

Sustainable Communities in Appalachia

Technical Assistance Program



Strengthening
Community Livability:
Actions and Strategies for
New Albany, Miss.

October 2, 2014



1. Community Story

New Albany is a growing city with excellent transportation access, a well-regarded school system, and a thriving downtown. The city got a boost when Toyota opened a large plant just east of New Albany in 2011. More than 2,000 people work at the plant building the Corolla car model. Toyota's investment has improved the region's economic diversity and brought population growth to New Albany and the surrounding area. But the city is not relying exclusively on these new jobs to strengthen the community. New Albany is also investing in projects that will enhance quality of life for existing residents and make the city an attractive destination for tourists, new residents, and retirees for many decades to come.

Perhaps the most visible investment is the Tanglefoot Trail, which is a rails-to-trails project that provides a continuous 44-mile bicycle and pedestrian path from downtown New Albany south to Houston, Miss. The trail has attracted at least two new businesses in the downtown area – a bike shop from Tupelo that opened a second location in New Albany because of the trail and a coffee shop that occupies a building along the trail that had stood vacant for several decades. The trail also has a connection to New Albany's rich history, which the city promotes in its tourism marketing. The railroad that eventually gave way to the trail was founded by author William Faulkner's great grandfather. The author was later born in New Albany and spent most of his life in the region.

New Albany is planning several other improvements that will entice more people to use the trail, visit downtown, and even settle in the city. First, New Albany has a growing and popular farmers' market called Biscuits and Jam that in 2012 moved downtown from the fairgrounds. Local entrepreneur Mary Jennifer Russell provided the Biscuits and Jam Farmers' Market with a boost in 2014 when she announced her donation of a parcel to the City that will become a permanent market site. Russell is looking to expand her successful Sugaree's Bakery into a new downtown building on the southwest corner of Bankhead Street and Main Street. The City plans to build the market between the bakery and the Tallahatchie River, which flows just west of downtown. Russell is also planning to sell some local produce at the new site and would like to build apartments above the bakery, which would substantially increase the current downtown apartment inventory of about 20.

The City is also moving forward with improvements to Bankhead Street in the heart of downtown. Once constructed, the improvements will make the area more pedestrian friendly and attractive, particularly around the trailhead. New Albany is also planning to add a bike and pedestrian connection between the Tanglefoot Trail and the Park Along the River, which adjoins the parcel that will eventually be home to the Biscuits and Jam Farmers' Market. The City's new tourism and marketing program is promoting these assets to the outside world.

The City's vision of a vibrant and walkable downtown with a farmers' market and better access to the river made it a natural fit for the Sustainable Communities in Appalachia program. This program, run through a partnership of the U.S. Department of Agriculture (USDA), U.S. Environmental Protection Agency (EPA), and Appalachian Regional Commission (ARC), supports community planning in small towns and cities throughout the Appalachian region that want to improve community livability and strengthen their local food system. The agencies selected New Albany as one of nine communities to receive technical assistance.

Livability is a fairly new term for describing several timeless concepts in community planning. Cities and towns that are focused on improving livability, including New Albany, are taking steps to increase transportation choices so that people can walk, bike, or drive to meet their daily needs; add affordable housing close to work, school, and shops; diversify their economies to increase resiliency; and encourage growth and development in existing neighborhoods that already have supporting infrastructure in place.

Principles of Livability

- Provide more transportation choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate and leverage federal policies & investment
- Value communities and neighborhoods

Many cities and towns also found that supporting local foods is an effective way to attract investment and bring more people to traditional downtown areas. New Albany has experienced this benefit first hand since moving its Biscuits and Jam Farmers' Market to a temporary downtown location in 2012. Downtown vendors have reported on average a 25 percent increase in business on the second Saturday of each month, when the market expands to include folk art and music.

New Albany's participation in the Sustainable Communities in Appalachia program included a two-day workshop that provided the information and ideas on which this action plan is based. The City is also eligible for an implementation award from ARC of up to \$20,000 to help advance one or more of the ideas identified in this plan. The following sections describe the workshop and process leading to the action plan, describe the City's vision and values that are guiding its investments, and lay out a series of initiatives and next steps the City can take to realize its vision of a more livable future.

