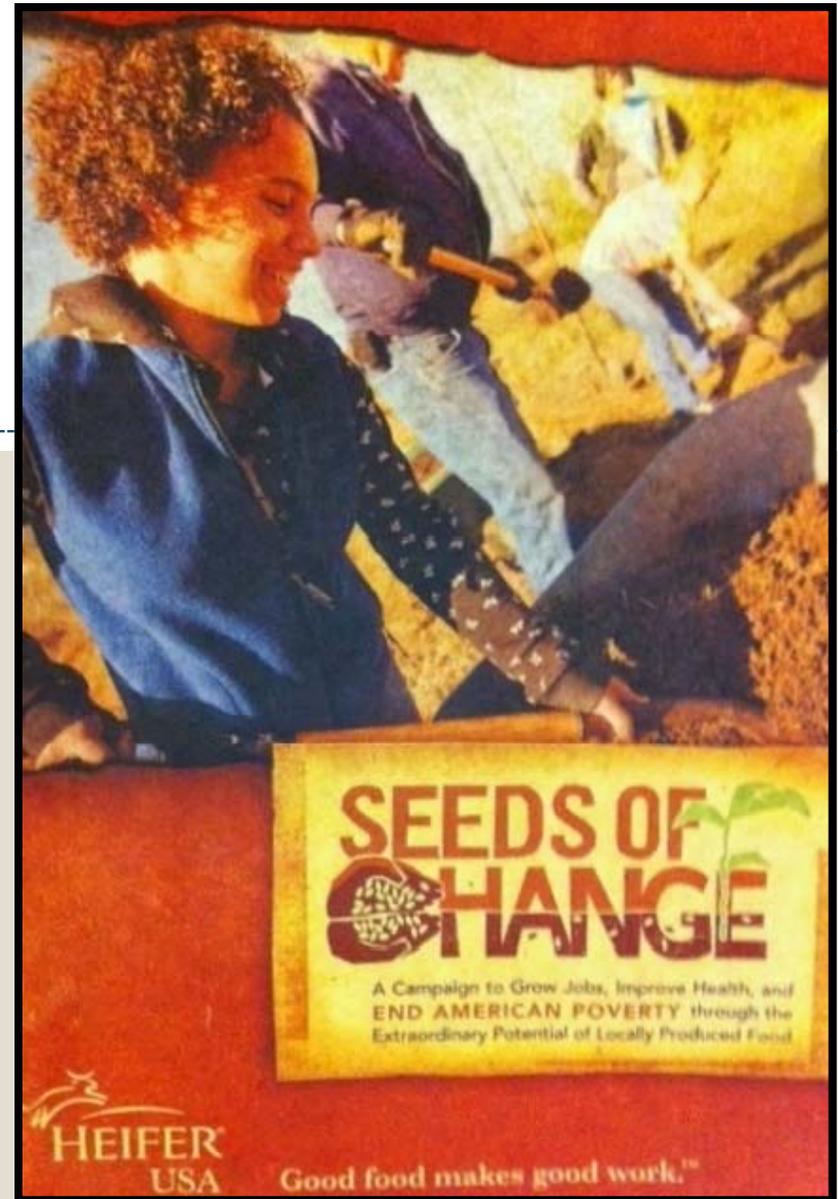




Heifer USA

SEEDS OF CHANGE PROJECT



Seeds of Change

High Country Region of North Western NC & Eastern TN





Seeds of Change Initiative: THE HIGH COUNTRY with Appalachian District Health Department



Created by Cheryl Hagevik for Heifer USA
Sources: NC OneMap Geospatial Portal, 2010; Tennessee Spatial Data Server, 2010; U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010

Short Project Description



- **Seeds of Change** is a \$13.5 million dollar 5-yr initiative (2012-2015) that will fund and support multi-sector, common purpose coalitions to carry out this work in Arkansas and Central Appalachia. Each on-the-ground project will focus on innovative ways to combat community food insecurity and organizing small- and medium-scale producers, providing ongoing support in sustainable agriculture, marketing, processing, aggregation and distribution.
- **Seeds of Change** is a Bi-Regional Umbrella Project that provides funding for 6 simultaneous rounds of project planning and implementation, plus other seed capital to begin to cultivate fertile soil in more impoverished areas
- Primary **agricultural** work will likely consist **market identification** and then the use of **hoop houses / greenhouses** for extended season **vegetable production**, small animals such as **pigs, goats** and **sheep**, as well as bees.
- Hope to support 1,000 small/med scale sustainable agriculture producers (combination of existing, transitioning and new producers)

