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

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Advocate for a culture change to bring more value to growing food & farming for sale and self

Build organizational processes

Starting with 2017 budget,

the leadership board will

affirm an annual budget in

Q4 for the following fiscal

Have personnel and hiring

process and procedures in

place by October 15, 2016.

external communications

policy by December 31, 2016.

communications strategy by

Develop and affirm an

Develop an internal

April 30, 2017.

Revitalize by re-engaging past participants & new participants

Expand support services

Three Year Measurement of

success

Strate-

Humility, equity. ally-building, respect, trust

WE PRACTICE:

BAG

Big

Auda-

cious Goals

- Local institutions will source 20 percent local foods by 2020
- Increase local food sales of by *edible flint* network growers 10% by 2018.
- Advocate for the 2018-19 Farm Bill to include urban agriculture and 2 items that will positively impact Flint area growers.
- Engaging people who have graduated from food garden training & support services to
 - Identify and apply for funding four times each year from 2017-2019 by September 30.

Identify legal needs or technical assistance for hiring processes; Identify financial management consultant to assist with financials and budgeting; Identify communications assistance for external communications policy development; Set up payroll function

- Get 20% of available past participants to resume gardening services or join a workgroup by 2019.
- 2 co-conveners from past or new participants by 2019.
- 50% of new participants are referred us to current or past participants
- All Flint Wards are represented in work groups
- AT least 5 Wards represented on Leadership Board

Liaison to connect with people; Support services & flexibility at meetings to engage busy people (e.g. babysitting, phone in options); Increase our physical presence in the community; Ask past participants for referrals to potential new participants Neighborhood centers of local food (like demo garden); Give preference to Flint residents on Leadership Board

- By 2019, the number of gardens serviced & services offered will have increased by 20% from 2015
- Support for 20 entrepreneurs in farm and allied agriculture businesses through a growers' network
- Present 3 annual activities to connect gardening and nongardening residents
- Create a web based hub of local food resources

Develop database of local food and

website/mobile app quarterly; Foster

population, through on-farm activities

related resources and update on

preparation, compost production,

that aren't focused on farming (ex.

Movie night, yoga/exercise classes);

processing; Outreach to general

Develop stronger relationships

w/Food Corps and others to co-

market classes and other services

Encourage a network of local

where the audiences don't overlap;

gardener/farmers who want to begin

or expand their agricultural business

businesses that focus on soil

gies
on
Our
Roadmap

General grow for sale
Convene groups who are working around
food issues to join us to educate policy
makers.
Develop an advocacy strategy and a list of
policy priorities for edible flint – local, state,
and/or federal.
Align with statewide committees and
representation from Flint (edible flint)

from 20
Septeml

Identify lega assistance for Identify finate consultant to and budgeting the properties of the policy finate communication from Flint (edible flint)

Create partnerships (with MIFMA, MIFFS)

and growers such as DUFB, Hh4H.

to develop strategies that support food access

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.

edible flint Strategic Plan 2016 to 2020 - Page 2

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 <u>engage</u> 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