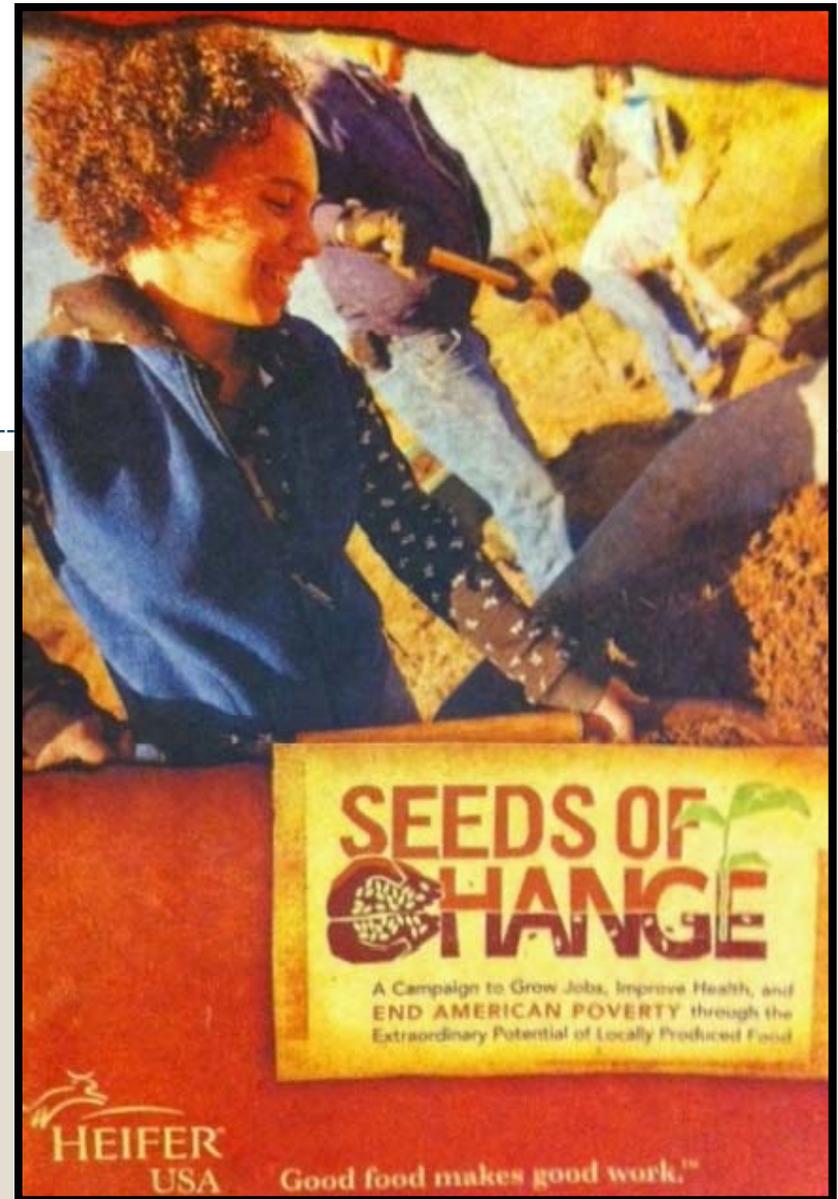




Heifer USA

SEEDS OF CHANGE PROJECT APPALACHIA



Seeds of Change Initiative



Uses a coalition approach that engages multiple sectors and people from multiple income levels with a common goal to intentionally start, grow and sustain Community Food Enterprises (CFEs) to positively impact Low Income Food Insecure (LIFI) populations.



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

Domains of Change - Vision of Success



- **Job creation and healthy local economies** through organizing and supporting smallholder supply chains & CFEs
- **Healthy and food secure people** through access through diverse markets to healthy, locally produced food
- **Stewardship of the environment** through sustainable production practices
- **Improved social equity** through organizing and engaging persistent poverty communities

Heifer USA - Program Strategies



- Increase sustainable agriculture & social entrepreneurship
- Facilitate access to capital
- Facilitate access to diverse markets
- Set up systems for processing aggregation & distribution
- Increase vegetable, meat, dairy production to meet market needs
- Extend growing season with hoop houses / greenhouses

