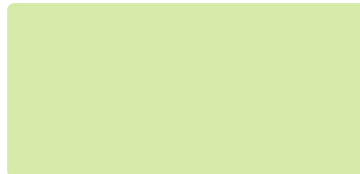
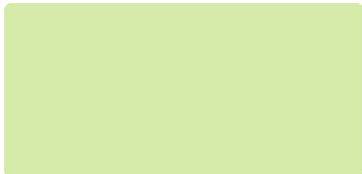
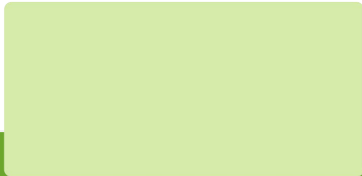




LOCAL FOODS, LOCAL PLACES

Technical Assistance Program



Local Foods, Local Places
Community Action Plan
for Humboldt,
Tennessee

December 2017



For more information about Local Foods, Local Places visit:

<https://www.epa.gov/smartgrowth/local-foods-local-places>

Contact Information:

U.S. Environmental Protection Agency Project Contact: Melissa Kramer

Office of Sustainable Communities

U.S. Environmental Protection Agency

1200 Pennsylvania Ave. NW (MC 1807T)

Washington, DC 20460

Tel 202-564-8497

Kramer.melissa@epa.gov

City of Humboldt Contact: Amanda Love

Humboldt Chamber of Commerce

1200 E Main St.

Humboldt, TN 38343

Tel 731-784-1842

amanda@humboldttnchamber.org

Community Story

Nestled in the rolling hills of West Tennessee and located between the cultural and population centers of Memphis and Nashville, the City of Humboldt sits within both Gibson and Madison counties. Humboldt is Gibson County's largest city, with a 2010 population of approximately 8,500 and located near the important east-west corridor of I-40.

The first settlers began moving into the Humboldt area in the 1850's, locating development at an important regional railroad crossroads. The railroad town officially chartered in 1866 after the Civil War.

Well known for the week-long West Tennessee Strawberry Festival that has been held every year since 1934 except for wartimes, Humboldt also has many lakes nearby that provide plentiful fishing and boating opportunities. Humboldt is also home to the West Tennessee Regional Arts Center, the only permanent fine arts collection between Memphis and Nashville. Additionally, Humboldt has a robust manufacturing community with many ties to the agri-food industry. Major employers in the area include: Walmart, Con Agra, Bon Gard Creamery, Chicago Metallic, and Jones Fiber Company. In Fall 2017, Humboldt announced plans for a Tyson Foods complex that will employ 1,500 people.

In recent years, three event venues have opened that cater to weddings, corporate parties, and charity events. These events bring in an estimated 25,000 – 35,000 visitors per year. Two of the new venues are located downtown and have helped create supportive businesses such as rental and catering companies. In addition to the venues, Humboldt has a first-run movie theater located downtown that draws hundreds of patrons five days a week. Despite this significant visitor activity, the city boasts very few locally owned restaurants to serve these visitors into the evening hours.

While new event activity brings more visitors to Humboldt, the city still faces quite a few vacant buildings and spaces in downtown. Reinvestment has started to occur in some of the spaces but many of the buildings are in fair to poor condition. Having steadily lost population since its peak of 10,200 in 1980, Humboldt faces declining population and property values, making revitalization a challenge. Over the last two to three years Humboldt has been working to flight blight and enforce property maintenance ordinances. Additionally, the city is working with the Tennessee Downtowns Program to evaluate their downtown and form a strategic plan for revitalization based on the national Main Street Program approach.

In addition to the economic development challenges, Humboldt faces a series of health-related challenges. The rate of obesity is higher in Humboldt (41 percent) than the Tennessee average (34 percent), reflective of overall poor health conditions in the community. Additionally, Humboldt's rate of diabetes (19 percent) is slightly higher compared to the state average of 12 percent. Specific to food access, the rate of adult food insecurity in Gibson County is 19 percent compared to the childhood food insecurity rate of 28 percent. Humboldt acknowledges the key role healthy nutrition can play in reshaping a community's overall health. For the full community data profile and references, see **Appendix A**.



