with local restaurants surrounding local food
  - Local foods month or one day/month where the menu features local foods
  -
- Education
  - Educate store owners on economic incentives of buying and selling locally (i.e. food experiences for out of town guest) and less transportation costs

- Culinary trainings for restaurants, chefs on a variety of local products, encourage “food showcases” where chefs make dishes using locally provided ingredients
- Identify Farmers & Build Partnerships
  - Develop database
  - Compile a list of farmers for them to reach out to
  - Establish partnerships with farmers to have a dependable supply of fresh, seasonal produce
  - Facilitate discussion between farmers/producers and restaurants, B&Bs
  - Meet with little league, soccer field, etc. to get fruits/vegetables to concession stands
  - Seek out sources of locally produced eggs, cheese, bread and start harvesting morels and ramps
  - Provide list of farmers/ranchers to B&B's, restaurants, groceries for them to initiate dialogue
  - Transportation for farmers to get produce to local food business

### Goal Area 3. Advance Local Foods and Local Experience Based Tourism

- Events
  - Food festivals
  - Produce market for bikes
  - Farm tour – businesses who source from local farms
  - Examples: a coffee shop has a promotion, if you come and have a specific sticker on your bike helmet, you can get a free small coffee with a purchase of a certain dollar amount
- Brand
  - Have branded a water bottle/merchandise that can be refilled for free at participating vendors – supports tourism at different businesses
  - Capitalize on a bike trail running through Connellsville
  - Processing can be done through commercial kitchen at Republic Food Enterprise Center. Can create Connellsville label/logo for products with an image that instills cultural heritage. Look at Butler County brand as a model
- Products
  - Wine
  - Moonshine
  - Wild game
- Partnering
  - Getting on the newly started tourism, all on the same agenda through the Fayette Chamber
  - Farmer meetings January for businesses and farmers

- Work with business operators to design and deliver marketable food experiences where participants pay to learn, do, smell, taste, etc. Really immerse customers in an experience
- Marketing/PR
  - Trail program – will provide signage and logo
  - Monthly newsletter highlighting local farms, farm stands, restaurants, farmers, market, etc.
  - Business marketing embracing local foods that were on their websites, Facebook pages, etc.
  - Better and additional signs that show people where to go
  - Develop stronger model to promote
  - List the farmers and ranchers that would like to participate in tourist/residential visits in the Chamber registry, make a handout.
  - Signage at River Park designating food places that offer locally grown food
  - Start monitoring use of local foods and products on websites
  - Develop a Food Hub, public market, maps to nearby farms – more overall signage
  - Signage around town: on the GAP trail indicating distance and minutes to local shops and restaurants

#### **Goal Area 4. Improve Access to Healthy Foods by Lower Income Populations & Seniors**

- Bring Food to People
  - Initiate community gardens target to population
  - Transport produce to seniors
  - Offer a shuttle from senior housing to market
  - Program the brings food to seniors
  - Offer CSA drop-off near or at senior housing
  - Mobile food market – fruit/veggie “ice cream” truck to senior housing projects
  - Sell quality produce that is typically thrown away at discounted prices
  - Special seasonal dinners, eat local events
  - Stores should have things washed and ready to go, potentially packaged onto backpacks or bike packs
  - Provide fresh foods via Food Pantry; Community Ministries is receiving a walk-in cooler to implement by June 2016
  - Develop a trade/barter system – If they can bring in items and add to the list, they can receive one free item (if one senior refers another senior or low income individual, pay it forward)
- Community Garden

- More participation through community gardens – Connellsville Ministries can work on the garden in some capacity, 2x coupons
- Develop community gardens in vacant city lots for the sole purpose of distributing foods to low income people and seniors.
- Community gardening: rooftops/green roofs on public housing, redeveloping vacant lots
- For the community gardens, have raised “ability beds” that seniors and people with disabilities can use. Transport them to the garden and directly involve them in gardening prior to food distribution.
- Educate
  - Free gardening education and packet/pamphlet to start family garden or neighborhood gardens
  - Have local garden clubs teach low income/seniors how to grow their own gardens. If possible, garden clubs and local farmers provide start-up materials
  - Educate families on meal preparation and use of SNAP/EBT for healthy options.
  - Perhaps give education and a free seed packet (i.e. veggies) to children in health class to take home and grow as a part of the garden.
  - Educate on how to prepare and cook easy, inexpensive, local meals that can feed *many*
- Incentives
  - Support farmers who “tithe”
  - Legalize work for food programs
- Expand SNAP
  - SNAP benefits at farmer’s market
  - Local farmers and retailers sell “ugly” produce at a discount
  - Offer SNAP at the farmer’s market and give more fruits and vegetables from the food banks
  - Senior and or low income discount in the Buy Local Program
  - Vouchers for seniors/low income funded by grants/healthcare organizations
  - Have vendors accept SNAP benefits greater outreach of senior benefits and vouchers
  - Consider the creation of a farmer’s market on wheels or food truck that delivers to senior homes or sets up farm stands around low income areas of the neighborhood

## Goal Area 5. Advance Efforts to encourage more walking, biking and active Lifestyles

- Infrastructure/Signage
  - Bike check/racks, secure bike, parking at locations and for events/infrastructure
  - Biking lanes and signage
  - Slow traffic on Crawford with traffic calming
  - Have logos for bike travel loops throughout the community with food or farms marked
  - Create bike paths through the community like they have in Pittsburgh; create signage from the bike trail into the city trail
  - Signage that promotes walking/biking; features distance, health facts, benefits, community bike rental, “Bike/Walk Connellsville Days”
  - Repaint *all* the crosswalks
  - Dedicated bike lanes in town
- Programs
  - Address any perceptions of safety; plan for walkability in community design
  - Potentially lead yoga in the park? Yoga flash mobs community walks – like venture outdoors in Pittsburgh; workshops that tie healthy lifestyle to eating healthy, local foods
  - Host an open streets/block event that includes: yoga, businesses, activities
  - Walkable trail through town filled with fun and local foods and physical activity
  - Business “healthy” competition (i.e. weight loss, etc.)
  - Have weekly family walks / bike rides with healthy snacks at completion
  - Start a walking club that concludes at a local café or frozen yogurt shop.
  - Continued support – if a walking club is started needs support to keep going
  - After school cooking club, put in a community kitchen
  - Have festivals, bike races
  - Do they still do “Wednesday Walks” that STEPS to a healthier Fayette County used to do? Potentially team
  - Acknowledge walkers/bikers who commute via foot and pedal to work, run errands, and recreate with a “thermometer” in town. As people go by they and login their distance/time.
  - Host local rides and walks that are food-themed and celebrating in nature – make them “entry-level” so that people feel comfortable”
  - Programs to teach lower income healthy eating and cooking through local food banks. They take classes to get the food.



- Walking tours of Connellsville
- Organized vacations for long trips on the bike trail or weekend getaways
- Campaign with ongoing activities and branding (i.e. “Healthy is Haute”)
- More races that are unique (i.e. Color me Radd)
- Businesses start their own employee garden
- Health programs brought to businesses to promote healthy lifestyles
- Continue the Unity Church program to give away bicycles to children of impoverished families
- Develop a program calendar of locations within the community to hold events, each location can be responsible for promoting
- Local restaurants to host cooking clubs for kids
- More health focus that reflect healthy living, walking, hiking, biking, water sports

# Appendix H: “This I Believe”

During the first workshop session, participants were asked to write down statements about their aspirations for local foods and local place-making initiatives in Connellsville. The following documents those statements.

*As I think about local foods and local place-making initiatives in Connellsville, I believe that ...*

- If awareness and ease of availability can be promoted in local restaurants, local consumers will follow suit
- We need more people for local gardens, more people willing to work on a community garden
- The remaining empty store fronts in the downtown can be filled with viable businesses in the next seven years
- If Connellsville is to continue to grow and be inviting to visitors and businesses wanting to come, the negative overtones needs to be overcome by positive affirmations
- About the excellent future of Connellsville becoming a viable downtown
- We would like a city market (indoor) in the downtown area
- C'ville can become a buy local/grow local hub just by simply adding the local large growers into the conversation – why aren't they here?
- I believe public interest in eating healthy is rapidly growing movement in C'ville.
- Small town living will experience growth in the future; this type of growth will spur greater in locally grown food and local products
- The LFLP movement in C'ville will grow and flourish and be a cornerstone for the entire community
- C'ville as a destination for day trips from Pittsburgh and DC by people enjoying the river and rural local products, food, etc. – via train or bicycle
- Downtown C'ville in the future will have an economic boost from tourism
- Educational programs to help young people make good food choices which will be provided by a local farmers market
- Local businesses make a community a true community
- Producers and those in charge of farmers market need to communicate their needs (vendors and customers) keying in on local foods spending in Connellsville alone = \$10M
- The future of downtown C'ville is moving in a positive direction
- LFLP will encourage a more healthy lifestyle for the community
- C'ville has a unique opportunity to capture new, higher income consumers from the trail
- Connellsville can become a model of wellness. This can be achieved through valuing our health, our community, and our future. Our local resources such as local foods, innovators and entrepreneurship.
- If we had larger tent for farmer's market (covered with test kitchen) we could bring in more vendors and cooking demos for public. Education by sight is the best way to teach.
- Connellsville residents are passionate about moving their community forward despite the odds. They can mobilize their effort and become a hub for the local food movement.

# Appendix I: Workshop Presentations

# Welcome to Connellsville

## Pennsylvania

A City on the Move



# Laurel Highlands Native American Interpretative Center

Fayette County Cultural Trust  
[www.fayettetrust.org](http://www.fayettetrust.org)



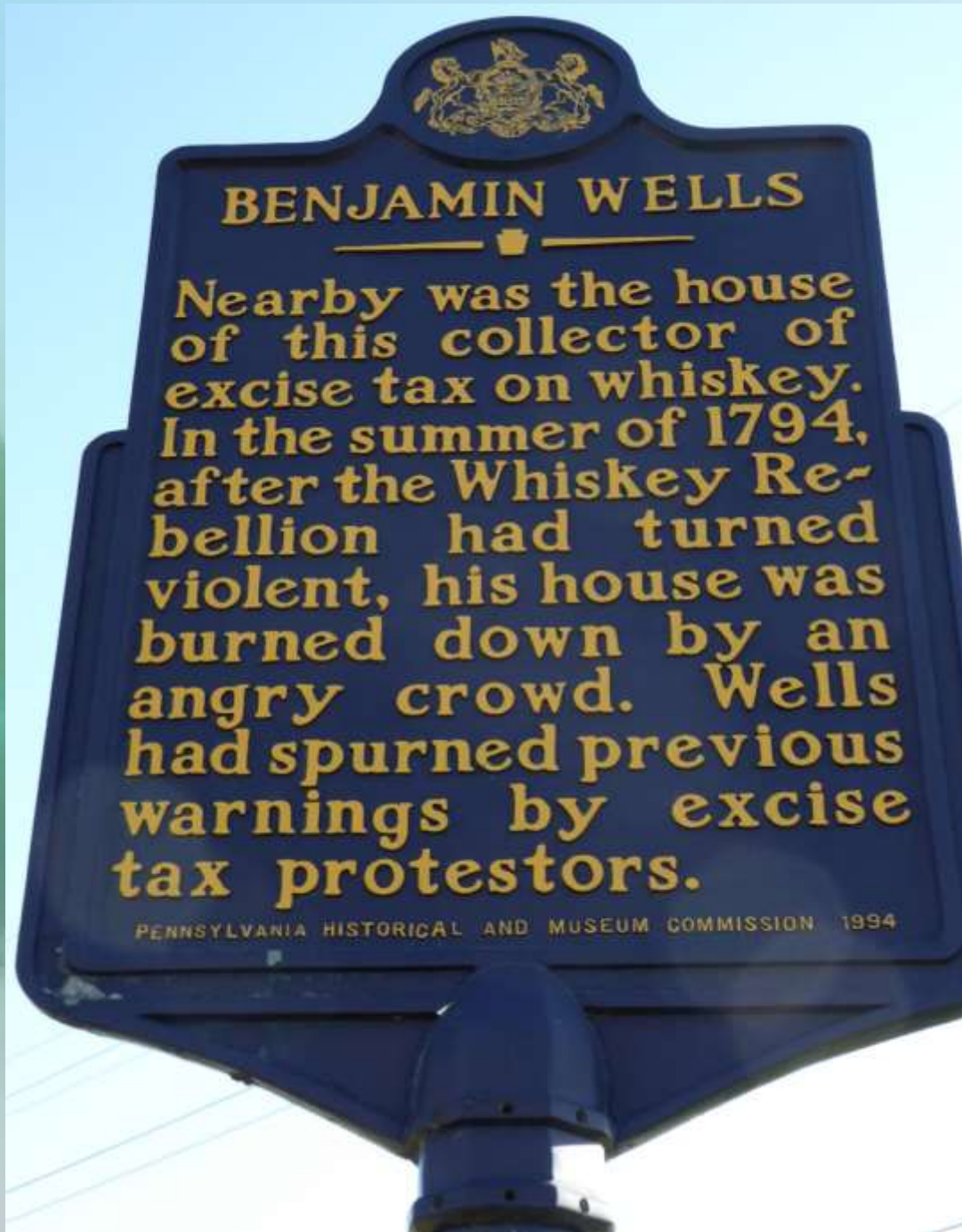
Native Americans have lived in this part of Pennsylvania for hundreds of years. Chief Nemacolin's path was forged through the Appalachian Mountains which became known as Braddock's Road, National Road, then Route 40. This was one of the first officially recognized highways in the United States.

The Laurel Highlands Native American Interpretative Center will focus on the history of Native Americans in this area from the past, present to the future. This center will preserve for generations to come, the legacy that the Native Americans have contributed to this area to include their customs, way of life, and food.