Seeds of Change

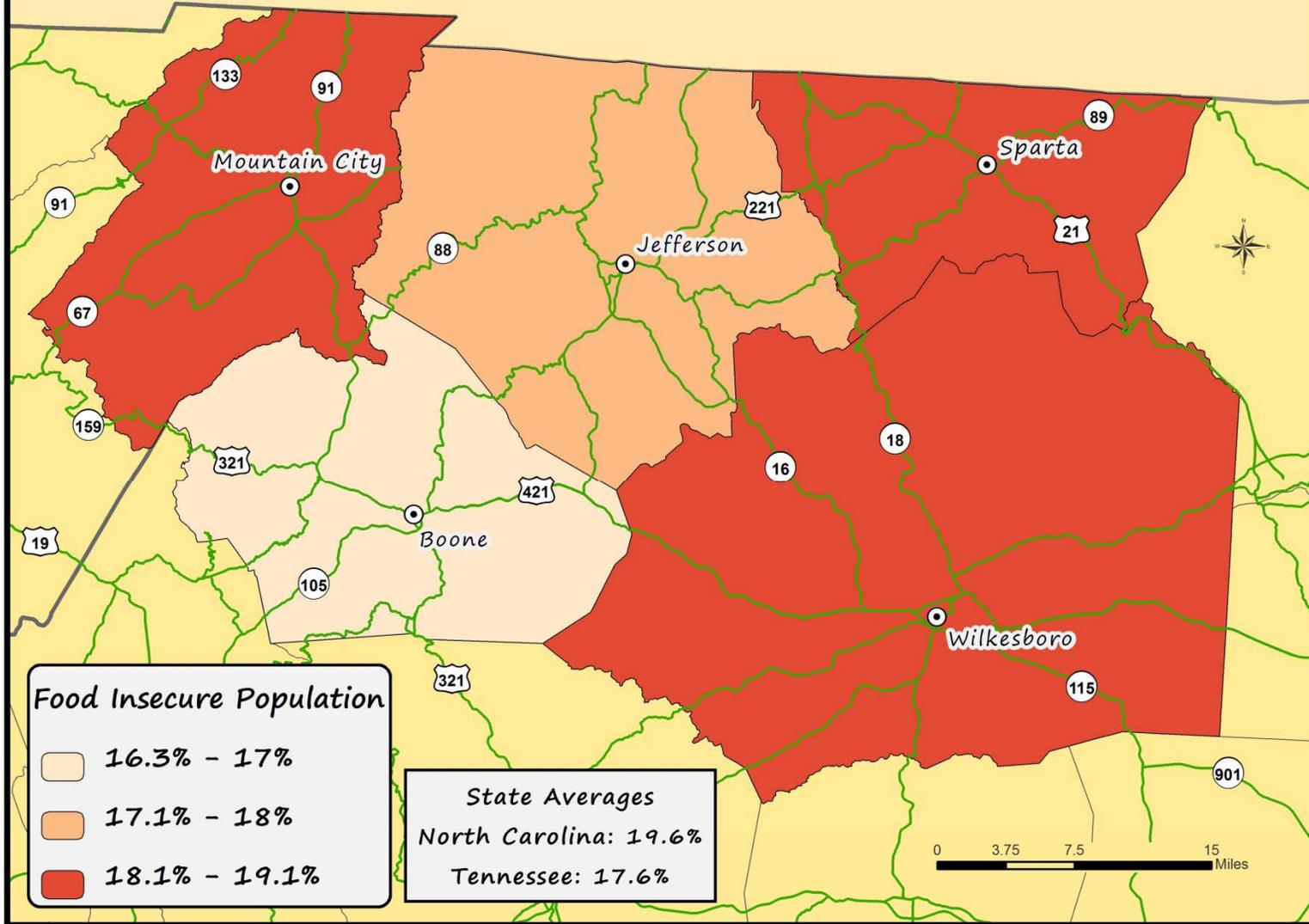


- **Rolling competitive grant and technical assistance**
- **Phase I – 1 year; \$125K**
 - Assessments (needs and opportunities)
 - Coalition-building and community engagement
 - Planning
 - Fundraising / matching funds
- **Phase II – 4 years x \$250K/year = \$1,000,000**
 - Implementation and Matching Funds
 - Goal is to Leverage additional \$3.5M in regional program funding





Feeding America's Map the Meal Gap: High Country Food Insecurity, 2009

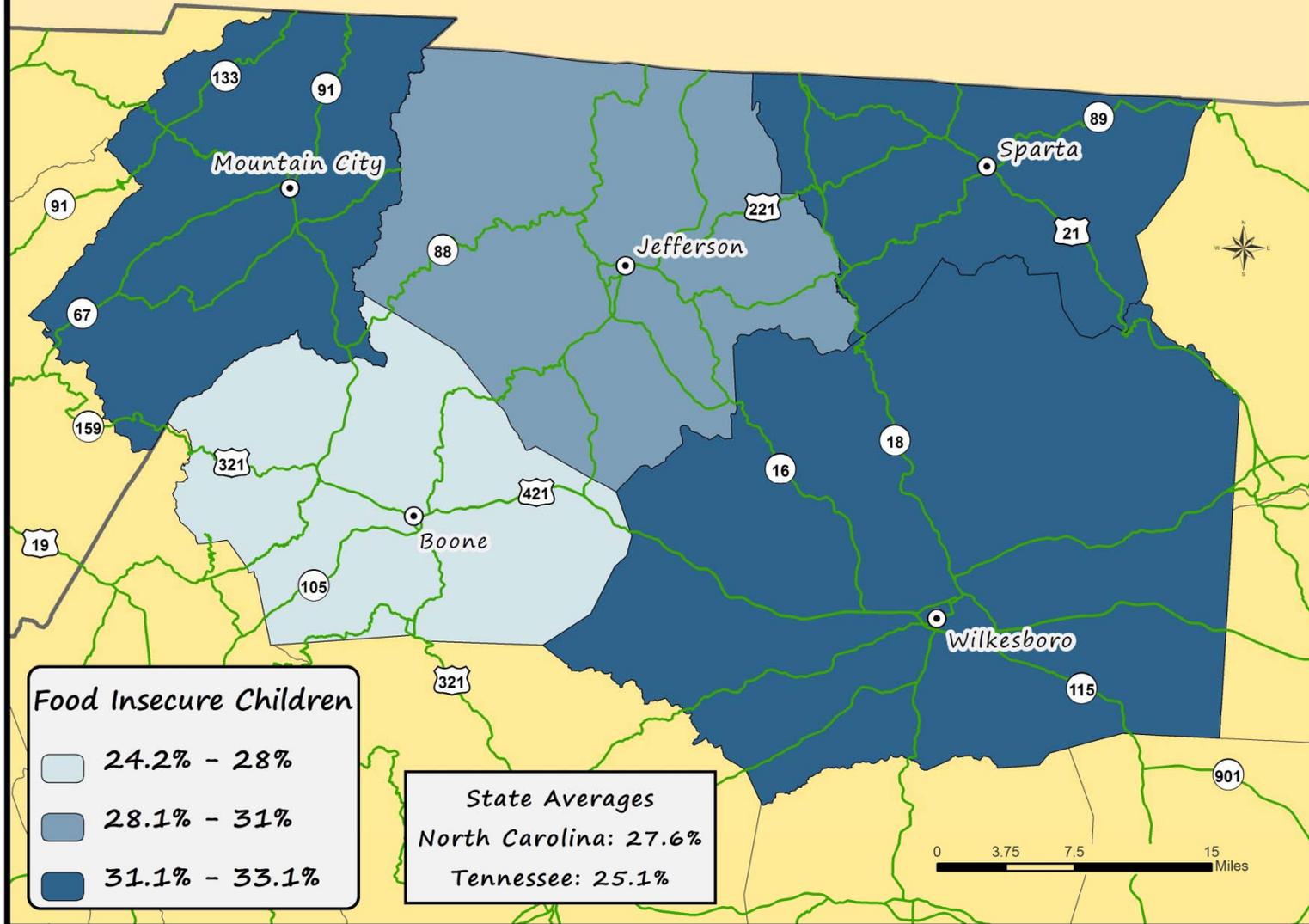


Created by Cheryl Hagevik for Heifer USA and The Seeds of Change Initiative

Sources: U.S. Census Bureau, Geography Division: TIGER/Line Shapefiles, 2010; Feeding America: Map the Meal Gap, 2009