Measured Impacts



1. Improving human nutrition through better **access** to healthy food for low income individuals and families
2. Increasing household **livelihood** security/resilience (income and diversity of income) for low income individuals and families
3. Increasing conserved **natural resource** base for long-term sustainable agriculture growth and production
4. Increasing **social equity** and community self-reliance

Seeds of Change



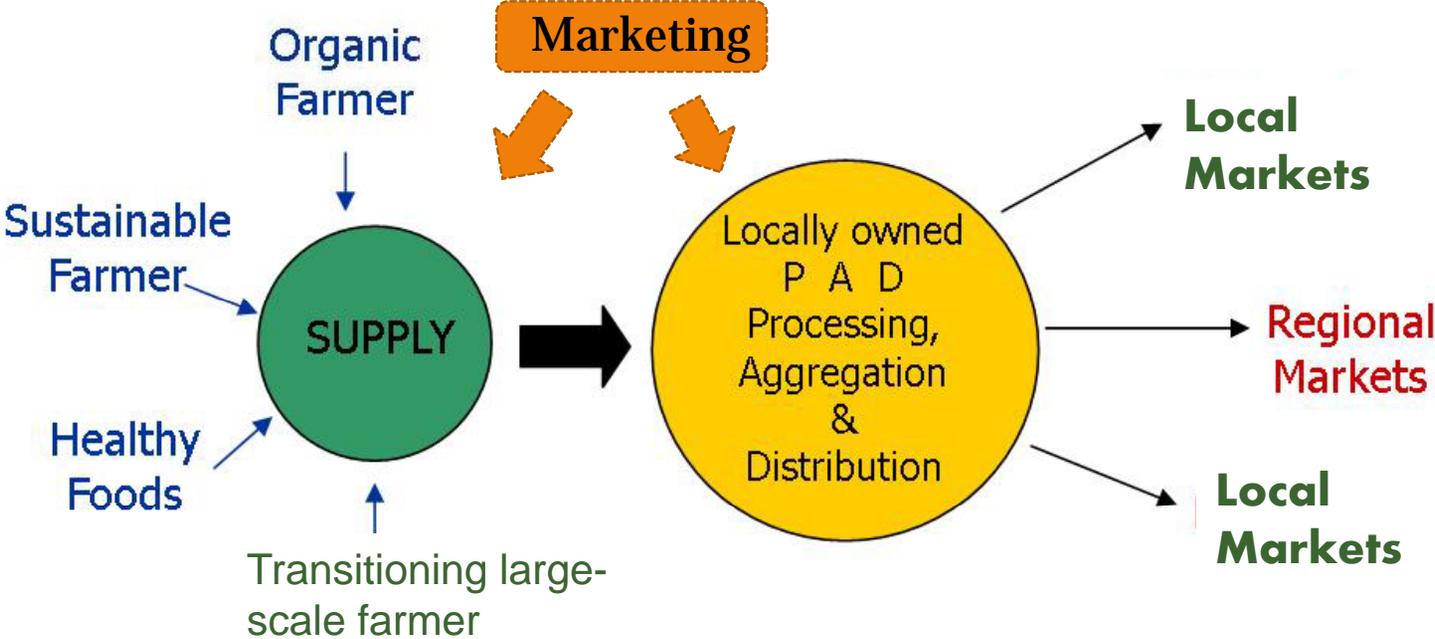
- Rolling competitive grant and technical assistance
- Phase I – 1 year
 - Assessments (needs and opportunities)
 - Coalition-building and community engagement
 - Planning
 - Fundraising / matching funds
- Phase II – 4 years
 - Implementation and Matching Funds
 - Goal is to Leverage additional \$3.5M in regional program funding