Figure 1 – A view of downtown Humboldt's Main Street. Image Credit: Renaissance Planning

Humboldt’s vision is to start a farmers market in Bailey Park and grow their existing community garden, located between the Boys and Girls Club and the senior center, to better serve the needs of the community in accessing healthy, local foods. Additionally, Humboldt hopes that local food efforts and activities can help further revitalize downtown and draw more foot traffic to existing local businesses on Main Street. The hope is that new food-related businesses and pop-up markets will open in vacant commercial buildings and that these will serve the existing event visitors and movie patrons while also drawing new visitors that come to Humboldt for the local food scene.

In 2016, Humboldt requested assistance through the Local Foods, Local Places program to develop an action plan for promoting local food systems, and healthy, walkable, economically vibrant communities. The goals of the Local Foods, Local Places program are to create:

- More economic opportunities for local farmers and businesses.
- Better access to healthy, local food, especially among disadvantaged groups.
- Revitalized downtowns, main streets, and neighborhoods.

The Local Foods, Local Places program is supported by the U.S. Environmental Protection Agency, the U.S. Department of Agriculture (USDA), the U.S. Department of Transportation, the Centers for Disease Control and Prevention, the Department of Housing and Urban Development, the Appalachian Regional Commission, and the Delta Regional Authority. Humboldt was one of 24 communities across the United States selected to participate in the program in 2017.

A variety of community partners came together in Humboldt to form a Local Foods, Local Places steering committee in preparation for this technical assistance award (see Figure 2). The steering committee intends to form a local food and health planning collective that will support whole community participation and education in the local food system. With leadership from the Humboldt Chamber of Commerce, the community was awarded a downtown beautification grant of \$15,000 to provide historical signs, strawberry artwork, and new street lights on Main Street. The community hopes to also eventually apply for some façade and parking lot grants to address issues related to the interiors of buildings and the five public parking lots located behind Main Street.

In their request for Local Foods, Local Places technical assistance, Humboldt and the steering committee stated that their primary goals were to launch a farmers market near downtown Humboldt, start a community garden to engage local residents, leverage the benefits of local food projects to revitalize downtown, and develop a local food and health planning collective.

The remainder of this report and appendices document the engagement process, the workshop activities, and most importantly, the action plan and next steps for achieving the community’s goals. Over the course of three planning calls and workshop discussions, the community’s goals evolved from those in the initial request for technical assistance to the four shown later in this



LOCAL FOODS, LOCAL PLACES STEERING COMMITTEE MEMBERS

- Amanda Love**, Humboldt Chamber of Commerce
- Beth Culpepper**, Humboldt Chamber of Commerce
- Christine Warrington**, President of Rotary Club
- Jeff Graves**, Humboldt Parks and Recreation

Figure 2 – Local Foods, Local Places steering committee in Humboldt

report. They reflect the holistic, collaborative approach to community development already underway in Humboldt, Tennessee.

Engagement

The technical assistance engagement process for Local Foods, Local Places has three phases, illustrated in Figure 3 below. The assessment phase consists of three preparation conference calls with the steering committee to establish the workshop goals, agenda, logistics, and stakeholder invitation lists. The convening phase includes the effort’s capstone event—a two-day workshop in the community. The next steps phase includes three follow up conference calls as well as process reporting and documentation.

The community workshop was held on October 11-12, 2017, and included a small lunch gathering with the steering committee members and federal partners; a tour of the community; an evening community meeting at the Humboldt Utilities Department Community Room on day 1; and an action-planning session, also at the Humboldt Utilities Department Community Room on day 2. The community meeting and all-day working session were attended by key stakeholders, residents, and local leaders. The workshop sign-in sheets are provided in **Appendix B**.

