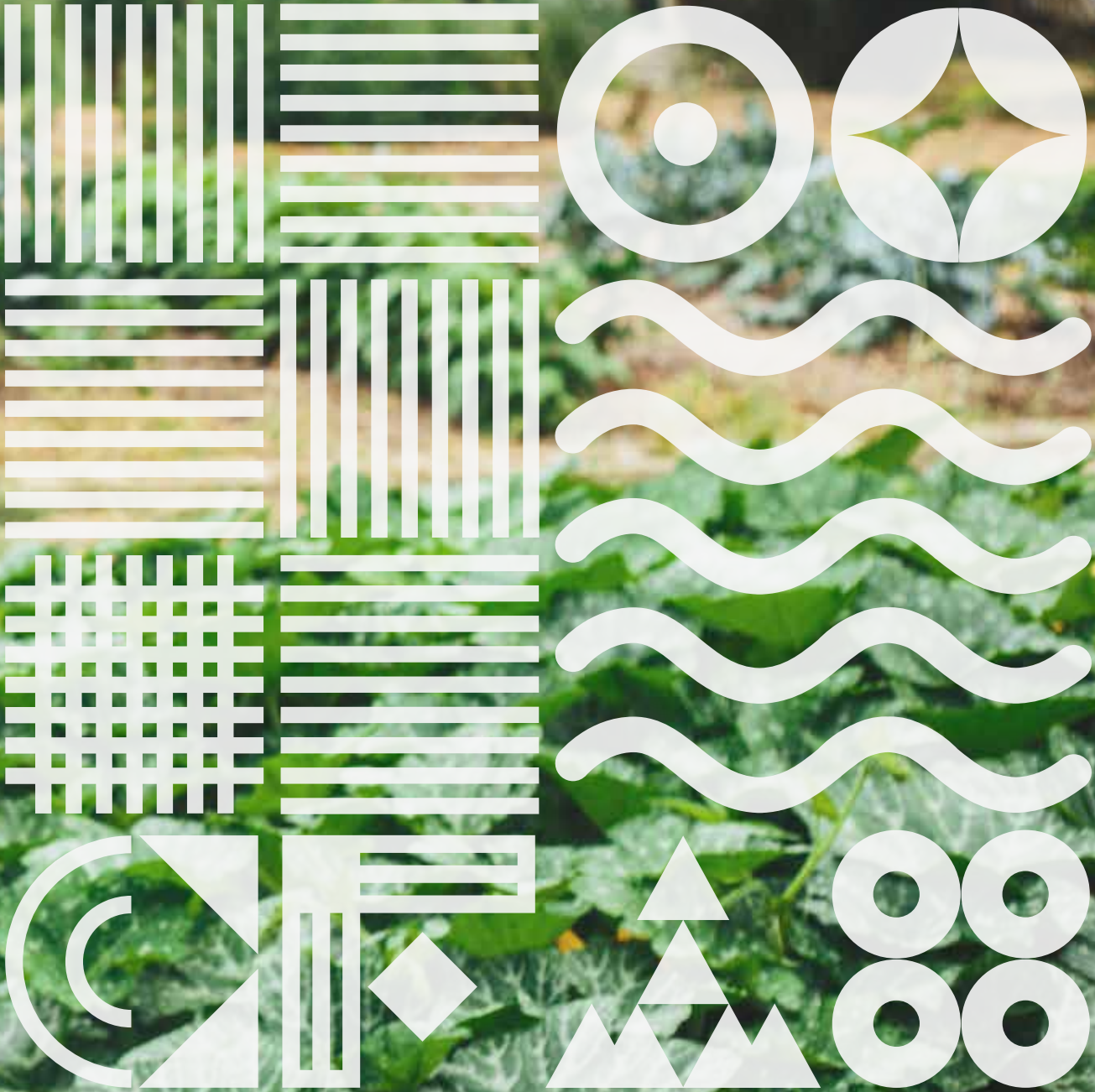


COMMUNITY
FARM
ALLIANCE

FALL 2014



A LETTER FROM CFA'S PRESIDENT

Welcome to CFA's new printed newsletter! It has been almost a year since CFA's last newsletter because of many reasons such as funding and a very busy staff, but the main reason is that there has been so much happening. The process of writing, printing and mailing a newsletter has meant that the "news" has been out of date by the time our members would get it.

The last eight months had been a time of tremendous change for CFA with many staff changes (as you will see in this newsletter), new programs and organization development.

The first thing you will notice is a new look for CFA. We have been fortunate to have been able to work with Bullhorn Creative in Lexington in updating our public face. Many thanks to the Bullhorn staff for the many hours of time they have donated to CFA!

For three years CFA has been working to become stable enough that we can begin to think long-term. I am happy to say that on April 11th and 12th 35 Community Farm Alliance leaders past and present gathered at the historic Boone Tavern in Berea, Kentucky for a Leadership Summit to set the course for CFA's future. With support from our long-time partners at Mary Reynolds Babcock we have been working with Rural Support Partners to initiate a strategic planning process, something we have been trying to do for three years! It was an invigorating and inspiring couple of days with time to reflect on CFA's storied past and plenty of brainstorming and debate on the roadmap for our future.

With funding from a new partner, the Chorus Foundation, and some additional support in the pipeline CFA will be able to substantially increase our communications capacity. Speaking of funding, I am happy to say that since the last newsletter CFA has some important new funding partners. The Foundation for Appalachia and the Foundation for a Healthy Kentucky have

helped us expand and bring in other funding such as the USDA. Our other 2014 funding partners also include BB&T Bank, Grow Appalachia, Farm Aid, MACED, the Kentucky Department of Public Health, WellCare, KSU and UK FarmStart and the National Institute of Health through UK's College of Public Health. All told, CFA's 2014 budget includes more than 14 funders! Many, many thanks to these great partners!

A new member to CFA once remarked to me that they thought CFA meetings could run a bit heavy on stories and that they were ready for "getting things done". Anyone involved in this great organization knows we're not short on hard work and tangible accomplishments. Sometimes those accomplishments look like bills passed or defeated, a seat at the table for a group often ignored, or new market opportunities for food and farm entrepreneurs. Sometimes, though, the work getting done is subtler and I believe that those stories are one of CFA's greatest accomplishments.

CFA member's stories are about the struggle for social change, building thriving rural and urban communities, working hard to ensure a place for sustainable family farming in Kentucky's future, working for sensible public policy that promotes healthy land and healthy people, and just working to make a living from food and farming. The struggles and triumphs of CFA members have given a language to my labor and helped form the backbone I need to face the daily challenges on the farm. Those CFA stories are what have inspired my personal story - from being a CFA intern in 2003 to a full-time farmer and now president of the Board in 2014. I am honored and grateful for this opportunity.

