

Laying Infrastructure for a Regional Food System

The Healthy Food Hub

Know your Farmer, Know Your Food USDA Conference

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The Healthy Food Hub



was born...



out of a demand for local food.



To eat healthy year round.



Recipes were shared



& tried.



Market Goers Reported Better Health.



Blood Pressures & Sugars Improved.



Since Nov. 2009 Healthy Food Hub Market Days



Twice a month



In our own neighborhood



**Folks get more
for less...year round**



In the heart of Chicago's Food Deserts



**30 to 40 cents on every dollar
builds a local food economy**



Provides Our Farmers with Organic , Non GMO Seeds



Helping Hands at Harvest Time



Through the Practice of Community



We are Creating Social Capital



Invested Eaters in Chicago



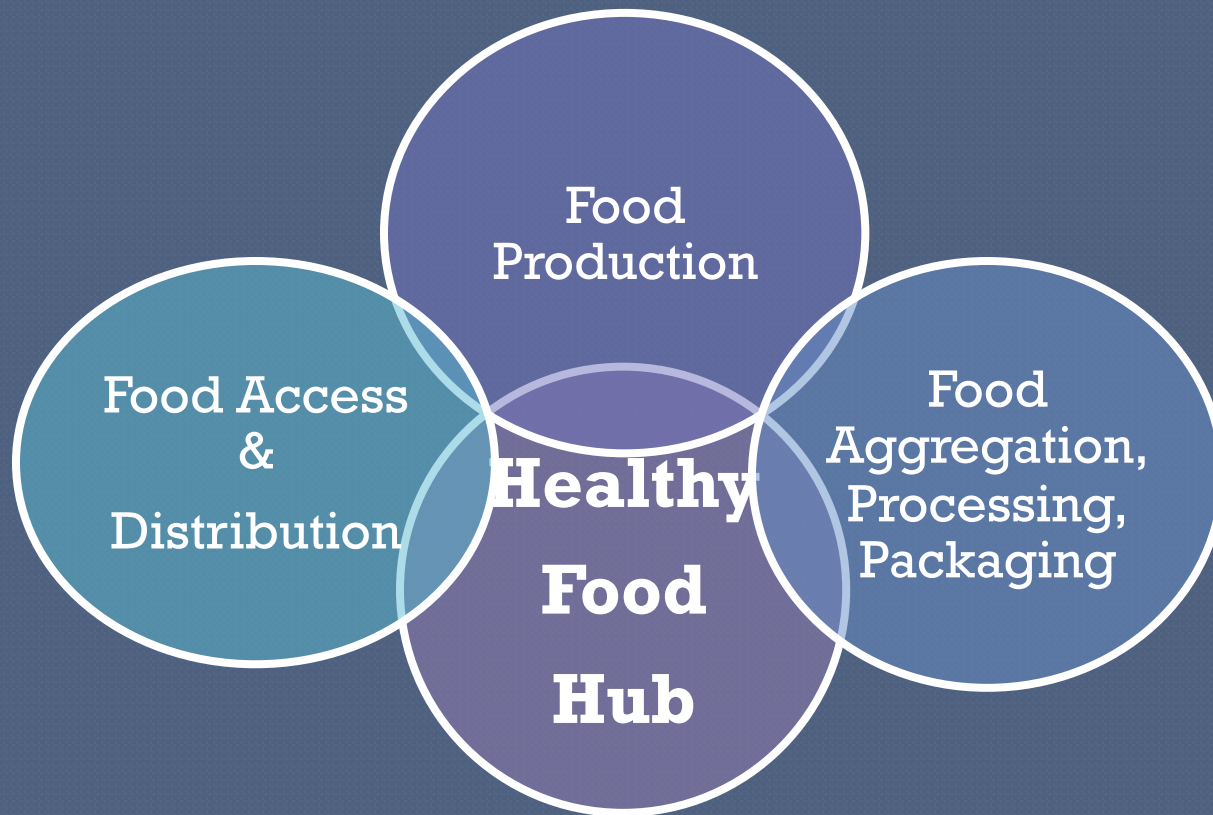
Provide Demand for Pembroke Farmers & Urban Gardeners