Building Value Chains



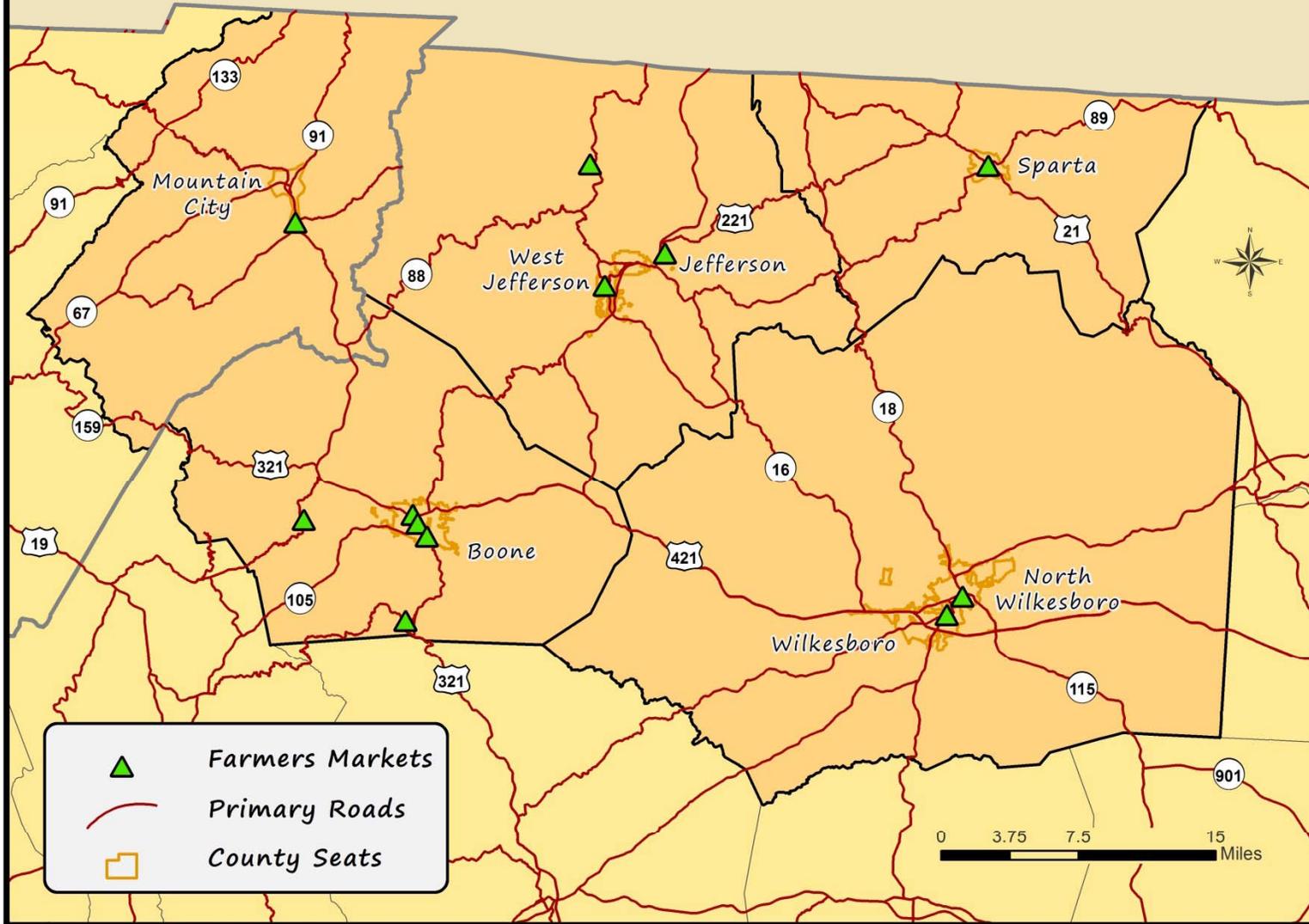
To build value chains involves the development and/or integration of the “three legs” in ways that promote equity, ecological sustainability, community self reliance, and improved health for all.