Next year, 2015, will be Community Farm Alliance's 30th anniversary and our story is still being told. That is an amazing accomplishment! The Leadership Summit sketched out an exciting roadmap for the future that we will continue to work on for the 2014 Annual Meeting, including opportunities for everyone

to contribute so look for those in the near future. But ultimately the pages will be written by all of you, CFA's committed membership. The next chapters are an exciting and challenging time for our organization. I can hardly wait to hear the stories...

Best wishes,
Ben Abell *CFA Board President*

2014 CFA Board of Directors

President: Ben Abell, *Jefferson*

Vice President : Carla Baumann, *Madison*

Treasurer: Renee Kroerner

Secretary: Marlena Bolin, *Oldham*

Josh Orr, *Jefferson* ; Cathy Reymeyer, *Pike*

Lily Brislen, *Fayette* ; Todd Howard, *Floyd*

Lisa Markowitz, *Jefferson* ; Louie Rivers, *Franklin*

Nelson Escobar, *Jefferson*



A PATHWAY TO CHANGE

Imagine a leisurely Sunday afternoon visiting local farms, eating farm food, and visiting with friends in the inviting atmosphere of Fox Hollow Farm. CFA's Annual Summer Gathering on Sunday, July 27 brought together a committed group of folks who gathered up early in the day to visit Rootbound Farm, and La Minga, a cooperative urban farm in Prospect, KY. One of the highlights of the Summer Gathering included a preview of "Pathway to Change" – a strategic planning document that is the culmination of a process begun at the January 2013 Board retreat.

It has been almost a decade since CFA has updated its Strategic Plan, largely due the immense change that the organization went through from 2008 – 2010. That's not to say they we haven't tried. CFA formed a planning committee in late 2010 but time and resources halted its process. One important highlight of that effort though was the recognition that CFA needed an outside facilitator to at least get us started.

The 2013 Board re-initiated the process at their Board Retreat in January with a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and a plan for a process. Though the newly formed Communications Committee developed a Strategic Communications Plan (which has been invaluable), the other components failed to get going; specifically a plan for member involvement.

In late 2013 and early this year two things happened that set us in motion to achieve our Strategic plan aspirations. Through CFA's involvement with the Central Appalachian Network (CAN) we got to know Rural Support Partners and realized that RSP would be an ideal facilitator; and long-time CFA funding partner Mary Reynolds Babcock Foundation expressed interest in providing the resources to hire RSP and organize meetings. Working with Rural Support Partners we realized that with so many new leaders who had never gone through this process, and who had a limited understanding of CFA's long history, we were going to have to try a new approach.

After months of planning, 35 CFA members, Board and staff came together in Berea in April. We had folks there that were present for CFA's first meetings during the farm crisis of mid-1980's; others who became involved during CFA's work to support a transition from tobacco dependency in the late 1990's and early 2000's, helping to create House Bill 611 and a democratic system for distributing Tobacco Settlement Funds. Others became in engaged when CFA began working for LIFE (Locally Integrated Food Economies), urban food access, and market access for diversified food and farm entrepreneurs. Still, there were others who have become engaged more recently with CFA's work in East Kentucky and our Ag Legacy Initiative. The room was full of seasoned members, who were among the folks who so inspired and enlightened me when I first became involved with CFA, and with new leaders who inspire and enlighten me today.

Our goals for that day were to gain common understanding of CFA's history, strengths & weaknesses; develop a common analysis of the broader social, political, and economic trends; and to clarify the long-term, big picture change that CFA is trying to create. Lastly we created a plan for broader engagement of CFA members and others such allied organizations and funders who are stakeholders in CFA's work. Attendees of the Summer Gathering provided rich feedback related to fine-tuning the document. Over the course of the fall we will be looking for more input from CFA members and stakeholders so that we can present the Pathway to Change at CFA's Annual Membership Meeting in December for adoption. While not a true Strategic Plan, the Pathway to Change lays important groundwork and sets the stage for the development of a Strategic Plan, the Board's development of a Long-term Plan, and CFA's Annual Program of Work. As Community Farm Alliance celebrates 30 years of making change in 2015, it is fitting that its members have created a Pathway to Change for the next 30 years.

Carla Baumann, *CFA Vice President*

2014 LEGISLATIVE SESSION

Community Farm Alliance has worked with Kentucky's Legislature for over 28 years, but the 2014 General Assembly has been much different from any previous Session. Almost a dozen Legislators consulted with CFA while drafting legislation or before it was heard in committee. CFA provided a legislative advice on dairy, honeybees, Ag Development Fund reorganization, energy, prison farms, food banks, food system development and the future of Eastern Kentucky. This new role reflects a shift from responding to crisis to being recognized as an organization made up of key agriculture and food systems leaders with ground level experience to share.

sion of the bill, look for the Free Conference Committee Report.

In June Governor Steve Beshear and Attorney General Jack Conway announced that the state has settled 10 years of disputed claims and litigation, starting with 2003 payments and running through 2012. Under the agreement Kentucky receives \$110.4 million in disputed and related payments and will avoid a long and expensive legal battle. Combined with the \$48.3 million in payments already received this fiscal year, the total MSA payments for FY14 total is \$158.7 million, which is \$67.9 million more than budgeted for FY14.

However, estimated receipts for FY15 are \$26.6 million less than budgeted, and FY16 are \$15.9 million more. Overall, Kentucky stands to receive \$57.2 million more in MSA payments over the next three years than budgeted.

We do not at this time have a clear understanding about how this funding change will be implemented. To stay up to date on funding amounts or to learn how Agriculture Development Funds are spent, one suggestion is to attend monthly Agriculture Development Board Meetings. They are scheduled for the third Saturday of every month over the summer. You can access the agenda and meeting locations on their website at: tobaccotrust.ky.gov or by calling the GOAP offices at: (502)-564-4627. Be sure to wear your CFA T-shirt, button or introduce yourself as a member!

The Bad

The 2014 General Assembly had a number of opportunities to support Kentucky's family farmers but choose not to. Though Legislators recognized the crisis of honeybee colony collapse, they failed to recognize that beekeeping is a legitimate farm enterprise. They also failed to support farm wineries, farmers growing non-GMO food crops, land conservation, and farmers' right to choose whether a pipeline can go through their property. CFA helped House legislators' craft budget language that would have used unspent Department of Agriculture funds to be put towards Eastern Kentucky farmers increasing energy efficiency and renewable energy only to die because of Senate opposition. The Senate Ag Committee also attempted to supplant an animal shelter standards bill with criminal prohibitions against filming farm operations.

Altogether CFA followed a total of 16 bills plus the budget bill. Below is a breakdown of the bills we followed with a brief summary of action taken this session.