Feeding America's Map the Meal Gap: High Country Child Food Insecurity, 2009

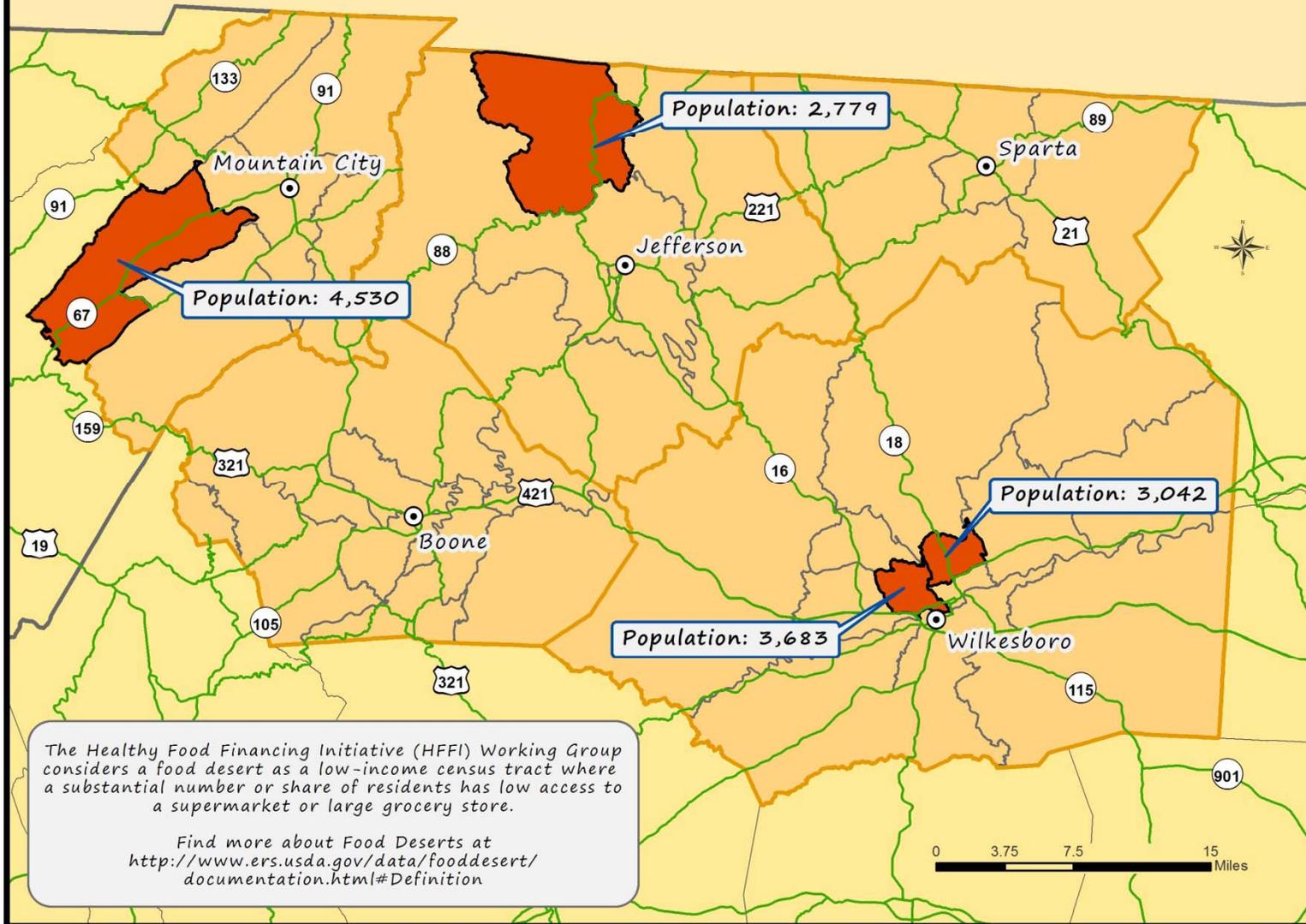


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Sources: U.S. Census Bureau, Geography Division:
TIGER/Line Shapefiles, 2010; Feeding America: Map the Meal Gap, 2009



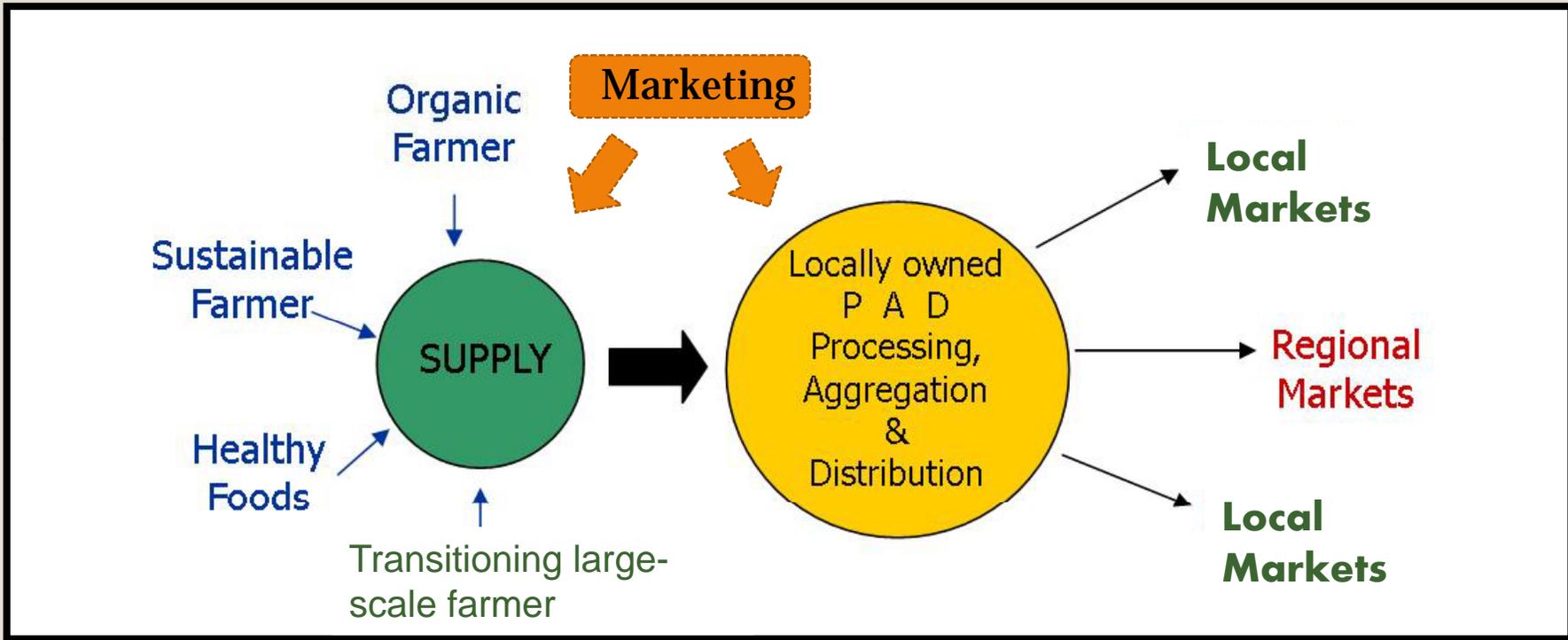
USDA Food Deserts in the High Country, 2011