# Connellsville Historic Overview

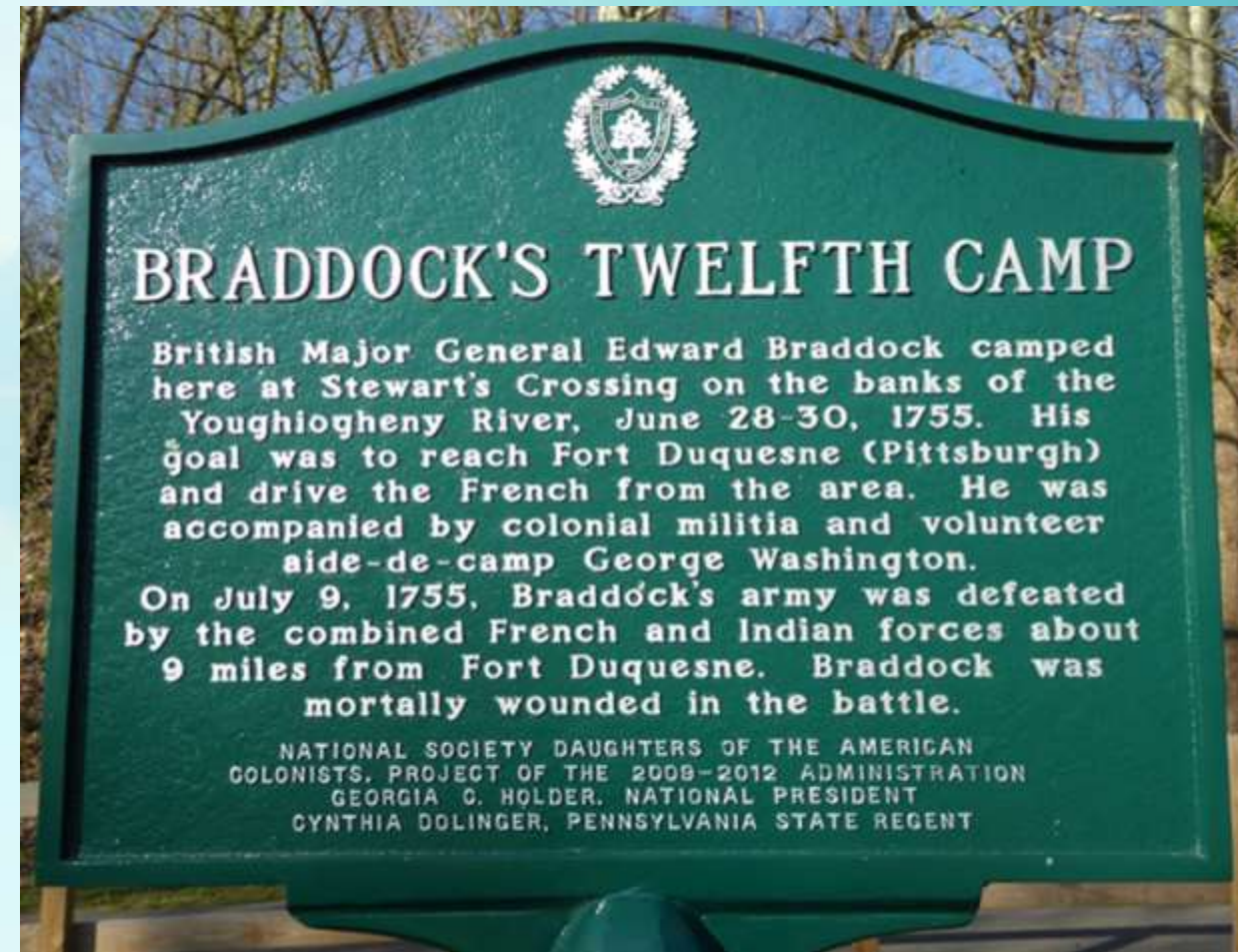
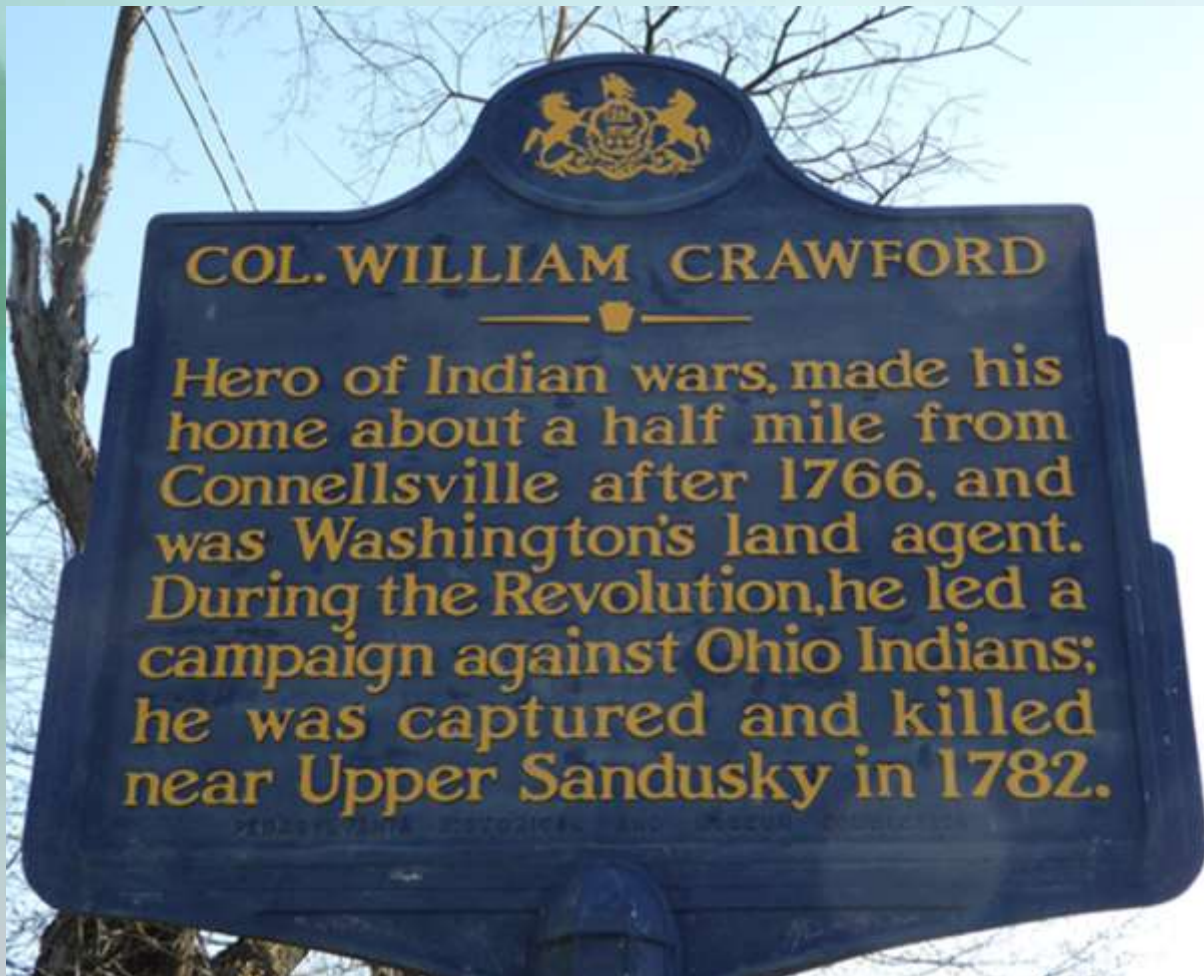
## Whiskey Rebellion





# Connellsville Historic Overview

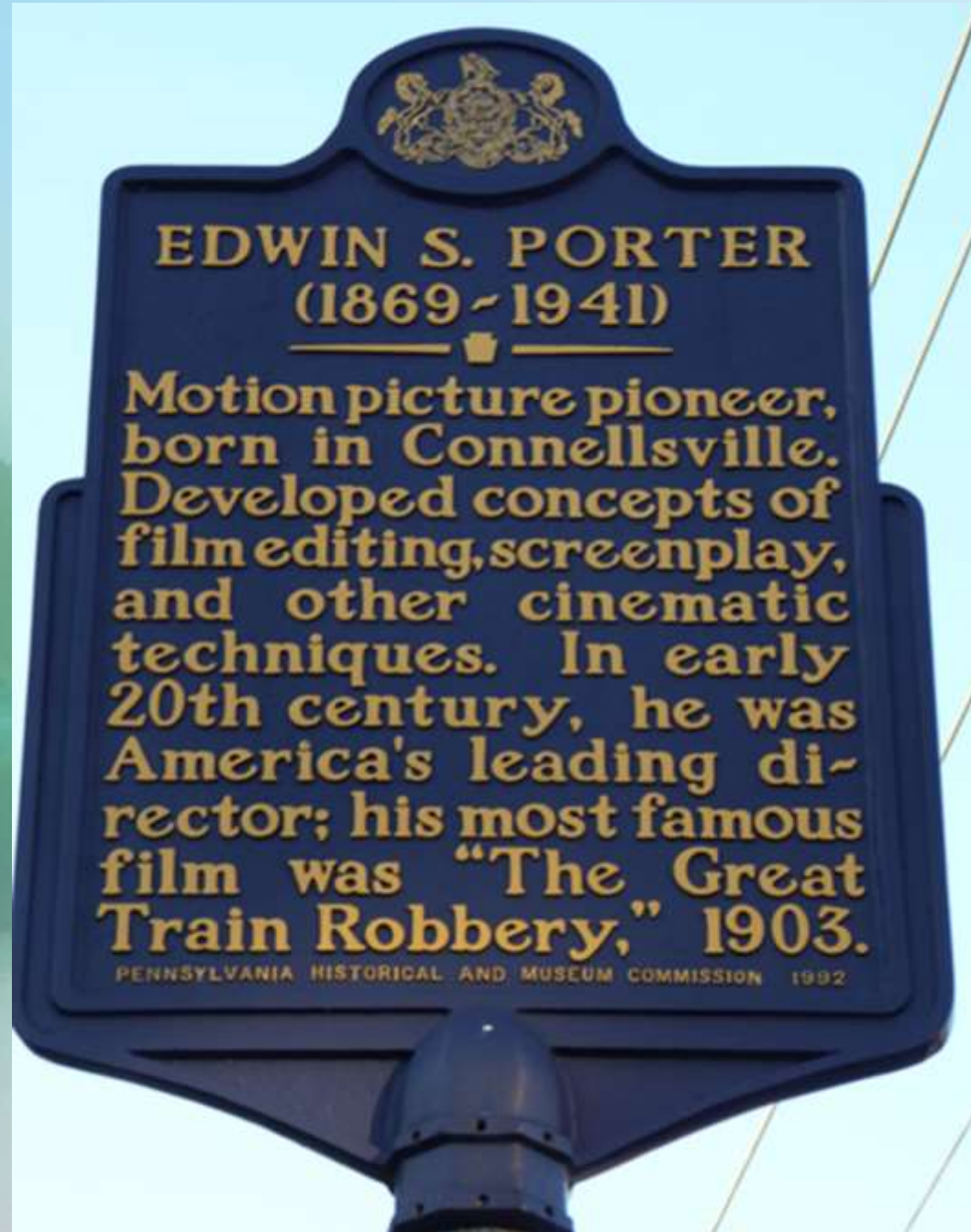
Col. William Crawford





# Connellsville Historic Overview

Edwin S. Porter



## Edwin S. Porter

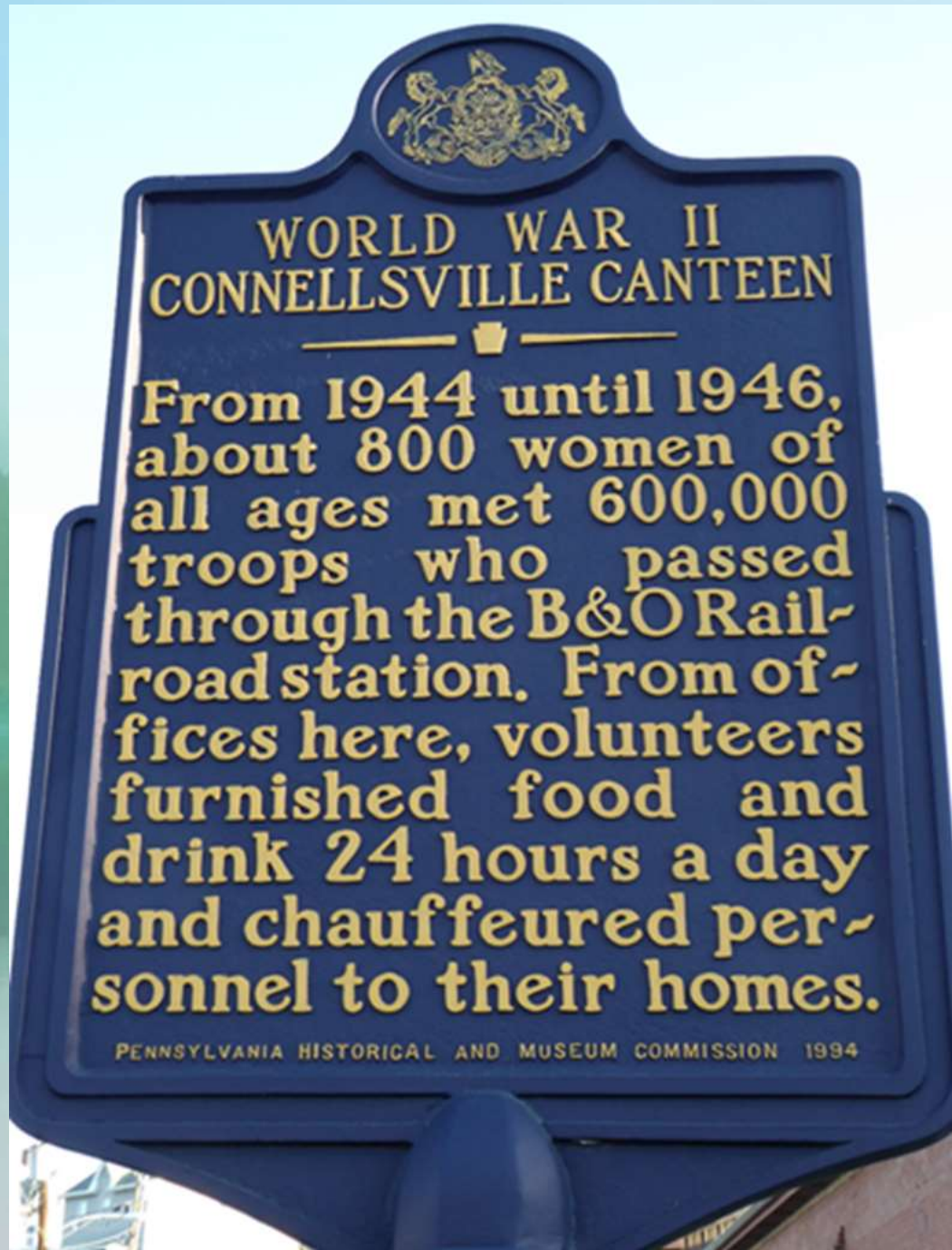
- Born in Connellsville, PA.
- Worked as a film projectionist in the 1890s before becoming a director and cameraman for the Edison Manufacturing Company in Orange, New Jersey.
- Made groundbreaking use of cross cutting in *The Great Train Robbery* (1903)
- helped lay the groundwork for modern cinematography.