We are Laying a Template for a Regional Food System



**Bio-Regional Food Foundation:
Promotion, Training,
Production, Aggregation & Distribution**



Food Production

- **Increasing rural farmers capacity to feed the region**
- **Rural/Urban Food Collaborations**



Community Wealth Creation : Pembroke Community Forum

- Lorenzo R. Smith School
Nov. 17, 2011
- 4 arms of the USDA:
 - FNS
 - RD
 - FSA
 - NRCS
- *Residents shared a vision of Pembroke being a Sustainable Agriculture Center*



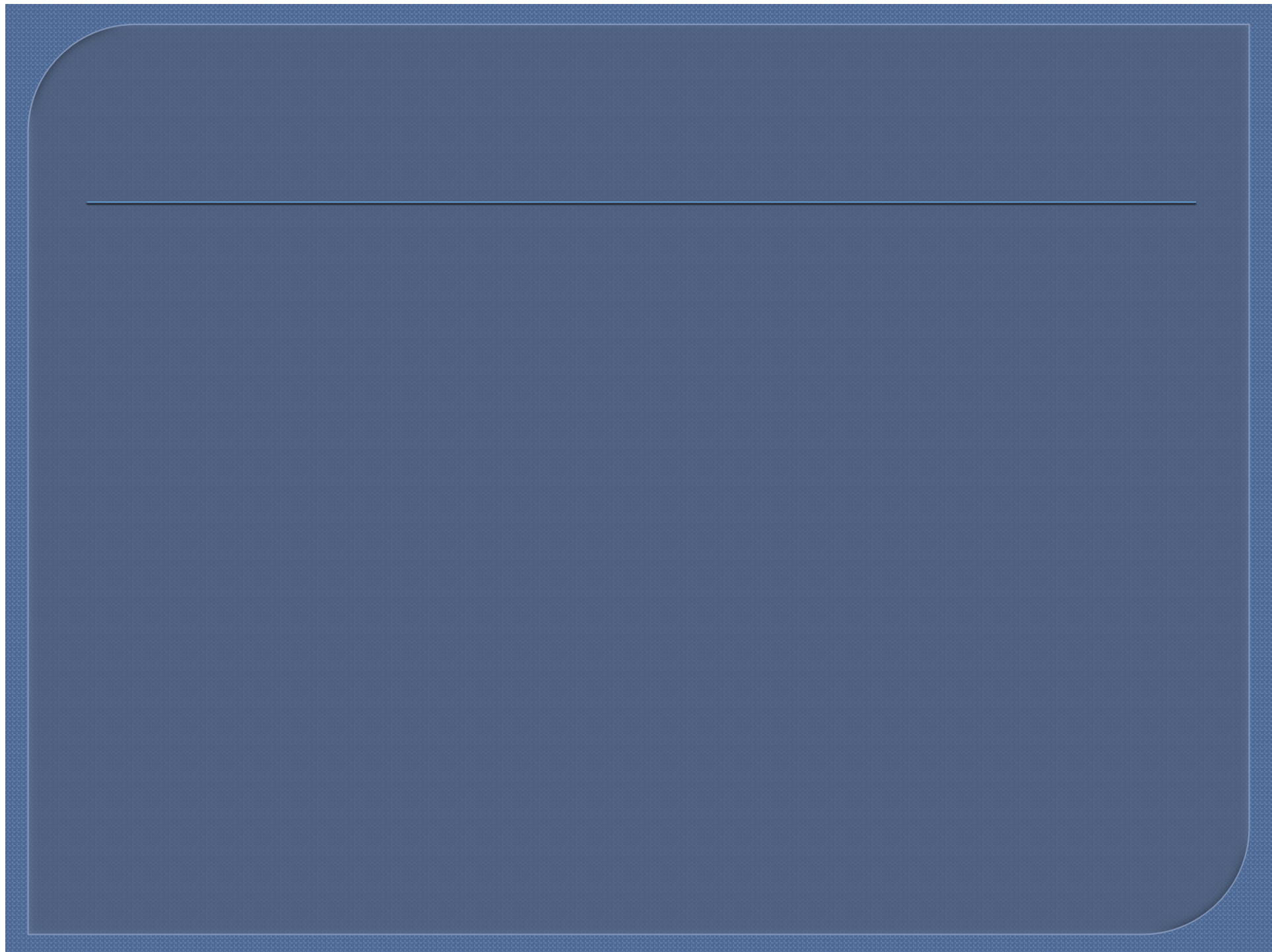
Barriers to Increased Food Production in Pembroke