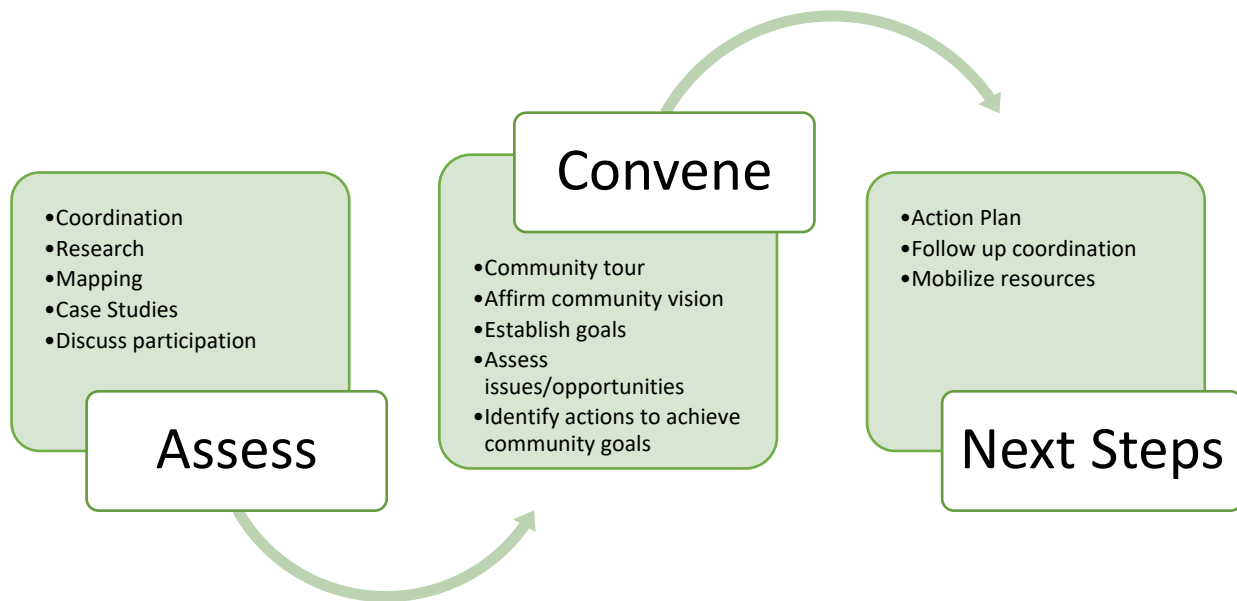


Figure 3 - Local Foods, Local Places Technical Assistance Process Diagram

Community Tour

The Local Foods, Local Places steering committee organized a lunch on October 11th to introduce the project and the steering committee, consultants, and federal agency representatives. Following the lunch, the steering committee led a tour of key places and projects in the Humboldt area including Crown Winery, Twin Oaks, Bailey Park, Opera House, and downtown Main Street. The tour provided an overview of the community’s challenges and opportunities and allowed for informal discussions about the local food system and place-making efforts. Several of the locations visited are shown in pictures in **Appendix C**.

Vision and Values

The first night of the workshop was attended by residents and regional partners representing state and federal agencies. Martin Sikes, Mayor of Humboldt, welcomed attendees to the event and Amanda Love, Humboldt Chamber of Commerce, spoke about the community's ongoing efforts. The consultant team introduced the topics and program overview with a short presentation. Community members and other attendees were asked to describe their vision for the future of Humboldt in 2027 as well as challenges and opportunities for making this vision happen. Those ideas are summarized in Figure 4 and presented in **Appendix D**.

The ideas shared during the opening session revealed many of the group's aspirations for economic revitalization, improved health, entrepreneurship through local foods, diversity within the community, and inclusion in community activities. The first day concluded with a review of the workshop goals. These goals were further refined, evolving into the action plan implementation tables that are detailed at the end of this report. In addition to creating the action plan, the second day of the workshop included presentations of case studies by the consultant team covering access to healthy foods, farmers market best practices, civic agriculture, urban agriculture, food councils and coalitions, and downtown revitalization information.

Action Plan

The culminating product of the workshop was a strategic action plan to guide implementation. The plan is organized around four goals and includes actions the participants brainstormed at the meeting and during follow-up calls. The action plan matrix helps to further clarify, prioritize, and define roles and responsibilities for moving forward on these actions. The goals and actions that are part of this plan are in full

VISION, CHALLENGES AND OPPORTUNITIES

Vision:

- Downtown is full of vibrant businesses.
- Humboldt has restaurants of all kinds, specialty shops, bars, and coffee shops.
- There are concerts, music, festivals.
- Downtown is the thriving hub of Humboldt.
- Downtown is racially diverse and inclusive.
- People are walking more.
- There is a farmers market.
- There is housing downtown in mixed-use buildings.