The Healthy Food Financing Initiative (HFFI) Working Group considers a food desert as a low-income census tract where a substantial number or share of residents has low access to a supermarket or large grocery store.

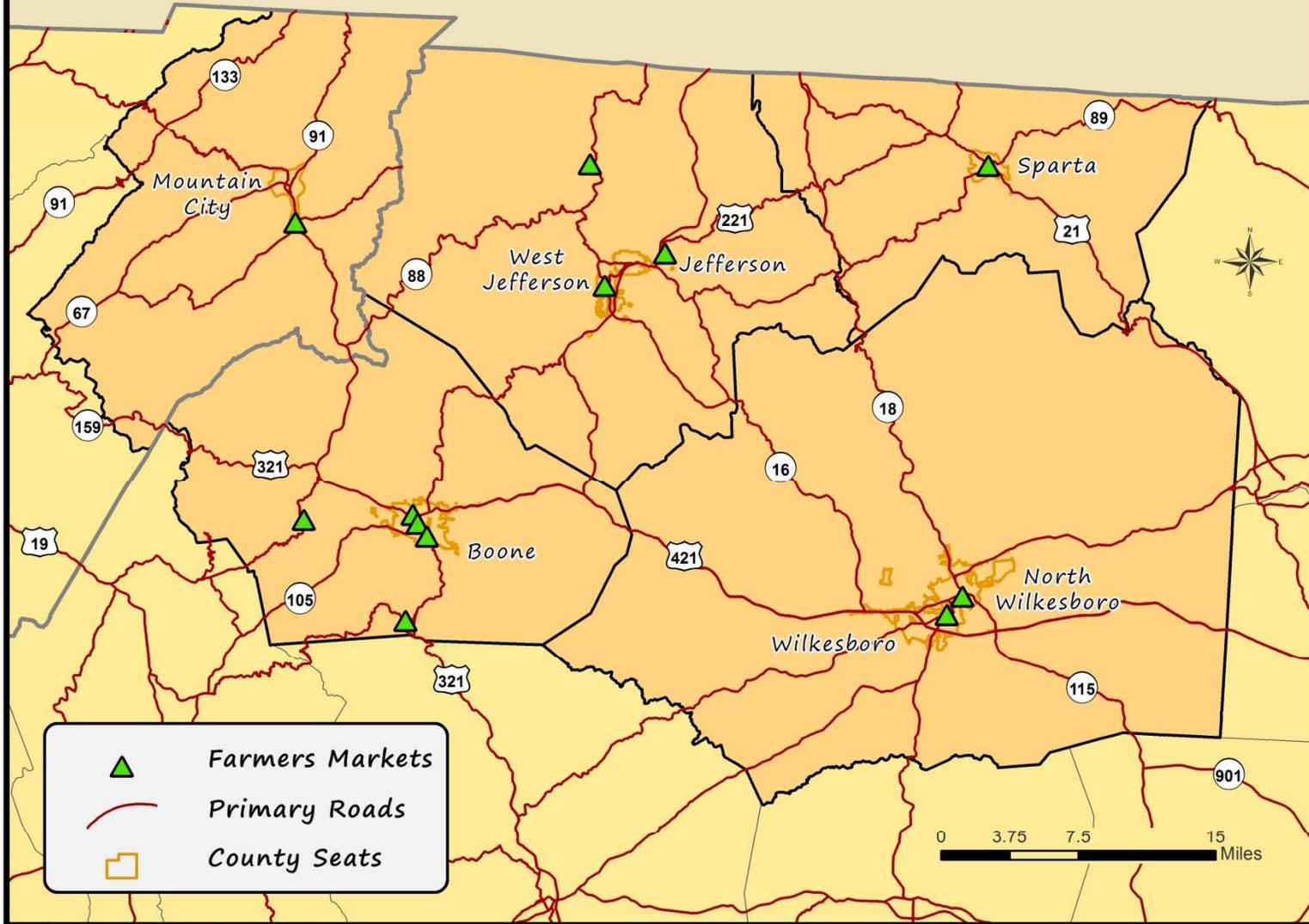
Find more about Food Deserts at
<http://www.ers.usda.gov/data/fooddesert/documentation.html#Definition>

