#COMMUNITY FOOD: INVESTING IN THE FUTURE

An NGFN Webinar
October 12, 2017
Presentation Outline

• Technical Orientation

• Welcome

Jeff Farbman
Wallace Center at Winrock International

• Introduction
• MA'O Organic Farms
• Grow Dat Youth Farm
• Questions and Answers
• Upcoming Opportunities, etc.
The Wallace Center supports entrepreneurs and communities as they build a new, 21st century food system that is healthier for people, the environment, and the economy.

- National Focus • Systems Change
- Multi-Sector Partnerships • Market Based Solutions

**Key Strategies**
- Networking and Outreach
- Capacity Building, Training and Technical Assistance
- Documenting and Sharing Replicable Models
- Applied Research and Knowledge Development
Some Resources

- Wallace Center
  http://wallacecenter.org

- National Good Food Network
  http://ngfn.org
  http://ngfn.org/webinars <-- 60+ archived webinars!

- Food Hub Collaboration (& links to the Food Hub Community of Practice)
  http://foodhub.info
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- Welcome

**Introduction**

*Susan Lightfoot Schempf*

*Wallace Center at Winrock International*

- MA'O Organic Farms
- Grow Dat Youth Farm
- Questions and Answers
- Upcoming Opportunities, etc.
OUR WORK: COMMUNITY BASED-FOOD SYSTEMS

Purpose: To support community-based organizations who are building equitable health, wealth, connection and capacity in their communities through local and regional food systems development.

What We Do:
• Facilitate capacity building and peer-to-peer learning
• Provide opportunities for training and technical assistance
• Document and disseminate our learnings

Who We Serve:
• 501c3 Non-profit organizations working on food systems change in underserved communities.

Funding Partner:
• W.K. Kellogg Foundation
FROM THE GROUND UP: Inspiring Community-Based Food System Innovations

Research commissioned by the W.K. Kellogg Foundation to:

- Uncover new and lesser known community-based projects
- ID emerging trends in innovation
- Bring attention to the community-based food movement

Over 600 nominations received; 61 projects selected

Common set of values

- Equity
- Environmentally Sustainable Agriculture
- Democratic Participation
- Social Justice
- Community Ownership
- Community Building
- Access to Healthy Food
THEMES IN INNOVATION

- Multiple Points of Impact
- Network Building
- Policy Change
- Adaptability and Replication
- Investing in the Future
- Scaling Up and Scaling Out
- Social Enterprise
- Return to Roots

Scaling Up and Scaling Out

Investing in the Future

Social Enterprise

Return to Roots

Adaptability and Replication

Policy Change

Network Building

Multiple Points of Impact
INVESTING IN THE FUTURE

Preparing a new, diverse generation of farmers, food entrepreneurs and advocates

• Youth leadership development
• New farmer training
• Entrepreneurship skills building
• Nutrition and gardening education
• Farm to school

Focus on financial sustainability

• Earned income strategies
• Creating access to low-cost capital
• Inkind support
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• **MA'O Organic Farms**

  **Kukui and Gary Maunakea-Forth**  
  **Cheryse ‘Kaui’ Sana**

• Grow Dat Youth Farm
• Questions and Answers
• Upcoming Opportunities, etc.
MA`O ORGANIC FARMS
October 2017
Waiʻanae, Oʻahu Hawaiʻi
CURRENT REALITY: Youth as Deficit
CURRENT REALITY: Food Insecurity
### WAI`ANAE : Youth as “At-Risk” Deficit, Food Insecurity

