



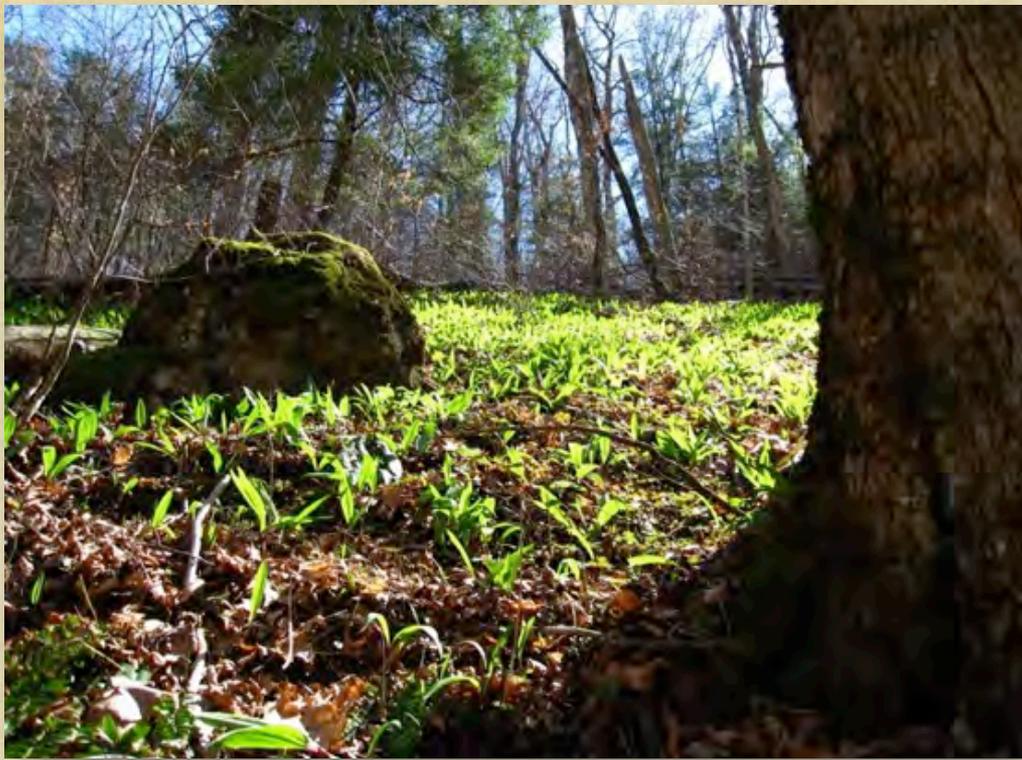
# Central Appalachia Food Heritage project