30 FOR 30 – BUILDING THE FOUNDATION FOR THE FUTURE

As you turn the pages of this newsletter, isn't it exciting to see how your member support is being put to work? You have helped us grow new programs to support family farms and increase access to fresh foods. You have helped us hire new staff and your encouragement has resulted in new partnerships and leads us through strategic planning. You are the most important part of this organization. Your personal stories inspire us as staff and board members. And when you meet with policy makers, you influence change for all Kentuckians.

Our spirit lives in everything we do, beginning in the ground and growing out. Maybe it's our farming roots. We do not wait for things to happen. We put in the man-hours, the sweat, the sleepless nights. We are a family – a network of generations – who comes together over a table to make something. At CFA, we bring people together. We foster collaboration, combining voices so that every one of them is heard. Thirty years ago, family farms across the country faced extinction. While others misplaced blame, faulting the farmers themselves, the Community Farm Alliance looked to the public policy that fated the farmers to extinction in the first place. Our ultimate goal since we began as a crisis hotline has been to work ourselves out of a job.

CFA has survived through crisis and change because we are still needed to give a voice to the generations of men and women whose hard work and dedication is critical to Kentucky's economy, and to our very culture. We are still here because there is much more to be done to support our family farmers and bring our rural and urban communities closer to understanding each other's needs. We are still here because our members believe the farm as a foundation for growth and stability in Kentucky – across homes, neighborhoods, cities, and counties. Kentuckians' quality of life, both now and for generations to come, is dependent on our farms.

In order build this movement; we will need more tools in our financial shed than grants alone. As CFA enters its 30th year we

want to build a strong foundation for the future and give CFA the tools to be successful and support you, our members. We must be able to communicate why our work is important and why your stories matter. AND we must be able to provide leadership training to our members and opportunities to tell their stories at conferences. AND we must be building our membership base so the message is heard in every corner of the state. AND we must be able to build a great staff through professional development. 2015 will be an important year for CFA, Kentucky and agriculture, As Kentuckians prepare to elect a new Governor and Commissioner of Agriculture, CFA has a duty to inform the candidates of the critical issues, a role that only our members can support!

To accomplish all that CFA needs to do we are launching our "30 for 30" fall campaign. **Our goal is to raising \$30,000 from renewed, reactivated and new membership, including 200 new members; \$30,000 from events and \$30,000 from our major donors. The total \$90,000 will significantly.** There are several easy ways to get involved and I am here to help!

1. Join our fundraising committee.
2. Like CFA on Facebook, invite all your friends to like CFA and share our stories.
3. Take the pledge to recruit 3 new members before 2015.
4. Host a House Party to tell your friends and family about why farming and food justice is important you.
5. Join a fundraising event planning committee in your community
6. Become a Sustaining Giver – its easy and makes a huge difference!
7. Help us Connect with Major Donors and Share your Story.

Please feel free to contact me at renee@bigfishfarms.com or Wendi wendi@cfaky.org at the CFA office 502-223-3655. Thank you for your continued leadership and support! You are so important to this movement!

Renee Koerner, *CFA Treasurer*

WHAT IS CFA MEMBERSHIP?

Membership sits at the heart of Community Farm Alliance – it's what makes us different; it's what makes us effective; it's what makes us proud. Without our members, our 30 years of successful organizing would not exist. The ideas, work, and fellowship of our membership have made CFA the great organization that we are today. The stories of our members are our history and our future.

The best part working for CFA is talking to members on a daily basis- both those who have recently joined and the veteran members that joined years ago. I love hearing their stories of marching up to the capital to have their voices heard or having them tell me how well they are selling at a Farmers Market because of legislation, programs, and initiatives that CFA has created. I often get a call from a member while I am working on mundane tasks like bookkeeping - members and their stories make the daily grind inspirational!

During the 30 years we have had over 3,000 people join CFA. I obviously cannot remember everyone so I ask, "Are you a member?" and folks are quick to say, "Yes, I been a member for (x) number of years." CFA members are very passionate and it's so wonderful that people think "once a member, always a member."

Lately I have been wondering though, if people think "once a member, always a member" why have they not paid their membership dues. It's also frustrating to have a long-time member say to me on the phone, "What's CFA up to, I haven't heard anything?" I know CFA benefits so many people, often in ways they don't realize, like being able to sell jams and jelly at their farmers market (it was CFA members that passed HB 391). So maybe it's because they don't know and we could do a much better job of getting the word out. But here's the catch, CFA can only afford to send newsletters and other mailings to folks to are current on their membership dues. I wish that wasn't the case but it's unfortunately true.

So besides the newsletter, how can CFA membership benefit you? As a member, you not only get to hear the stories of others like you, but you get to share in those stories and create new stories yourself. As a member of a grassroots organization, you become one among many. Your voice joins with the chorus of voices of those like you and grows louder. You get the satisfaction of knowing you belong to an organization that elevates the voice of ordinary citizens and gets things done! You can participate in democracy on a new level called collective bargaining and gain strength in numbers. Joining CFA gives you an avenue to participate in the public debate on issues that directly affect you at home and in your community every day. You also gain valuable knowledge from networking with members like you across the state and communicating with a professional office, research, and lobbying staff.

By becoming a member of CFA, you join other likeminded Kentuckians in making CFA one of the most effective citizens' organizations in this region. You become a part of the change you want to see in the world. You become a part of our family- and you get to talk to me as often as you like!

We really are a family- one big, modern family of diverse people from all ages, races, genders, lifestyles, communities, and walks of life. As we all know, with family comes responsibility: responsibility to do our part in keeping every aspect functioning correctly. This is where membership plays a vital role. Your membership dues are needed to keep CFA working on issues that are important to all of us. Your ideas and contributions have been invaluable, and we need the continued resource of your membership to keep going! Please consider becoming a sustaining giver; your recurring donation will help ensure that our work will continue all year long. Want to learn more? Give me a call! I'd love to hear your story.

Wendi Badger

BUILDING MOMENTUM IN EASTERN KENTUCKY

They say that when it rains, it pours. This year we've had more than our share of rain, and a lot of attention about the future in the mountains, particularly when it comes to farming. Last fall Kentucky Governor Steve Beshear and Congressman Hal Rogers created the Shaping Our Appalachian Region Initiative (SOAR) and a SOAR Summit was convened in Pikeville, on December 9. 1,500 folks and I attended that meeting. Agriculture was not one of the original 10 SOAR workgroups but three of the workgroups listed food systems as a top priority resulting in the creation of a separate Agriculture Committee.

Over the course of the spring and summer, the Agriculture and Regional Foods Workgroup along with the other workgroups held a series of community meetings throughout the region to solicit input into drafting five recommendations for each workgroup. The five recommendations are to be for immediate, short-term and long-term priorities. The SOAR Executive Committee will then craft a report on for the 2015 SOAR Program.

