

Session Title:

Lowering ^{entry/} barriers to local food

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Presenter: Becca Seif

NOTES:

PERSPECTIVES

- gourmet
- I like to eat US fresher
- fewer VMTs
- food justice
- connectivity to system
- trendy cute hipster
- economic development
- localize the system

what are people's entry points to local food? How do I get involved in local food? how does this pertain to me?

* how can we lower the entry point so all feel like they can get in on local food, make it inclusive, all know about the resources

a/b whether you have to start with the high end or not? Seedleaf - very practical approach; common sense makes it much more adaptable/better uptake. "Duh!"

resources, education, know how being distributed
lots of agrarian skills still in our community, while simultaneously many without this know how
- need for the "movement" to have several starting points - recertifying local

anecdote - when organic food 1st sold at farmers mkt, perceived as dirty/unwashed vs. packaged food
not either/or - food like many economic trends. Set by elites initially → more readily available/affordable

Shorty's - meeting "regular" need for ordinary groceries + some high end

Seedleaf - growing food, educating people about food - still not in the mainstream economy

different perspective on same issue

group of Kenning
who never give up on thinking they grow the best
(vs French California)

could be more Shorty's competitors

somewhat subsidized

Farmers market more market opp for local produce on Smithy's to local growers
 - make from elsewhere to subsidize / broaden access to local
 Warren Co, Ky - net zero schools

cutting energy w/ taking out deep fryers / putting in convection ovens
 looking at the school menu more comprehensively

Farmers - production AND prep/cooking

- economic - license / regulatory - land / access - food habits - going through school lunch prog.

education

- know ledge
- supply chain - farm to school program
- sustainability - expectations

FARM BILL

- Gov't subsidy
- community food program
- * education piece has to be done on small enough scale to make direct connection
- learning to cook new items * can't be a SHRMING approach

What research has there been to Fayette Co schools so far?

positive steps in Ky / in Fayette

- Trying things
- making connections
- food as intrinsically personal - need to engage on personal level
- not fancy, not magical
- make what you have available
- really healthy food matching

team of people showing up? facilitating interactive experiences

- today we're making raspberry jam
- learning through taste, sharing experiences, taste out of the ground / out of a pot

this could lower barrier if you make it accessible

How do we make local food accessible?

- food in the ground and bodies in the room
- youth are a captive audience and therefore starting point but across the board adults too!

Q: Do we need more Seedleaves? More small orgs or more big orgs w/ lots of people employed?

- not sure
- need more gardens for sure and more visible growing

local food's simplicity takes out a lot of the spider web of our food system.

- when you have too much, share - get people hooked/raise awareness ACTION
- love the 'food grown here' signs
 - highlighting ag skills right here in lex

Jamie Oliver's challenge - teach 3 people ⁵⁻⁶ handful of recipes and it will go viral. ACTION

- not an enormous undertaking if break it down to fewer than a dozen recipes + leftovers etc.

doesn't have to be Jamie Oliver - Maggie Green's COOKBOOK

mobile teaching unit/kitchen?

- seedleaf has considered / is thinking about kitchen access central issue
 - cooking draws people into the effort

opportunities to make more use of faith-based kitchens
in lex

- matter of logistics / scheduling

1) conversation w/ property

2) consider an online scheduler / website to
match resource w/ need

ACTION!

could church coalitions (BUILD) take this on
to figure out how to streamline this process
with their members?

• Joseph Owen? ^{Mary} Alice Pratt?

Bill Moody? Brittain Skinner?

building deadlines, sense of urgency — very effective
in other organizing efforts — very hard for food

• what are other goalposts or challenges
OR measurable attempts to motivate?

- 1,000 new cooks by Oct 24

Starting point. Then find out from these starting
people, what are the barriers to doing this in your home?

- utensils?

- recipes?

then inform follow up
activities

like buying equipment

✓ - intergenerational opportunities - connect people w/ skills, desire to share

value for all involved
give people the whole package to succeed

mentoring opp - chefs w. novices, seniors w/ youth, neighbors, congregants, whatever!
• pairing people up makes personal and very doable

LEXINGTON COOKING DAY?! - send people home w/ equipment, skills, confidence

⊗ - like gardening outreach from Coop. EXTN.
- UK's Sustainability/open kitchen