# Connellsville Historic Overview

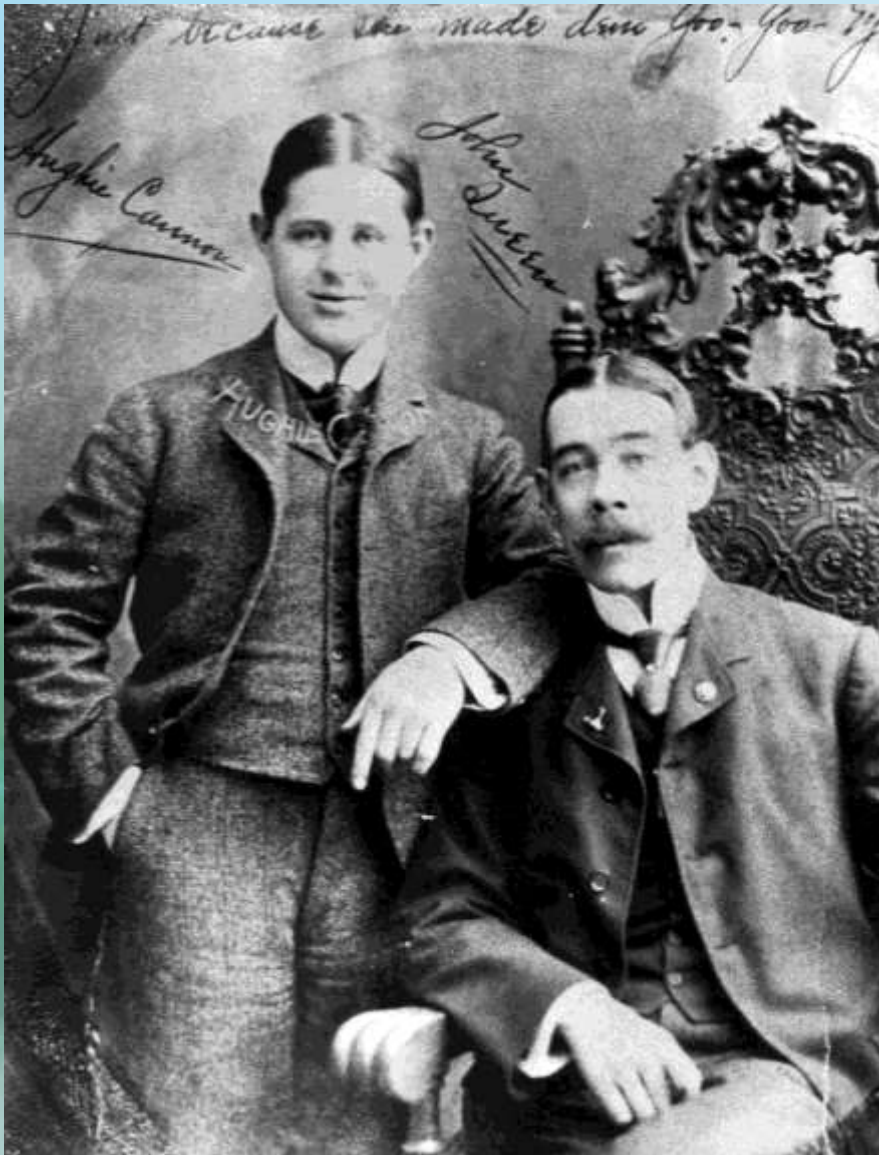
## WWII Canteen



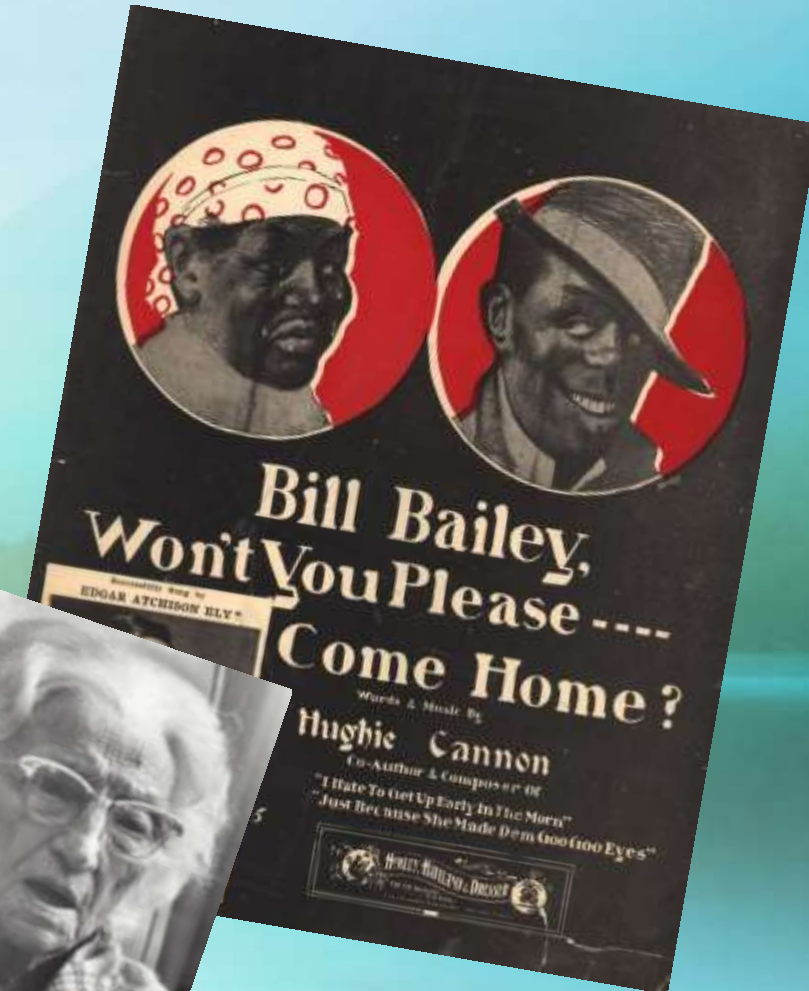


# Connellsville Historic Overview

Hughie Cannon



Sarah & Bill Bailey



Former wife of Bill Bailey  
"Song sure done her wrong"

Hughie Cannon was famous for writing the song  
"Bill Bailey Won't You Please Come Hone"  
He sold the rights to his song to support his alcohol  
addiction

He died penniless and is buried in Connellsville's  
Hill Grove Cemetery



# Connellsville Historic Overview

**Johnny Lujack**  
**1947 Heisman Trophy Winner**



**John Woodruff**  
**Gold Medal Winner**  
**1936 Olympics**  
**Berlin Germany**  
**800 Meter Race**





# Connellsville Churches

## Heritage & Ethnicity





# Connellsville Developments

## Great Allegheny Passage

### Hike & Bike Trail





# Connellsville Developments

**Cobblestone Hotel**  
54 Room Hotel

**Coke to Spoke**  
Public Art

**Hotel**  
**Bed & Breakfast**



**Connellsville Bed & Breakfast**



**Fox Castle Bed & Breakfast**



**Soon to be Bed & Breakfast**



# Connellsville Developments

Amtrak Carry On- Roll Off  
Service

Capital Limited  
Connellsville Station



# Connellsville Developments

## West Side



Condemned Buildings  
Coming Down  
Making Way For  
New Development



West Side Parking



Keedy's Pizza

Trail Side Treats

Greenhouse Winery





# Connellsville Developments

## Sheetz Expansion





# Connellsville Developments

Somerset Trust





# Connellsville Developments

## Connellsville Canteen



# Connellsville Developments

## Aarons Building Renovations





# Connellsville Developments

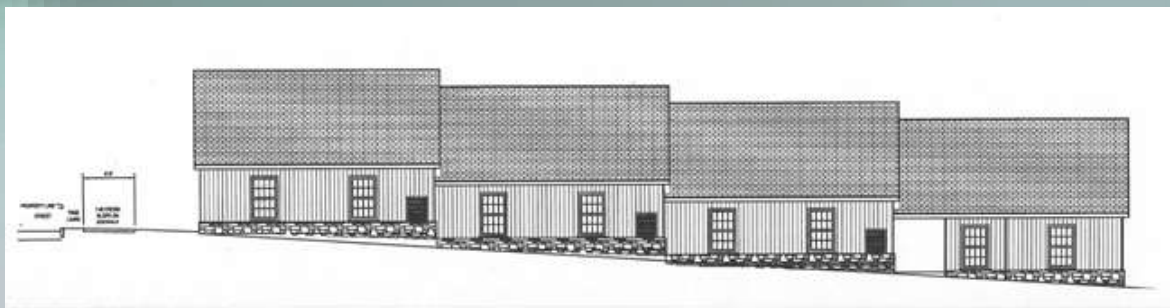
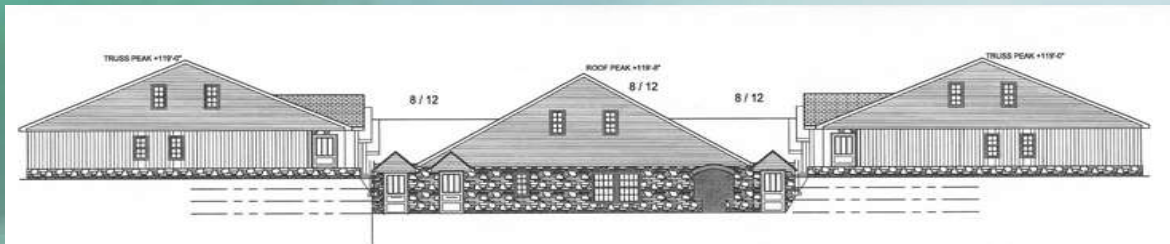
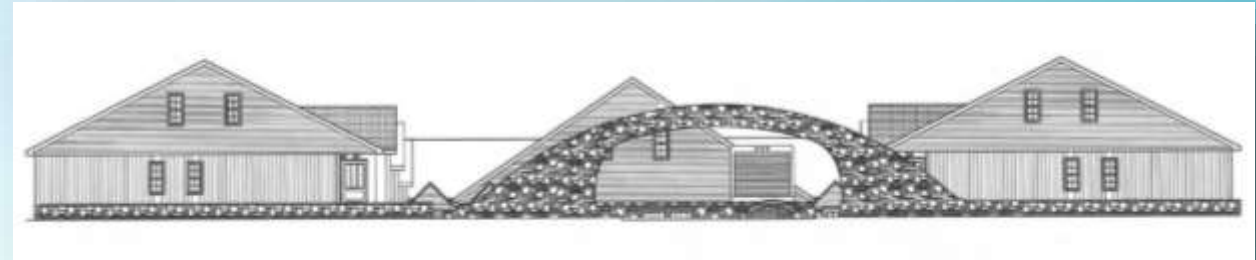
## Connellsville Carnegie Library





# Connellsville Developments

## Sidewinders Project







	<p><b>May 14<sup>th</sup></b> National Train Days Free admission to the Train Display at the Canteen.</p>
	<p><b>May 28<sup>th</sup></b> Geranium Festival Crafts, Food and Music Downtown.</p>
	<p><b>June 25<sup>th</sup> &amp; 26<sup>th</sup></b> Fayette Heritage and Arts Festival  Art on the Yough and Braddock's Crossing at Yough River Park.</p>
	<p><b>July 2<sup>nd</sup> - Sept 24<sup>th</sup></b> Farmer's Market Saturday's 8am - 12 noon.</p>
	<p><b>June 12<sup>th</sup> - Aug 28<sup>th</sup></b> Summer Concert Series Sunday's 7pm - 9pm at Lions Square.</p>
	<p><b>September 10<sup>th</sup></b> Mum Festival Crafts, Food and Music in Downtown.</p>
	<p><b>December 3<sup>rd</sup> &amp; 4<sup>th</sup></b> It's a Connellsville Christmas A community wide Open House. <a href="http://www.fayettetrust.org">www.fayettetrust.org</a></p>



	<p><b>ArtWorks Connellsville</b> 139 West Crawford Avenue Connellsville, PA 15425 724-320-6392  Art Gallery featuring over 80 local &amp; regional artists &amp; authors.</p>
	<p><b>Connellsville Canteen</b> 131 West Crawford Avenue Connellsville, PA 15425 724-603-2093  25' x 50' HO Scale Model Railroad Display &amp; World War II Museum.</p>
	<p><b>Heritage Trail</b> 2 mile self-guided walk through the city of Connellsville exploring the history through illustrated signs.</p>
<p><b>Laurel Highlands PENNSYLVANIA</b></p>	

# Connellsville Developments

**Downtown Connellsville**  
[www.downtownconnellsville.org](http://www.downtownconnellsville.org)  
**Fayette County Cultural Trust Initiative**

**Downtown Connellsville is a "Grass Roots" initiative that raised funds to help assist business owners getting new signage, awnings and facade improvements.**

**We also purchased concrete planters, trash cans and benches for downtown streetscape improvements.**





# Downtown Connellsville Improvements

Downtown Connellsville Supported Initiatives  
Facade Painting, Awnings & Signage





# Connellsville Developments

## Farmers Market



Connellsville Farmers Market



# Connellsville's Farmers Market

Downtown Connellsville  
July 2<sup>nd</sup> – September 24<sup>th</sup> 2016  
Saturday's 8 am – 12 noon





# Connellsville Food Establishments

## Restaurants

Arch Cafe  
Bud Murphy's  
Carnegie Café  
City Bowling Center  
Coke Oven Grill  
Double Dragon - Chinese  
Domino's  
El Canelo - Mexican  
Great Wall - Chinese  
Home Town Diner  
Italian Oven  
Keedy's Pizzeria  
Lynn's Pub & Grill  
M&M Clubhouse  
McDonalds  
Marlene's Corner Bar  
Mile Marker  
New York Pizza & Pasta  
Paint Room  
Pizza Hut  
Sheetz  
Show Boat  
Trail Side Treats  
Wendy's  
Whistle Stop

## Local Foods Local Places

### Social Clubs

Connellsville Elks  
Connellsville Lion's Club  
Connellsville Moose  
Fraternal Order of Eagles  
Italian Social Club  
Polish Club  
Veterans of Foreign Wars

### Specialty

Colebrook  
Chocolate

### Grocery Stores

Martins  
Pechin Express  
Shop and Save  
South Side Market  
Wavie & Janes

## Churches

### Breakfasts

Immaculate Conception  
Otterbein United Methodist  
Payne AME  
St John's Catholic  
St Rita's  
Trinity Evangelical Lutheran

### Dinners

Albright United Methodist  
Christian Church  
Central Fellowship Church  
Payne AME  
Wesley United Methodist

### Festivals

St John's /IC- Slovak & Irish  
St Rita's - Italian

# Local Foods Local Places

Connellsville



## LOCAL FOODS, LOCAL PLACES





# Local Foods, Local Places

Connellsville, PA  
April 20-21, 2016



United States  
Environmental Protection  
Agency



*A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention*



# Two Day Agenda

- Day 1
  - Stakeholder Lunch
  - Community Tour
  - Evening Session 1
    - Visioning and Values
    - Local Food System and Place-based Asset Mapping
- Day 2
  - Morning Session 2
    - Case studies and idea generation
  - Afternoon Session 3
    - Action planning

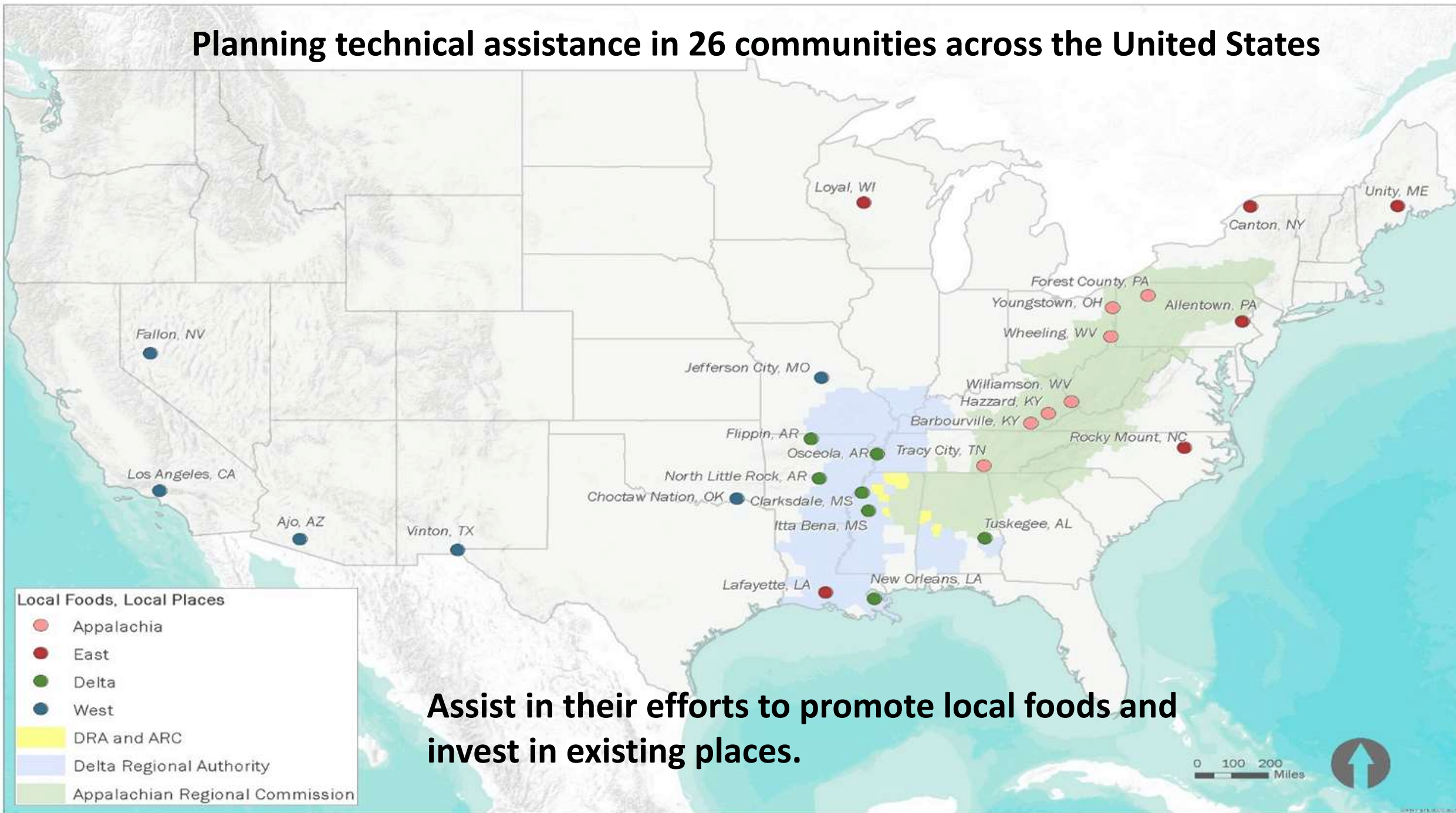


# Program Background

- A joint project of:
  - U.S. Environmental Protection Agency (EPA)
  - U.S. Department of Agriculture (USDA)
  - Appalachian Regional Commission (ARC)
  - Delta Regional Authority (DRA)
  - U.S. Department of Transportation (DOT)
  - Centers for Disease Control and Prevention (CDC)
- With participation from:
  - U.S. Department of Housing and Urban Development
  - State, regional and local agencies and organizations
  - Educational institutions



# Planning technical assistance in 26 communities across the United States





# LFLP Program Purpose

- Desired outcomes

- More economic opportunities for local farmers and businesses.
- Better access to healthy local food, especially among disadvantaged groups.
- Revitalized downtowns, Main Streets, and existing neighborhoods.