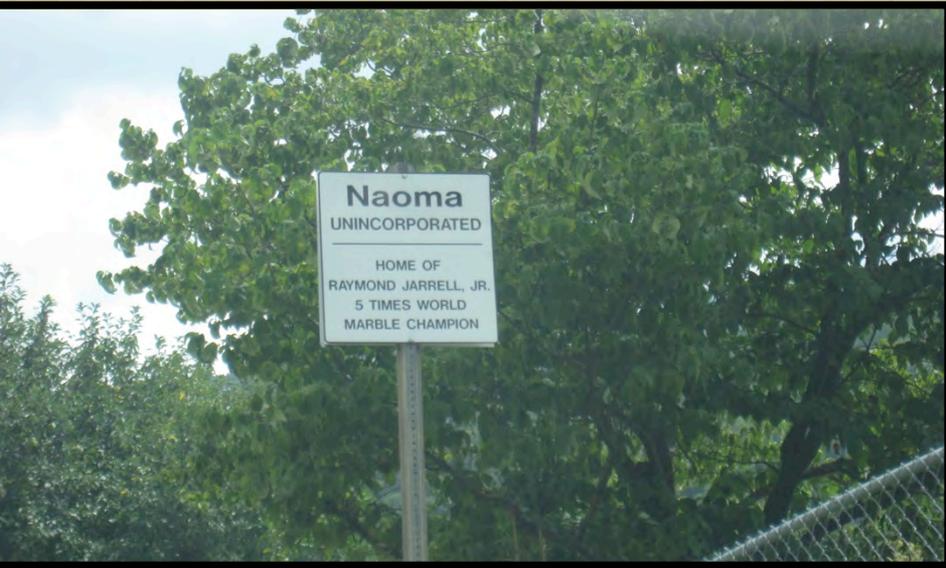
Christine Gyovai

UVA Institute for Environmental Negotiation

April 3, 2012

Growing the Appalachian Food Economy







# What kind of local economies?

- What do we want to sustain?
- What do we want to regenerate?
- What do we want to cultivate?



# The loss of the Commons

Naoma resident Betty Ross explains the changes brought on since the onset of mountaintop removal, stating that “you're not allowed on the mountain. You can't go pick berries like you used to, like on Montcoal Mountain; or gather poke-greens. And one of our sons was married on the mountain. And there are times that I just want to just drive up there and look but you're not allowed. They're gated off.”[4]



- What are the traditions of communities around food?
- What are common themes in communities across central Appalachia?
- How can local economies be fostered through food heritage?

## Community Resources Map

### Marsh Fork, Coal River, W.Va.

Community Resources theme Select a different theme

Map **Satellite** Terrain  Show labels

*Kay and Danny Howell, Sundial*

**Vision:** Renewable energy and small businesses creating local jobs. Kay wants to start her own donut shop.

**Skills:** Cooking, community organizing, fundraising, tobacco farming, retail, sewing, catering, carpentry, gardening, construction, plumbing, wiring, coal mining, boat-making, "re-purposing" old things

**Projects:** Marsh Fork Community Association, community greenhouse, community kitchen, solar water heater demonstration

**Resources:** horse, woodworking tools, sewing machine, solar water heater, mushroom logs, garden

[More](#)  
[Link to this bubble](#)

Google 1 mi 1 km

Imagery ©2011 Commonwealth of Virginia, DigitalGlobe, GeoEye, USDA Farm Service Agency - Terms of Use

These maps are part of an [Aurora Lights](#) project, [Journey Up Coal River](#).





International Ramp Cook-off - WV Dept. of Tourism



Capitol Street Market, Charleston, WV



# Celebrating food heritage to grow an abundant future

- Reweaving the community quilt, the community fabric
- Gathering around food – celebrating with food



