Community FEAST: What’s Cooking in Your Food System?

Sharon Thornberry
*Oregon Food Bank*

Megan Newell-Ching
*Oregon Food Bank*

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Community FEAST
Food-Education-Agriculture-Solutions-Together

Presented by: Sharon Thornberry
Community Food Systems Manager
Oregon Food Bank

sthornberry@oregonfoodbank.org
We envision communities across Oregon and SW Washington where citizens are empowered and actively engaged across sectors to attain personal and community food security.
About the FEAST model

• FEAST was developed as a response to the need to help communities move to action around community food systems work.

• These events are organized by a local steering committee and feature local organizations.

• A FEAST convenes a conversation that leads to a self-determined organizing plan for food systems work in the community.

• Currently, OFB staff serve as facilitators, provide suggestions, feedback and support, but do not direct the outcomes.
Food
Education
Agriculture
Solutions
Together

oregonfoodbank.org
Community members tell the story of their local food system.
Participants are introduced to Community Food Systems Organizing and Language

Priorities are identified through a group visioning process
Organizing Plans are created to address the priorities

Participants get resources and tools to inform their plans.
IMPACT

Attendees represent:
Emergency Food Pantry
Farmer/Producer
Food Retailer
Elected Official
Health Care Provider
Gleaner/Food rescue
Farmers Market
Gardener
OSU Extension Agents
Farm-School
Economic Development
Nutrition Education
Public Health
Food Processor
Nonprofit
Faith-Based Organization
Fisheries/Aquaculture

• 33 Events to date engaging over 1000 people
• New Farm-to-school partnerships
• New farmers’ markets & SNAP incentives!
• Increased awareness of food insecurity in local communities
• Food systems coalitions & organizations have been established
• New food donors are partnering with emergency food providers
• Positive media coverage
• Increased community engagement
How hard can it be???
What are the Challenges??

✓ Stocking the shelves
✓ Competitive pricing/advertising
✓ Rising operating costs, insurance, maintenance, utilities......
✓ “Government regulations”
✓ Individual & community buying habits
✓ Ownership burnout
Finding Solutions......

✓ Community conversations
✓ Building awareness
✓ Educating policymakers
✓ Commitment > community businesses
✓ Harnessing community buying power
✓ Realistic expectations
History & Community Integrity
Community Co-op

CELEBRATING 100 YEARS

Bridge to New Ownership
Chester's Thriftway
Proud of Being Locally Owned & Operated

Tammy Reed  Checker Since 1986
Locally Owned & Operated, We are active in our community and employ your neighbors and friends.

GEARHART GROCERY
Fixture in the Community for more than 50 Years
A community gathering place

503-738-7312

The Butcher Shop
Locally Sourced Quality Food
Best Practices
SNAP in Oregon
- March 2012: $104 million in SNAP benefits (more than $1 billion annually)
- 805,000 Oregonians served
- Each $1 spent in SNAP generates $1.79 in economic activity

SNAP in Lane County
- March 2012: $10,999,046 in SNAP benefits
- 48,365 Households, 82,562 Individuals served
Buying Local: Economic Multiplier

Here's the idea:

Buying local products at locally owned businesses keeps money circulating closer to where you spend it. This creates a ripple effect as those businesses and their employees in turn spend your money locally. Corporate chains send most of your money out of town.

For every $1 spent at a local business...

- Only 15 cents is reinvested locally
- 45 cents is reinvested locally

For every $1 spent at a corporate chain...

Yes Magazine, 2006
Sharon Thornberry        Megan Newell-Ching
Community Food Systems Manager     Community Resource Developer
Cell: 503-703-2198           Cell: 503-702-7579
1-800-777-7427, x2228 (voice mail) Office: 503-419-4186
sthornberry@oregonfoodbank.org     mnewellching@oregonfoodbank.org

Oregon Food Bank
PO Box 55370
Portland, OR 97238

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