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- New connections among people to build capacity for success.
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More economic opportunities for local farmers and businesses.

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Pickle Man. Credit: Jason Espie



Better access and consumption of healthy local food, especially among disadvantaged groups.

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- Healthy Foods Education
  - Production
  - Preparation
  - Consumption
- Healthy Neighborhood Initiatives





Revitalized downtowns,  
Main Streets, and  
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- Walkable and Bikeable  
Town Centers
- Thriving Local  
Businesses
- Local Foods in Local  
Restaurants
- Reinvest in Existing  
Communities







Real world successes



# Access to healthy, local food



**Williamson, West Virginia Community Garden**

*Image Credit: Renaissance Planning Group*



# Access to healthy, local food



**Williamson, West Virginia Community Garden - Today**

*Image Credit: Renaissance Planning Group*



# Access to healthy, local food



**Watauga County, North Carolina Farmers Market**

*Image Credit: Jen Walker*



Access to healthy, local food



Huntington, West Virginia. Wild Ramp Market

*Image Credit: Renaissance Planning Group*



# Economic Opportunities – Scaling Up



**Duffield, Virginia. Appalachian Harvest Food Hub**

*Image Credit: Appalachian Sustainable Development*



# Economic Opportunities – Future Entrepreneurs



Acadiana High School, Lafayette, LA – Meat Processing Ag Class



# Revitalize Downtown, Main Street, Neighborhoods



**Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market**

*Image Credit: Renaissance Planning Group*



# Revitalize Downtown, Main Street, Neighborhoods



**New Albany, Mississippi. New Retail on the Tanglefoot Rail Trail**

*Image Credit: Renaissance Planning Group*



# Local Food System Goals

- Increase number of vendors and customers at farmer's market in downtown Connellsville
- Increase local food offerings in downtown restaurants, B&B's and new hotel
- Integrate local value added foods into economic development (with a tourism focus) strategy
- Make local fresh foods more accessible to lower income residents and seniors





# Local Food System

What is it and why should we care?



# Global Food System



Berry Farm. Credit: Glenn Nelson, Flickr



Distribution. Credit: Stu Mayhew, Flickr



Refrigerated Truck. Credit: TruckPR, Flickr



Container train. Credit: Jaxport, Flickr



Cargo plane. Credit: Helmut Guigo, Flickr



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Local Farmers. Credit: Eric Mathis, City of Williamson, WV



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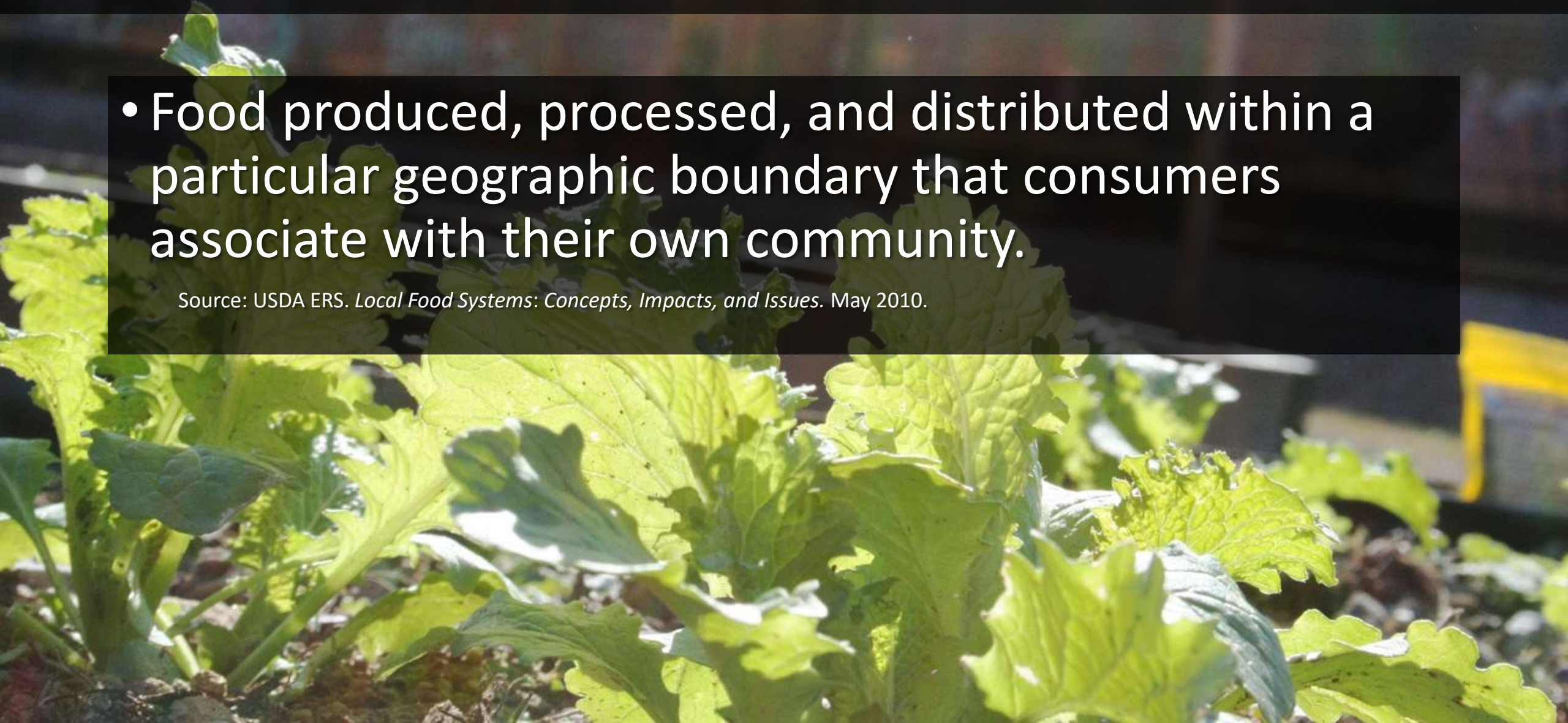
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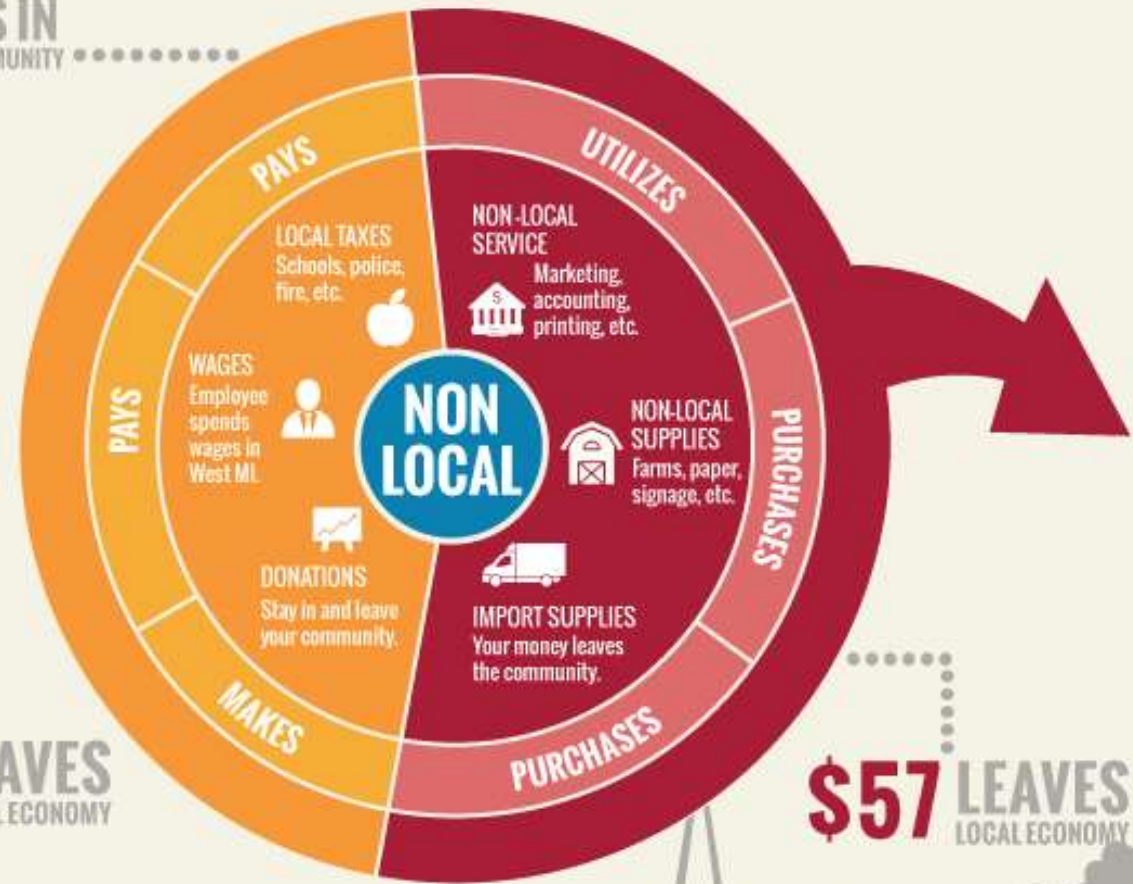
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# Advancing Local Foods



# Popular Strategies



Community  
Gardens



Farmers  
Markets



Incubator  
Kitchens



# Popular Strategies



Farm to  
School  
Programs



Local Food  
Hubs



Community  
Supported  
Agriculture

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- Beginning Farmer and Rancher Development Program
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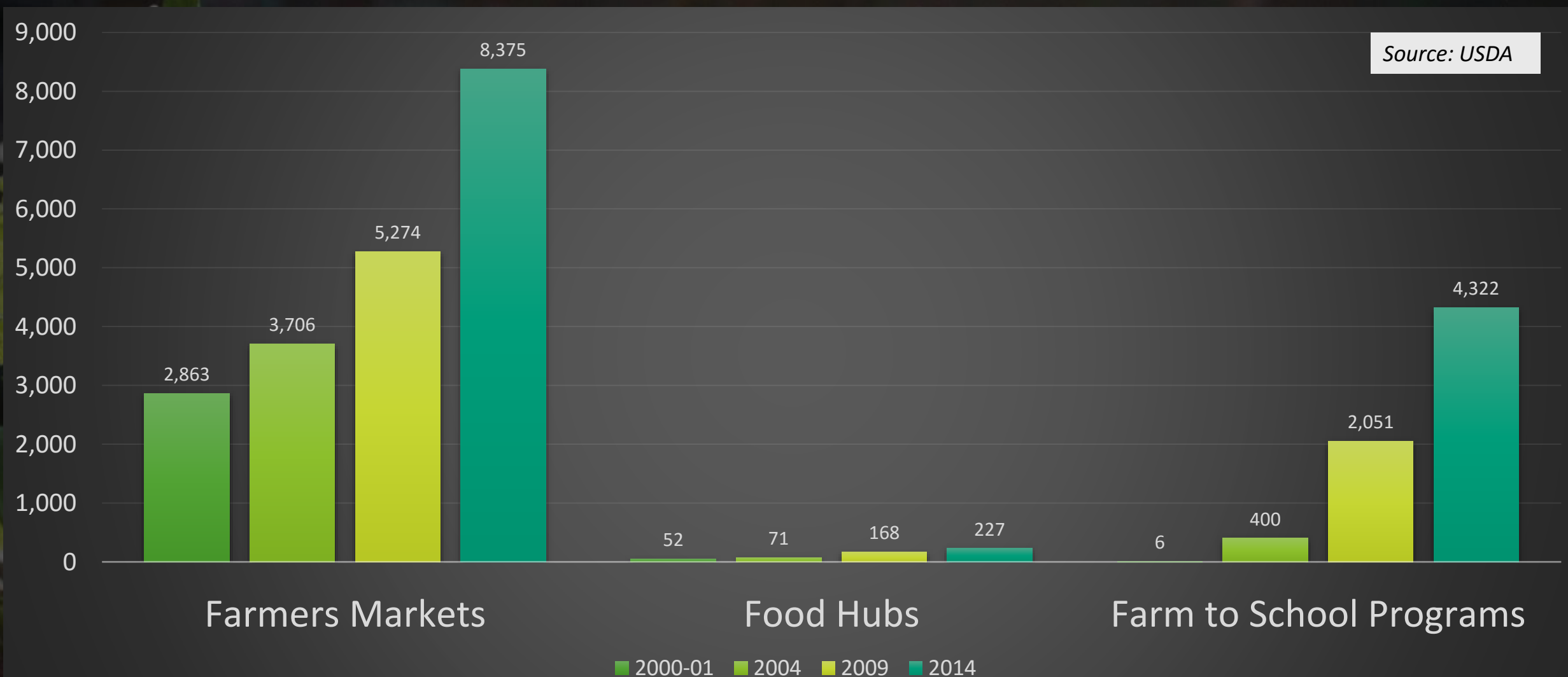
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# Local Food Systems are Growing Rapidly



# Diners Want Local Options

## Top Restaurant Trends for 2015

#1

- Locally sourced meats and seafood

#2

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- Adolescent Obesity Quadrupled from 1980 to 2012 (5% to 21%)
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- Nutrition is a key factor
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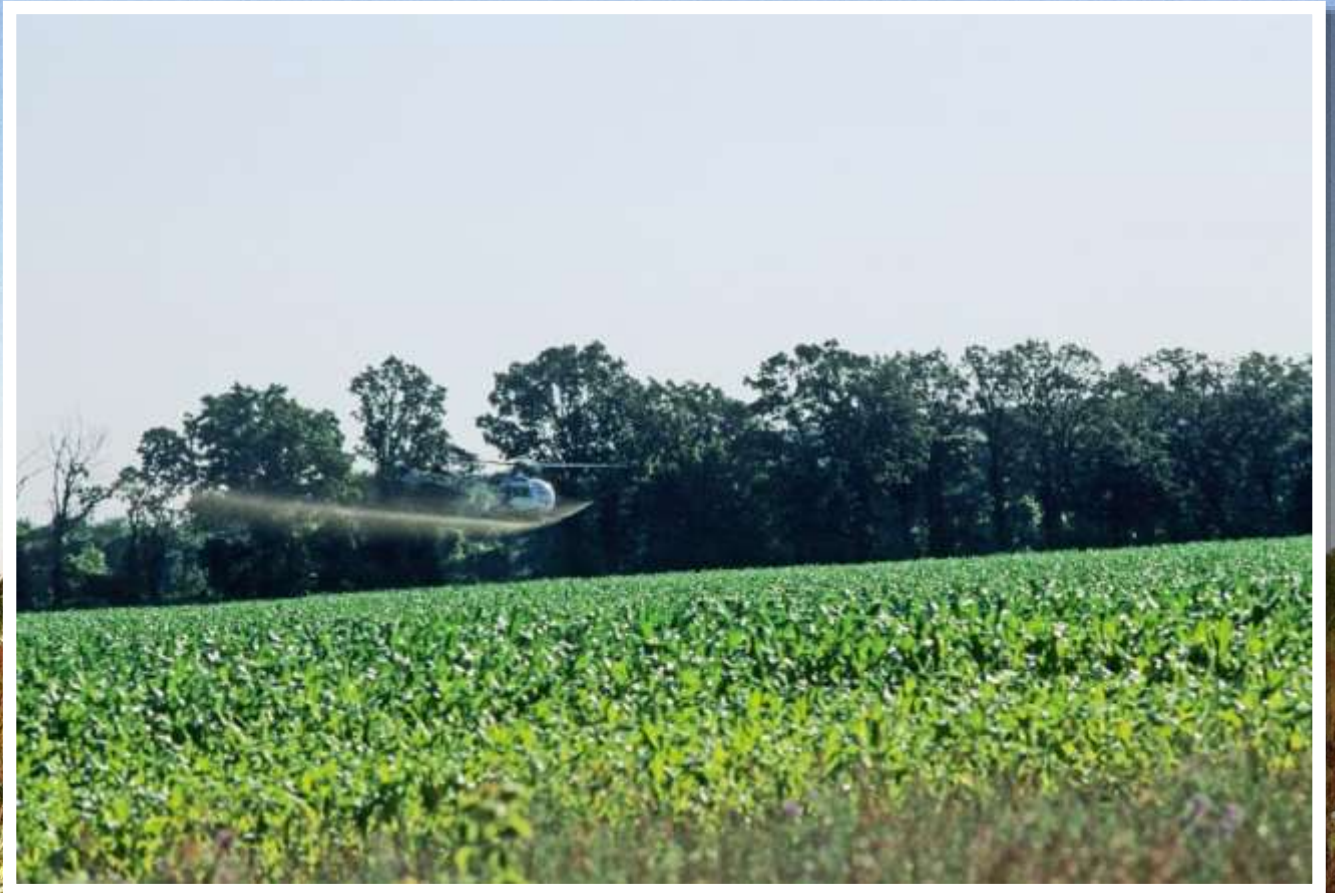


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- Greenhouse gas emissions
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- Use of chemicals, pesticides, and energy-based fertilizers in farming
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Applying Pesticides to Corn. *Image Credit: Wisconsin Department of Natural Resources.*



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- Decline of traditional downtowns and Main Street districts
- Loss of local businesses that make local places unique
- Leakage of local dollars to national retailers
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Downtown Forest City, NC. Image Credit: Renaissance Planning Group.