Opportunities - Food Value Chain





High Country Farmers Markets, 2012

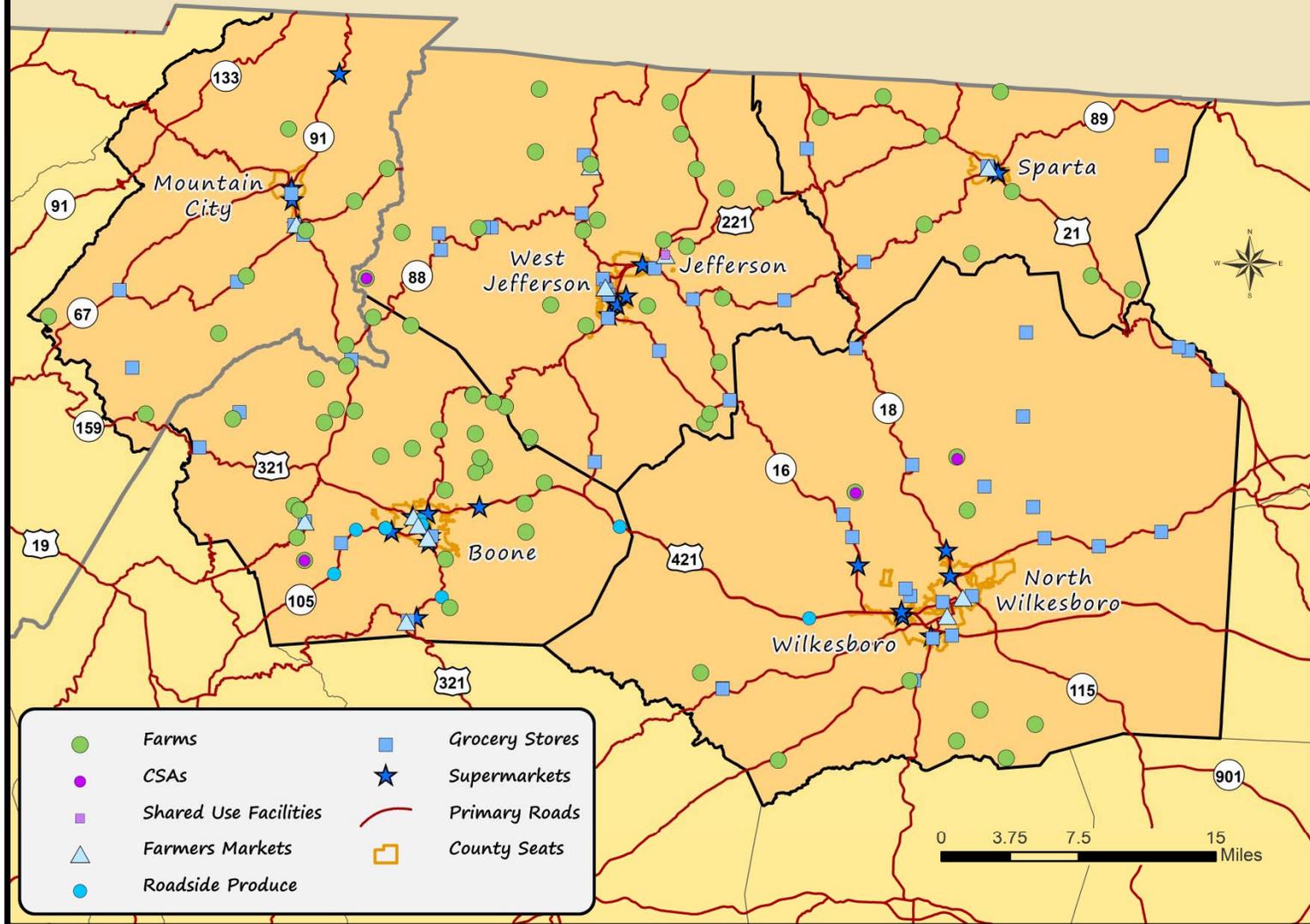


Created by Cheryl Hagevik for Heifer USA and the Seeds of Change Initiative

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



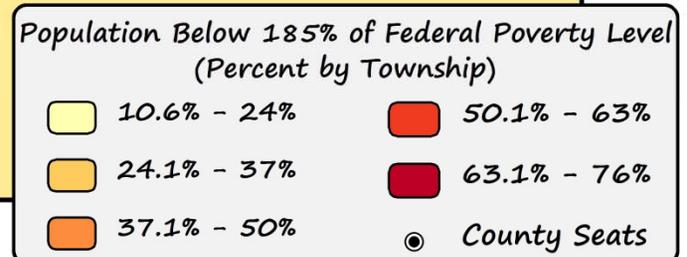
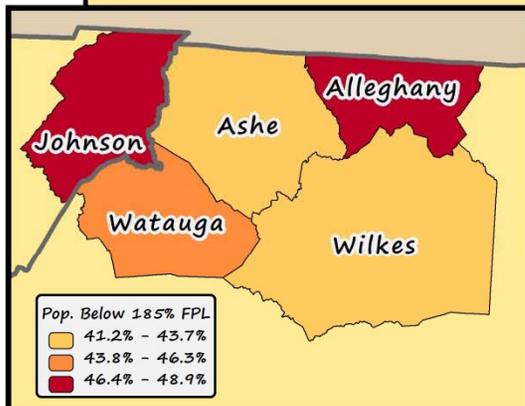
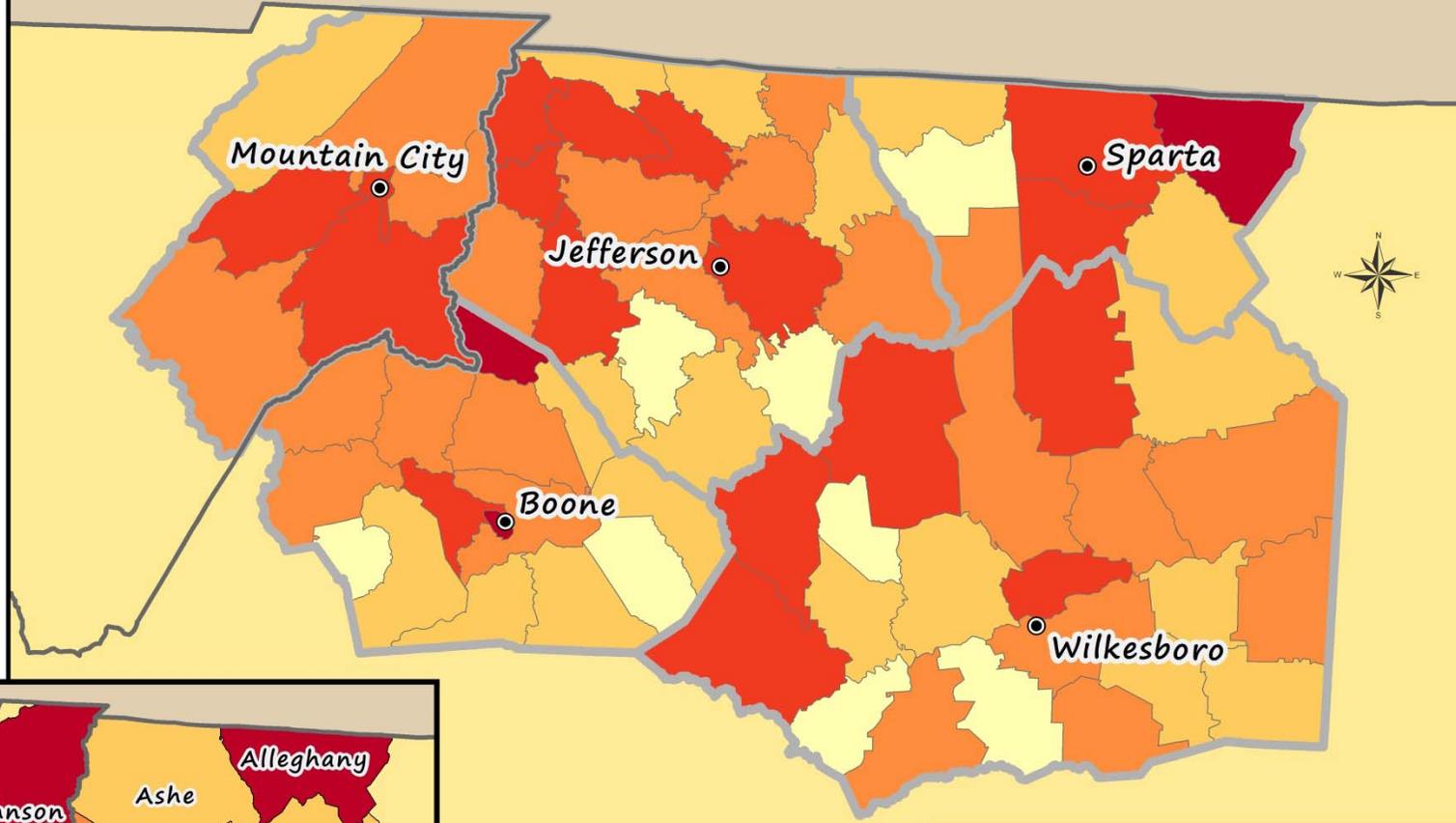
Created by Cheryl Hagevik for Heifer USA and the Seeds of Change Initiative