Challenges:

- Communication + Accountability.
- Not enough community members gathered.
- A true commitment to make change happen, engage others, inspire with enthusiasm.
- Leadership with a vision for the future.
- Bring all races together: Diversity breeds success.

Opportunities:

- Talented, driven people with opportunity to work together.
- Active Chamber.
- Mayor and municipal leaders.
- Interested citizens.
- The trends of "Shop Local" and "Shop Small."
- This is a small town where we know the business owners and want to see success
- Revitalization grant dollars.
- Engaging downtown property owners in new ways.
- Work with city government to establish business-friendly laws.

Figure 4 - Workshop Participants' summarized thoughts on the challenges and opportunities present in the local food system and downtown revitalization efforts.

detail below. A list of funding resources (**Appendix E**) and references (**Appendix F**) are provided to aid the community in implementation.

GOAL 1: Launch a farmers market near downtown Humboldt to address food access.

Early on in planning for the workshop in Humboldt, the steering committee identified the launch of a farmers market as a keystone strategy for supporting the local food system, building greater traffic for downtown Humboldt businesses, and increasing access to fresh food in downtown neighborhoods. As part of early discussions, Bailey Park was suggested as a location for the farmers market. Bailey Park has a pavilion that could be used for the market, relatively good access and ample parking, and is adjacent to residential neighborhoods that would benefit from a fresh food source. Additionally, Bailey Park has an indoor space adjacent to the pavilion that could be used by vendors. While Bailey Park is located just outside of what is considered downtown, the steering committee felt that the site was a smart place to start a farmers market that could be moved closer to downtown at a later date if new opportunities arose.

Actions proposed for this goal represent a sequential development of the market through building an organization, performing research, promoting the market, and designing improvements to Bailey Park to support the launch of a market.

Action 1.1: Develop a farmers market organization.	
What this is and why it is important	<p>Launching a farmers market will require organized people power, with defined roles and responsibilities, and strong commitment. This group will help lead many of the farmers market actions and will create the needed structures, agreements, and outreach to run a successful market.</p> <p>This group could begin as a volunteer and staff-based group, but it may soon need a dedicated part-time manager to support a growing action list and an active farmers market.</p>
Measures of success	Organization is established and begins meeting.
Timeframe	0-3 months
Lead	Amanda Love, Chamber of Commerce
Supporting cast	Mayor's Office, Jeff Graves, local farmers, master gardeners, local health community
Costs and/or resources needed	Staff and volunteer time, marketing costs
Possible funding sources	N/A

Action 1.2: Perform market research to recruit farmer vendors and to assess customer traffic expectations.	
What this is and why it is important	<p>Before investing in park upgrades or significant promotional campaigns, research is needed to determine the number of local farm and craft vendors that may be attracted to participate in the market and estimate the customer traffic that could be expected.</p> <p>These numbers will help build confidence in the market planning and will allow more successful site planning to take place.</p> <p>The research itself may include outreach to other area market managers for insights, research into markets of similar size for comparisons, data collection on population, income, and average food spending, and investigation into other farm stands in the area as possible participants. In addition, research could include exploration of SNAP benefits and double-bucks style fresh food purchasing incentives.</p>
Measures of success	<ul style="list-style-type: none"> • A contact list of potential vendors is created. • Outreach strategies for farm and craft vendor recruitment is created. • A baseline market analysis is completed to show potential market traffic.
Timeframe	0-3 months
Lead	Chamber of Commerce, Christine Warrington, Susan Luckey, Patricia Lewis
Supporting cast	City staff, Gibson County M.G.
Costs and/or resources needed	Staff time, volunteer time
Possible funding sources	N/A

Action 1.3: Develop a physical site plan for the farmers market at Bailey Park.	
What this is and why it is important	<p>A successful farmers market will be welcoming and comfortable for shoppers, easy to navigate yet full of interest and excitement, easy for farmers to access and unload, visible, and flexible through the seasons. In addition, the new market should not unduly impact the existing uses of the park. A site planning process would have as its goal to define the logistics and operations as well as the site improvements needed to support the goals of a successful market.</p> <p>This action could be undertaken through a number of different partners, but professional farmers market design support is a priority to ensure a smooth planning and launching of the market.</p>
Measures of success	<ul style="list-style-type: none"> • Site plan is developed. • Farmers, park users, and other stakeholders approve of plan.
Timeframe	0-6 months (short as possible to allow for site improvements prior to launch)
Lead	Jeff Graves, Amanda Love