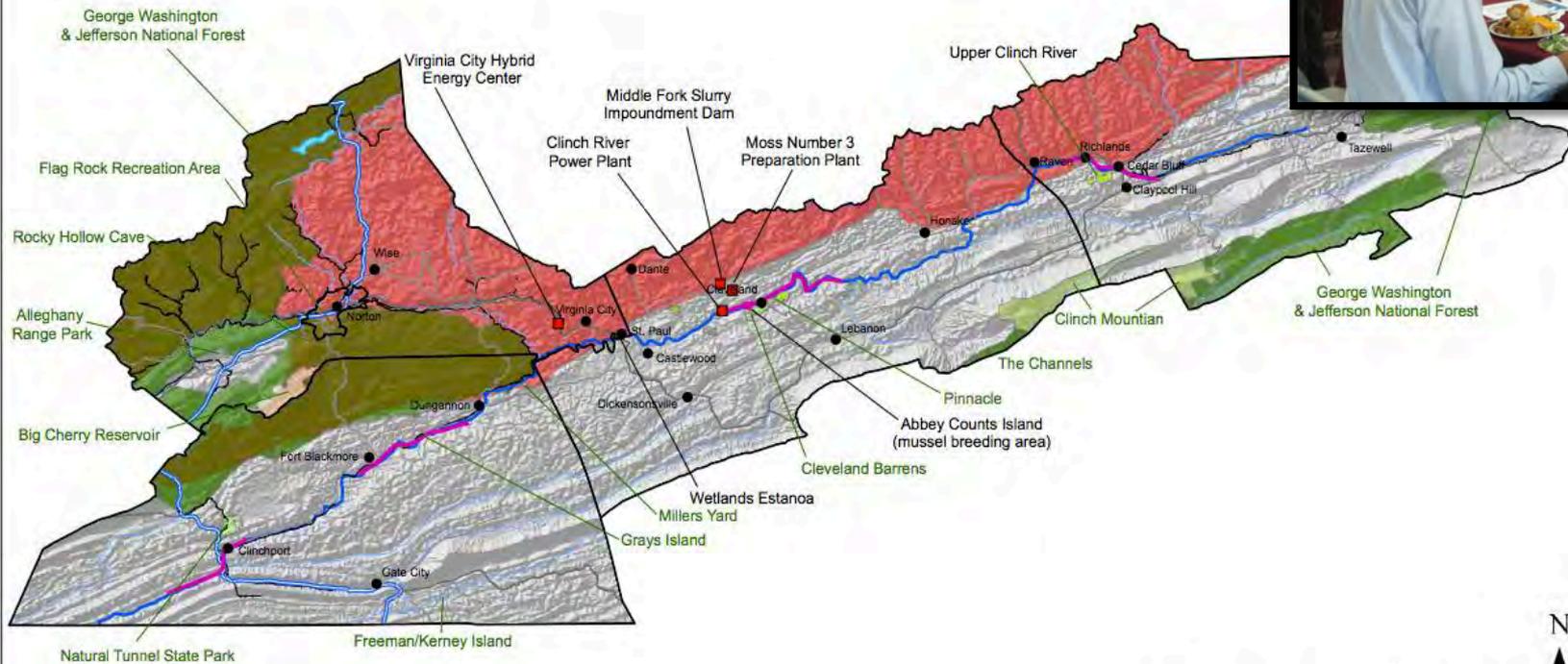
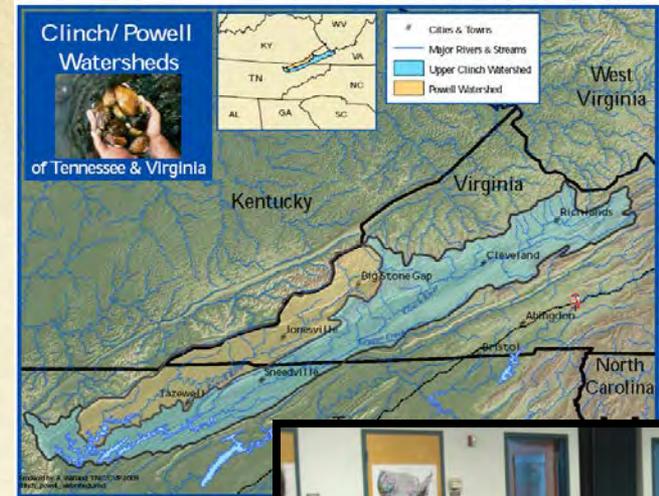
# CAFH Project Background

- Working with local and regional partners, the Central Appalachia Food Heritage project is a new, collaborative effort that helps to build knowledge about the foodways of central Appalachia, and cultivate opportunities for building community vibrancy and thriving local economies.
- Being built with many local partners throughout the region of Southwest Virginia, West Virginia, eastern Kentucky, eastern Ohio, and eastern Tennessee.
- Builds on two other projects and several conversations
  - Clinch River Valley Initiative in Southwest Virginia
  - Virginia Food Heritage project



# Clinch River Valley Initiative – Working like a Watershed

- Vision
- Five goals and active action groups
- Action planning and project implementation



# Focus on five key areas of food heritage

- Identify at-risk, threatened and endangered place-based heritage foods, seeds, and animal breeds unique to central Appalachia;
- Identify and map heritage food and agricultural sites, such as mills and granaries, canneries, butcheries and cideries;
- Identify heritage food production areas, such as areas where specific crops were traditionally grown;
- Record and collect personal stories and memories of culturally significant food and agriculture practices; and
- Help foster opportunities to celebrate food heritage in central Appalachia including potential food heritage trails, marketing opportunities, and developing regional networks of support for building community vibrancy and thriving local economies.