Opportunities - Food Value Chain





High Country Farmers Markets, 2012

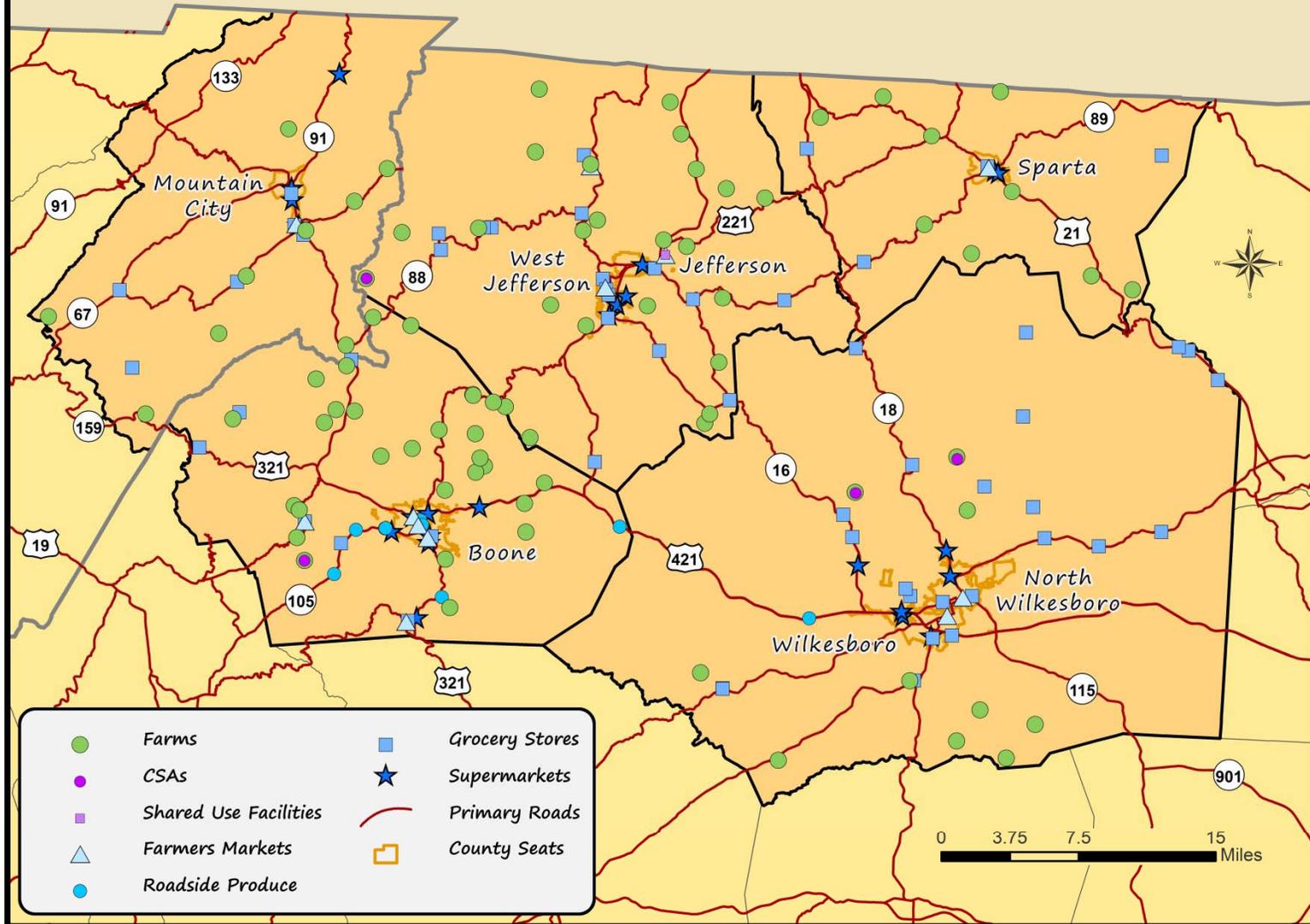


Created by Cheryl Hagevik for Heifer USA and the Seeds of Change Initiative

Sources: U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010; Appalachian Sustainable Agriculture Project, High Country Local First, NC/TN Farm Fresh, Local Harvest