2. Community Engagement

A centerpiece of New Albany's participation in the Program was a two-day workshop that brought together key stakeholders from the city and officials from regional, state, and federal agencies that are in a position to help New Albany achieve its vision. One of the greatest benefits of the workshop was the development of new relationships within the city and between city stakeholders and these regional, state, and federal agencies. Participants in the workshop included elected officials; local business owners; school district officials; Union County Master Gardeners; local farmers; Northeast Mississippi Community College; the local Small Business Development Center; New Albany Main Street Association; Union County Heritage Museum; Mississippi Department of Agriculture and Commerce; Mississippi Department of Transportation; the Mississippi Department of Environmental Quality; the Mississippi Department of Wildlife, Fisheries, and Parks; US EPA; ARC; USDA-Rural Development; USDA Agricultural Marketing Service; the Army Corps of Engineers; and the U.S. Department of Housing and Urban Development, along with Program sponsors, EPA, USDA-RD and ARC.

Participants identified obstacles and solutions for expanding access to local foods and created an action plan. The workshop started with a tour of key sites in the city including the

farmers' market, Tallahatchie River, Park in the Woods, Tanglefoot Trail; and Bankhead Street. A two-day work session involving more than 40 participants followed the tour. This first day included presentations on livability and the importance of local food systems and a discussion about the attendees' vision for the city's future. The second day explored New Albany's goals and potential actions to achieve them. The workshop was just one event, albeit an important one, in the City's participation in the Sustainable Communities in Appalachia Program. The steps in the process that resulted in this action plan are described in Figure 1 below.

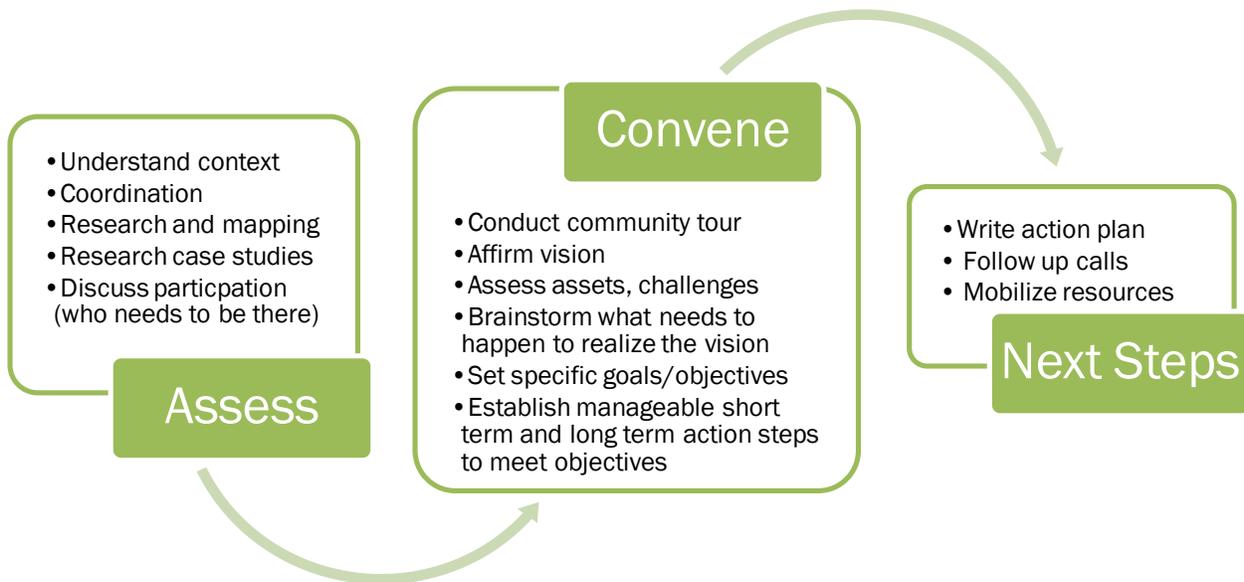


Figure 1 - Technical Assistance Process Diagram

3. New Albany's Local Food System

New Albany's farmers' market is an important pillar of the community's local food system. USDA defines local food as "food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community."¹ Essentially, the local food system connects local growers (supply) with local eaters (demand), allowing them to interact face to face.²