Since the SOAR Summit the USDA has now designated 73 Kentucky Counties as part of its StrikeForce, the Kentucky USDA field office has also created the Local Food Economies Initiative and the Whitehouse added eight Eastern Kentucky counties to its Promise Zone. Additionally, the Kentucky Department of Agriculture has added an Appalachian Proud brand to its Kentucky Proud Program.

SOAR and all the related efforts in Eastern Kentucky have certainly energized the region but when the first ag announcement is the spending of millions of dollars for biotech giant Altech to set up a factory farm in Pikeville many folks, myself included, remain skeptical about whether all this will lead to anything for those of us already farming in the region.

Based on three years of success in Eastern Kentucky that has produced among other things, a total of 22 new farmers selling

at farmers' markets in Berea, Floyd and Letcher counties, CFA will be submitting its own recommendations for the future of farming based upon the three goals in the table below.

So we have an opportunity and a challenge. Thanks to CFA and folks like Grow Appalachia, the momentum of local food system development, and "economic transition" in general in Eastern Kentucky, has reached the "tipping point". With the emergence of federal, state and local political leadership, what has been largely a grassroots moment supported by private philanthropy is at a moment where these efforts can either result a *series of projects over the short-term or a long-term process based on creating systemic change.*

The people living and working in Eastern Kentucky can determine which direction the momentum will swing. After five years of farming and helping to create more opportunities for farmers, I know that it's not going to happen overnight – but it will happen. It is up to us to communicate about the long-term potential of local food systems, especially in the context of economic transition. Otherwise local foods will remain an "economic niche", there will be no public process, policy or programs, and only a handful of communities will benefit.

Much like CFA did for tobacco communities in shaping a future beyond tobacco, I know CFA and our allies will work for the same in Eastern Kentucky. What will SOAR become? I think it's up to us.

Todd Howard, *Floyd County*

For more information about SOAR visit the website www.soar-ky.org

CFA 2015-17 goals, objectives, outcomes and activities for working in Eastern Kentucky:

<i>Objectives</i>	<i>Five-year Outcomes</i>	<i>Two-year Outcomes</i>	<i>Activities</i>
Goal #1: Family farms & local foods are a major driver of equitable economic growth in EKY			
Develop the next generation of farmers and increase production	1. Create a comprehensive, integrated set of policies and programs to continually create new farmers and support existing farmers.	<ul style="list-style-type: none"> a. Create 10 new farmers or farm interns in EKY. b. More state/federal funding programs available for EKY farmers. 	Increase the capacity of the Ag Legacy Initiative to address farmers' needs, policy development, land access, on-farm field days, regional workshops, and annual conference
Increase farmer income through market development	1. Creation of Food Hubs in 10 EKY Counties for retail sales and as aggregation and distribution points for schools and institutions	<ul style="list-style-type: none"> a. Support the development of 10 new or struggling EKY farmers markets b. 150% increase in sales at five current FMSP markets 	Expand the Farmers Market Support Program
Increase access of fresh local foods to low-income people	2. 100% of current funding of SNAP, WIC, FMNP programs are used by farmers and participants in in 10 EKY Counties	a. 10 EKY farmers markets are accepting EBT and have Double Dollar Programs	Identifying logistic and technical barriers to the use of SNAP, WIC, FMNP, and matching needed resources;
Goal #2: EKY residents and communities are healthy, prosperous, and resilient because they have access to locally grown food and usable land			
Effective public outreach about the impacts of local food systems	3. Make SOAR an effective mechanism for long-term regional change	<ul style="list-style-type: none"> a. Develop 5 new community leaders; b. Four EKY communities are food system planning. 	Development of the EKY Food Systems Collaborative' "Face to Food" communications campaign;
Goal #3: KY has an organized and diverse family farm, food, and fiber coalition that effectively influences and creates political, social, and economic change.			
Building political capital to address public policy	4. CFA is a growing organization with the capacity and sustainability to meet members' and stakeholders' expectations	<ul style="list-style-type: none"> a. Increase in number and diversity of CFA members b. Increase in staff and funding 	<ul style="list-style-type: none"> a. Development and circulation of a strategic plan b. Member and stakeholder communications
Create a comprehensive set of food policies	5. Publish a KY Food System Assessment and recommendations	a. Creation of a Kentucky Food Policy Council	Diverse coalition building through effective inclusive structures and communications.
Legislative support for KY family farmers and communities	6. Comprehensive, effective state institutional policies that support local food systems	a. Legislative created reporting requirements are being enforced	Work with key legislators to further legislation and enforce requirements;

CFA REBRANDING SUPPORTS OUR PATHWAY TO CHANGE

Over the past two years the CFA Communications Committee has been hard at work developing a strategic plan to increase the visibility of our work and step into the modern communication era with distant technologies, social media and a new website. As an organization, CFA has never had the time or resources to consciously think about what is the organizations image, its “brand.”

For most of CFA's 30 years it wasn't important because CFA was the only one working on the issues of family farming in Kentucky. But with so many new local, state and national organizations now part of the farming and/or “local food” movement, it's a different world and in many ways what CFA does, and why it is different is getting lost.

The Communications Committee identified this as a top priority for moving us in a direction where we could become a much more effective organization. In short, we needed to change our image to something that truly expressed our vibrant, pioneering, go-getter spirit. And most importantly we needed to be able to CLEARLY Communicate our work.

For our members, this helps us stay connected and for those who don't know us yet, we were in desperate need to set ourselves apart. If we are going to grow, we need more members, partners and allies...and quite honestly, we just weren't communicating our importance very well. We have to inspire folks to either get involved or make an investment, and we knew an aggressive communications overhaul was necessary. Board treasurer Renee Koerner has been integral to this process since day one and we couldn't have gotten here without the hard work and dedication of members Carolyn Gahn, Jamie Aramini, Mike Haley and former intern, Dave Tuney.

After years of work, we unveiled two new initiatives at this year's summer gathering – a new website and logo along with an ex-

citing fundraising campaign. Through the big-hearted support of Bullhorn, LLC, and inspired by the theme of Farming as the Foundation for Growth, CFA will be rolling out its new website by early September 2014. Look for infusions of color, graphics, and authentic content in this new website, designed to showcase the many ways that CFA enhances the life of Kentucky communities through rich connections with farming.

Without Bullhorn, LLC taking us on as their pro bono project for the year, we certainly would not be here. They dedicated their creativity, time and passion to us this summer and have equipped us with beautiful and inspiring designs that we can now use to tell our story and build this movement. Please join us in thanking them!

The Bullhorn vision has been inspired by wanting to communicate CFA as a movement. We are not just an organization. We are the sum of many parts and the new logo borrows from Kentucky's quilting heritage to reflect one of our strongest assets-Our ability to bring diverse people together for a common goal.