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



SEEDS OF CHANGE INITIATIVE: THE HIGH COUNTRY

Percent of Population Below 185% of Federal Poverty Level



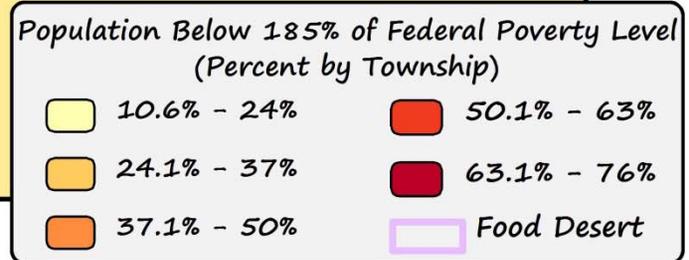
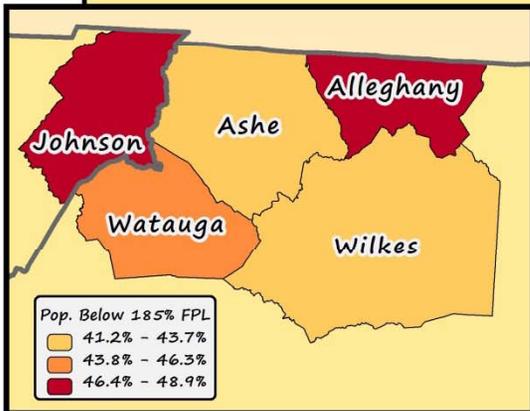
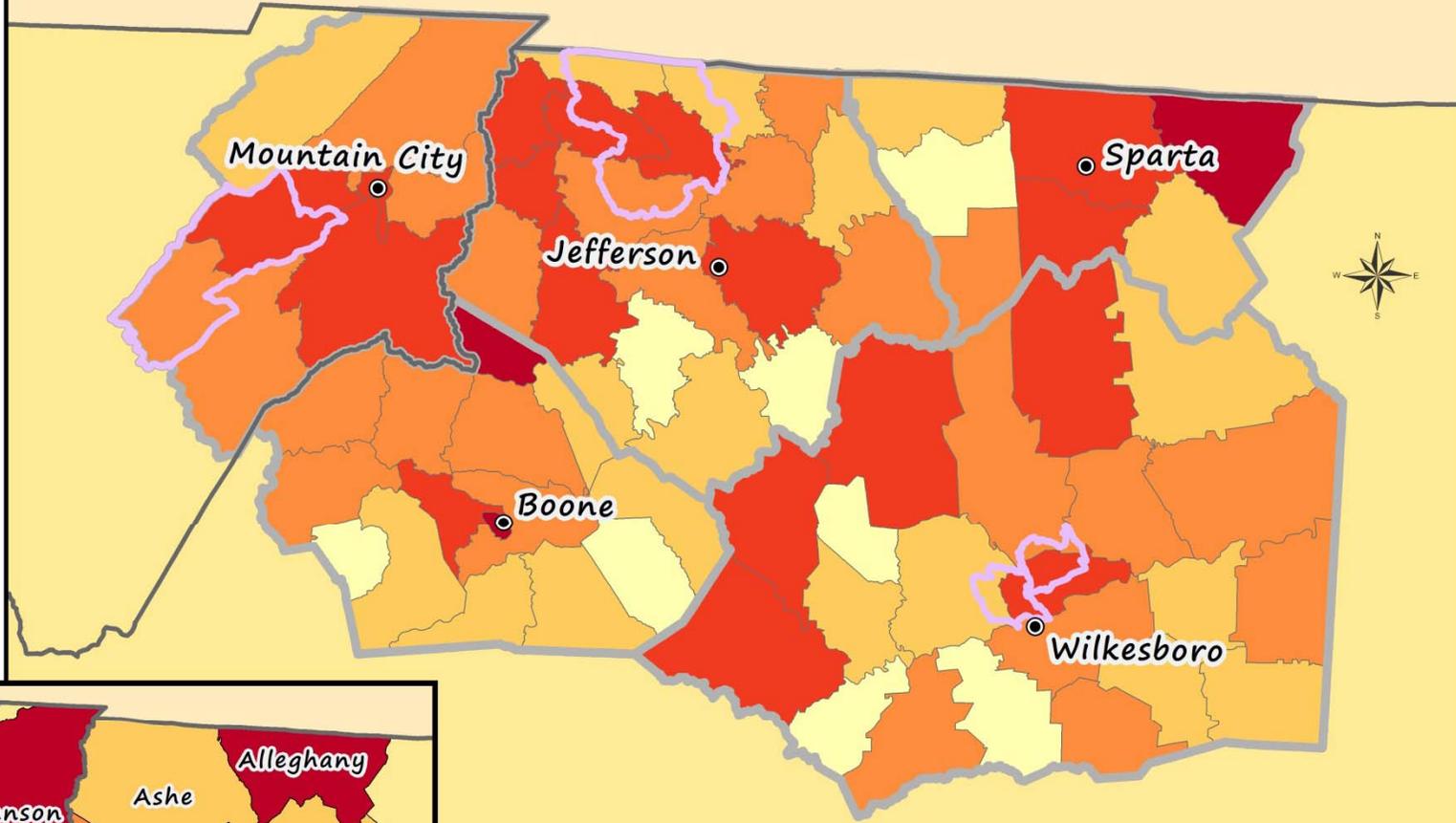
Created for Heifer USA by Cheryl Hagevik