Despite Mississippi's abundant land suitable for agriculture and a favorable climate and growing season, more than 90 percent of the food consumed in Mississippi is imported.³ New Albany reflects the state's reliance on food produced elsewhere. Of the \$17 million in agricultural products produced annually in Union County, home to New Albany, only \$27,000 is sold directly to consumers through venues such as farmers' markets and roadside stands.⁴ There is clearly room to strengthen the city's local food system.

¹ USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.

² Leopold Center for Sustainable Agriculture. Regional and Local Food Systems. Accessed March 3, 2014. http://www.leopold.iastate.edu/marketing/food_systems.

³ Doyle, Daniel. Mississippi Sustainable Agriculture Network. July 29, 2014.

⁴ USDA. 2012 Census of Agriculture. Accessed July 25, 2014.

Table 1 shows some key facts and figures on farming and the local food system in Union County. These figures show that while the number of farms decreased between 2007 and 2012, the acreage in vegetable farming increased and local sales direct to consumers more than doubled during the same period. This reflects national trends of greater awareness and consumption of locally produced foods during the last decade.⁵

Table 1 - Key Local Agriculture Statistics for Union County, Miss.

Union County	2007	2012
Total Farms	751	688
Total Farm Acres	135,101	121,050
Vegetable Farms	4	15
Vegetable Acres	13	27
Fruit Orchards	5	4
Total Agricultural Sales	\$13.5 million	\$17 million
Agricultural Sales Direct to Consumers	\$13,000	\$27,000

Actions already taken by the City and Union County Master Gardeners have enhanced access to local foods. In 2012, the farmers’ market moved from the fairgrounds to a site on the west end of downtown. The number of vendors jumped from about five each market day to more than 20. Now the Town wants to take the market, rebranded as the Biscuits and Jam Farmers’ Market, to the next level by building it a permanent home.

The City’s emphasis on local foods can bring several benefits to public health, the economy and the environment. The state struggles suffers from high rates of obesity, diabetes, and high blood pressure, which are closely linked to diet.⁶ Better access to local fresh foods, combined with education on how to prepare them, can help people live healthier lives. The farmers’ market in New Albany improves residents’ access to fresh local produce, especially those living on the west side of New Albany in a “food desert” due to the lack of a nearby supermarket, the high poverty rate, and lack access to a transportation. Several key figures on public health are presented in Table 2.

⁵ Tropp, Debra. “Why Local Food Matters: The rising importance of locally-grown food in the U.S. food system – A national perspective.” National Association of Counties Legislative Conference, Agriculture and Rural Affairs Steering Committee Subcommittee on Agriculture. March 2, 2014.

⁶⁶ Center for Disease Control. Health Indicators Warehouse. Accessed July 25, 2014.

Table 2 – Diet-Related Health Indicators for Union County, Miss.

Health Indicator ⁷	Union County	Mississippi
Adults with Diabetes	10.6%	12.1%
Adults with High Blood Pressure	38.8%	37.3%
Adults Eating Fewer than 5 Vegetable or Fruit Servings per Day	85.8%	83.2%

Federal food assistance programs provide an opportunity to improve access to healthy local foods. For example, the National School Lunch Program provides free or low cost lunches and snacks for New Albany children living in low income families. Oxford, which is less than an hour to the west, recently launched the Good Food for Oxford Schools program to incorporate locally-grown foods into these lunches. A similar program is possible in New Albany, especially as local growers can increase their production. Meanwhile, about 13 percent of the county's population participated in the federal Supplemental Nutrition Assistance Program (SNAP) in 2010.⁸ The farmers' markets can accept the EBT cards on which SNAP benefits are exchanged, and through the 2014 Farm Bill SNAP benefits can be doubled for purchase of foods at farmers' markets, such as Biscuits and Jam.

