



# YEAR END REPORT 2011

[www.edibleflint.org](http://www.edibleflint.org)

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For more information about *edible flint*, email [info@edibleflint.org](mailto:info@edibleflint.org) or call Terry at (810) 244-8530. You can also find *edible flint* on Facebook , Twitter and at [www.edibleflint.org](http://www.edibleflint.org).



# Section 1: Overview

Flint has a rich history of urban food gardening that goes back many generations. Several youth development programs focused on community gardening arose to teach participating youth civic responsibility, employability skills and entrepreneurship. Since 2000, numerous efforts have been underway in Flint to establish and strengthen the local food system, through the implementation of workshops, programs and other educational events, and through the meetings of individuals, organizations, community members, and greening and research initiatives.

In July of 2009, a collaboration named *edible flint* formed with a mission to support Flint residents in growing and accessing healthy food in order to reconnect with the land and each other. The collaborative works on several efforts that support resident's ability to connect, grow, and access healthy food.

## **How does *edible flint* work?**

With this mission in mind, *edible flint* has divided its work among seven different work groups, each of them self-organized to address the specific issues and opportunities in our local food system. Throughout the year, *edible flint's* work groups envision, plan and implement these efforts using a consensus based decision-making model.

This Annual (End of Year) Report provides a summary of selected accomplishments for 2011 and highlights the priorities that each workgroup will address in the coming year.

*edible flint* is comprised of individual members and organizations who volunteer their time and resources to participate in this citywide coalition. Because participation is mutually beneficial, membership remains strong and objectives are consistently achieved.

We are excited for you to see all of the work that has been accomplished and hope that you will share this document with others to promote the work that is done through *edible flint*.



# Section 2: Workgroups

## **Garden Starters**

This workgroup provides growers with the skills and tools necessary to produce healthy food. Some of the activities this past year have included: garden starters' training and the garden starters program.

## **Access and Education**

This workgroup seeks to increase the consumption of healthy foods by sharing accurate nutritional information and by identifying and reducing barriers to healthy food access.

## **edible flint Co-op**

This workgroup consists of food growers that work together to sell their naturally-grown produce at markets and businesses in Flint, MI.

## **Evaluation**

This workgroup assists *edible flint* and the workgroups achieve and measure progress towards their mission, goals and objectives.

## **Food Garden Tour**

This workgroup celebrates the food gardens in the Flint area by coordinating an annual tour of local gardens and farms. This allows the public to learn more about local growing efforts.

## **Growing the Network**

This workgroup helps *edible flint* build and maintain an inclusive and representative network of participants from all sectors of our food system.

## **New Roots**

This workgroup helps with the sustainability of *edible flint*.

If you are interested in *edible flint* or an *edible flint* workgroup please contact us at [www.edibleflint.org](http://www.edibleflint.org)

At the end of 2011, *edible flint* was comprised of hundreds of participants including consumers, health care professionals, business/industry leaders, farmers local gardeners and many other sectors of our community. Thank you to all of the individuals and organizations who are members of *edible flint* for the time and resources that have been contributed to this volunteer-driven coalition.



# Section 3: Collaborating Organizations

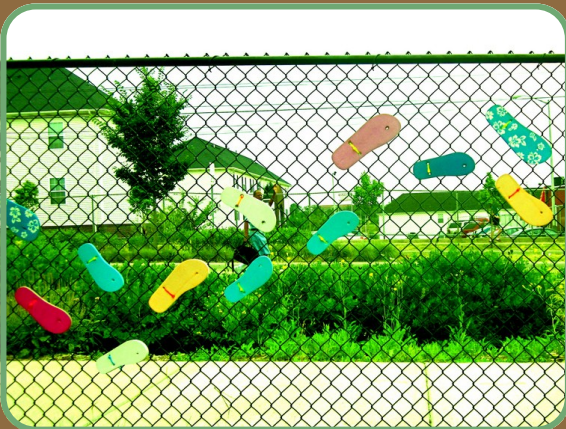
Some participants include:

Crim Fitness Foundation  
Flint Farmer's Market  
Flint River Farm  
Genesee County Community Mental Health  
Genesee County Health Department  
Genesee County Land Bank  
Genesee County Parks & Recreation  
Harvesting Earth Educational Farm  
Hurley Medical Center  
Mass Transportation Authority  
MSU Extension  
Mr. Roger's Say No Program  
National Kidney Foundation  
Resource Genesee  
Ruth Mott Foundation  
Salem Housing Development Corporation  
Urban Youth Community Outreach  
Numerous individuals & community organizations



If you would like your name or organization listed here, please tell us!!!