High Country Asset Mapping, 2012: Existing Producers, P.A.D. and Markets



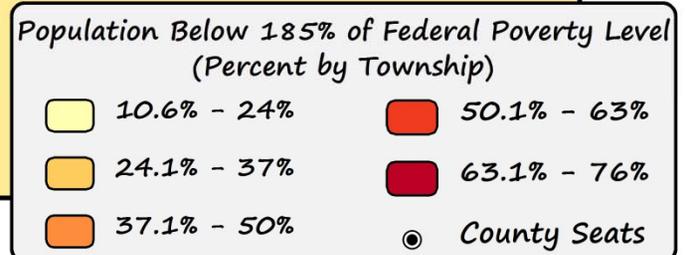
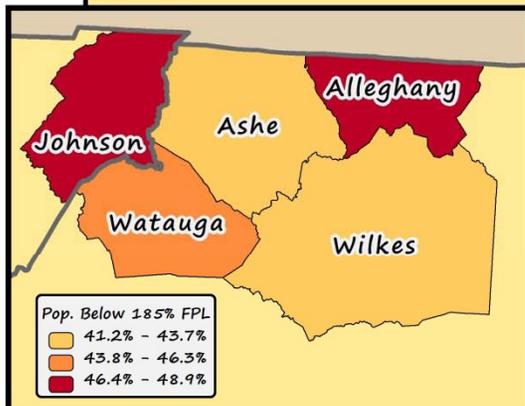
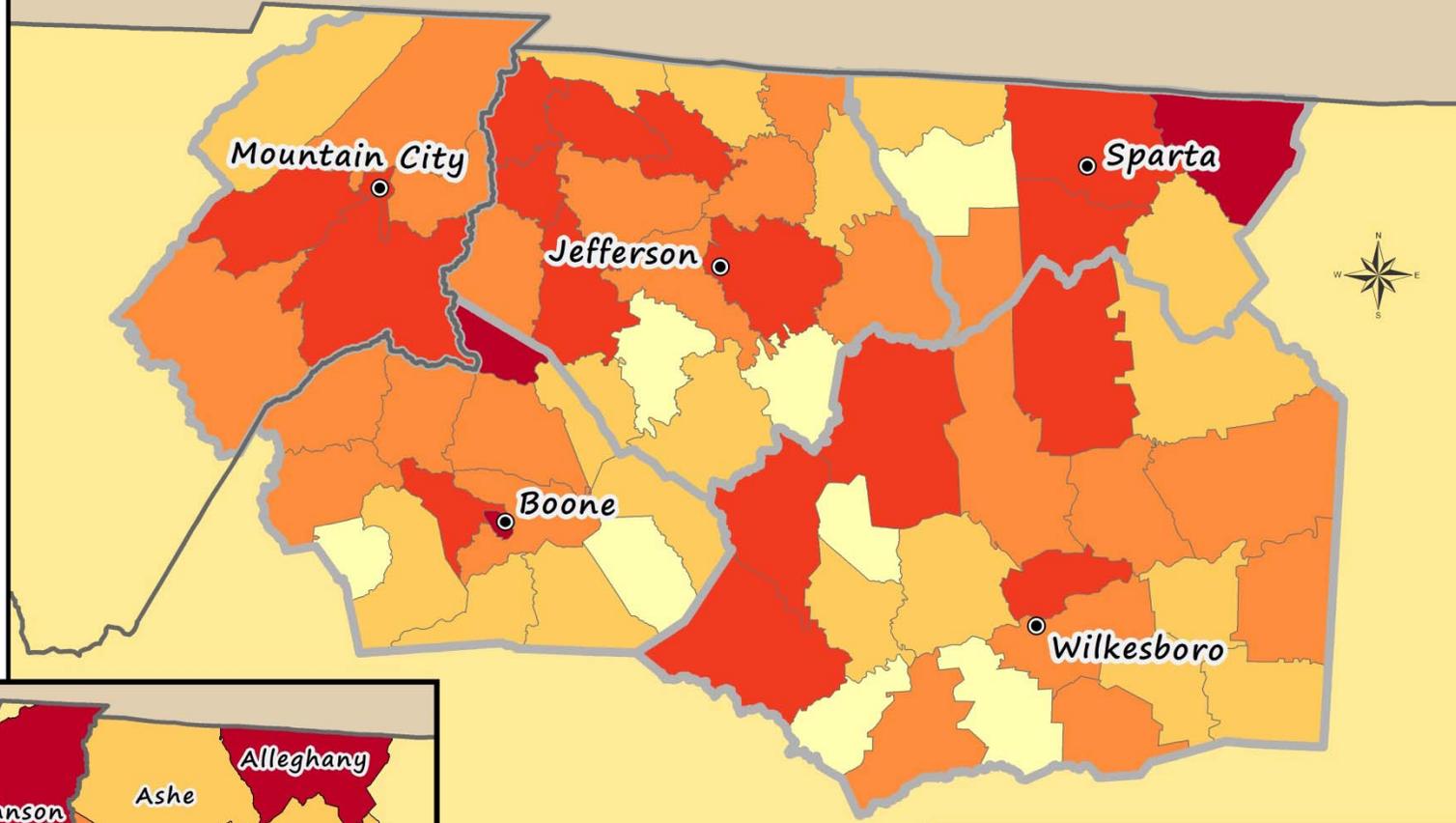
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Sources: U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010; Appalachian Sustainable Agriculture Project, High Country Local First, NC/TN Farm Fresh, Local Harvest