Supporting cast	City employees, planning consultant such as Erin White with Community Food Lab, community of stakeholders such as farmers, park users, area businesses, and community
Costs and/or resources needed	Staff and volunteer time, consultant fees
Possible funding sources	<ul style="list-style-type: none"> Delta Regional Authority – Rural Community Advancement Program grant USDA, Agricultural Marketing Services Architect Ron Batchner (free of charge site plan developments) 202-690-1309; ron.batchner@ams.usda.gov

Action 1.4: Host local activities to share the vision and common goals in creating a farmers market.	
What this is and why it is important	<p>Small, energetic events and promotions can help build awareness and enthusiasm for the market before it opens. This may take the form of small pop-up markets, social media outreach, piggybacking on other community events, or other special events.</p> <p>This pre-market campaign could help recruit volunteers, help farmers get excited about the upcoming launch, and raise awareness among potential market shoppers.</p> <p>This action could also transition into a standing promotional campaign for the market once it is launched.</p>
Measures of success	<ul style="list-style-type: none"> A list of events is developed. Promotion begins.
Timeframe	0-6 months
Lead	Amanda Love, Tim Hayes, Christine Warrington
Supporting cast	Local media, local business partners
Costs and/or resources needed	Staff and volunteer time, development of promotional materials
Possible funding sources	Delta Regional Authority – Rural Community Advancement Program grant

GOAL 2: Restart the community garden to encourage youth and senior involvement and entrepreneurship.

In recent years the City of Humboldt Parks and Recreation Department has partnered with the Boys and Girls Club to install a community garden at Osborne and North 16th Streets. The Boys and Girls Club has used the garden to grow food for the community, cooking projects, and entrepreneurship activities. In establishing the garden, Parks and Recreation installed a security fence, four large raised beds, and a dedicated water source. Additionally, the Parks and Recreation Department has a small dedicated annual budget to assist in maintaining the existing garden.

The steering committee and workshop participants all recognized the value of this garden as a local food project worth additional investment and as a project that could bring together youth, seniors, and the wider community in a range of healthy activities. The actions described below bring together site design,

programming, and community support in a vision of a multifunctional and inclusive community site managed by the Boys and Girls Club in close partnership with Parks and Recreation.

Action 2.1: Expand the community garden to include edible trees and bushes.	
What this is and why it is important	Urban orchards and edible landscaping can be creative ways to engage community members in placemaking and food access. Low-maintenance, passively managed plants such as fruit trees, berry bushes, and perennial herbs can be planted as a community event that will provide food awareness and fresh food supply for years. By working with local master gardeners or horticultural designers, a planting plan can be created that could be installed over time as resources are available. Key features of the new plantings could include low maintenance plants, native plants, support for birds and pollinators, and shared harvesting. This action is also a great way to tie into the existing pecan trees that are located adjacent to the community garden.
Measures of success	Edible plants are installed.
Timeframe	0-6 months
Lead	Boys and Girls Club, and TBD
Supporting cast	Local nurseries, Master Gardening Club, horticulturalists, local agriculture teachers, University of Tennessee Agriculture program, Rotary Club
Costs and/or resources needed	Staff and Volunteer time, tools, plants, other materials, signage
Possible funding sources	Local business donations, small grants; Delta Regional Authority – Rural Community Advancement Program grant; Extension Services; NRCS State Office in Tennessee; USDA National Institute of Food and Agriculture grant

Action 2.2: Expand the community garden to include allotment beds for individual or family rental by community members.	
What this is and why it is important	The creation of garden beds available for rent could increase community involvement in the garden, introduce more opportunity for cross-generational learning, and increase fresh food access for community members. By extending the garden fence and adding additional raised beds, space could be created for more gardening. To support this new program, a written garden agreement and terms could be developed to ensure shared expectations and procedures for effective management. In addition, effective community outreach that encourages community members as garden “champions” or ambassadors will help support enthusiasm and community interest.
Measures of success	<ul style="list-style-type: none"> • Number of new beds installed. • Garden productivity, measured over time. • Number of active new gardeners.
Timeframe	0-6 months