Our new website, www.cfaky.org is technically a “soft launch”, meaning it is not final. We are currently hoping to acquire funding for a complete overhaul starting in October, but until then we felt it was important for our members and partners to have access to a more clean and functional website. We especially needed it, since there are so many events coming up this fall. If you have any feedback or ideas about what YOU would like to see our website do, please contact Carolyn Gahn at Carolyn@cfaky.org.

And be on the lookout for new ways that you can show off CFA's new image.



HEATHER HYDEN - FAREWELL

For the past two and a half years, I have been given the wonderful opportunity to work for one of the most important organizations in Kentucky and meet some of the most passionate, committed and brilliant people in the country. The members and partners I have had the chance to work with have become lifelong mentors and friends. In fact, I credit this experience entirely for my ability to move on to the next stage in my life's journey. This fall, I start graduate school in the Community, Leadership and Development program in the College of Agriculture, Food and the Environment at the University of Kentucky.

In many ways, I will be carrying the work of CFA with me. I will be serving as a Graduate Research Assistant both within my department, but also under the direction of Dr. Alison Davis at CEDIK (Community Economic Development Initiative of Kentucky) in the Agriculture Economics Department. The work of our members and of CFA as an organization is crucial to the future of Agriculture and Food Security in Kentucky and I pledge to support it.

It is impossible to say good bye, so I will say 'see you around'. I may not be a CFA staff person any longer, but I am certainly a dedicated member and advocate for an agriculture system that respects and is a steward of our land, water and people. Please consider joining me as a member and become a sustaining giver. We CAN collectively shape a better future.

Thank you for your leadership. Thank you for your hospitality. Thank you for your commitment. Thank you for mentorship and your powerful stories!

MOUNTAIN GARDEN INITIATIVE

The Mountain Garden Initiative is in its second year of providing set up assistance to schools interested in starting gardens. MGI is having a great summer working with Letcher Middle School! LMS students decided that over the summer, their biggest priority is to fundraise for their garden, so summer camp kids have harvested their extra veggies and sold a beautiful basket of produce each week at the Letcher County Farmers Market. MGI also provides food education workshops, facilitates teacher meetings and garden planning, and fundraises for participating schools. MGI has worked with six schools in Eastern Kentucky over the past two years, and we are looking forward to starting

more great school gardens in the 2014-2015 school year! In addition to MGI I am also the Community Outreach Coordinator for the Appal-TREE Project where I help organize Appal-TREE's events such as cooking classes and the summer film series, and help with social media and advertising. Lastly, I co-manager of the Letcher County Farmers Market, which has benefited greatly from CFA's Farmers Market Support Program and Double Dollars Program.

Having MGI connected with CFA has allowed me to link up with several local foods initiatives across Eastern Kentucky and

Mountain Garden Initiative has greatly benefited from my ability to work on food accessibility through schools, in the community, and at the farmers market. It is a very exciting time to

be working on local foods in Eastern Kentucky,

Hilary Neff, *Mountain Garden Initiative Director*



CFA FARMERS MARKET GATHERING

Thursday October 16, 2014 // 9 am – 4 pm // Berea College

The Farmers Market Gathering is an opportunity for Kentucky Farmers Market managers, Board members, farmers and supporters to network and share challenges, opportunities and lessons learned. Workshops and panels will discuss how to increase food access to low-income populations, mobile markets, farmers markets as local aggregation and distribution centers, and general market development.

Registration is \$15.00 and open to all with a limit of 50 participants. You can register at communityfarmalliance.org. For more information and contact Jackson Rolett at Jackson@cfaky.org.

STAFF CHANGES: WELCOME AND GOODBYES



**Jason Brashear - East Kentucky Farm to Table
Coordinator** jason@cfaky.org

Jason graduated from the University of Kentucky College of Agriculture in 2004 with a degree in Agriculture Education, Communication, and Leadership. Upon graduation Jason spent 10 years as an Extension 4-H Youth Development Agent in Bell and Letcher Counties. He owns and operates a small mountain farm that specializes in Boer goats and mini rex rabbits. When not working with local food systems, Jason likes to judge livestock shows, travel, and enjoy the beautiful views our world has to offer.

Jackson Rolett - CFA Farmers Market Fellow
jackson@cfaky.org

Jackson was born and raised in South Central, KY. He and his wife began their food, farm, and CFA story when they decided to settle down in Bowling Green, KY and began volunteering for Community Farmers Market. Since then he has become the Outreach Coordinator for the Local Food for Everyone Initiative--a collaboration between Western Kentucky University and Community Farmers Market, along with other community partners--working to increase fresh local food access in Warren County. Jackson along with his wife and son, have been interns at Need More Acres Farm where they are learning what it means to be a

small family farm. Jackson is on a six month fellowship through the middle of October.

Mae Humiston - Appalachian Transition Fellow for Accessible Healthy Food mae@cfaky.org

Mae was raised in rural Rockbridge County, Virginia between a cow field and a cornfield. She left the area to attend Tufts University in Boston. There, she focused her Anthropology major on studies in food and farming, doing her fieldwork on Boston-area farms. After writing her thesis exploring the meaning of "local" in "local foods," she graduated in the spring of 2013 and returned to Virginia. Continuing to focus on food and farming issues, Mae has worked on a farm and at a flourmill, as well as volunteered with the Virginia Association for Biological Farming. She is excited to bring her passions and experiences to eastern Kentucky with the Community Farm Alliance and the Foundation for Appalachian Kentucky.

The AT Fellowship is a one-year partnership between CFA, the Foundation for Appalachian Kentucky and the Foundation for a Healthy Kentucky and starting in June.

Carolyn Gahn - Ag Legacy Initiative and Communications Organizer carolyn@cfaky.org

Carolyn Gahn has worked on CFA's Agriculture Legacy Initiative as a CFA Fellow for a year and a half. Beginning September 1 Carolyn will become a full-time staff splitting her time between ALI and Communications.

Hilary Neff - Mountain Garden Initiative Director neff.hilary@gmail.com

Hilary Neff is the co-founder and director of Mountain Garden Initiative, which became a CFA fiscally sponsored project in 2014. MGI provides a curricular framework and outdoor learning space for young people in Central Appalachia to work towards greater self-reliance and a more sustainable food system. After graduating from Oberlin College in May 2013, she moved to Harlan County to continue working on Mountain Garden Initiative. She is the only full-time MGI staff and she works regularly with Cumberland Elementary and Middle School teachers to plan their students' participation in the gardens. Hilary graduated from Oberlin College in May 2013 with a B.A. in Environmental Studies.

GOOD-BYE TO ALEXA AND HEATHER

In May of 2012 CFA hired Alexa Arnold and Heather Hyden as the building blocks of CFA's organizing. Much of CFA's current work has been build upon the shoulders of Heather and Alexa as they helped reconnect CFA members, define issues and create a new program of work. Their work will be felt and missed for a long time. We wish them well.