SEEDS OF CHANGE INITIATIVE: THE HIGH COUNTRY

Percent of Population Below 185% of Federal Poverty Level

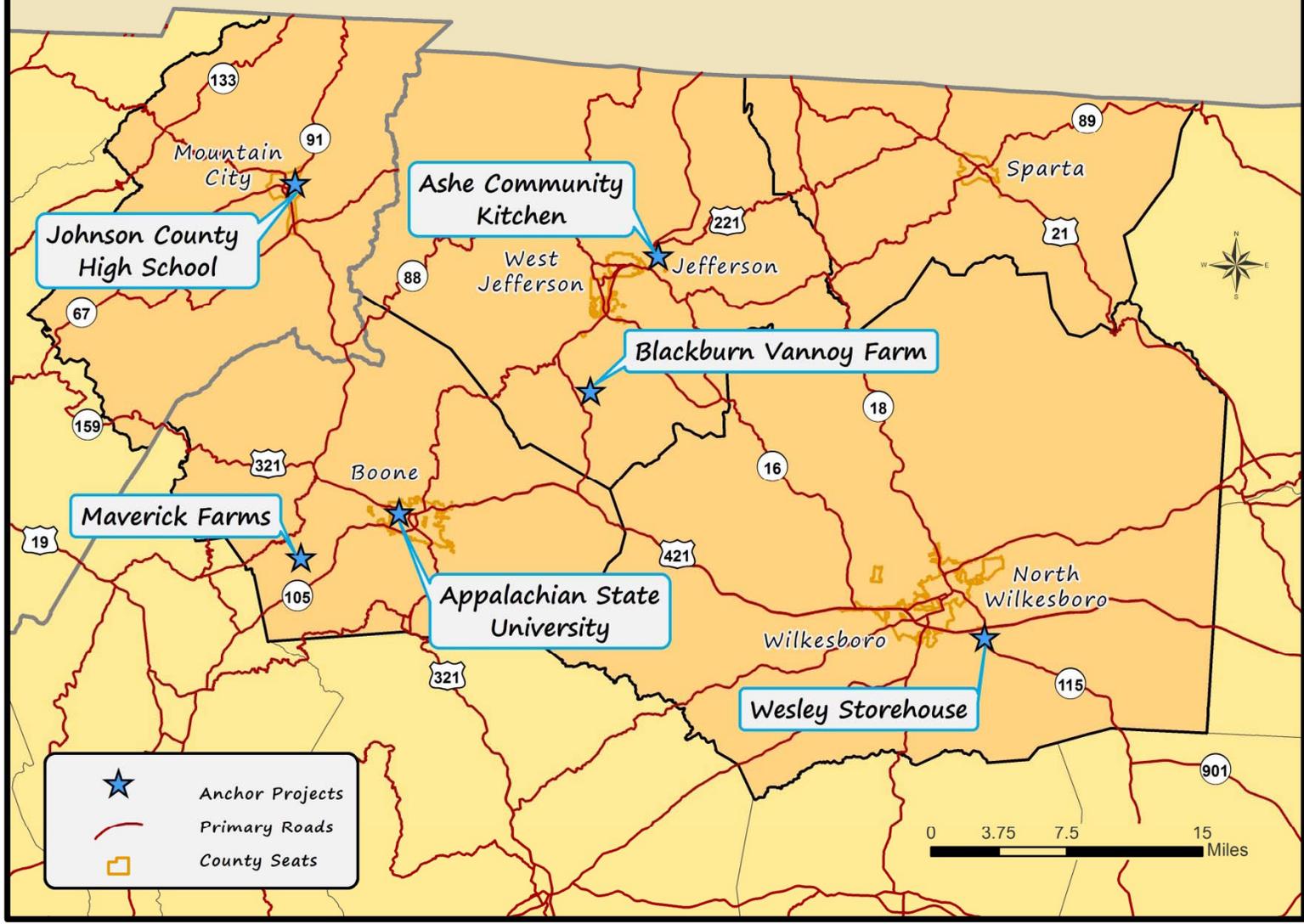


Created for Heifer USA by Cheryl Hagevik

Sources: U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010; U.S. Census Bureau: 2006 to 2010 American Community Survey 5-Year Estimates



High Country Anchor Projects, 2012



Created by Cheryl Hagevik for Heifer USA and the Seeds of Change Initiative

Sources: U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010; Appalachian Sustainable Agriculture Project, High Country Local First, NC/TN Farm Fresh, Local Harvest

Collective Impact



To see how rural development can be different, it is important to engage a diverse group that, collectively, can see the system more completely than can individuals on their own... and with the clout to make change.

A New Rural Economy



In regions where tobacco predominated, farmers are beginning to grow fruits and vegetables