<table>
<thead>
<tr>
<th>FOOD INSECURITY</th>
<th>WAI`ANAE</th>
<th>HAWAI`I</th>
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<tbody>
<tr>
<td>WELFARE</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>FOOD STAMPS (EBT)</td>
<td>50%</td>
<td>13%</td>
</tr>
<tr>
<td>MEDIAN HOUSEHOLD INCOME</td>
<td>$55,683</td>
<td>$86,420</td>
</tr>
<tr>
<td>STUDENTS FREE/SUBSIDIZED LUNCH</td>
<td>78%</td>
<td>38%</td>
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<table>
<thead>
<tr>
<th>POPULATION/YOUTH</th>
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<tbody>
<tr>
<td>AVERAGE AGE</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>HIGH SCHOOL DROP OUT (9th)</td>
<td>33%</td>
<td>15%</td>
</tr>
<tr>
<td>GRADUATION RATE</td>
<td>62%</td>
<td>80%</td>
</tr>
<tr>
<td>HIGH SCHOOL DIPLOMA or GED</td>
<td>78%</td>
<td>85%</td>
</tr>
<tr>
<td>16 - 19 NOT IN SCHOOL/WORK</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>BACHELORS DEGREE</td>
<td>9%</td>
<td>29%</td>
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</table>
PATHWAY TO COLLEGE and CAREER
...EDU-PRENEURIAL ENVIRONMENT
8 PAID COLLEGE INTERNS
300 K-12 STUDENTS/YEAR

5 ACRES ORGANICALLY CERTIFIED
5,000 [= $12K] POUNDS OF FRUIT & VEGGIES

2002 NEW REALITY: YOUTH AS THE FUTURE
**KAUHALE EDU-PRISE `AUWAI**

**CREATE 21st CENTURY LEADERS EMPOWERED/MOBILIZED TO ...**

**ORGANIZATIONAL SUCCESSION & COMMUNITY DEVELOPMENT**

**COLLEGE ATTAINMENT + ROOTED GREEN INDUSTRY WORK**

- EARLY ENGAGEMENT
  - Pre K – 12
  - Farm to Fork
  - Visits
  - Volunteerism
  - School gardens

- HIGH SCHOOL INTERNSHIP
  - SPRING and FALL

- RAMP-UP
  - 10-weeks Summer
  - 4 weeks Winter

- YOUTH LEADERSHIP TRAINING
  - 2 years college + work

- HY-LT
  - 6 to 12 month bridge into 4-yr college

- STEP-UP
  - extra kuleana to manage work group

**EDUCATION SPECIALIST**
- Early Engagement
- Recruitment/Retention
- Cultural Shifts
- Rapport Building
- Collaborations
- Evaluation

**ENTERPRISE SPECIALIST**
- Training
- Production/Marketing
- Quality control
- Cultural shifts
- Collaborations
- Evaluation

**SE MANAGEMENT**
- College attainment
- Capacity building
- Cultural Shifts
- Transition/Evolutions
- Collaborations
- Evaluation

**OPERATIONS**
- Training
- Production efficiencies
- Performance
- Mission-money
- Collaborations
- Evaluation

**CAREERS**

**4-YR COLLEGE**

**CO MANAGEMENT APPRENTICESHIP**

_KULEANA = PRODUCTION—SALES—MARKETING—MANAGEMENT—TRAINING—EVALUATION—MAINTENANCE_
Overcoming Challenges...

- CONVENTION AG INDUSTRY SAYS ORGANIC WON’T WORK
- CROP FAILURE, WEEDS, DISEASE, WEATHER
- FIRST JOB
- NON PROFIT FUNDING ENVIRONMENT SMALL IN HAWAII
- HOW TO RAISE FUNDS TO EXPAND?
- RECRUITMENT, RETENTION, ATTRITION
• Biodiversity
• “Love, respect and the willingness to work”
• Adhered to our strategic plan
• Commitment to entrepreneurship
• Intentional Partnerships – bond to an ecosystem/s, and support growth of that ecosystem
• Systems to ensure youth SUCCEED – check in and check out, standards contract, incentives based on GPA

...makes us stronger
### INCENTIVIZED COMPENSATION

#### YLT ON-FARM INDIVIDUAL ASSESSMENTS

<table>
<thead>
<tr>
<th>C11</th>
<th>FARM</th>
<th>AGGREGATE</th>
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#### INTERNSHIP STIPEND

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<tr>
<th></th>
<th>YR 1</th>
<th>YR 2</th>
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<tbody>
<tr>
<td></td>
<td>MONTHLY RATE $500.00</td>
<td>GRADE POINT AVERAGE</td>
</tr>
<tr>
<td></td>
<td>&lt; 2.2</td>
<td>2.3 - 2.9</td>
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<td>600.00</td>
<td>625.00</td>
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</table>