A strong local food system also brings several environmental and economic benefits. On the economic side, strong demand for local foods keeps more food dollars in the local New Albany economy. This brings more income to local farmers that sell their produce at the market. The economic benefits are related to the environmental benefits because a financially viable farm is more likely to stay in production rather than be developed for other uses. And farmers that sell local foods typically travel shorter distances to the market, which can reduce emissions related to transportation.

Strengthening the local food system provides economic benefits for downtowns and the older neighborhoods that surround them. Farmers' markets are popular attractions nationwide and often include more than just food. The most popular markets incorporate live music, cooking demonstrations, artisan vendors, and other features that attract more people. When the markets are placed downtown, they can increase traffic for nearby stores. New Albany has experienced this phenomenon first hand. Data collected on market days show a 25 percent increase in sales for shopkeepers in the downtown area.

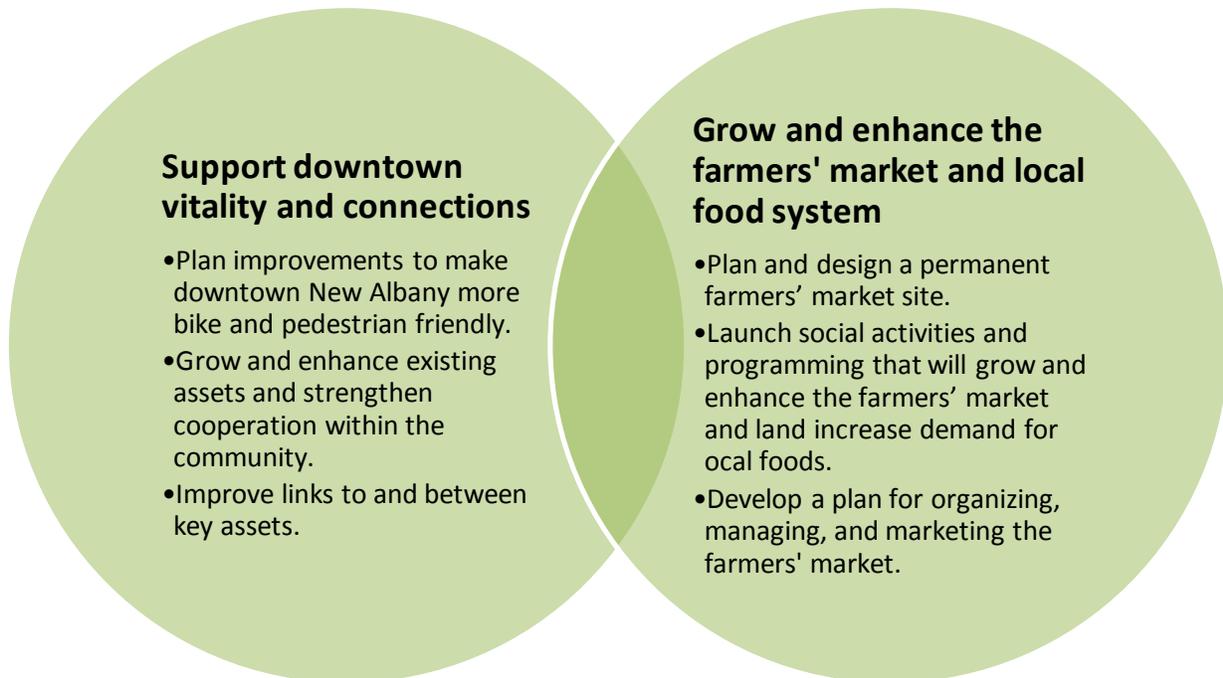
The Sustainable Communities in Appalachia Program recognizes the potential synergy between the local food system and a community's downtown economy. The remainder of this action plan describes New Albany's approach to plan for enhancing this connection.

⁷ Centers for Disease Control (CDC). Health Indicators Warehouse. <http://healthindicators.gov/Indicators/>. Accessed January 13, 2014.

⁸ USDA Economic Research Service. Food Environment Atlas. <http://www.ers.usda.gov/data-products/food-environment-atlas.aspx#.U4yP4PldX3Z>. Accessed June 2, 2014.