Lead	Gladys Robinson, Tim Hayes
Supporting cast	Parks and Recreation, civic organizations, community champions; Delta Regional Authority – Rural Community Advancement Program grant
Costs and/or resources needed	Materials to install new garden beds, new fencing, tools, and storage
Possible funding sources	Parks and Recreation existing garden budget, local business donations, Delta Regional Authority – Rural Community Advancement Program grant; Extension Services; NRCS State Office in Tennessee; USDA National Institute of Food and Agriculture grant

Action 2.3: Create a garden club or mentor program that connects the Boys and Girls Clubs, seniors, and local schools	
What this is and why it is important	Using the Boys and Girls Club garden as the starting point, a program is imagined that will support multi-generational learning and garden activities through hands-on garden skills, entrepreneurial activity, and cooking and food preparation. The initial launch of this program does not need to be large—a few committed participants with strong support would be a great way to get started, explore where the best opportunities and enthusiasm are, and build foundational relationships among partner organizations.
Measures of success	A program launches with multigenerational participants.
Timeframe	0-9 months
Lead	Boys and Girls Club, senior citizens, high school Agriculture Department
Supporting cast	Local nursery, AARP, Lions Club, 4-H program, University of Tennessee Extension offices, future Humboldt Farmers Market
Costs and/or resources needed	Staff and volunteer time to design the program; garden and kitchen access and materials; staff time to oversee, support, and assess the program
Possible funding sources	TBD

Action 2.4: Explore private business participation as support for the garden program.	
What this is and why it is important	Humboldt boasts a stable local business sector, with many companies involved in the agri-food industry. Creating direct links between the garden and businesses such as Con-Agra, Bongard, Co-op, and others could allow mutually beneficial activity and a healthier, more resilient community. This action could begin by reaching out to marketing teams at local businesses to explore opportunities for participating, which could take the form of providing donated funds, teams of volunteers, or in-kind tool or material donations.
Measures of success	<ul style="list-style-type: none"> • Number of business partners. • Amount of funds raised.
Timeframe	0-12 months

Lead	Boys and Girls Club
Supporting cast	Jeff Graves, Chamber of Commerce
Costs and/or resources needed	Informational packet, staff and volunteer time
Possible funding sources	TBD

GOAL 3: Leverage the benefits of local food projects to revitalize downtown Humboldt.

Downtown revitalization stood out as a key goal for the steering committee and in many workshop conversations. With a number of vacant downtown buildings, limited full-service restaurants, and no coffee shops or nightspots in downtown Humboldt, there is an opportunity to align food and entertainment investment with the desire to create a vibrant downtown. The movie theater, event venues, multiple arts and gift shops, and other businesses comprise a strong commercial core but do not have the capacity to draw large numbers of visitors downtown—visitors that may shop or dine at multiple businesses. The success of the Strawberry Festival shows that Humboldt is well-known as a place, but aside from a few events each year there is little to draw great numbers of visitors downtown.

The actions proposed here are designed to jump-start a revitalization of downtown using lightweight, quick approaches to build visitor traffic, build on Humboldt's creative and arts culture, and simply get more people downtown. This approach could help encourage new food businesses to invest by showing the commitment in the Chamber of Commerce and city government to support downtown revitalization.

Action 3.1: Explore temporary food-based projects to bring downtown.	
What this is and why it is important	Pop-up events, food or coffee carts, pop-up restaurant concepts in vacant spaces, or other creative short-term projects can bring high energy at relatively low costs. By encouraging wide-open ideas and providing access to space and marketing assistance, downtown partners could support creative food entrepreneurs as well as build downtown traffic and vitality.
Measures of success	<ul style="list-style-type: none"> • Downtown food projects multiply. • Each event or project increases traffic and excitement. • Greater number of visitors to downtown.
Timeframe	6-12 months
Lead	Chamber of Commerce and Mayor's Office
Supporting cast	Tim Hayes, Donna Hardimon, local residents, downtown building and business owners
Costs and/or resources needed	Time needed to develop the contours of the initiative, organize a call for applicants, host and promote events and projects, and measure outcomes
Possible funding sources	Business Development Centers that are typically within universities can usually provide technical assistance to entrepreneurs.