**[info@edibleflint.org](mailto:info@edibleflint.org)**



# Section 4: Workgroup Reports



Garden Starters

The Garden Starters Workgroup was formed to provide the community with the skills and resources to grow fresh, healthy food in an urban setting.

**The goal of the Garden Starters Workgroup is to enhance the quality and productivity of food gardens.**

## **The Garden Starters work group in 2011 accomplished the following:**

- Twenty nine residents of Genesee County completed the *edible flint* Introduction to Urban Food Gardening program in 2011 with the intention of supporting community gardens
- The group developed a job description and implemented a hiring process for a coordinator. The coordinator then assisted with hiring and training a work crew to perform gardening start up services to include collection of soil test samples, tilling and compost deliveries.
- Coordinated 37 volunteers who provided 221 hours of service to package and sort 28 varieties of seeds for 300 Garden Starter Kits.
- The first *edible flint* Garden Starters Distribution Day provided 300 residents with kits that included 28 different varieties of vegetables seeds and 12 herb and vegetable transplants. A total of 185 hours were volunteered to distribute the kits.
- An extensive planting guide was created to provide additional educational materials in each kit to facilitate the best possible results – we do not want any garden to fail.
- *edible flint* Garden Starter Services provided 70 residents with services that included tilling, delivery of compost and soil tests supporting a total of 98 gardens.
- In order to inform the group of what to provide for the 2012 season a survey was generated and distributed to the recipients of the 2011 Garden Starters Kits and Services program. This was accomplished with the assistance of the *edible flint* Evaluation Workgroup.
- A People's Garden Grant was prepared which included support letters from more than 50 local businesses, legislators, individuals and community organizations. While we did not receive the grant, this body of work will serve us as we seek other funding sources working toward sustainability and show the impact the *edible flint* is already having in our community.







The Access and Education workgroup began as one of *edible flint's* first work groups during the early strategic planning process in 2010. Given the state of nutrition and health in the Flint area, the group seeks to increase the understanding about how food choices impact health, increase the availability of healthy food, and advocate for policy changes within institutions and decision-making bodies related to healthier and more local food purchasing. Members feel that knowing about the options people have for healthy eating is a critical first step in the process of making healthy food available.

**The goals of the Access and Education workgroup are to:**

- Work with young people and engage them in the process of making changes to the way we eat
- Identify how and where people access food
- Identify for the community the options that are available for healthy eating

**The Access and Education workgroup in 2011 accomplished the following:**

- The initial Food Seller Assessment Group worked with youth from the *Raise It Up!* Youth Arts and Awareness program, as well as youth from Mott Community College, to determine what kinds of food were available in approximately 25 convenience and grocery stores in northern Flint.
- Since conducting this small-scale assessment in the 48504 and 48505 zip codes within the City of Flint, work has begun toward building a coalition that would potentially expand this assessment or devise a suitable follow-up project to engage the community in increasing knowledge about healthy eating. One idea has been to work with corner store owners to increase the availability and quality of healthy food.
- This desire culminated in December 2011, in the form of a *Corner and Grocery Store Assessment Sharing* event where community members and potential stakeholder groups were invited to share thoughts on how the group could move forward.





The *edible flint* Co-op formed out of the production and distribution workgroup of *edible flint* in 2010. It grew out of the need to make food production viable for local growers by generating revenue. The *edible flint* Co-op began selling at the Flint Farmers Market in the summer of 2010 while also exploring alternate markets such as local restaurants, farm to school and donation to local charities. Now a group of Co-op members manage and operate daily activities, market sales, membership outreach, and plan events and projects for the Co-op. The purpose of the Co-op is to increase the presence and success of urban gardeners and farmers in Flint by collectively producing and distributing naturally grown local produce.