Alexa Arnold (Johnson) has been CFA's Eastern Kentucky Organizer for two years. In December she moved with her husband to New York City but has continued to work for CFA. Thanks to Alexa CFA's work in Eastern Kentucky has grown rapidly and we all will miss her greatly. Her new position is Special Assistant to the CEO at FoodCorps and we look forward the possible inclusion of Kentucky to FoodCorps areas of engagement.

Heather Hyden has been CFA's Communication and Policy Organizer, which really means she has been CFA's jack-of-all-trades. She has been in charge of CFA's communications including helping to develop a new strategy. She has broadened CFA's alliances with the Kentucky Food Policy Network, helping to firmly establish the connections between farming, food, health, and economic development. She has also provided technical assistance to three communities as they develop their community food system assessments.

Lastly, and maybe most important, Heather has been the lead on CFA's Legislative and Kentucky Ag Development Fund work. Heather's fearless, "get 'er done" attitude will be missed

CFA'S EASTERN KENTUCKY FARMERS MARKET SUPPORT PROGRAM

Community Farm Alliance has supported farmers markets for twenty-five years by directly organizing markets in rural and urban communities, such as Marion Co. and West Louisville, and by policy development such as HB 391.

Farmers' markets are an important retail market for small-scale and beginning farmers. They are often the only opportunity for federal food and nutrition participants to access fresh local food. Beyond being a traditional retail outlet, farmers markets also offer the potential of becoming a rural food hub for aggregating and distributing to school programs, institutions, and wholesalers/distributors.

Many Eastern Kentucky counties do not have a farmers market and those that do struggle with sustainability, as do many other Kentucky farmers markets. Working with existing markets CFA identified the needs of rural markets and developed the EKY Farmers Market Support Program (FMSP) with a collaboration of resource partners. The FMSP aggregates financial and technical support resources, provide toolkits, workshops, and cost-shares for market managers and Double Dollars for SNAP, WIC and Seniors Farmers Market Nutrition Program as a comprehensive, holistic support system for Kentucky farmers markets.

As a pilot project, the FMSP will a) documented program results, b) identify key, specific public programs and policies that would support market development, c) explore the potential for the development of a permanent CFA program and d) using the

FMSP as a model, reach out to other resource partners to expand the FMSP statewide.

Program Services

Business Development: Guidance on long term strategic planning for your market, including governance, management and organizational development

Market Development: Toolkits and trainings for accepting SNAP/WIC, market management, vendor development, farmers' market rules and regulations and basic marketing strategies

Capital Support: Grant application guidance, cost-share funding for market managers and a revolving loan fund for eligible markets

Participating Markets: Floyd, Rockcastle, Berea, Whitley, Letcher

The Double Dollars Program

The federally funded Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC) and Senior Farmers Market Nutrition Program (SFMNP) have been instrumental in providing low-income food access to the freshest food; and in creating a base line of support for Farmers Markets to build on. In many rural Kentucky communities 25% of the population participate in these programs, representing a significant market impact. While the total number of farmers

The Eastern Kentucky Farmers' Market Support Program is made possible by support from:



markets in Kentucky has grown rapidly in the past decade to 162, many still are unable to participate in these programs.

Accessible Farmers Markets 2013			# Accept		
KY Farmer's Markets	Total Cos.	Total FM	SNAP	WIC	SFMNP
Total Markets	120	162	23	70	79
USDA StrikeForce Zone	73	61	5	37	43
Promise Zone	8	4	0	1	2

A study by Moody's Economy showed that an increase of SNAP/ Food Stamp benefits by \$1 creates a "ripple effect through the economy," resulting in \$1.73 in economic stimulus. In fact, the study showed that expanding these programs is the most effective ways to prime the economy's pump.

CFA's "Double Dollars Program" is a pilot program to provide technical assistance and funding to seven Farmers Markets to enable them to fully participate in these important programs and provides consumers with incentives that match the value of their federal nutrition benefits when used to purchase fresh, local produce.

Participating Markets: Berea, Floyd, Letcher, Metcalf, Rockcastle and Whitley

USDA Summer Feeding Program and Kentucky Farmers Markets

Through the Kentucky Food Policy Network and the USDA, CFA learned that Kentucky currently ranks 45th for Summer Feeding Program participation – meaning that many Kentucky children are going hungry in the summer, at the height of Kentucky's growing season! The Letcher Co. Farmers Market began serving children fresh local meals in June feeding between 20 – 30 children each week items such as fresh eggs and fruit smoothies from local farmers. The last day of the program 73 children received a free meal!

CFA, the Dept. of Education and the Kentucky Department of Health will this fall work to establish state policies and procedures to enable farmers markets all across Kentucky to become Summer Feeding Program sites – benefiting both Kentucky's children and its farmers.

There will be a Farmers Market Gathering October 16 at Berea College for Kentucky Farmers Markets to network, share success and challenges, and learn more about how to participate in CFA's FMSP. For more information contact Jackson Rolett at jackson@cfaky.org

CFA's Double Dollars Program is made possible by:



BUILDING A GRASSROOTS DRIVEN STATE FOOD POLICY NETWORK IN KENTUCKY:

The connections between poverty, nutrition, and community economics are becoming increasingly apparent; and that sustainable agriculture and local food systems can be a gateway for economic vitality, better health, and the creation of community wealth.

Kentucky is a unique state with a wealth of food and farm resources and is at the point where it can build a sustainable food system that is equitable and accessible to all Kentuckians. Yet, there is still a need to provide a space where farm and food networks can coordinate their efforts in an effective engagement process that serves those directly affected by policy.

With funding from a USDA Community Food Projects grant and matching funds from the Foundation for a Healthy Kentucky, we have been working with a diverse steering committee group to explore the feasibility of a Kentucky Food Policy Council. What exists now is a growing broad-based collaborative of state agencies, for-profit and non-profit organizations, farmers, low-income individuals, and the philanthropic community to collaboratively address the issues of food, health and poverty. For now, we call ourselves the Kentucky Food Policy Network.

This planning grant has included several moving pieces including an assessment of our current food system assets to identify



best practices, model policy and opportunities for change (to access the full asset inventories, visit our website). For example, we have learned that SB 84 that requires state agencies to report the amount of local food purchases they make each year is not being fully implemented. Currently, only State Parks have provided reports to the Dept. of Agriculture and Legislators.

The second part of our research relied on hearing directly from Kentuckians about what issues they felt are important for a food policy collaborative to address and what structure would work best to engage low-income individuals, farmers, state agencies, non-profits, private organizations and philanthropic groups. We did this by interviewing key stakeholders, facilitating 4 listening sessions in Western Ky, Eastern Ky, Lexington and South-Central Ky and through an online and in-person survey. Some of the listening sessions we convened had been the first time community members had been together in the same room. "I feel like this is the first time I have been listened in years," stated one of our listening session participants. CFA members and partners consistently reaffirmed the importance of this process. Diane Sprowl of the Barren River District Health Department said, "It makes me feel like we are not alone. There are other people out there working on these same issues."