# Partners include

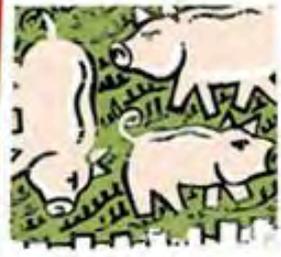
- Southern Foodways Alliance
- Southwest Virginia Cultural Heritage Foundation
- Skyhouse Films
- The Farm 2U Collaborative
- Virginia Commonwealth University
- Agee Films
- Other economic development, nonprofit and community groups throughout central Appalachia
- We welcome your input and participation in the effort!



# CAFH Next Steps

- Connecting with communities and other regional groups around food heritage and local food systems
  - Including 4:30 today, Windsor Room A
- Recording stories in Southwest Virginia around heritage corn
- Gathering stories and in southern West Virginia around gardens and preserving food
- Collecting stories throughout central Appalachia with local partners
- Developing opportunities around connecting food heritage to economic development and community celebration throughout the region.





Documentary

WELCOME TO THE

# SFA

SOUTHERN FOODWAYS ALLIANCE



- Blog
- Support
- Contact

★ Open to public 
 ★ Cannot be visited but we think you should know about them

Map by GreenInfo Network

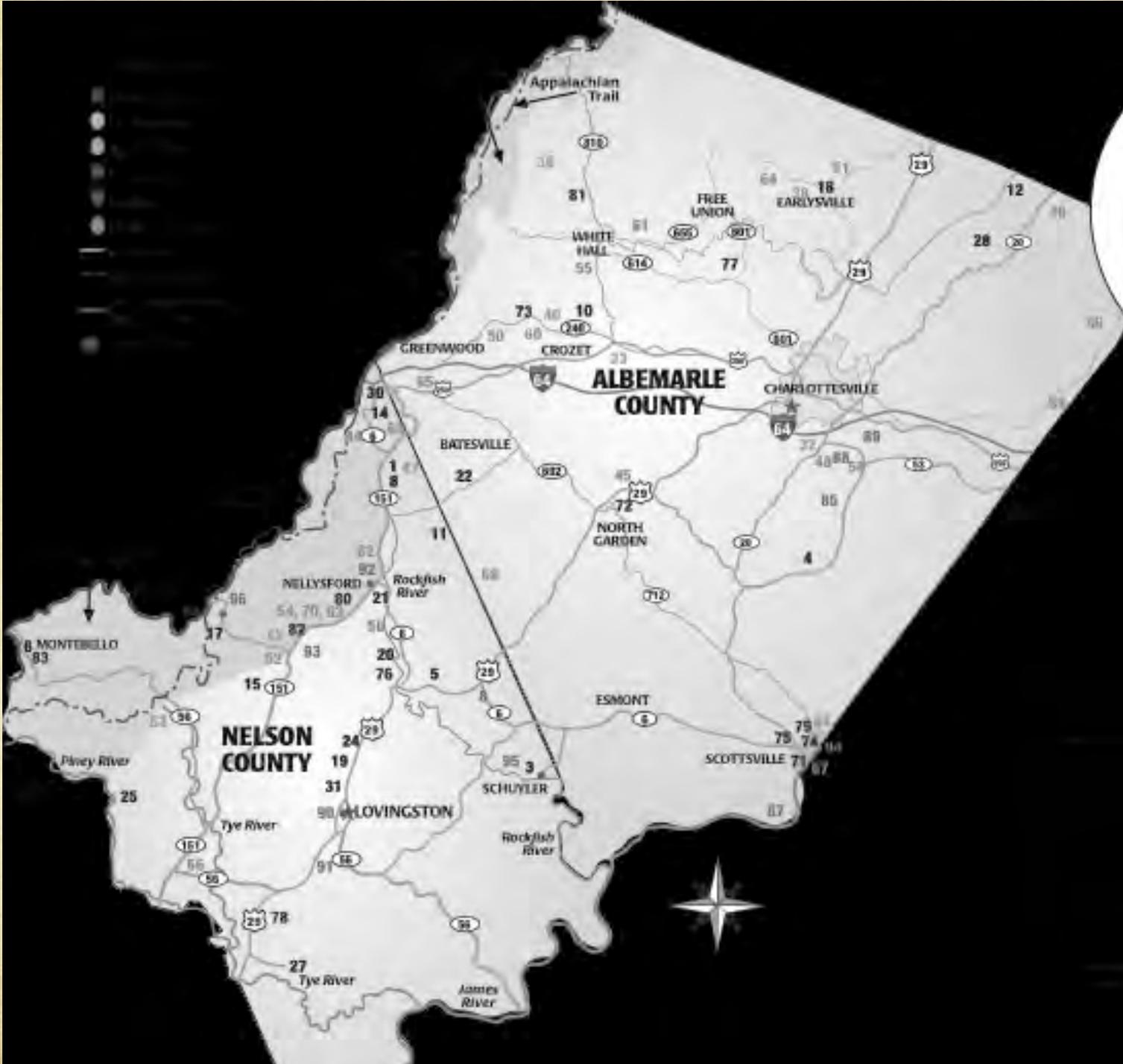
<http://southernfoodways.org/>

# Building Local Economies and Communities

- Food Heritage Trails
- Buy Local Appalachia (Fair Trade Appalachia example)
- Restaurants that focus on Heritage Foods
- Heritage Seeds and Breeds
- Interactive oral history maps
- Seeds swaps, sales, stories
- Value added products
- Other ideas and examples

## **Entrepreneurship Blueprint example**

Define regional entrepreneurship priorities  
Outline a plan to fill gaps in the existing system  
Leverage existing programs and expertise  
Demonstrate vision and collaboration  
Serve as a keystone for external funding  
Emphasize place-based assets



City of Charlottesville



FOOD WITH A STORY

## Economic Development

To search, type and hit enter

ABOUT FOOD WITH A STORY

SHARE YOUR STORY

SHARE A PHOTO

SHARE A RECIPE

FOOD & FOLK TALES

FARM FRESH RECIPES

CULTURAL HERITAGE APP

ECONOMIC DEVELOPMENT

EXAMPLES

### How Food with a Story Can Drive Economic Development

Heritage tourism has become a multibillion-dollar industry in the U.S. as travelers seek out historic and cultural sites. Culinary tourism is an integral slice of this trend. Heritage travelers want to immerse themselves in the culture of the community and to experience and interact not only with vintage architecture but also with community activities and the lives of the people through stories, photos, and artifacts. And they especially want local food experiences.

Despite their aversion to risks, tourists still want their excursions to be memorable and not to be the product of public relations and marketing campaigns; they want unique, authentic, and interactive