### **The goals of the coop are to:**

- Create, strengthen, and grow a body of support for urban gardeners and farmers who want to successfully grow and sell locally grown natural produce
- Increase the efficiency of production for co-op members
- Increase the efficiency of distribution for the *edible flint* co-op

### **The Co-op Workgroup in 2011 accomplished the following:**

- Sale at the Flint Farmers Market and other local markets: The co-op collectively markets fresh vegetables, fruits and herbs as well as eggs and cottage food items like granola, breads, maple syrup, jam and dried herbs. In 2011, the total sales receipts were \$3,887.90 which is a substantial increase over 2010 sales of \$1,608.00. We also had a total of 7 members participated from the first Saturday in July 2011 through the end of October 2011.
- Organization of Crop Mobs: Crop Mobs are events hosted at garden sites for specific activities that require large amounts of volunteers. Members organize these volunteer days for each other for activities like weeding, construction, spring preparation or fall clean-up, etc. Hosts are responsible for providing food and water and tools, volunteers are required to come on time ready to work!
- Host classes relevant to growing for market: Classes are organized for members and nonmembers on growing for market, harvest and post harvest/storage/transport and organic pest and disease management. These classes are free, and offered in partnership with Michigan State University Extension.
- Cooperative purchasing of supplies: Membership fees allow for the collective purchasing of co-op supplies including coolers, seeds and hand tools. Collective purchasing enables growers to save money on shipping and handling, and sometimes allows for group





In the 2011, the Evaluation Workgroup grew out of a need to gather and report data about the work of *edible flint*. This year's work centered on the importance of and the development of an *edible flint* annual report, development of forms for the workgroups to utilize to produce the annual report (End of Year Report) and guidelines for interacting with other workgroups. We work in consultation with other workgroups at their request to develop tools or consult with outside help on evaluation.

**The Evaluation Workgroup goals are to:**

- Assist *edible flint* and other workgroups with evaluation through development of tools, providing examples/samples of evaluations and act as a resource to other workgroups in consultation on evaluation
- Compile information/disseminate information on *edible flint* outcomes
- Analyze data gathered including summaries of statistics or further analysis on request or provide a connection to other evaluation resources (e.g. resource at University of Michigan-Ann Arbor for statistical analysis)
- Keep data together for grant processes and act as a resource for data when needed

**The Evaluation Workgroup in 2011 accomplished the following:**

- Assisting the Garden Starter Workgroup in the development of their garden tour survey and the use of Survey Monkey for that purpose
- Finalizing the Evaluation Workgroups goals, purpose and process
- Began the process for submitting and compiling information for *edible flint's* Annual Report





The *edible flint* Food Garden Tour Workgroup organizes the annual tour of community food gardens and farms. The Tour was initiated in 2009 to celebrate innovative and inspiring food gardens in the Flint area.

The workgroup has made it a priority to move toward a sustainable future by fundraising

**The Food Garden Tour Workgroup in 2011 accomplished the following:**

- Provided a bus and bike garden tour that more than 230 people participated in visiting 16 different gardens across the Flint area
- Showcased the way our community is addressing a number of needs including: food access, education and skill-building, youth engagement, creating new entrepreneurial opportunities, community building, and reuse of vacant land in our neighborhoods
- Offered garden tour participants the chance to meet others on the tour, local gardeners, volunteers
- Provided everyone with a light meal made of locally produce food on the tour
- Worked with 40 volunteers in showcasing the best of the gardens and farms
- Making a concentrated effort toward fundraising and raised \$2,600 to off-set costs
- Created a budget for 2012





Growing the Network formed out of the strategic planning process to better manage and coordinate *edible flint* communications. The workgroup has changed over time to meet different communication needs that arise. Internally, Growing the Network has worked to develop *edible flint*'s message, brand, and capacity to communicate. Externally, Growing the Network supports *edible flint* with assistance in press releases, website development, and training and managing participants who share *edible flint*'s work with the community at large.