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- Placing local food venues downtown and in existing neighborhoods helps businesses
- New Albany, Mississippi's downtown merchants reported a 25% increase in sales during the 2<sup>nd</sup> Saturday of each month (when the farmers market expands to include music & art)



Downtown New Albany, MS. Image Credit: Renaissance Planning Group.



# Food + Place Benefits

Better access to  
supermarkets corresponds  
to healthier eating:

*For every additional  
supermarket in a census  
tract, produce consumption  
increases 32 percent for  
African Americans and 11  
percent for whites*

Source: PolicyLink and the Food Trust, "The Grocery  
Gap"



Image Credit: [www.drjudynd.com](http://www.drjudynd.com)



# Food + Place Benefits

- Investing in places like existing main streets, neighborhoods and downtowns can support environmental, economic and public health goals
  - Creating vibrant walkable centers
  - Encouraging mixtures of uses, transportation and housing choices
  - Revitalizing existing centers and reducing pressure to develop in greenfield locations



Downtown Asheboro, NC Image Credit: Alan Steinbeck



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- Local foods reflect unique assets of a community which in turn becomes part of the local brand
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# Local Supply: Producers in Fayette County

Category	2012 Totals
<b>Total Farms</b>	<b>941</b>
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Selling Direct to Consumers	120
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Direct to Consumer Sales (such as via farmers market)	\$1.215 million

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# Community Challenges

- Lack of awareness about how to eat healthy
- General issues related to poverty
- Walking and biking infrastructure (getting over the bridge)
- Not enough existing vendors at Farmers Market – not enough customers
- Vacant and blighted properties



# Community Opportunities

- 25 new businesses in town since establishment of Downtown Redevelopment Authority
- New hotels in the works
- Increase traffic in town/on trail feeding local businesses
- Strong public health contingent locally
- Buy local program in place
- Growing interest in local foods



# This I believe...

- About the future of downtown Connellsville
- About the local food + place initiatives



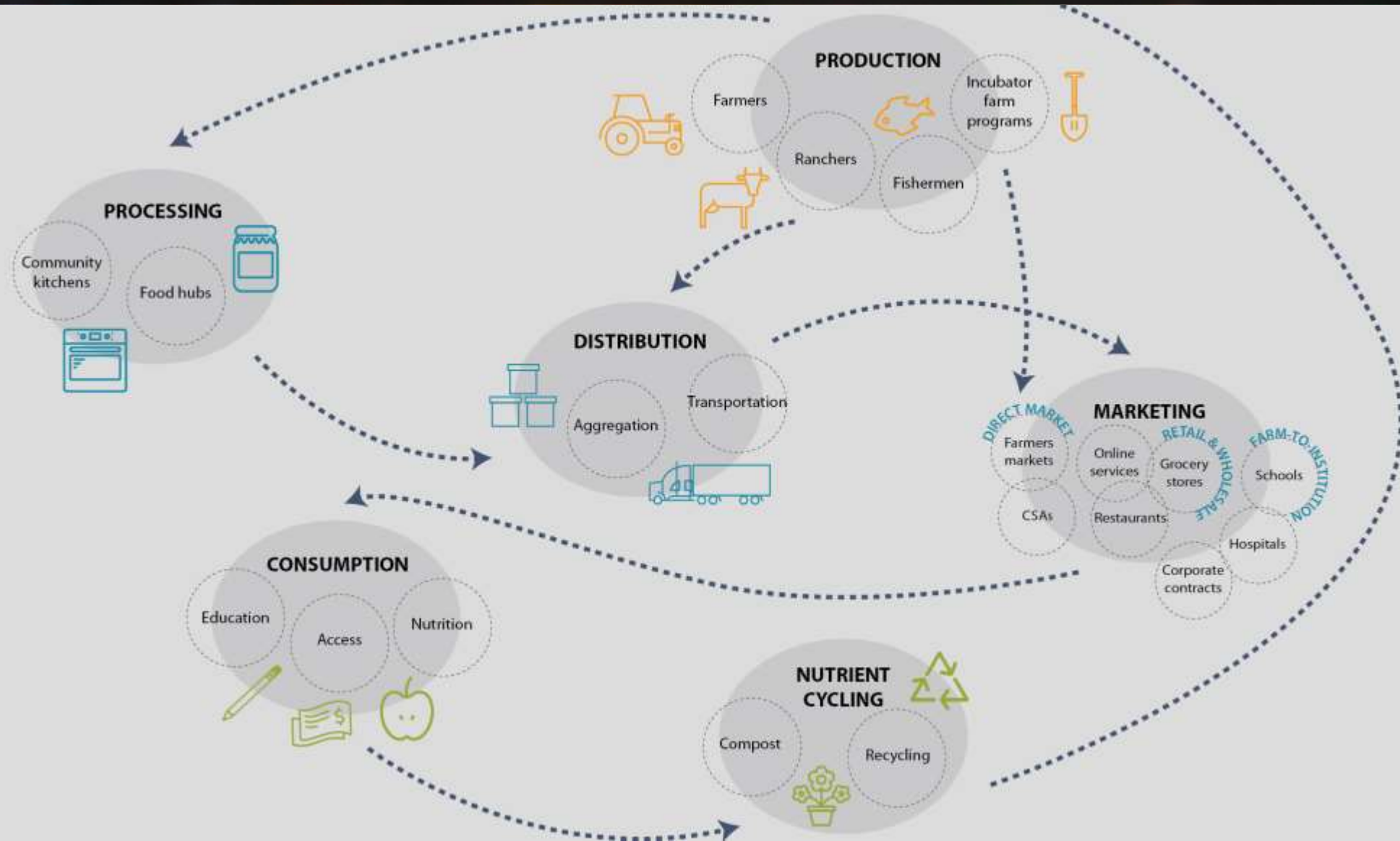




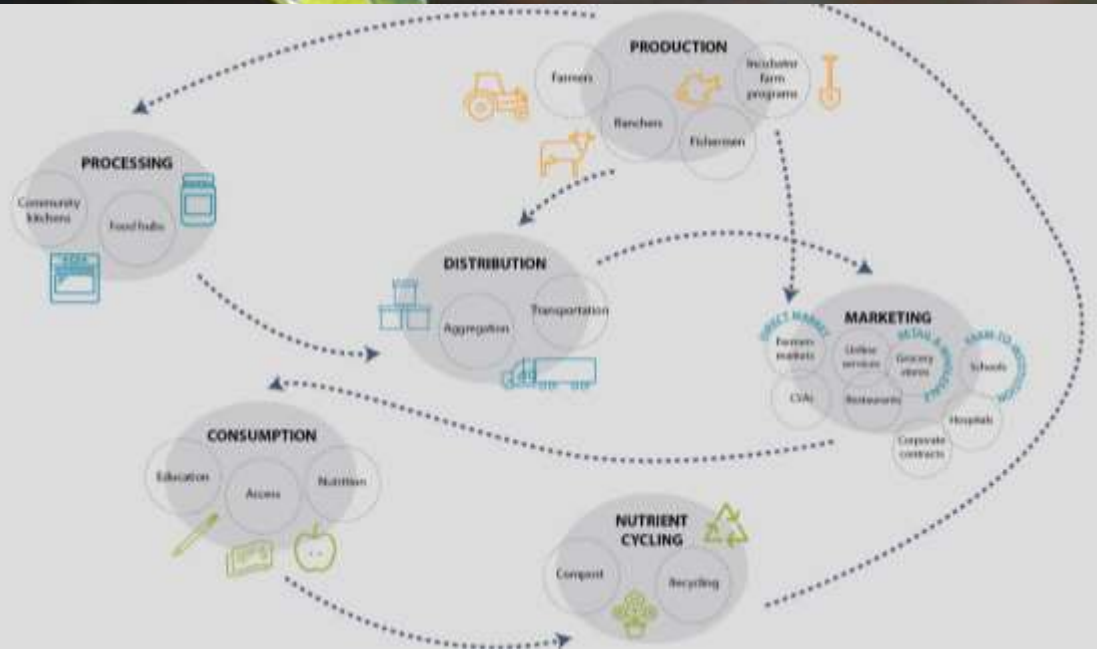
# Mapping Your Local Food System



# Elements of the Local Food System



# Local Food System



- Identify a map drafter and a presenter.
- Brainstorm the key elements in your local food system.
- Write down the elements by category.
- Connect elements with lines:
  - **Solid lines** indicate strong relationships
  - **Dashed lines** indicate relationships that need to be strengthened or are lacking.
- Use question marks to indicate areas of confusion or potential controversy.



# Local Food System

- What are the strongest local food assets we already have?
- What are the strongest relationships that already exist?
- Where are the biggest gaps?
- What are some ideas to close the gaps?



# Local Foods, Local Places

Connellsville, PA  
April 20-21st



United States  
Environmental Protection  
Agency



*A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention*



# Two Day Agenda

- Day 1
  - Stakeholder Lunch
  - Community Tour
  - Evening Session 1
    - Visioning and Values
    - Local Food System and Place-based Asset Mapping
- Day 2
  - Morning Session 2
    - Case studies and idea generation
  - Afternoon Session 3
    - Action planning

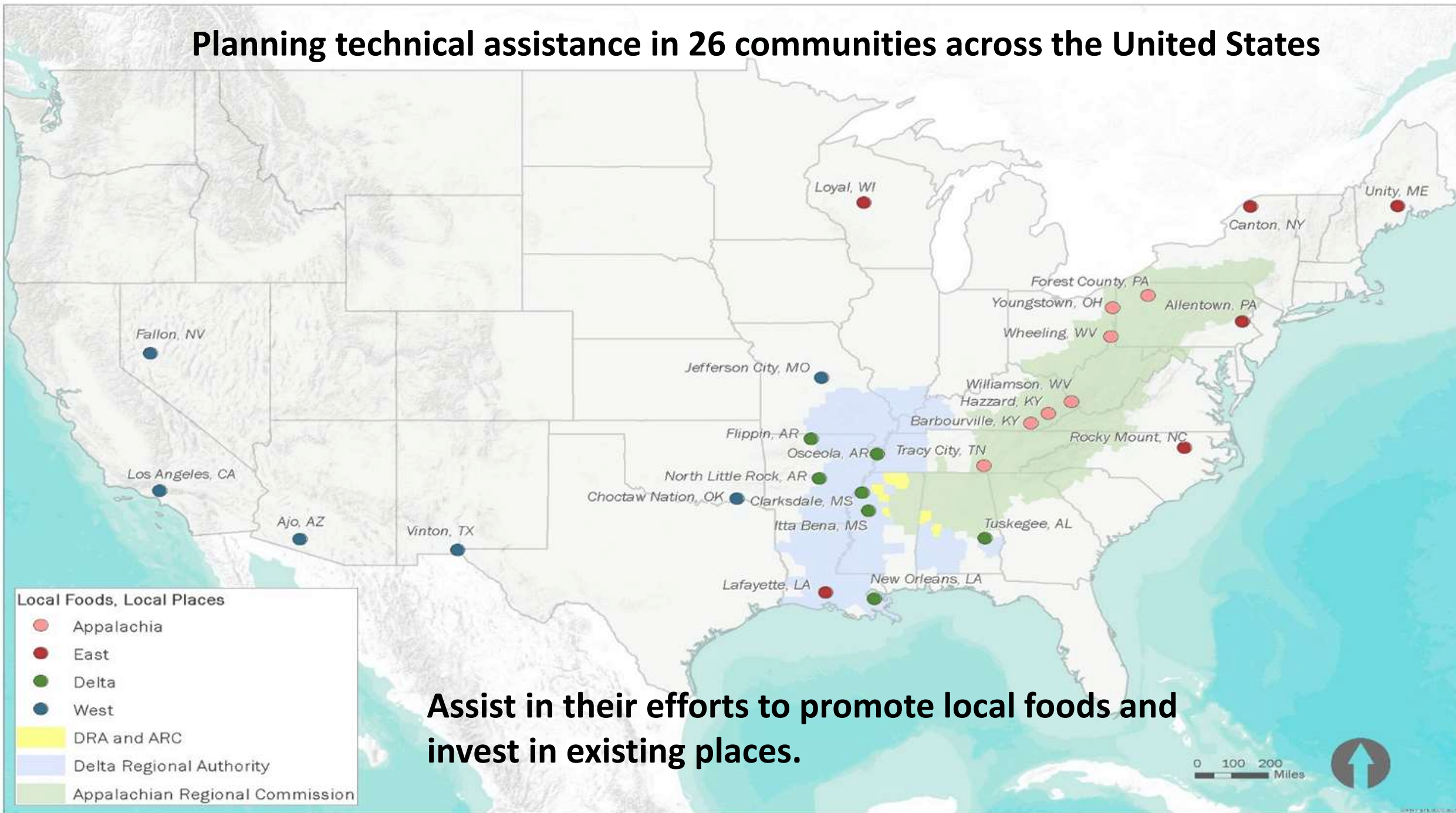


# Program Background

- A joint project of:
  - U.S. Environmental Protection Agency (EPA)
  - U.S. Department of Agriculture (USDA)
  - Appalachian Regional Commission (ARC)
  - Delta Regional Authority (DRA)
  - U.S. Department of Transportation (DOT)
  - Centers for Disease Control and Prevention (CDC)
- With participation from:
  - U.S. Department of Housing and Urban Development
  - State, regional and local agencies and organizations
  - Educational institutions



