

# edible flint Strategic Plan 2016 to 2020

10.11.16

**MISSION** To support Flint residents in growing & accessing healthy food in order to reconnect them with the land & each other.

**WE PRACTICE:** Humility, equity, ally-building, respect, trust

**Our values are perennial companions that must be continually nurtured: Humility-** live and learn by example, remain teachable & resilient; **Equity-** provide resources to meet individual needs; **Ally-building** - work with one another to cultivate, connect, and empower; **Respect** - treat others with compassion and understanding; **Trust** - seen by others as true to our word and deed

BAG Big Audacious Goals	Advocate for a culture change to bring more value to growing food & farming for sale and self	Build organizational processes	Revitalize by re-engaging past participants & new participants	Expand support services
<b>Three Year Measurement of success</b>	<ul style="list-style-type: none"> <li>Local institutions will source 20 percent local foods by 2020</li> <li>Increase local food sales of by <i>edible flint</i> network growers 10% by 2018.</li> <li>Advocate for the 2018-19 Farm Bill to include urban agriculture and 2 items that will positively impact Flint area growers.</li> </ul>	<ul style="list-style-type: none"> <li>Starting with 2017 budget, the leadership board will affirm an annual budget in Q4 for the following fiscal year.</li> <li>Have personnel and hiring process and procedures in place by October 15, 2016.</li> <li>Develop and affirm an external communications policy by December 31, 2016.</li> <li>Develop an internal communications strategy by April 30, 2017.</li> <li>Identify and apply for funding four times each year from 2017-2019 by September 30.</li> </ul>	<ul style="list-style-type: none"> <li>Get 20% of available past participants to resume gardening services or join a workgroup by 2019.</li> <li>2 co-conveners from past or new participants by 2019.</li> <li>50% of new participants are referred us to current or past participants</li> <li>All Flint Wards are represented in work groups</li> <li>AT least 5 Wards represented on Leadership Board</li> </ul>	<ul style="list-style-type: none"> <li>By 2019, the number of gardens serviced &amp; services offered will have increased by 20% from 2015</li> <li>Support for 20 entrepreneurs in farm and allied agriculture businesses through a growers' network</li> <li>Present 3 annual activities to connect gardening and non-gardening residents</li> <li>Create a web based hub of local food resources</li> </ul>
<b>Strategies on Our Road-map</b>	<p>Engaging people who have graduated from food garden training &amp; support services to grow for sale</p> <p>Convene groups who are working around food issues to join us to educate policy makers.</p> <p>Develop an advocacy strategy and a list of policy priorities for edible flint – local, state, and/or federal.</p> <p>Align with statewide committees and representation from Flint (edible flint)</p> <p>Create partnerships (with MIFMA, MIFFS) to develop strategies that support food access and growers such as DUFb, Hh4H.</p>	<p>Identify legal needs or technical assistance for hiring processes;</p> <p>Identify financial management consultant to assist with financials and budgeting;</p> <p>Identify communications assistance for external communications policy development;</p> <p>Set up payroll function</p>	<p>Liaison to connect with people;</p> <p>Support services &amp; flexibility at meetings to engage busy people (e.g. babysitting, phone in options);</p> <p>Increase our physical presence in the community;</p> <p>Ask past participants for referrals to potential new participants</p> <p>Neighborhood centers of local food (like demo garden);</p> <p>Give preference to Flint residents on Leadership Board</p>	<p>Develop database of local food and related resources and update on website/mobile app quarterly;</p> <p>Foster businesses that focus on soil preparation, compost production, processing;</p> <p>Outreach to general population, through on-farm activities that aren't focused on farming (ex. Movie night, yoga/exercise classes);</p> <p>Develop stronger relationships w/Food Corps and others to co-market classes and other services where the audiences don't overlap;</p> <p>Encourage a network of local gardener/farmers who want to begin or expand their agricultural business</p>

**VISION** *edible flint* is an economically and environmentally sustainable organization, cultivating the model of a community food system in the Flint region through advocacy, expertise, and partnerships.

## Major Challenges/Opportunities

### Goal #1: Create culture change to bring more value to growing food and farming for sale and self

- Land Availability for sale for growing food
- Challenge & opportunity/valuing local foods
- DUFB removing the 'MI' requirement in Flint for the next 18 months - devalues local food

### Goal #2: Build organizational processes

- Partnership duplication
- Lack of experience and capacity
- Opportunity to grow and engage audience
- Build a community understanding of the organization
- Establish work equity for edible flint services/resources

### Goal #3 Revitalize by reengaging past & engaging new participants

- Communications
- For younger people: time or resources
- For older people: mobility or abilities
- Increased attention being paid to nutrition in schools, through MSUE, etc.

### Goal #4: Expand Support Services

- Funding – both obtaining funds and, currently, tracking the influx of monies for the water situation
- Staffing
- Marketing to both the gardener/farmer population and the general population
- Determining the scope of which resources to provide directly and which we want to refer
- Determining what format users want for resource data
- Recruiting/locating interested entrepreneurs and mentors
- Increase in current funding opportunities
- Increased interest in food business and local food
- Master Plan update process

## Stakeholder Feedback and Requests

### Goal #1

- Coordinate Farming Networks
- Food Businesses (Growers' Co-op)
- Healthy Food Trucks/Mobile Markets
- Food Attitude Education (seasonality, perceptions, attitudes, values)

### Goal #2

- Create intentional partnerships with other orgs
- Grow database of users
- Create pay scale for programming (ex: sliding scale)
- New formats, scheduling

### Goal #3

- Garden Starter follow up/alumni
- Mentorship programs
- Connections (presentations to neighborhood groups)
- Send informed participants to community meetings (regularly)

### Goal #4

- (Web/physical) resource database
- Master plan/zoning advocacy (creating materials)
- Equip a toolshed/toolshare with food production tools e.g. tractor
- Make water for gardens more accessible