Growing the Network goals:

- Build connection and common understanding of edible flint within the network
- Increase awareness of edible flint; who we are and what we do.

**The priorities for the future of Growing the Network** are to complete the *edible flint* web page, *edible flint* marketing materials and working on the internal and external communications systems.

**The Growing the Network workgroup accomplished the following in 2011:**

- Created a speaker list of 19 and trained 10 *edible flint* participants to give presentations on *edible flint*
- Created an *edible flint* presentation to be used by participants to present at meetings and conferences
- Issued a request for proposals and contracted a consultant to create a web page for *edible flint*
- Working with the web designer to create a web page
- Coordinate *edible flint* table to share information at conferences, events or meetings
- Created an internal document management system
- Updated *edible flint* one pager and brochures
- Presented at 5 conferences/meetings, gave 4 guided tours to specific groups
- Set up an *edible flint* information outreach table at 13 conferences, events, or meetings to spread the word about *edible flint*
- During 2011, participants reached 1,631 residents through presentations and events
- Established system for internal communication about progress during *edible flint* work group meetings







The New Roots Workgroup formed in 2011 in response to many requests for *edible flint* partnership, sponsorship, and collaboration. Its original work consisted of developing a process for responding to requests that reflects *edible flint's* mission and values.

**The goals of the New Roots workgroup are to:**

- establish *edible flint* as a registered nonprofit as a primary strategy for positioning the network to receive funding directly
- amplify efforts and develop sustainable programming.

**The New Roots Workgroup in 2011 accomplished the following:**

- Created a process for reviewing requests for partnerships and sponsorships
- Completed exploration study of potential merger with Flint Urban Gardens and Land Use Corporation
- Filed articles of incorporation
- Defined its purpose
- Approved description of *edible flint* organizational components



# Section 5: Priorities for 2012

## **Access & Education:**

- Engaging youth in all of our projects
- increasing the knowledge about healthy food options,
- Educating and empowering people to make healthy food decisions for the rest of their lives
- Having youth help decide the nature of our projects moving forward
- Decide the groups future direction and focus

## **edible flint Co-op:**

- Create, strengthen and grow a body of support for urban gardeners and farmers who want to successfully grow and sell locally grown natural produce
- Increase the efficiency of production for co-op members
- Increase the efficiency of distribution for the edible flint co-op

## **Evaluation Workgroup:**

- Continue to showcase *edible flint*
- Work with workgroups based on their needs
- Annual report for 2012
- Process and structure for gathering data on calendar events and classes
- Evaluate our name for the workgroup

## **Food Garden Tour:**

- Fundraising for the tour

# Workgroup Priorities for 2012

## Garden Starters:

- The *edible flint* Garden Starters Training Program begins February 7, 2012 and will finish May 1, 2012 anticipating 30 participants.
- A Garden Starters planning meeting is scheduled for Thursday, February 2, 2012 to inform participants of the 2011 survey results and what resources will be provided by the Garden Starters Workgroup for the 2012 growing season
- Continue to partner with local organizations to leverage resources with institutions and individuals with goals and mission that compliment the *edible flint's* philosophy and mission.
- The 2012 *edible flint* Garden Starters Kit Distribution is scheduled for Wednesday, May 16, 2012
- We will strive to make Gardening Services sustainable and continue to provide them at a low cost
- Fundraising will continue through 2012

## Growing the Network:

- Complete the *edible flint* web site
  - ⇒ Create web based media to get the word out about *edible flint*, including *edible flint* & community events calendars & social media
- Complete creation of *edible flint* marketing & promotional materials
- Work on the internal and external communications systems
  - ⇒ Create info to orient new participants to the work of the network
  - ⇒ Create a growing guide to promote *edible flint* & encourage urban food gardening
  - ⇒ Update the PowerPoint presentation for speakers, maintain the speaker's list
  - ⇒ Coordinate ongoing requests for an *edible flint* information outreach table
  - ⇒ Create a guide book for workgroup's to use to help them get the word out on their events

## New Roots:

- Complete By-laws
- Complete 501c3 process
- Develop fundraising plan