# Planning technical assistance in 26 communities across the United States





# LFLP Program Purpose

- Desired outcomes

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- Better access to healthy local food, especially among disadvantaged groups.
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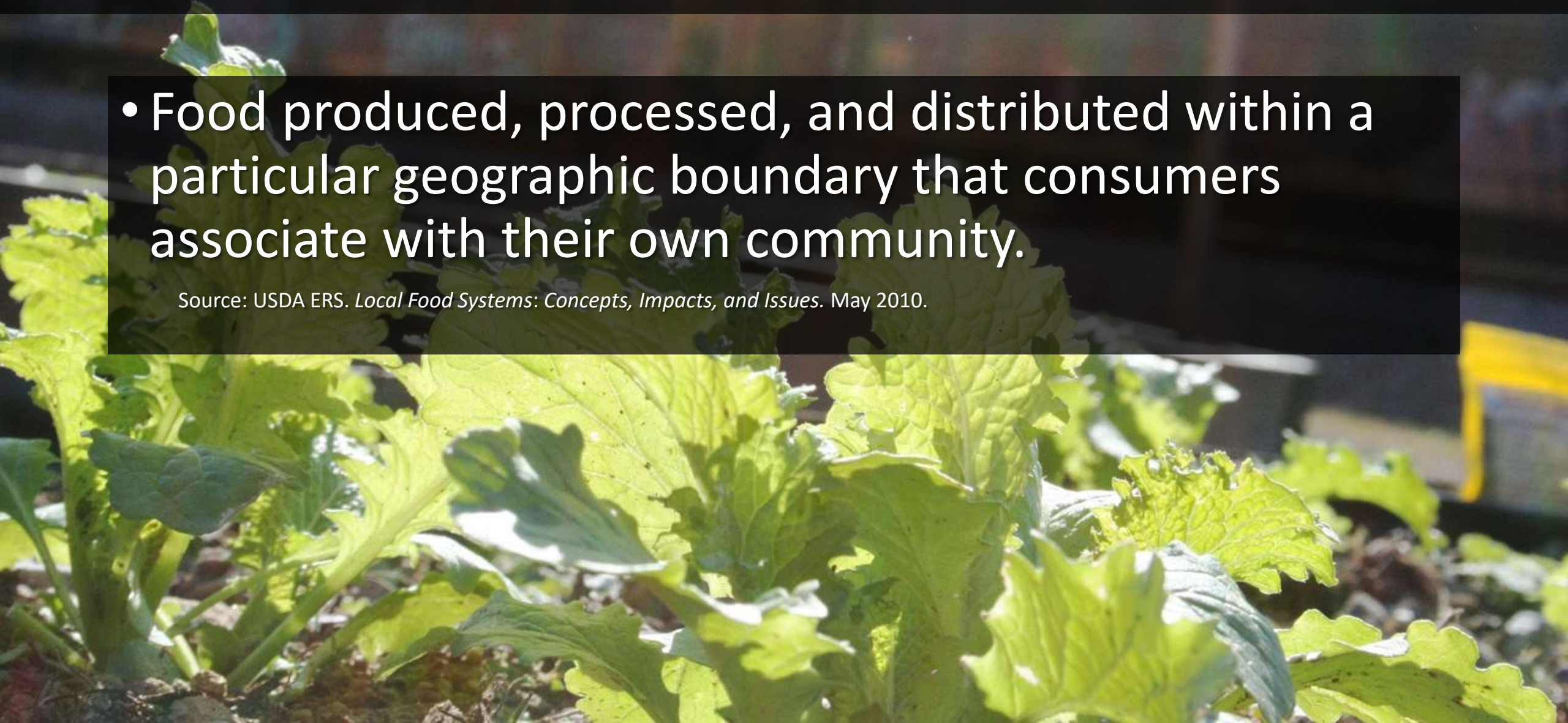
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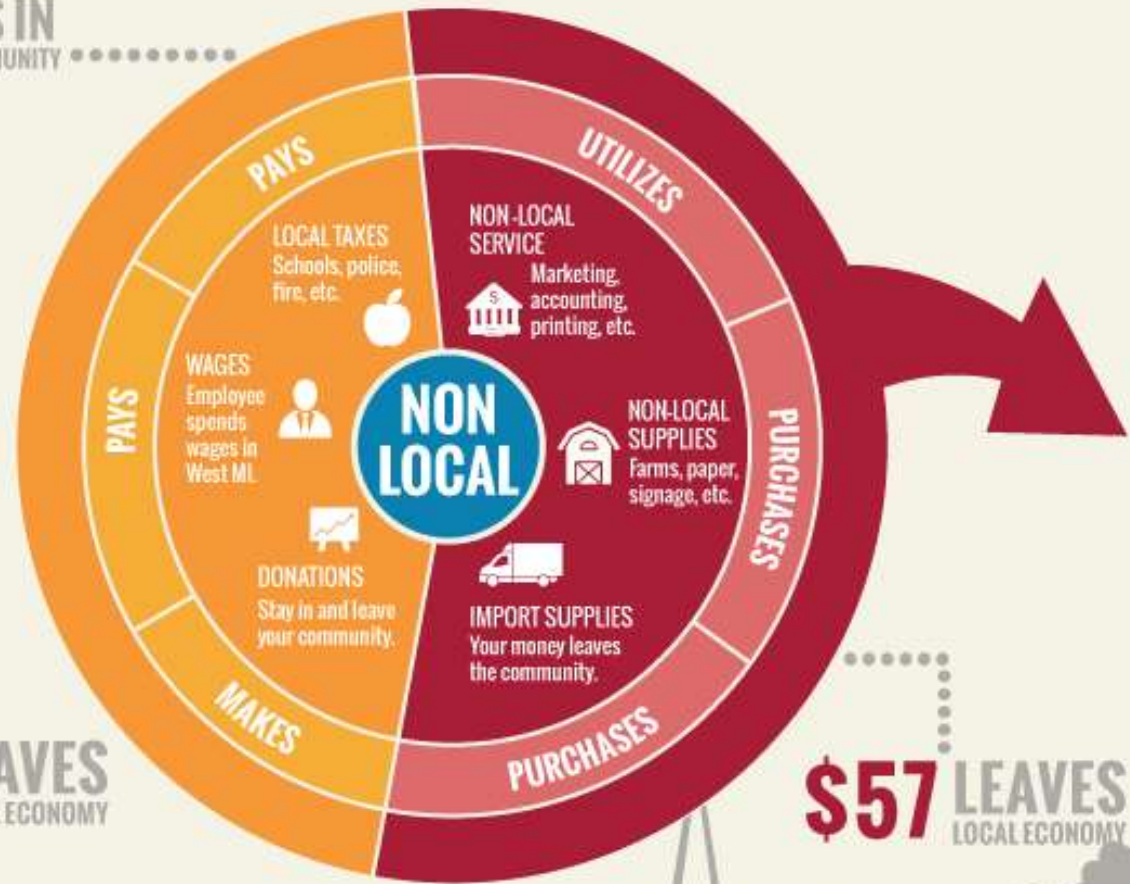
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**\$43** STAYS IN  
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**\$32** LEAVES  
LOCAL ECONOMY

**\$57** LEAVES  
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# Advancing Local Foods



# Popular Strategies



Community  
Gardens



Farmers  
Markets



Incubator  
Kitchens



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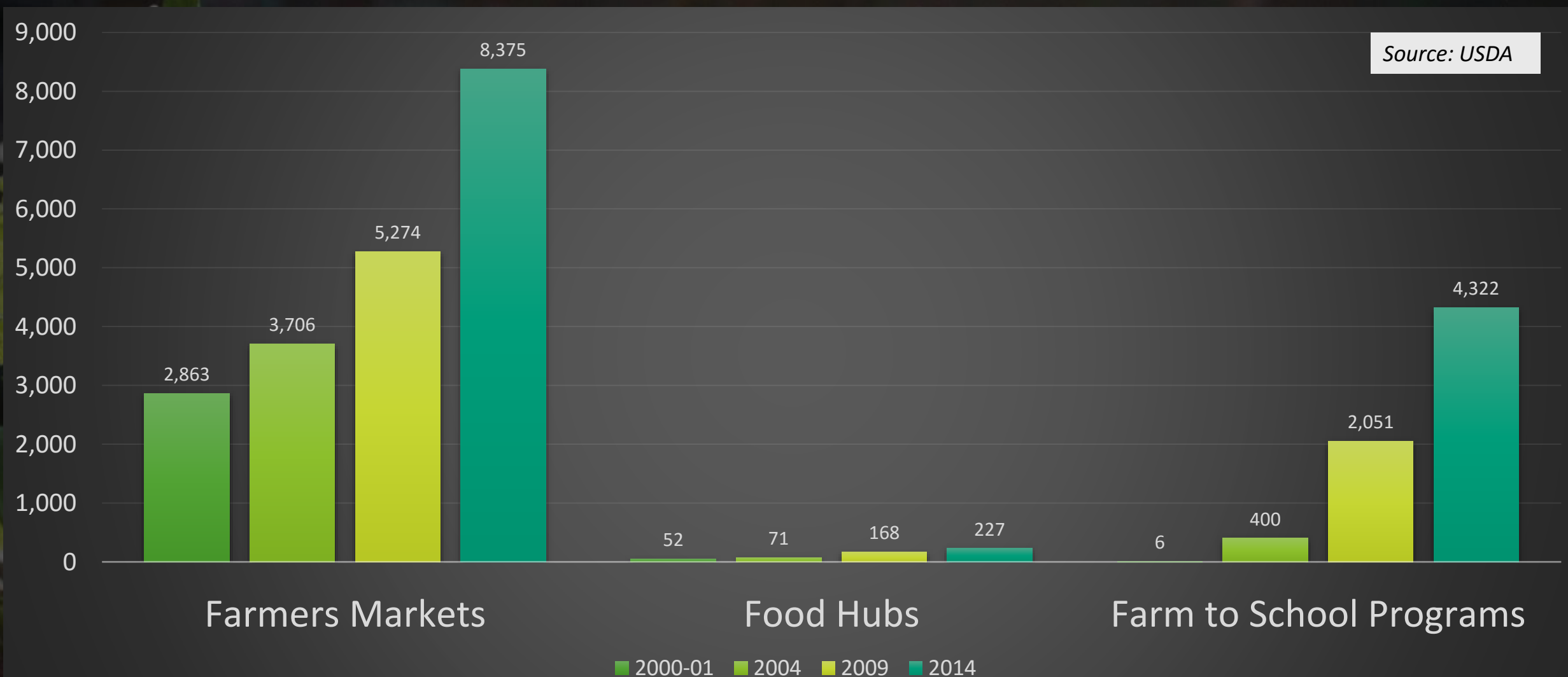
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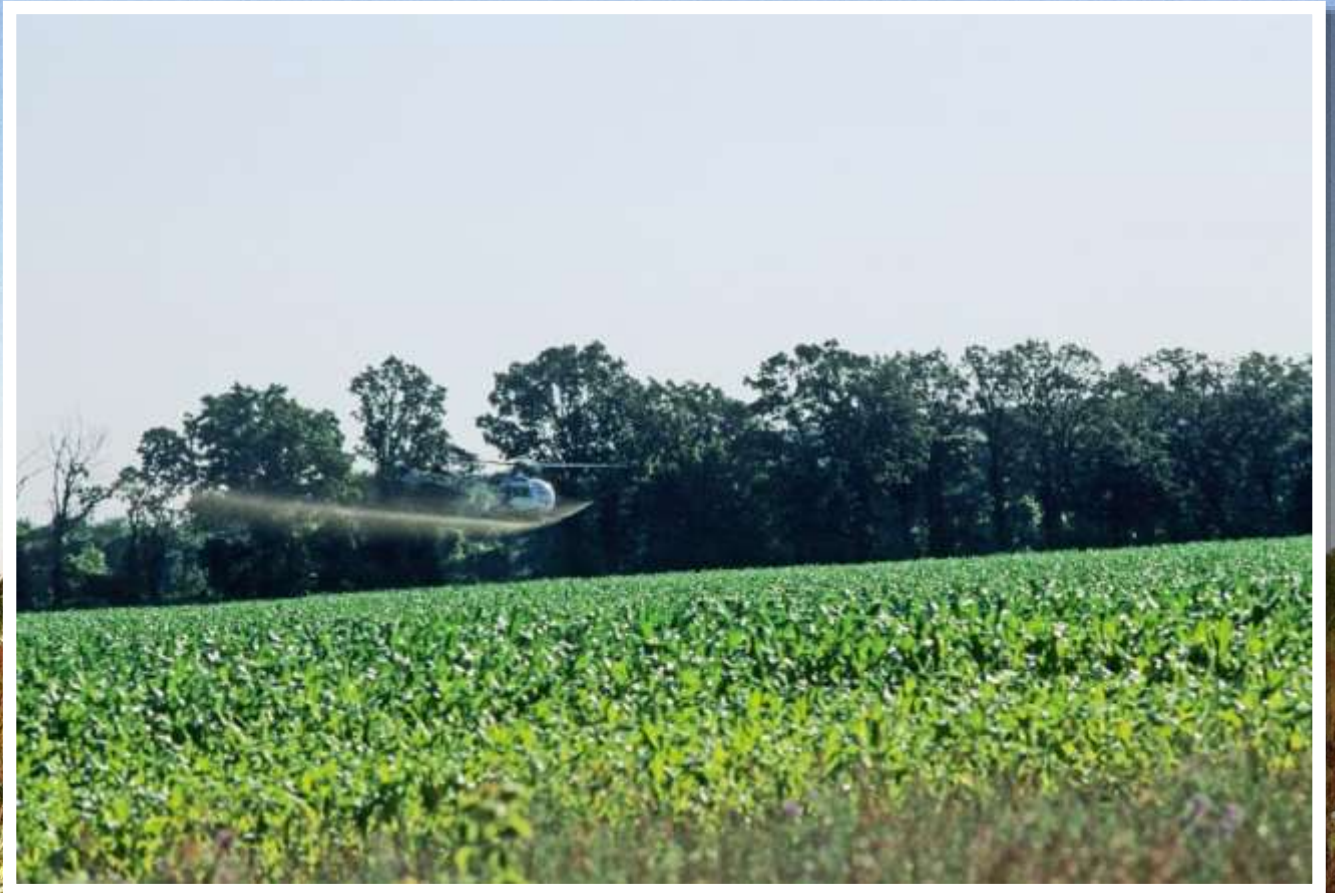


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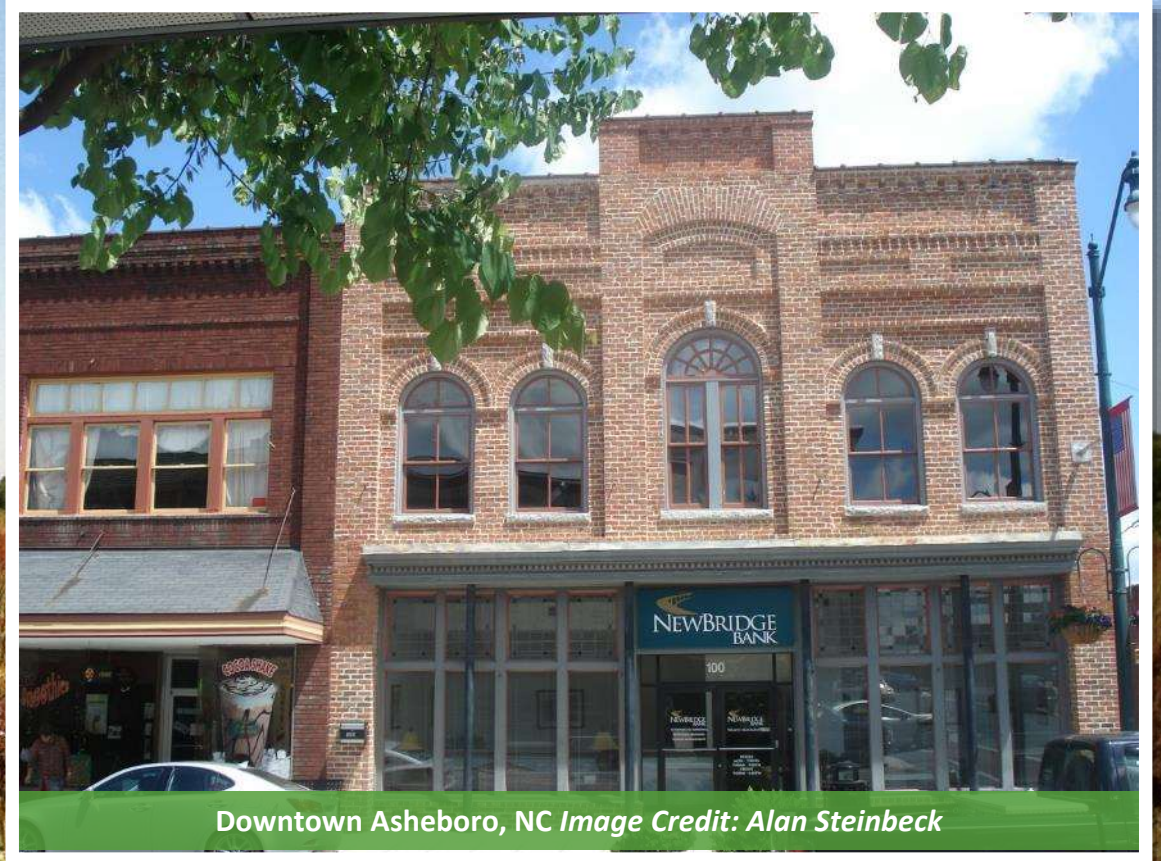


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# What did we see and hear yesterday?