Action 3.2: Recruit food trucks to a food truck rally or regular downtown location.

What this is and why it is important	<p>Food trucks can help bring the first wave of food businesses to an area with lower capital costs than traditional brick-and-mortar restaurants. Food trucks enable market testing and growth and can help municipalities target key areas for increased customer traffic that could support adjacent businesses (even full-service restaurants). By identifying a single space as a food truck location, multiple trucks can co-locate and bring in more traffic through shared marketing and word-of-mouth. By supporting food trucks, Humboldt would be offering local entrepreneurs a way to roll out new food business concepts with lower start-up costs.</p> <p>In November 2017, the City of Humboldt expressed interest in hosting a Friday Food Truck Rally once a month behind the Humboldt Public Library.</p>
Measures of success	Food truck presence in downtown Humboldt increases.
Timeframe	6-12 months
Lead	Chamber of Commerce, Mayor's office
Supporting cast	<p>Tim Hayes, Donna Hardimon, local residents and businesses, and area food truck operators including:</p> <ul style="list-style-type: none"> • Maggie Moos • White ice cream truck • Coyote Blues • Andy's Pizza • Sweet Retreat • Reggie's • Saucy Jakes • Sweet Pits • Pope's
Costs and/or resources needed	<ul style="list-style-type: none"> • Staff planning time • Recruitment of food trucks • Marketing
Possible funding sources	TBD

Action 3.3: Start a downtown concert series.

What this is and why it is important	<p>Hosting a concert series that showcases local music and talent would increase downtown energy and traffic and offer entertainment for all. The concert series could take many shapes and sizes, from a small weekly concert to a larger, less frequent event with bigger names and more acts. Whatever concept is developed, it should support:</p> <ul style="list-style-type: none"> • Greater downtown traffic. • Increased sales at downtown businesses. • Easy access for the whole community. <p>In addition, it should be relatively easy to launch – the "lighter" the approach the sooner it can begin. It can grow over time as needed.</p>
--------------------------------------	---

Measures of success	<ul style="list-style-type: none"> • Number of visitors downtown • Inventory list created of local acts • 2-3 concerts by October 2018
Timeframe	6-12 months
Lead	TBD
Supporting cast	Susan Craig (music for Fall Fest), Rotary, schools, Chamber of Commerce, Strawberry Festival may share concert applicants
Costs and/or resources needed	<ul style="list-style-type: none"> • Staff and volunteer time • Set-up and event logistics • Marketing and outreach
Possible funding sources	TBD

GOAL 4: Develop a local food and health planning collective that supports whole community participation and education in the local food system.

During the planning process leading up to the workshop, it was noted that while the steering committee was maintaining momentum around core goals, community coordination around overall local food and health issues was missing. The existence of a collective body focused on these issues would allow food and health needs raised in this process to engage the wider community and would allow future ideas and concerns to find a ready-made supportive organization.

Workshop participants were encouraged to consider the development of a local food and health collective, and in response outlined a first action step towards developing a collective for Humboldt.

In addition, workshop participants emphasized the need for inclusive, community-based planning and projects.

Action 4.1: Convene stakeholders in a facilitated roundtable interest meeting.	
What this is and why it is important	As a first step towards developing a formalized collective dedicated to local food and health issues, an open-ended meeting for stakeholders throughout the community would allow for an effective starting point in creating a collective that best reflects area needs and assets. It will be important to include a trained facilitator to help ensure strong attendance and meeting outcomes. Key meeting topics might include: <ul style="list-style-type: none"> • Sharing ideas. • Expressing health and food needs of the community. • Identifying the purpose of collective. • Developing next steps (decide organizational mission and structure, research into other food councils or collectives, etc).
Measures of success	<ul style="list-style-type: none"> • Meeting is held. • Next steps and plan for achieving them are established.
Timeframe	0-6 months
Lead	Jacque Jones of Healthy Economic Solutions, and Christine Warrington (potential facilitators and organizers)