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



SEEDS OF CHANGE INITIATIVE: THE HIGH COUNTRY

Percent of Population Below 185% of Federal Poverty Level

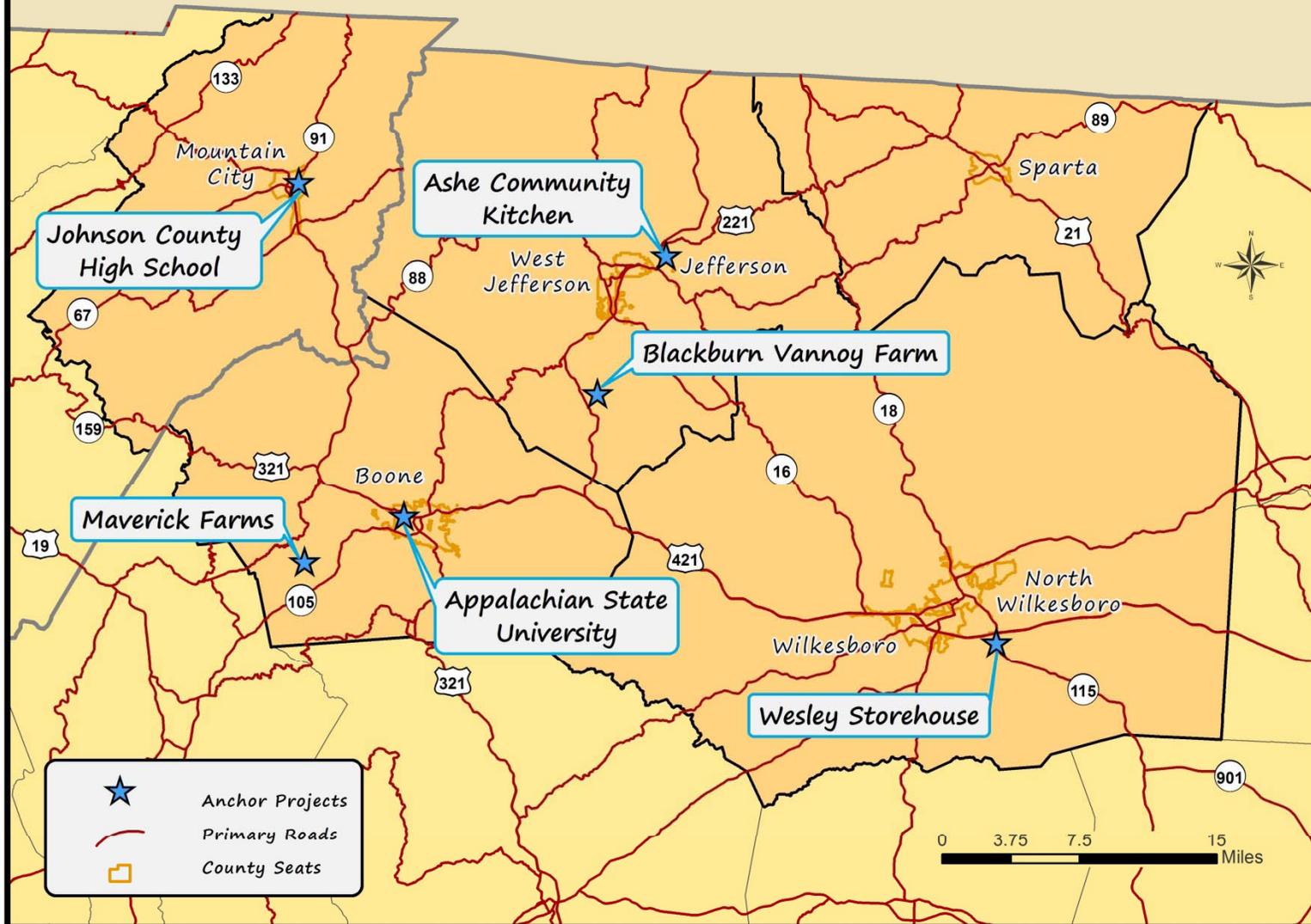


Created for Heifer USA by Cheryl Hagevik

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



Farmer Incubator Programs

Maverick Farms &
Appalachian State
University's Blackburn
Vannoy Farm

train beginner and
transitioning farmers to
become successful
sustainable agriculture
producers that
understand the
strengths of diverse
markets, on farm supply
management, customer
relations, marketing and
become strong and
viable support network
for generations to come.





On-Farm Technology Infrastructure and Training

Johnson County High
School & Future
Farmers of America

Poly-culture research
program. The students
are learning to grow,
process, market and sell
tilapia, organic produce
and ornamental plants
hydroponically in a
geothermal greenhouse.
Next step at the HS....a
meat processing and
butchering facility.