- Place based assets
  - Growing downtown businesses and new lodging
  - Amtrak access
  - GAP Trail and historic character
  - Strong local 'people' capacity



# What did we see and hear yesterday?

- Local food assets
  - Existing producers
  - Existing farmers market
  - Local health advocates





Place based assets





Place based assets





Place based assets





Place based assets



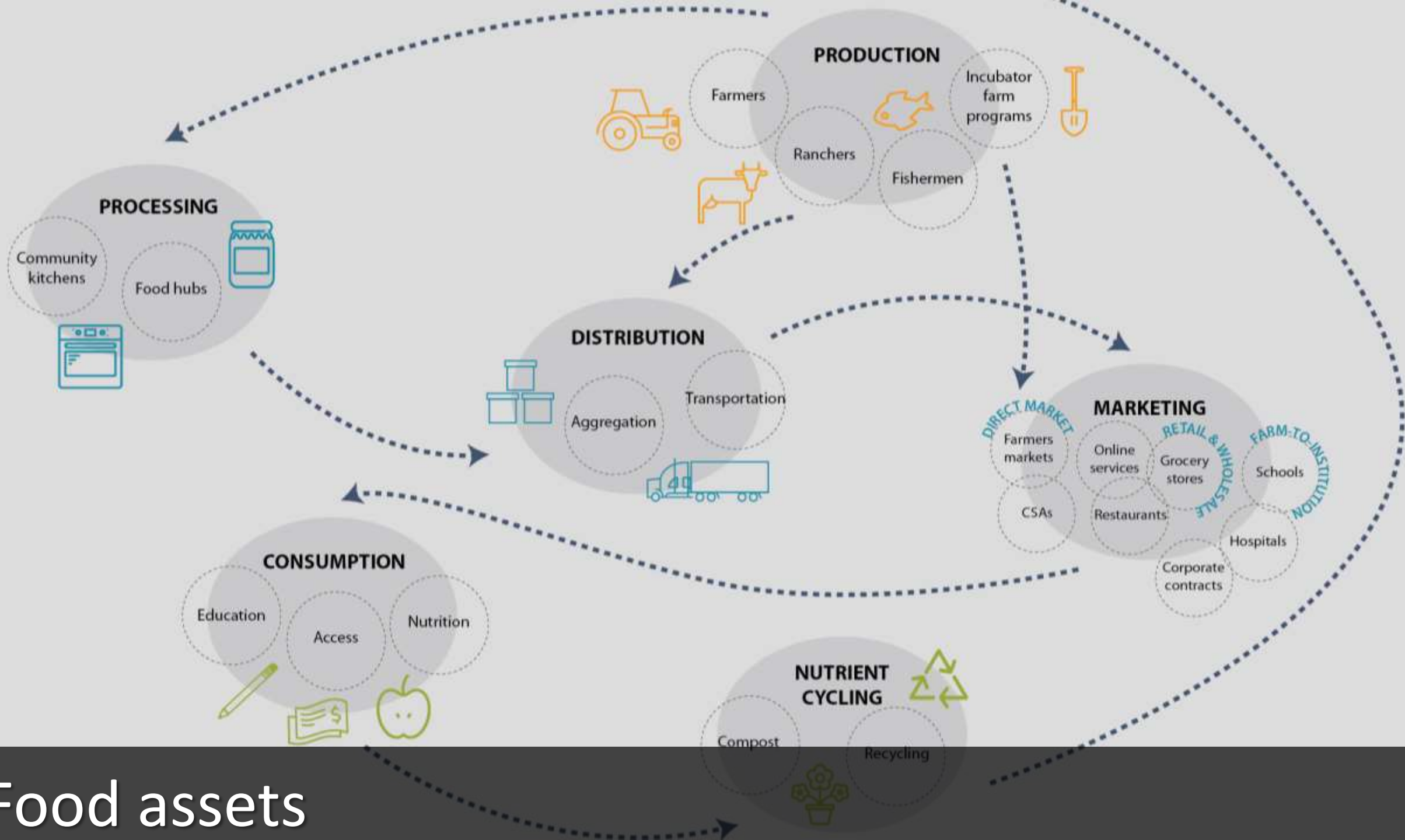


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Food assets



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- Make local fresh foods more accessible to lower income residents and seniors
- Promote healthy lifestyles and continue strengthening walking, biking infrastructure and opportunities





# Case Studies & Best Practices





# Assessing the Local Food System

SWEET BEET  
CITY FARM

(919) 698-9041

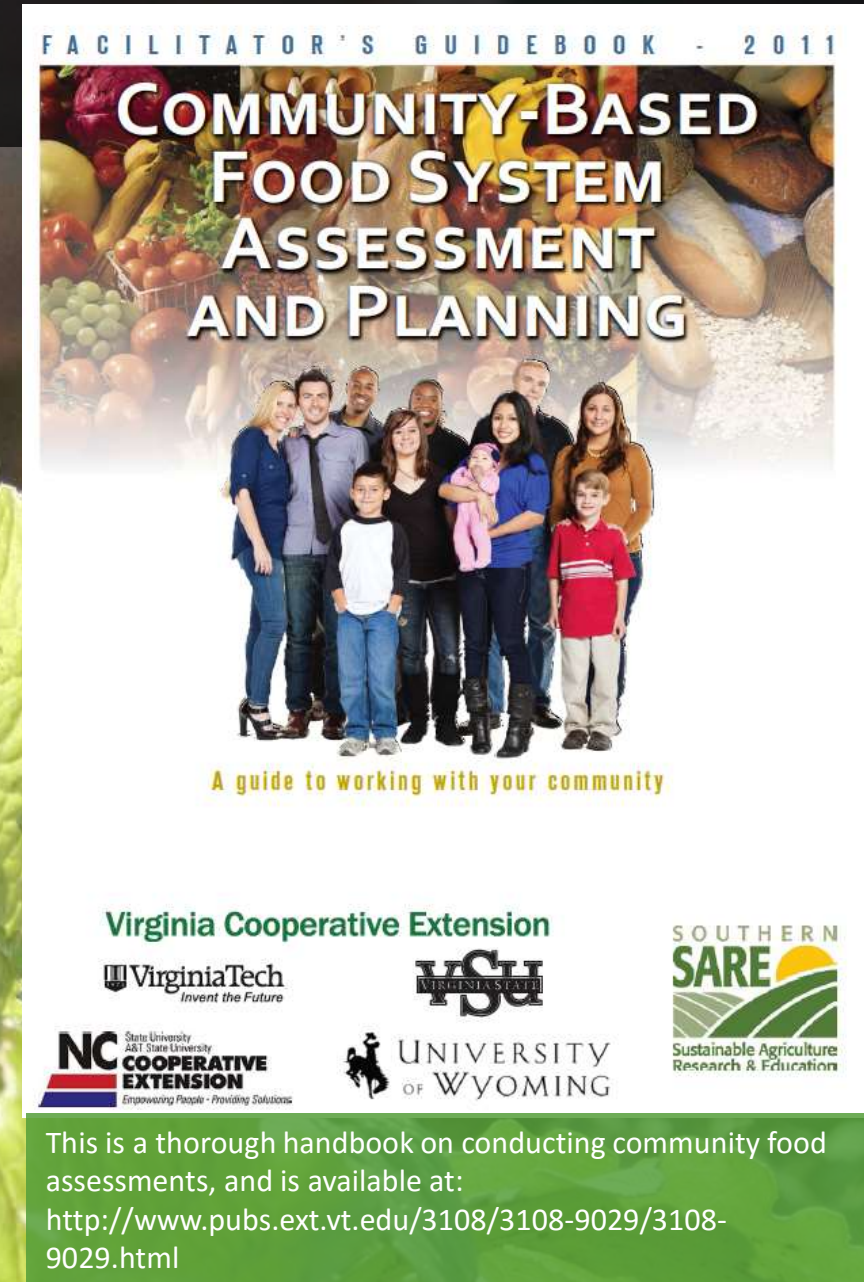
18244



# Community Food Assessments

Slightly different goal from business plans:

- The goal is to inventory what is available and what organizations/businesses exist within your community, not testing a business idea.
- However, a community food assessment would be helpful to new initiatives as they develop.
- Emphasis is on *Community*. Best practices include setting up a broad steering committee and regular public reporting.
- These assessments examine both for-profit production and markets, as well as food-access and food security initiatives and projects.





# Assessing Food System Projects



Youth assist in data collection on their community farm.  
<http://farmingconcrete.org/>

The **Farming Concrete** online toolkit provides a mechanism to evaluate food system projects in terms of:

- **Food Production Data** (harvest, crops)
- **Environmental Data** (waste diversion, compost, rainwater)
- **Social Data** (participation, skills development, reach)
- **Health Data** (changes in attitude, psychology, healthy eating)
- **Economic Data** (market value)



The image features a close-up of green leafy plants, likely lettuce, in the foreground. The leaves are vibrant green and have a slightly ruffled texture. In the background, there is a blurred view of what appears to be a wooden structure, possibly a fence or a part of a building, with some vertical slats. A semi-transparent dark horizontal band runs across the middle of the image, containing the text "Farmers Market Organization" in a white, sans-serif font.

# Farmers Market Organization



# Setting up a New Farmers Market

- Who and how will you work on farmer recruitment and product diversification?
- Who are your partners?
- How will you advertise the new market?
- Who are the expected customers, and where are they coming from?
- What are the requirements or responsibilities for membership in the farmers market?



Creating a vibrant market requires strategic planning and targeted marketing. *Image Credit:* <http://www.thejuicelaundry.com/blogs/the-cold-press>



# Establishing Farmer's Market Rules

- What is the ideal Crafter/Farmer ratio?
- How will you define local food?
- How will rules be enforced?  
What is the grievance process and consequences for breaking rules?
- How will you incentivize farmers to show up every market day?
- Who will be on the market board?



Everyone needs rules, and humor helps. *Image Credit: Jen Walker*



# Creating Farmer's Market Partnerships

- Many, many opportunities for partnering with governmental agencies as well as local industries:
  - Cross-promotion programs with local businesses.
  - Double-dollar programs for factory employees, sponsored by the factory.
  - Sponsorships for music, tents, tables, and other market infrastructure needs.



Building partnerships with local employers is one way to jump start a healthy farmers market habit among new shoppers. *Image Credit:*  
<http://www.riseandgrind.com/2011/03/16/farmers-market-hustle/>



# Perspectives: Farmers

- Easy access for trucks/trailers (not having to haul in product and displays)
- Parking for an additional vehicle
- Restrooms nearby
- Electricity and water
- Wireless internet (for credit/debit transactions)
- A constant flow of customers



Farmers are at the market to make sales and garner new customers. *Image Credit:*  
<http://www.getrealmaine.com/index.cfm/fuseaction/home.showpage/pageid/5/index.htm>



# Perspectives: Customers

- Easy access (definition differs between customers)
- Handicap parking
- Consistency in vendor turnout
- Variety of products for sale, product choice
- Safety (especially for children)
- Supplemental activities (music, educational booths, etc.)
- Places to gather and linger
- Prepared foods



Customers visiting a tasting table at a farmers market. *Image Credit:*  
<http://montcoresource.com/category/random/>



# Perspectives: Adjacent Businesses

- Flow of new customers into their businesses
- Limited disruption for existing customers (parking, access, etc.)
- Non-competing, but complimentary products for sale
- Cross-marketing opportunities between the market and their business



Downtown market adjacent to local businesses. Image Credit:  
<http://www.localharvest.org/the-selinsgrove-farmers-market-M44276>



# Farmers Market Typology



Downtown Campbellsville Farmers Market  
(Kentucky). Image Credit:  
<http://www.downtowncampbellsville.com/main/>



Downtown Grand Rapids Market Image Credit:  
<http://ascribehq.com/wmsa/portfolio/6951>







# Whitley County Farmers Market

Corbin and Williamsburg, KY



# Background

2007

- UK Agricultural Extension helps launch market
- 1 location with 4 vendors.
- Runs for 2 months (June/July)

2008

- Vendors increase to 7.
- Extension receives a \$3,500 grant for Old Time Music events.
- Expand to a 3-month season (August).

2009

- Vendors increase to 15.
- Begin education workshops with vendors.
- Extension approves \$110K for permanent market structure.



# Background

2010

- Open under new pavilion with restrooms and ADA access.
- Season expands again (June – September).
- 18 vendors, including value-added producers and artisans for 1<sup>st</sup> time.

2011

- Season expands again (May – October).
- 28 vendors.
- Add a senior voucher program, sales reach \$15,000
- Expand vendor education with marketing and booth design workshops.

2012

- Add a mid-week market in downtown Williamsburg (July/August only).
- Sales reach \$23,000.
- Start charging \$2 per day vendor fee.



# Background

2013

- Become a non-profit Whitley County Farmers' Market Inc.
- Add third venue in downtown Corbin.
- 33 vendors. Average 12 per market.
- \$35/season vendor fee.

2014

- Hired part-time market manager
- Acquired an EBT machine for food stamps



# Organization

- Initially housed under the UK Cooperative Extension
- After 5 years, Extension encourages Market to become independent
- Kentucky Center for Agriculture & Rural Development (KCARD) helps board create Articles of Incorporation, Bylaws, & Regulations



*Credit: WCFM*



# Organization

- Filed Articles of Incorporation with Kentucky Secretary of State in March 2013
- Organized as a Not for Profit Cooperative
- Opened bank account at local community bank with \$312 from gate fees



Credit: WCFM



# Rules

- Market is open to all farmers in Witley County and any bordering county
  - 7 counties total
- Open to value-added producers and artisans
- Allow sale of prepared foods



*Credit: WCFM*



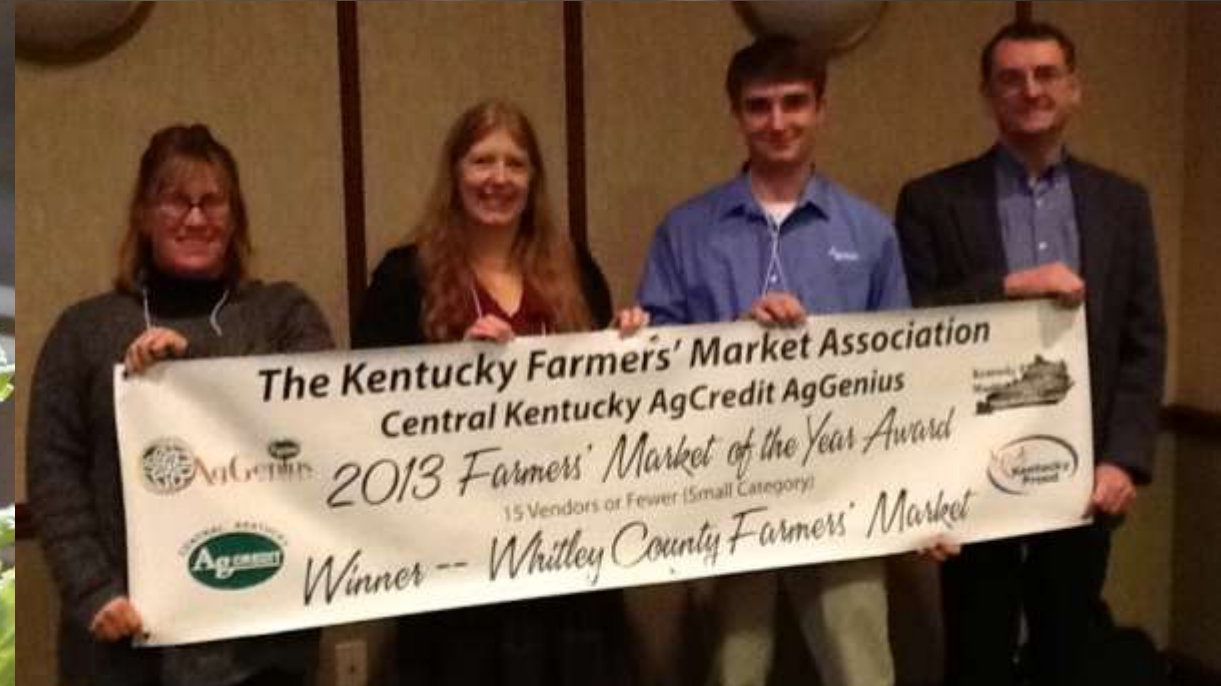
# Funding

- UK Cooperative Extension
- City of Corbin
- Corbin Tourism
- Williamsburg Tourism
- Community Farm Alliance
- Governor's Office of Agricultural Policy
- State of Kentucky



# Accomplishments

- Selected as one of five Kentucky markets to participate in Community Farm Alliance Farmers' Market Training Program
- Selected as the State Farmers' Market of the Year – Small Market Category



Credit: WCFM





Improving Access + Health



# New Roots – Louisville, KY

- The mission of New Roots is to ignite communities to come together, share knowledge and build relationships with farmers to secure access to fresh food.
- They manage a CSA program called **Fresh Stops**.
- Instead of managing every stop themselves, New Roots uses a model where community leaders are trained to start a Fresh Stop in their neighborhood — building community capacity and connections within and among the community and farmers.