Just from simply listening to people across the state, we have stirred up new regional and statewide energy around local food system development and have learned how to build a strong foundation for a grassroots driven food policy collaborative. We have learned that regional/local capacity building is necessary to lift up grassroots leaders and issues. In addition, we have identified that coordination by sharing best practices and connecting communities, agencies and initiatives is a key role for the state collaborative to play. Finally, most Kentuckians believe the collaborative should be led by a non-profit and specifically by CFA, because we are already doing statewide networking and policy development.

We wrapped up the last leg of our journey by hosting the First Annual Kentucky Food Policy Summit on April 21st. The 50 plus participants included communities leaders from across the state, representatives from economic development, public health, youth advocacy, universities, agriculture, healthcare, education, senior and child care services. Also in attendance were Representative Marzian and Representative McKee and Sam Lawson from the KY Ag Development Board. We heard powerful food stories from Glasgow residents and moving testimony on the risk of farming full time from CFA leader, Nathan Howell and board Vice President, Carla Baumann.

Thanks to our State Representatives in attendance, the Kentucky Food Policy Network and CFA will have a chance to present our ideas on legislative action needed to support a community-based food system at the Interim Joint Committee meetings for both the Health and Welfare and Agriculture and Natural Resource in October. We would love to see all of our CFA members at the hearings!

The next step for the Kentucky Food Policy Network is a meeting of the newly developed Leadership Committee in the fall to discuss Mission/Vision, prepare for the fall Interim Committee hearings and plan to submit a Community Food Projects Implementation Proposal.

Want to learn more? Our full feasibility study report that also includes food policy recommendations will be released in September. You can find it on our new website under the Kentucky Food Policy Network tab along with food system asset inventory resources. Want to get involved? Call our office or send us an email at info@cfaky.org.



EASTERN KENTUCKY FARM TO TABLE

Eastern Kentucky Farm to Table has been working diligently to connect the dots in our local food system, create marketing channels for producers, and strengthen the local food economy. Working closely with the Eastern Kentucky Food System Collaborative, plans and pathways are beginning to form as we see the local food movement building steam and momentum in the mountains.

Through the collaborative, an effort was started to bring attention to local foods, local restaurants, and local producers. The “Face to Food” campaign is designed to bring awareness of local foods, and introduce the concept of knowing your farmer through hosting Local Food Crawls, an evening meal at various restaurant stops for different courses. Our first Food Crawl was held July 12th in Hazard, nearly 40 folks participated and enjoyed a delectable meal of fresh fried banana peppers, fried green tomatoes, smoked sirloin, corn on the cob, and delicious cupcakes featuring local berries, honey, and mint. Local producers and business owners shared their stories with the group, and everyone left with a full belly and goat milk soap, crafted by a small Letcher County Farmer. The attention the food crawl received has helped in the restaurants continued support of our local producers.

The Face to Food Campaign is about to really get ramped up in the fall with funding from the Chorus Foundation. Community Farm Alliance will have communications fellows that will collect stories of the people involved in our food system – from the ground to the belly and Food Crawls are being planned throughout Eastern Kentucky.

A priority for the EKY Farm to Table Program is working with school systems. We have a significant Farm to School movement happening in Eastern Kentucky with Breathitt, Perry and Letcher Counties looking at adding locally procured ingredients to the menu. Using these school systems, I have successfully

helped members sell broccoli and sweet corn in large quantities. Perry County is planning a Farm to School Week September 29 – October 3, with farm field days, appreciation dinners, and lots of “Ag” curriculum in the classroom.

On the state level, I have been involved on the revitalized State Farm to School Task Force hosted by KDA. Statewide we will begin pushing “Farm Fresh Fridays” across Kentucky in September – our hope is to have 100 school districts participate in Farm to School in the 2014/2015 School Year. The idea is to incorporate at least one local product on the menu once a month. Be watching for more exciting news about Kentucky Farm to School and hopefully Farm Fresh Fridays will make it to a school district near you!!!

The last month, I have devoted many hours to the Eastern Kentucky Pasture Poultry Project. The Eastern Kentucky Farm to School Poultry Project (EKY F2SPP) is a farmer-driven pilot project to discover key opportunities and challenges to developing a farm to school value-chain for poultry that provides local schools with locally-produced pasture-raised chicken and a fair return for Eastern Kentucky farmers.

This project began early spring with the goal of producing 1,000 broilers, processed through KSU’s Mobile Processing Unit, and served at 5 Eastern Kentucky Counties. CFA, KDA, Growing Warriors, Appalachian Meats, the School food service directors and KSU been working diligently to get this project off the ground. After the site visit at Appalachian Meats, we discovered some issues with USDA Inspection and the Mobile Processing Unit, and some other school procurement issues. Thanks to Tina Garland of KDA, we are getting answers from USDA FNS and FSIS and I think that we have the green light for school consumption.

A major part of the project was learning about the various obstacles and we have learned much so far, but it appears that it has put us too far behind to make this happen this fall. CFA and

our partners are committed to making this happen so we are developing a new project timeline and budget.

Stepping into the roll of Eastern Kentucky Farm to Table Coordinator has been a fantastic ride so far. Everyone I talk to is excited to see our local food system evolve into a reliable means of supply. I look forward to what the fall holds. As always, if you have any questions, comments, or suggestions please send me an email at Jason@cfaky.org or give me a call at (606) 634-9845.



THE AGRICULTURAL LEGACY INITIATIVE

As I watch the rain fall outside, it is feeling like the beginning of fall; something that always seems to come too soon. This provides a time of reflection for my farm and for the progress being made by my community of farmers across the state.

Looking at the books, I feel secure knowing the numbers are better than last year's but I can't help to relate to Bren Smith's feelings in his New York Times Op Ed "Don't Let Your Children Grow up to be Farmers" which has sparked a national conversation on the financial situation of small scale farmers. Not to saturate the topic, but I feel this conversation strikes a special chord with beginning farmers in Kentucky.

I also just read Joel Salatin's response to Smith's Op Ed and I feel he has missed the target. Salatin says, "We view government help and programs, from health care to land acquisition, as bringing more harm than good and enjoy a can-do libertarian spirit. We don't want subsidies for anybody, including ourselves."

I am very proud of Joel, his family, and the other farmers he is referring to for making it work without any support from anyone. But if other farmers do not start with the privileges he did because they are a single woman farmer, they don't have farmland, or they are fresh out of college, then they need support.