Local Foods, Local Places Technical Assistance Workshop

Supporting cast	University of Tennessee Martin, Gibson County, local health professionals, University of Tennessee Agricultural Extension in Jackson and Milan, restaurant and local business owners, nutritionists, Health Department
Costs and/or resources needed	Planning and organizing time, refreshments, meeting space
Possible funding sources	U.S. EPA's Healthy Places for Healthy People Technical Assistance Program

Action 4.2: Develop a family-friendly food and nutrition education program.	
What this is and why it is important	Using "Cooking Matters for the Family" as a potential model, this action will result in an educational program that builds food literacy for all members of a household. The program curriculum could be delivered by multiple agencies or organizations, with particular focus on parents and youth. With relatively small class sizes of 5-12 people that could meet over 4-8 weeks, this style of food education can be delivered by many different kinds of agency partners. The action is important as part of a holistic approach to addressing obesity and diet- and nutrition-based disease.
Measures of success	<ul style="list-style-type: none"> • A curriculum and plan for implementation are created. • Partnerships are established. • Classes are begun.
Timeframe	6 - 12 months
Lead	School nutritionist, the future food and health planning collective
Supporting cast	Partners could come from food and health planning collective.
Costs and/or resources needed	<ul style="list-style-type: none"> • Need to develop or borrow a curriculum and implementation plan • Teaching sites • Volunteers • Print materials • Food to cook
Possible funding sources	TBD

Additional Action Ideas

The action plan above represents the efforts at the workshop to detail top priority actions. In addition to these actions, several others were brought up during the brainstorming process that Humboldt may consider pursuing in the future as well. They are listed here for future reference.

GOAL 1: Launch a farmers market near downtown Humboldt to address food access.

- Conduct social media and event planning for the market.
- Explore funding options for a market manager.
- Expand customer outreach, marketing, and promotion.
- Start the market at Bailey Park but explore pros and cons of other long-term sites, especially downtown sites.

GOAL 2: Restart the community garden to encourage youth and senior involvement and entrepreneurship.

- Work with home owners to create additional gardens in vacant yard spaces (Fleet Farming¹ of Orlando, FL as an example).
- Create a shared calendar for community garden work schedule to divide labor among various groups.
- Explore all garden options and create a master planting and harvest plan.

GOAL 3: Leverage the benefits of local food projects to revitalize downtown Humboldt.

- Clear barriers for start-up food businesses, such as local taxes, regulations, etc. Could establish a special enterprise zone.
- Explore currently vacant downtown sites as potential locations for commercial urban farms.
- Start a passport or punch-card program to promote downtown businesses.
- Explore locating a ComeUnity Cafe² in Humboldt.
- Start a QR-code series of signs, information, and promotions for downtown.
- Create a downtown brand.

GOAL 4: Develop a local food and health planning collective that supports whole community participation and education in the local food system.

- Speak to civic organizations and schools about plans and help.
- Connect local food initiatives with churches as community food access partners in a Community Supported Agriculture (CSA) pickup model. Morningstar Church is likely first place to start.

Implementation and Next Steps

Three post-workshop conference calls were held during November and December 2017, following the workshop. The calls were held with the Local Foods, Local Places steering committee and a few additional stakeholders whose interest was cultivated during the workshop. They worked to refine the action plan and add clarifying language. Some of the key actions and post-workshop developments included the following:

¹ <https://fleetfarming.org/>

² <https://comeunitycafe.wordpress.com/>

Local Foods, Local Places Technical Assistance Workshop

- In November 2017, Dutch Gardens, a local business in Humboldt, donated 40 strawberry plants to the community garden.
- The City of Humboldt is in the process of hosting a once a month Food Truck Rally in the space behind the Humboldt Public Library.

Delta Regional Authority Implementation Assistance

The Delta Regional Authority (DRA) Rural Community Advancement Program is making available to each of the Local Foods, Local Places communities in its service area implementation funding assistance of up to \$25,000 per community. The funding is intended for specific actions identified in the workshop and post-workshop action planning effort. Humboldt plans to apply for DRA assistance to support actions related to the farmers market and community garden goal areas.

Appendices

- Appendix A – Community Data Profile
- Appendix B – Workshop Participants
- Appendix C – Workshop Photo Album
- Appendix D – Workshop Feedback (Vision Exercises, Asset Mapping, 100 Day Challenge)
- Appendix E – Funding Resources
- Appendix F – References