- ◉ Disinfranchised Community
- ◉ Unadequate Equipment
- ◉ Labor Needs
- ◉ Nutrient poor soil
- ◉ No irrigation
- ◉ Poor quality seeds
- ◉ Training
- ◉ Beginning Farmer & Rancher Grant:
- ◉ *RAFT-P: To train a new generation of African American Farmers*
- ◉ Outreach to Disadvantaged Farmers
- ◉ RAAF-P

Resilience

- ◉ **The ability of a system to :**
- ◉ **re-establish itself in the face of shocks and disruption**





Local Food System Components

- Local Buyers
- Local Growers
- Local Processing
- Local Distribution

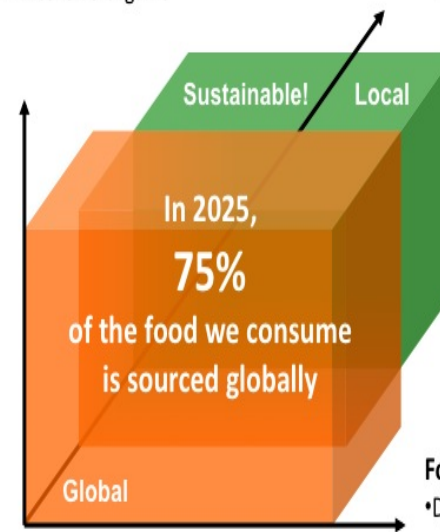
Local Food System: Future Reality

Portfolio Selection

- Wide Variety
- Intensive Organic

Economic Foundation

- Food, Energy, Mfg, CCs*
- Customization



Characterization of Local Food System

- Close
- Interdependent
- Collaborative
- Responsibility-Driven

Food Value Chain

- Dense Integration
- Total Value Extraction

* Community Currencies

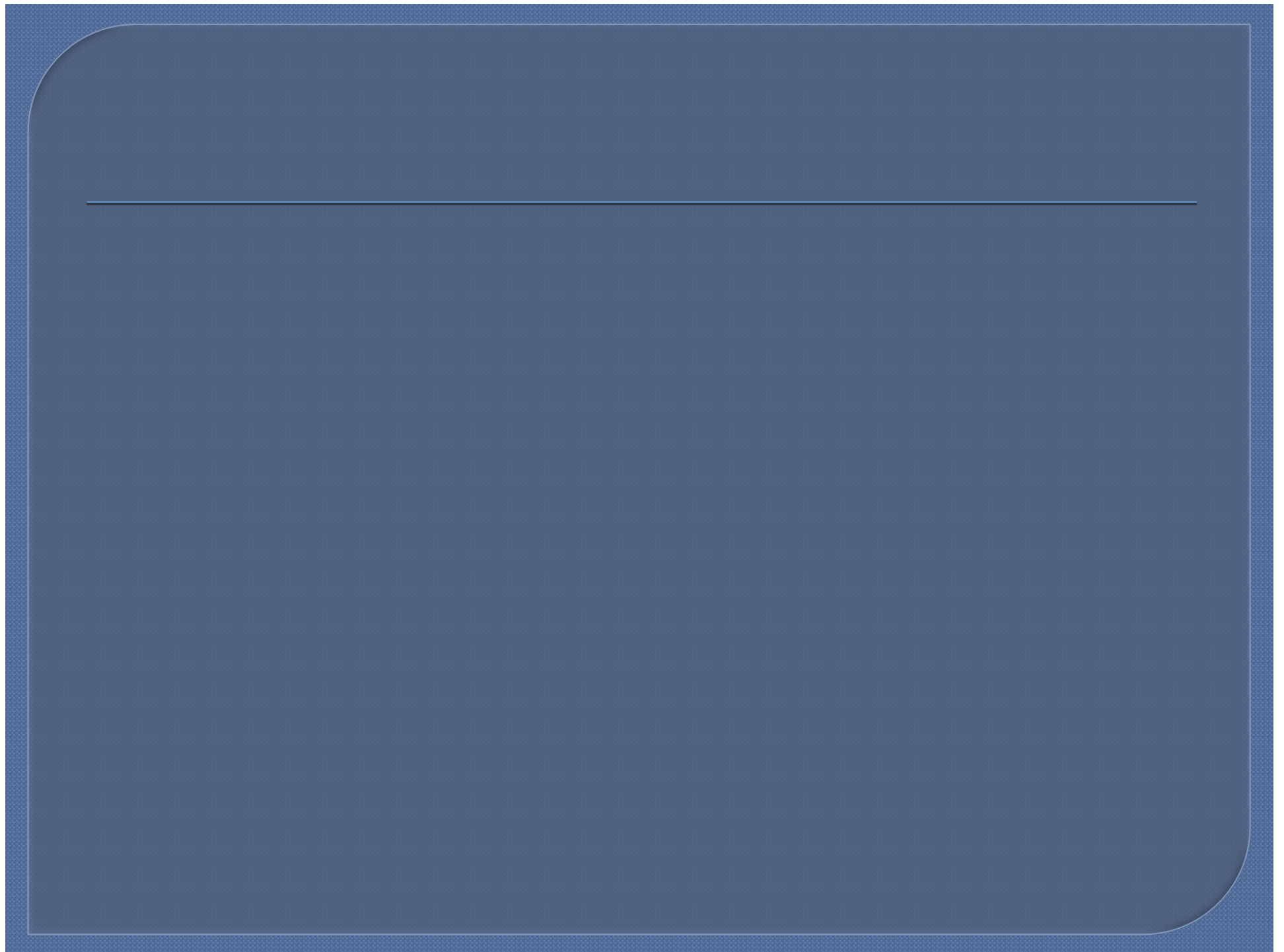
Food Access & Distribution

- A “**Lean Mean Replicable Unit**” with a core staff to provide oversight and volunteer training
- Healthy Food Hubs established at schools, mosques, churches in communities with volunteers from PTA, church members , students
- 12 hour set up and break down
- Keeps operating costs to a minimum so most of the \$\$\$ goes toward food production & aggregation

Food Aggregation, Processing & Packaging in Pembroke Ill.

- Old Nestle Plant
- Wash
- Drying
- Packaging
- Canning
- Flash Freezing
- Community Kitchen





To hundreds of acres in Pembroke



1. Join the Healthy Food Hub \$25 /yr
2. Place your order online, phone, email or fax
3. Pre-Pay on Distribution Days
4. Member Investment Pre Pay Plan



www.healthyfoodhub.org

- ◉ Member Pre-Pay Investment Plan
- ◉ No risk
- ◉ Keeps inventory consistent and broadens the variety available.
- ◉ Monthly Shopping List customized to meet your food needs

Resilience

Community Kitchen

- Fosters unlimited food entrepreneurship through creation of local products
- Reduces Food Waste
- Can provide food for food pantries and kitchens



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