All of us are coming at this with our own set of disadvantages. Whether it be college debt, no land to farm, not able to get a loan, being a minority, etc. These all start us off on different playing fields and may indeed determine who succeeds and who doesn't. This is not about who is working the hardest, this is about securing the success of the local food movement because the reality is, we are not competing with each other, we are competing with big box stores and big ag. If Wal Mart can offer Organic produce for a fraction of what farmers at the market are charging, that is some serious competition for family farms.

If this local movement is going to have the impact that we all dream of, if it is going to compete in the national market, then we need every farmer we can get; and we need to make sure every farmer has a fair opportunity to succeed.

Enter Community Farm Alliance. These issues are too large for each farmer to tackle alone. CFA can speak on behalf of farms across Kentucky, level the playing field, address the issues of local food aggregation and distribution, and allow smaller farmers to compete in today's marketplace. That's why CFA was formed 30 years ago, and why we still exist today.

I get so much inspiration from our beginning farmers here in Kentucky. I know several women running their own farms by themselves working from 6am to 9pm. I know minority farmers who have secured a land lease that can be provided to beginning farmers for free. I know a beginning farming couple who has created an oasis of fresh farm food in the most economically disadvantaged county in Kentucky. These farmers are a part of my community and Kentucky's Agricultural Legacy.

If you are a farmer or a lover of tradition, Kentucky heritage, and good food, then you are a part of my community. We show support to each other through platforms like our Facebook group and events like field days, Farm Hacks, mixers, and the Beginning Farmer Conference. While these do not provide direct financial benefit to farmers, they are responsible for creating business partners, connecting landowners with farmers, and providing likeminded support when times are tough. History, CFA's history, proves that there is indeed strength in numbers.

Please join the Agricultural Legacy Initiative and become inspired for local food. Attend one of our events (which you can always find on www.cfaky.org). Upcoming events include a group buying meeting in September for farmers to discuss bulk buying options for tools, packing materials, and planting

amendments; In October we will have a field day in Clark Co. on cover crops.

Be sure to mark your calendars for the Beginning Farmer Conference on November 14-15 in Lexington. You can always email me with questions about the Agricultural Legacy Initiative at carolyn@cfaky.org.



APPAL-TREE AND LETCHER COUNTY ORGANIZING

What is the Appal-TREE project in Letcher County? Appal-TREE, Appalachians Together Restoring the Eating Environment is a joint University of Kentucky and Community Farm Alliance community research project to increase access to healthy foods in Eastern Kentucky. The Appal-TREE project is located in Whitesburg, Kentucky and will primarily be focusing on Letcher County, with the intent that success in Letcher County could serve as a pilot for Eastern Kentucky. This National Institutes of Health research project, awarded to the University of Kentucky in partnership with CFA, has spent the first year working with community residents and organizations to conduct a community needs assessment and assets inventory and collecting information on community priorities and ideas about ways to increase access to healthy foods in the area. Community and UK researchers will use the data collected in Year 1 to develop an intervention to increase access to healthy foods across the area in Years 2 and 3 of the project.

In July, a Community Participatory meeting was held at the Letcher County Extension Office with 60 Community members attending to give their opinions on creating a healthy eating program for Letcher County. Participants took part in an interactive survey at this gathering and the survey was also available online with an additional 200 surveys completed. Results of this survey will determine the next steps for the Appal-TREE project.

Link to the UK survey: https://uky.az1.qualtrics.com/SE/?SID=SV_cuQVBARYKlfhWkj

In addition to working with the specifics of the Appal-TREE project we work to compliment and have a strong CFA presence in Letcher County and EKY, recruiting new CFA membership, representing CFA at local and regional meetings. I was pleased to be invited to represent CFA on the Agriculture Working Group in the SOAR Listening Sessions and Co-hosting sessions in Letcher and Pike County and attending several others. We are now reviewing the community recommendations and this group will be making recommendations to the SOAR Executive Committee in early September. To learn more about SOAR and see notes from meetings, visit <http://www.soar-ky.org/>.

Other sources include:

<http://www.makingconnectionsnews.org/2014/07/soar-listens-to-letcher-county-ag-ideas/>



There has been much excitement around the Letcher County Farmers Market this summer thanks to Community Farm Alliance. CFA's Farmers Market Support Program has provided technical and financial support that has allowed for two market managers to be hired in partnership with the City of Whitesburg. Additionally, through the Program market managers and board members have received training and information on how



to make our market the best it can be, allowing market sales to double from last year and possibly triple by season end.

WIC is currently accepted at the Letcher County Farmers Market, and has been a huge hit! Participating families can get market vouchers from the county health department, and then they can buy fresh produce from our growers. Thanks to Community Farm Alliance's Double Dollars program, the market gives participants double the produce that they pay for, and our growers are reimbursed. So not only can the whole family enjoy affordable, healthy meals at the market, but they can also take home tons of fresh, local produce! SNAP will be accepted at the market very soon as well.

The Letcher County Farmers Market partnered with the Letcher County School System to make the market a Summer Feeding site, which made it the first site in the nation to partner with a market. Setting this program apart even further is that local growers provide produce and eggs used at the site, so the summer feeding booth is able to feed kids free, healthy, locally-sourced meals, all while supporting Letcher County farmers and the local foods economy. Children who visit the market received free, local, and delicious blueberry smoothies and breakfast wraps. Adults could get either of these options for only \$1.50, which means entire families can eat at the market! On an average day, the food booth at the market fed 32 kids, with our biggest day feeding 73 kids.

Though the summer is over, the food booth will continue throughout the market season thanks to a sponsorship by Mountain Comprehensive Health Corporation!

Last, but by no means least, we work to support the Grower. With support from Grow Appalachia, we offer technical and financial support. Growers had the opportunity to visit the UK South Farm, attend workshops on best practices in gardening,



cooking and canning classes. We have ten growers who have completed or almost completed the Microprocessing certification, so value added products will be available at the market soon. Many growers will have help in beginning to have winter gardens. Thanks to CFA member, Cathy Rehmeyer for conducting this workshop. We work to provide alternate sources for marketing their products and were pleased to have a local honey producer provide product to NASCAR this season.

To learn more about the success in Letcher County visit:
http://www.themountaineagle.com/news/2014-07-16/News/AppalTREE_works_to_make_local_foods_more_accessible.html
http://www.themountaineagle.com/news/2014-07-16/News/Schools_out_but_children_can_still_eat_free.html
<http://www.makingconnectionsnews.org/2014/08/letcher-farmers-market-feeding-program-first-in-nation/>
<http://www.kyagr.com/Kentucky-AGNEWS/press-releases/Kentucky-Proud-foods-will-set-the-pace-at-Saturdays-Quaker-State-400.html>

A few pictures of our growers: during a farm tour w/Christy Boyd w/Hindman TV24.