Credit: <http://actioncenter.takepart.com/apatt/actions/partner/new-roots>



# New Roots



A Fresh Stop volunteer compiles shares for pick up. Credit:  
<https://twitter.com/newrootsfreshst/status/511887189979181056>

- Each Fresh Stop is managed by the community volunteers, and have been described as “Vegetable Flashmobs”—providing low-cost produce to communities with limited access, and building cross-community networks.
- New Roots has develop a leaders-training-leaders model to help launch more Fresh Stops. This is called the ***Fresh Stop Training Institute***. (FSTI, pronounced “feisty.”)
- They also organize classes and programming on food justice, which are the training grounds for neighborhood leaders who want to drive, lead and sustain the Fresh Stops.



# New Roots

- New Roots was started in 2009 with very limited capital.
- They currently have two full-time paid staff, and an active board of local entrepreneurs and activists.
- The New Root/Fresh Stops model is one that seeks to utilize limited staff, time, and resources to engage and train a much larger pool of people to enact the shared goals of the community.



Many Fresh Stops are held at faith communities, where people are used to gathering. Credit: [http://www.barboursfarm.com/2014\\_fresh\\_stops\\_louisville\\_kentucky](http://www.barboursfarm.com/2014_fresh_stops_louisville_kentucky)



# New Roots



A young Fresh Stop volunteer. Credit:  
<http://southernfoodways.blogspot.com/2013/04/sustainable-south-new-roots-against.html>

- Consider using this model to bring existing businesses (bodegas, corner stores) into the food/farming community.
- This is a great model to activate a much larger group of people who are not yet participating in the local food movement.
- Incorporating training, knowledge-sharing, and education on food equity and social justice issues at the drop sites will help further the service and education goals of associated organizations.





# Prescription Produce Plan

Shalom Farms

Richmond, Virginia



# Prescription Produce Plan

- Shalom Farms
- Inner city Richmond, VA
- Low-income, low access to fresh produce
- Local health system + local farm + public housing communities





# Prescription Produce Plan

- 12 weeks of prescriptions for veggies according to family size
- Pick up at farm stand in neighborhood
- Educational workshops
- No cost to participants





# Timeline

- 2013: Pilot in public housing community in East End of Richmond
- 2014: Expanded to South Side through a mobile medical clinic for the uninsured
- 2015 and beyond: expand to all resource centers in city with support of district councilwoman



Mobile market with Bon Secours Care-a-Van. @shalomfarms



# Organization

- Shalom Farms
  - Organic vegetables
  - Education and support
    - Cooking demonstrations
    - Nutrition classes
    - Grocery store tours
- Bon Secours
  - Prescriptions
  - Basic medical checks
  - Public health education





# Accomplishments

- 10,000 servings of vegetables
- 160+ residents
- 61% tried new vegetables
- 83% learned more about nutrition
- 78% feel healthier



Love Jonson





# Food Entrepreneurism





- An open-source network for farm innovation.
- Example projects:
  - A remote compost monitor.
  - FARMDATA—an internet based smartphone compatible records management system for produce farmers.
  - Low cost pedal-powered root washer. (photo to right)
  - Wireless garden/field sensor node that monitors soil temperature, air temperature, humidity, luminosity, and soil moisture levels in garden/field.
  - A pedal powered tractor for cultivation and seeding, built from lawn tractor, ATV, and bicycle parts.



Open tech for farms: pedal-powered root washer. Credit: [farmhack.net](http://farmhack.net)



# Food Systems + Placemaking + Entrepreneurship

## Tilthy Rich Compost Service

- Small business that collects compostable food waste from residences and businesses
- Composts the waste in an appropriate, in-town location, with support and expertise from the Department of Environment and Natural Resources.
- A small fee charged to each user generates income, in addition to selling the compost at farmers markets and other outlets.



Compost yard and primary transport. Credit: <http://www.gleanmag.com/tilthy-rich/>



**TILTHY RICH**

COMPOST  
SERVICE



# Food Systems + Placemaking + Entrepreneurship

## The Garden Tower Project

- Entrepreneurs developed a system/structure to grow 50 plants in 4 square feet with integrated composting.
- Raised \$431,687 and sold 1,200 units within one month through Kickstarter.
- This product was created in response to the prevalence of food deserts and desire to grow food with limited space, but also created a new small business!



A tower when initially planted, mid-season. Credit: [www.gardentowerproject.com/](http://www.gardentowerproject.com/)



# Food Systems + Placemaking + Entrepreneurship

## Food Huggers

- Designed by two innovators in San Francisco—an Industrial Designer and a Marketing Strategist.
- Developed the product with the assistance of 3D modeling technology and assistance similar to what the Innovation Hub offers.
- Raised over 700% above their funding goal upon initial launch in 2013, and continues to expand to national markets.



Silicone "caps" preserve cut produce longer. Credit: <http://foodhuggers.com/>



# Food Systems + Placemaking + Entrepreneurship

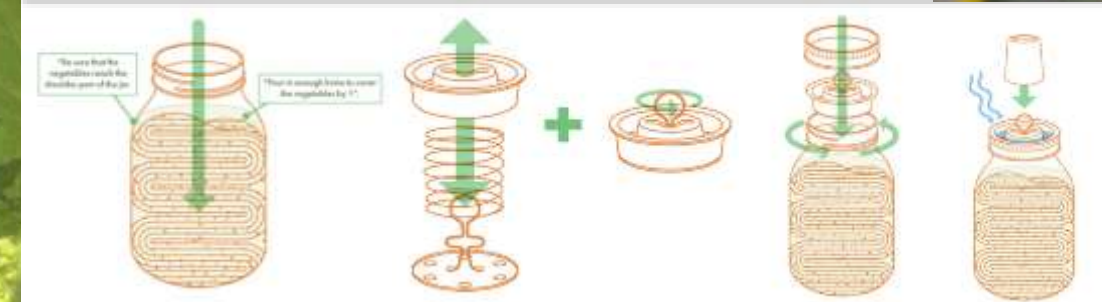
## Kraut Source

**What it is:** Mason jar-compatible tool for making DIY fermented foods.

**Who innovated it:** Karen Diggs and Eric Klein in San Francisco, CA.

**What challenges and gaps does this solve?**

- Makes healthy fermented foods affordable.
- Responds to a growing need for low-tech DIY tools.
- Provides new angle to market local produce. (opportunities for co-marketing.)
- Also creates a new small business!



Kraut Source. Credit: <http://www.krautsource.com/>



# People First Tourism



Tourists visit a working family farm that was found through the People First website. *Image Source:*  
<https://www.peoplefirsttourism.com/services/248/>

“People-First Tourism is a marketplace for buying and selling genuine tourism experiences. This project links entrepreneurs trying to pursue dignified and sustainable livelihoods through tourism with adventurous and conscientious tourists interested in unique off the beaten path experiences and in making positive impacts on the communities they visit.”



# People First Tourism



People First Tourism is a platform that any community network can utilize. *Image Source:*  
<https://www.peoplefirsttourism.com/services/>



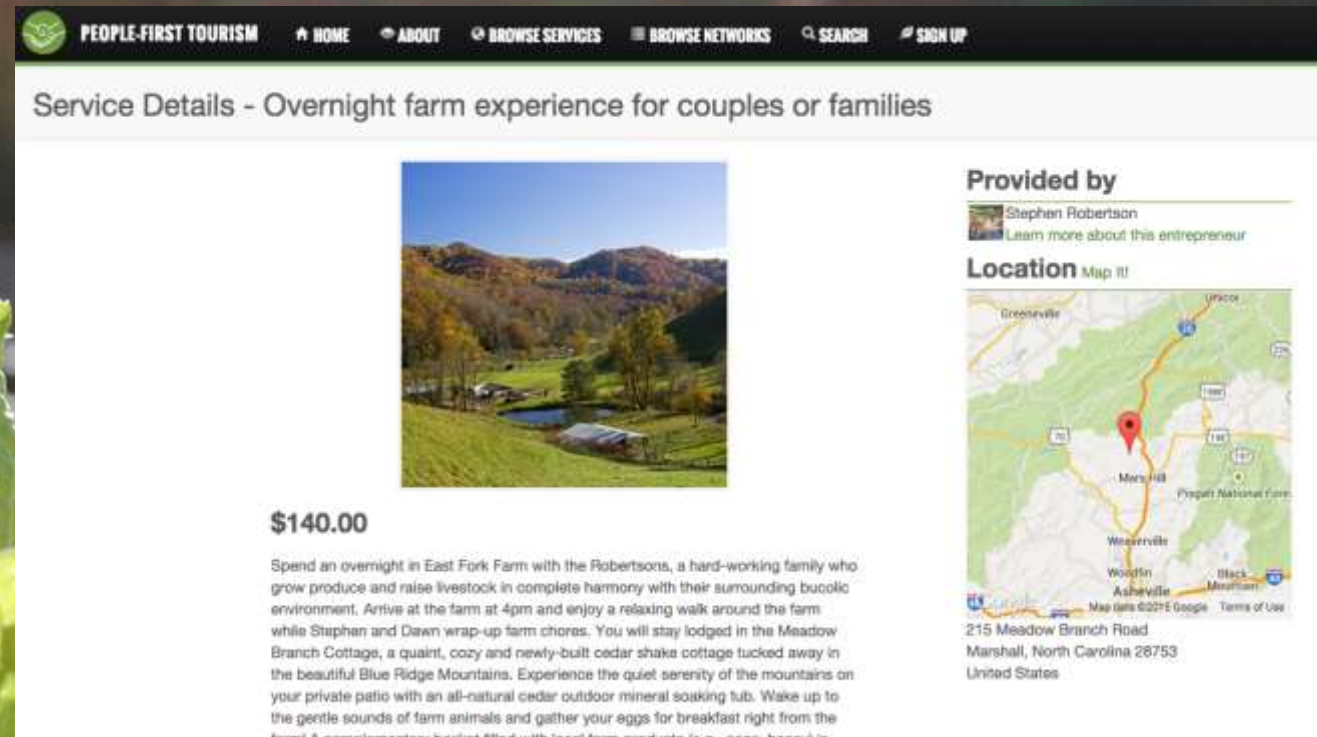
A farm with access to a pond offers canoe tours. *Image Source*<https://www.peoplefirsttourism.com/services/260/>

- Any community can sign up. There are networks worldwide.
- Each community network lists Entrepreneurs as well as Empowerment Agents that assist and recruit entrepreneurs.



# People First Tourism

- Project of NC Cooperative Extension and NC State University, drawing from almost every college on campus.
- Focused on tourism “micro-entrepreneurship.”
- The goal is for community to own their tourism valuable resources, and earn income that stays locally.



A screenshot of the People First Tourism platform shows an experience for “sale” by a small farm.  
Image Source: <https://www.peoplefirsttourism.com/services/24/>





# Food + Placemaking



# Food Systems + Placemaking

## Walk [Your City]

- Raleigh, NC startup that produces simple, affordable signs for communities who want to increase walkability.
- Also developed a mobile app.
- Solved a problem for their local community, and formed a new for-profit business to help others facing similar issues.



Hanging signs to encourage walking. Credit: <https://walkyourcity.org/>



# Branding in Local Food Systems

Existing successful local food branding programs:

- Appalachian Grown
  - Covers a 60-county region of Appalachia
  - Farms, restaurants, markets, and other food businesses can all be certified
  - Began in 2006
  - This is a certification program, not a traditional brand.
- The 30 Mile Meal (Athens, OH)
  - Includes a 30-mile radius from Athens, OH (10 counties)
  - Goal is to increase the production, consumption and sales of locally-sourced foods, specifically to build a more robust local economy.
  - Low barrier to entry. Any food business need only to demonstrate that they grow or sell local food in the 30 mile area.



The 30-Mile Meal program is based in Athens, OH, and has a goal of increasing the production, consumption and sales of locally-sourced foods. Credit: <http://30milemealms.org/>



# Branding in Local Food Systems

Key considerations for local food branding programs:

- Branding (certification) programs take considerable staff time to manage, and funding to generate promotional materials.
- It is imperative that the brand is protected and promoted through creating enforceable standards, promoting that identity to the public, and having the staff time to follow through.
- The most successful programs help to draw linkages between different sectors: food, health, economic development, tourism, etc.



*Select Michigan. It's good for you, our growers, and our local economy.*

The *Select Michigan* branding program highlights the importance to both personal health as well as the local economy.  
[http://www.michigan.gov/documents/mda/SMBrochure\\_258749\\_7.pdf](http://www.michigan.gov/documents/mda/SMBrochure_258749_7.pdf)





Break



# Local Food System Goals - Refined

- Increase number of vendors and customers at farmer's market in downtown Connellsville
- Increase local food offerings in downtown restaurants, B&B's and new hotel
- Integrate local value added foods into economic development (with a tourism focus) strategy
- Make local fresh foods more accessible to lower income residents and seniors
- Promote healthy lifestyles and continue strengthening walking, biking infrastructure and opportunities



# Local Food System Goals - Refined

1. Increase vendors and customers at existing farmers market

- *Based on what you have heard – what are some key strategies you want to pursue for the Connellsville farmers market*



# Local Food System Goals - Refined

2. Increase local food offerings in restaurants, B&Bs, stores and hotels

*What are some specific strategies to advance this goal?*



# Local Food System Goals - Refined

3. Integrate new value-added food products and local food offerings into tourism strategy

*What are some of the ways you can start incorporating local foods, local products into your local promotional strategies?*



# Local Food System Goals - Refined

4. Make local fresh foods more accessible to lower income residents and seniors

*What new strategies might be helpful to improving access to lower income populations and seniors*



# Local Food System Goals - Refined

5. Promote healthy lifestyles and continue strengthening walking, biking infrastructure and opportunities

*What are some next steps to improve comfort, convenience and attractiveness of walking and biking in the community*





LUNCH



# Action Planning Exercise

- Turn the idea into SMART action language
- For each action, describe:
  - Why is this important?
  - How can we measure success?
  - What is the time frame
  - Who/what organization can take the lead? Who are the supporting casts?
  - Cost estimate/people time
  - Funding sources/additional resources