Access to Healthy Locally-Grown Food

Outgrow Hunger Program

This innovative program delivers weekly food to youth at their homes and provides basic container growing training. The program works in partnership with community churches to grow produce with young farmers and provides access to land, training, and ongoing support.



Youth farmers sorting out locally grown potatoes for distribution



Develop an Association of Farmer's Markets

With the 11 regional farmer's markets

Strengthen direct retail market for small farmers. They provide a direct venue to targeted consumers ready for a diversity of products. Training, administrative support, marketing, grants can be efficiently provided across the region and the real focus of people attraction, quality service & product, affordability for all becomes primary goals.



Developing an Association of Farmers Markets



Aggregation and Value-added Processing

Wesley Storehouse

Utilizing abandoned cold storage and freezer space to provide locally produced goods including Grass-fed Beef and produce. In this program, grass fed beef is purchased from local farmers and processed and stored on-site. The single pack frozen cuts are sold to regional church congregations with 25% of meat from sale donated to local food pantries. Critical infrastructure investment opens wholesale markets and creates Good Paying Jobs.



Processing Cured Hams in Wesley Storehouse



Shared Use Facility

Ashe County Commercial Kitchen

Gives community food entrepreneurs access to a \$1.2M commercial kitchen for value added products, technical assistance from cooking sauces to understanding cash flow and marketing. These food venture incubators also create markets for a farmer's second that may not sale wholesale or retail.



**Carol Coulter, Goat Farmer and
Cheese Entrepreneur**



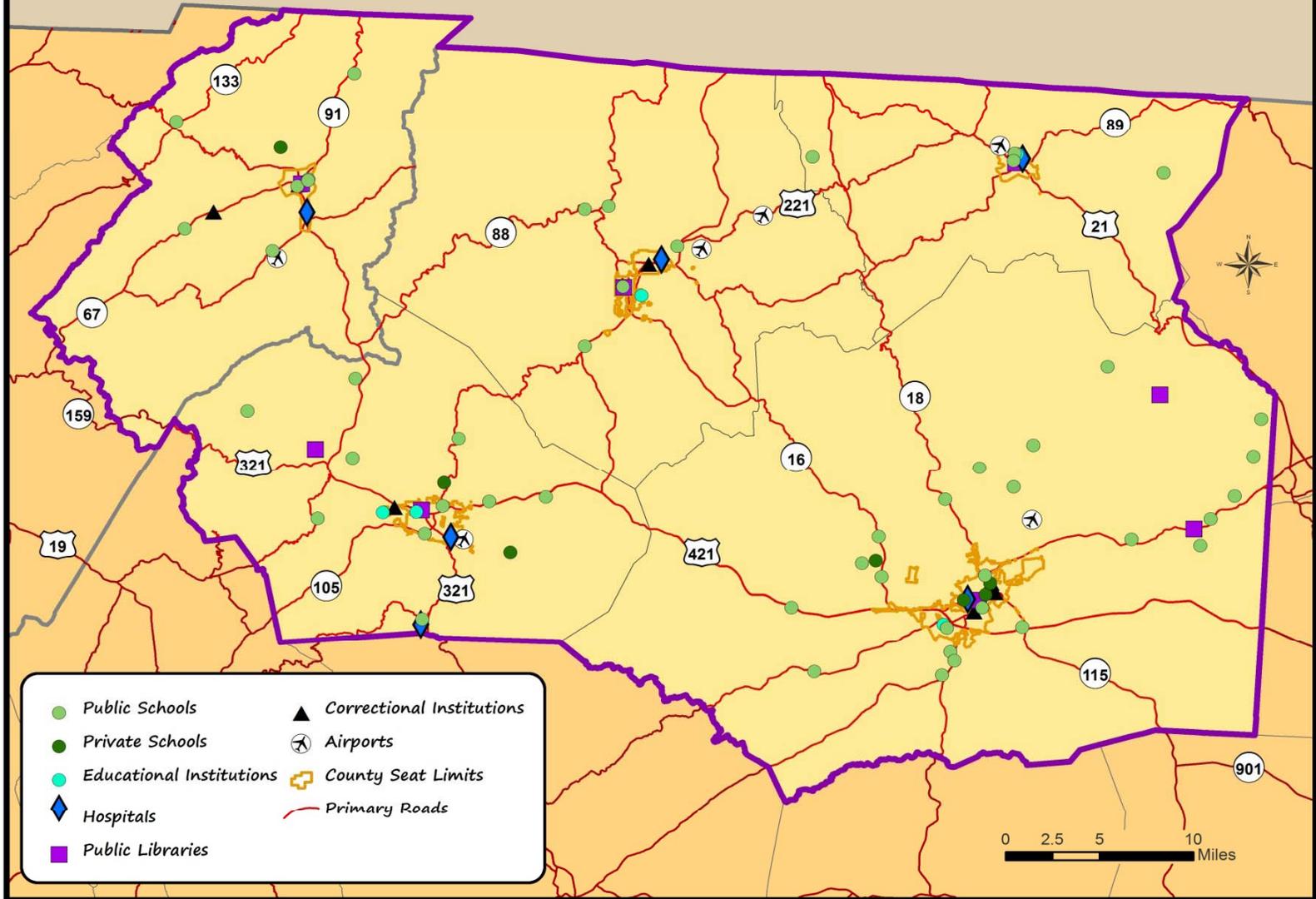
Anchor Institutions are the backbone of rural economies and include universities, hospitals, community colleges, public schools, larger corporations and churches. They have the ability to decide on how they purchase food, electricity and other goods. Community leaders and philanthropy are imbedded in these institutions. A new rural economy will have to be built around these Anchor Institutions.



Appalachian State University is willing to purchase 15% of its food locally from High Country Farmers



High Country Anchor Institutions/ Potential Markets, 2012



- Public Schools
- Private Schools
- Educational Institutions
- ◆ Hospitals
- Public Libraries
- ▲ Correctional Institutions
- ✈ Airports
- County Seat Limits
- Primary Roads

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

Sources: U.S. Census Bureau, Geography Division:
TIGER/Line Shapefiles, 2010; NC One Map, 2011

A New Rural Economy



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



Seeds of Change



Good food makes good work.