#### SUI STIPEND RATE

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<tr>
<th></th>
<th>&lt; 30 CREDITS</th>
<th>&gt; 30 CREDITS</th>
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</thead>
<tbody>
<tr>
<td>GRADE POINT AVERAGE</td>
<td>&lt; 2.2</td>
<td>2.3 - 2.9</td>
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<td>9.50</td>
<td>10.50</td>
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</table>
INTENTIONAL COLLABORATIONS

UHWO – BS in Applied Sustainable Community Food Systems
ECOSYSTEM OF IDEAS/ACTIONS – BUILDING THE MOVEMENT

Social Enterprise, Impact Investing, Education

• http://klfelicitasfoundation.org
• http://www.totalimpactcapital.com
• https://www.twoa.ac.nz

Food Systems

• http://thefoodproject.org
• https://casfs.ucsc.edu (UC Santa Cruz Center for Agroecology ...)
• https://www.intervale.org

Hawai`i

• http://paepaeoheeia.org
• http://www.hookuaaina.org
• https://kokuahawaiifoundation.org
• http://hauolimauloa.org
Social Justice in a New Model of Economic Development:
Entrepreneurship + Educational Empowerment + Land = Food Sovereignty

<table>
<thead>
<tr>
<th>FROM:</th>
<th>TO:</th>
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<tbody>
<tr>
<td>WELFARE BOUND</td>
<td>ENTREPRENEUR</td>
</tr>
<tr>
<td>FOLLOWER</td>
<td>MANAGER/LEADER</td>
</tr>
<tr>
<td>DEPENDENT</td>
<td>INNOVATOR</td>
</tr>
<tr>
<td>LAZY</td>
<td>PRODUCTIVE, INDUSTRIOUS</td>
</tr>
<tr>
<td>DRAIN ON SOCIETY</td>
<td>CIVIC/COMMUNITY ORIENTED</td>
</tr>
<tr>
<td>DISCONNECTED</td>
<td>ROOTED</td>
</tr>
<tr>
<td>POWERLESS</td>
<td>SPEAK TO POWER</td>
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</tbody>
</table>
50 PAID COLLEGE INTERNS
> 2,000 K-12 STUDENTS/YEAR

24 ACRES ORGANICALLY CERTIFIED
190,000 [= $600K]
POUNDS OF FRUIT & VEGGIES

TODAY
...growing organic food and new leaders for a sustainable Hawai'i
NEXT CHALLENGE: SCALING MA`O
HAVE FUN; EAT WELL
... Ne huli ka lima lalo, piha ka ʻōpu

MAHALO NUNUI
For more details please contact Kukui & Gary Maunakea-Forth
info@maorganicfarms.org -- 808.696.5569
Presentation Outline

- Technical Orientation
- Welcome
- Introduction
- MA'O Organic Farms

- Grow Dat Youth Farm
  Clara Lyle

- Questions and Answers
- Upcoming Opportunities, etc.
<table>
<thead>
<tr>
<th>Our Values:</th>
<th>Our Standards of Behavior:</th>
<th>Consequences for violating these standards:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Step 1</td>
</tr>
</tbody>
</table>
| Professionalism     | Call in advance if you will be late or absent.  
Dress appropriately for the work environment.  
Wear your t-shirt and proper shoes. | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | FIRED   |
| Attendance          | Be at all scheduled work times.  
*PD denotes excused Personal Day absence |                                                                                          | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | PD: _____  
**Date** | FIRED:  
**Date** |
| Hard Work           | Work with a positive attitude and your best effort, steadily through the completion of the assigned task.  
Keep pace with your crew. |                                                                                          | FIRED   |
| Responsibility      | Come to work with all necessary materials every day (water bottle, binder, paperwork, etc.)  
Clean up after yourself and no littering.  
No Vandalism. |                                                                                          | FIRED   |
| Community           | No Sunglasses (except during field work).  
Don’t use electronic devices.  
No Smoking.  
No swearing. |                                                                                          | FIRED   |
| Commitment          | Arrive on time and don’t leave early.  
No leaving the job without notice. |                                                                                          | FIRED   |
| Sustainability      | Care for tools, equipment and campus.  
Care for the soil and produce.  
Care for self. |                                                                                          | FIRED   |
|                     |                                                                                          | RESPECT |       |       |       |       |       |       | FIRED   |
|                     | Respect the wider community.  
Respect the organization.  
Respect one another. |                                                                                          | RESPECT |       |       |       |       |       |       | FIRED   |
| INTEGRITY           | No being under the influence of drugs or alcohol.  
No verbal abuse towards anyone.  
No harassment, sexual or otherwise.  
No lying. |                                                                                          | INTEGRITY |       |       |       |       |       |       | FIRED   |
| SAFETY              | No fighting, stealing, sexual aggression.  
No possession of weapons, drugs, alcohol. |                                                                                          | SAFETY |       |       |       |       |       |       | FIRED   |
Annual Cycle
what our current model encompasses:

- ADVANCED LEADERSHIP PROGRAM (10 youth)
- EVALUATION, PLANNING + COVER CROPPING
- FARM OPERATIONAL 12,000 lbs of food harvested
- FARMSTAND + FARMERS MARKET SALES
- LEADERSHIP PROGRAM (40 YOUTH)
- CSA FARMSHARE
- SHARED HARVEST
### Timeline for Roll-Out of Strategic Plan

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<tbody>
<tr>
<td>Current Production</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Agriculture Expansion: Current Site</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Agriculture Expansion: New Site</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>The Hive:</strong></td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
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<tr>
<td>Institute</td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
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</tr>
<tr>
<td><strong>Uses of Space:</strong></td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Field Trips</td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Tours</td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Farm Dinners</td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Volunteer Groups</td>
<td></td>
<td>PILOT</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Classes</td>
<td></td>
<td>PILOT</td>
<td></td>
<td>X</td>
<td>X</td>
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</tbody>
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Figure 2: GDYF Rollout Plan
DISCUSSION / Q & A
To Ask a Question

Type your question in the small box at the bottom of the Questions box.

If possible, specify which panelist(s) you are addressing with your question.

Press “Send”!
WWW.COMMUNITYFOOD.WKKF.ORG

EXPLORE INNOVATIVE PROJECTS COAST TO COAST

DISCOVER STORIES OF COMMUNITY-LED TRANSFORMATION

JOIN THE COMMUNITY FOOD REVOLUTION
COMING THIS DECEMBER 2017:
FOOD SYSTEMS LEADERSHIP NETWORK

A new national Community of Practice to support emerging and existing leaders working on food systems change via:

• Strengthening Systems Leadership skills
• Sharing cutting-edge program strategies, innovations and adaptations
• Building operational and management capacity of non-profit, community-based organizations

Resources available to members:
• Food Systems Leadership Intensives
• Non-Profit Boot Camp E-Learning series
• Community Food Systems Mentors
• Mini-grants
• Digital resource platform for peer-to-peer sharing, accessing opportunities and networking
National Good Food Network Conference

- food hub operations, efficiencies, and innovations
- market assessments and business planning
- **value-chain coordination**
- integrating livestock value chains and food hubs
- **effective partnerships** and collaborations (across hubs, across sectors, across geography, etc.)
- community-based approaches to value chain development
- financing and finances
- **increasing equity** in food value chains
- managing supply and demand
- meeting market and regulatory requirements
- sales, negotiation, and other business skills
- **facilitation** and communication
- **measuring** economic, social, environmental, health **impacts**

March 27 – 30, 2018 | Albuquerque, NM

wallacecenter.org/ngfnconference

Now accepting session proposals
Webinars are Archived

TOPICS!

http://ngfn.org/webinars
From the Ground Up: 
Inspiring Community-based Food System Innovations
http://communityfood.wkkf.org
  • Aug 17: #CommunityFood: Exploring Innovations in Community Food Systems
  • Oct 12: #CommunityFood: Investing in the Future
  • Nov 2: #CommunityFood: Return to Roots
  • Dec 14: #CommunityFood: It Takes a Network

Jan 18: National Food Hub Survey

http://ngfn.org/webinars
Get Connected, Stay Connected

http://ngfn.org

National Good Food Network Database
Click to learn more

Search for: Wallace Center

YouTube

contact@ngfn.org

E-MAIL

@ngfn
http://ngfn.org

contact@ngfn.org