### Who Are Cultural Heritage Tourists?

They tend to

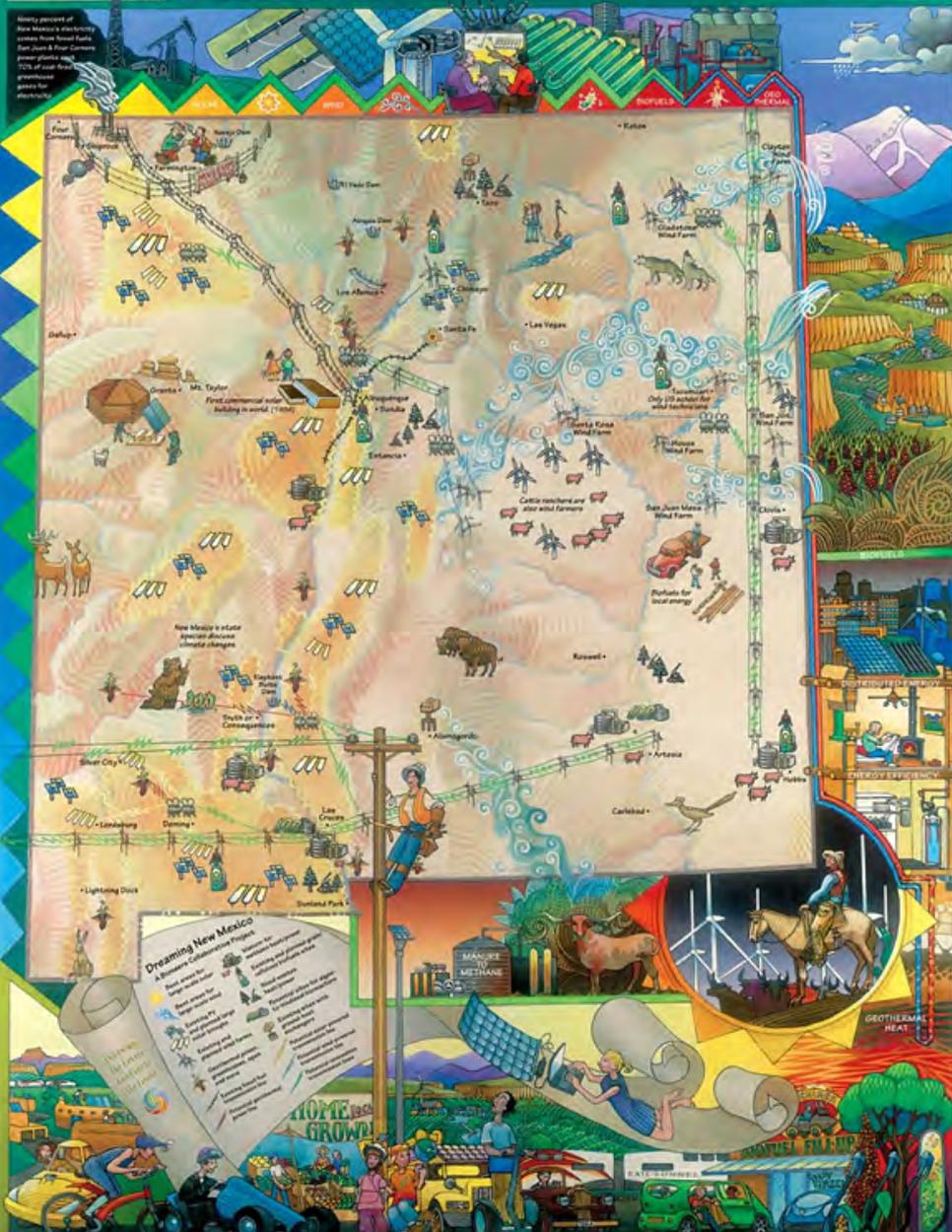
- be more educated and affluent,
- spend 1.46 time more per trip, and
- stay 1.4 times longer compared to other travelers, and

In addition, they are 1.33 times more likely to stay at a hotel or bed and breakfast.

The economic benefits of cultural heritage tourism are

# Dreaming New Mexico

A MAP TO THE AGE OF RENEWABLES



**Dreaming  
New Mexico  
Dreaming the  
Future Can  
Create the  
Future**

[www.dreamingnewmexico.org](http://www.dreamingnewmexico.org)

# Central Appalachia Food Heritage

Building knowledge about heritage place-based foods to create future opportunities for economic development and community-building throughout Central Appalachia

**HOME**

**ABOUT**

**PARTNERS**

**RESOURCES**



## Central Appalachia Food Heritage Project

Posted on [February 17, 2012](#) | [Comments Off](#)

The Central Appalachia Food Heritage project (CAFH), working with local and regional partners, is a collaborative, community-based effort that helps to build knowledge about the foodways of central Appalachia, and cultivate opportunities to build community vibrancy and thriving local economies. The CAFH project is a new effort, and the goals and activities are evolving with input from project partners. We welcome your ideas, participation, and suggestions as this project develops – please see below for our contact information.

Seeking input  
Developing partnerships  
Project will continue to  
grow and change with  
community involvement



# CAFH – ways to connect

- Please let us know if you would like to join the effort, have ideas or resources to contribute, or would like additional information by contacting us at [\*appfoodheritage@gmail.com\*](mailto:appfoodheritage@gmail.com) or 434-982-6464
- CAFH website: [\*www.appfoodheritage.com\*](http://www.appfoodheritage.com)
- Christine Muehlman Gyovai: [\*christineg@virginia.edu\*](mailto:christineg@virginia.edu)