Albany- downtown revitalization and the farmers' market. Several specific goals were identified under each of these priorities, and are listed in Figure 2 below.

Figure 2 - Summary of New Albany's Goals for Advancing Local Foods and Supporting Community Livability



Corresponding actions are outlined below for each of the six goals in Figure 2. The goals and actions steps are also presented in Appendix A in their complete form, which includes a time frame, lead role, supporting cast, cost, funding sources, and near-term steps.

Goal 1: Plan and design a permanent farmers' market site

- **Action 1.1** - Build a pavilion for the farmers' market. Design the pavilion to withstand periodic flooding from the Tallahatchie River.
- **Action 1.2** - Provide access to the market site for people with disabilities, and build restrooms.
- **Action 1.3** - Provide space for a community garden in the Park Along the River.
- **Action 1.4** - Develop a plan to relocate sewer manholes off of the farmers' market site.
- **Action 1.5** - Construct a kayak and canoe entry point, and construct a water control feature that will provide a consistent two to three foot depth necessary for kayaks and canoes to use the Tallahatchie River near the Farmers' Market.

Goal 2: Launch social activities and programming that will grow and enhance the farmers' market and increase demand for local foods.

- **Action 2.1** - Organize a monthly educational activity for adults and children at the market site.
- **Action 2.2** - Organize food tastings or a food walk event in downtown New Albany.

- **First 100 Days:** Meet to organize the event and plan for how to generate publicity.
- **Action 2.3** – Construct an outdoor classroom for educational and arts programs.
 - **First 100 days:** Begin site selection and classroom design. Identify potential funding sources.
- **Action 2.4** - Develop a local educational program for students to learn the process of farm to table (i.e. field trips).
 - **First 100 days:** Identify the goals and basic structure of a program and identify potential funding sources.

Goal 3: Develop a plan for organizing, managing, and marketing the farmers' market

- **Action 3.1** - Design an education program to encourage more farmers to participate in the farmers' market.
- **Action 3.2** - Develop a website where local farmers can sell excess produce.
 - **First 100 days:** Look into existing sites that can meet the markets' needs, such as locallgrown.net. .
- **Action 3.3** - Train vendors on how to use social media – including Instagram, Facebook, and Twitter - to market their produce.
 - **First 100 days:** Set up training on how to use social media.
- **Action 3.4** – Study the feasibility of establishing a local food hub in the mid-to-long term. Start with a local foods assessment.
 - The local food hub could be an organization or business that aggregates produce from multiple farmers in order to sell to local institutions and business, or directly to consumers through a storefront (whether bricks and mortar or online).

Goal 4: Plan improvements to make downtown New Albany more bike and pedestrian friendly.

- **Action 4.1** - Connect the Tanglefoot Trail to the Park Along the River.
- **Action 4.2** - Connect the Tanglefoot Trail to East and West New Albany to make the trail at least 100 total miles, which could attract bicyclists seeking “century rides.”
- **Action 4.3** - Install mid-block crosswalks on Bankhead Street.
- **Action 4.4** - Improve downtown streetscape with wider sidewalks and bike lanes.
- **Action 4.5** – Build a pedestrian bridge between the new park area and existing B+A Park.

Goal 5: Grow and enhance existing assets and strengthen cooperation within the community.

- **Action 5.1** - Improve landscaping downtown and at the community gateways on Route 78.
 - **First 100 days:** Debrief the City's Beautification Committee on the workshop and action plan.
- **Action 5.2** - Conduct a survey of institutions and restaurants to see who is willing to buy locally-grown vegetables and identify what vegetables they are willing to buy.

- **First 100 days:** Draft the survey and invite restaurant points of contact to take the survey.

Goal 6: Improve links to and between key assets.

- **Action 6.1** - Create a downtown pedestrian and bike plan called the “Multi-modal Connectivity Plan.”
 - **First 100 days:** Organize a meeting with the city government and local stakeholders to review goals and need for the plan. Seek volunteers for a Steering Committee.
- **Action 6.2** - Recruit new or existing restaurants to offer more dining options, such as a breakfast venue.
 - **First 100 days:** Create an inventory of downtown spaces available for a restaurant, collect information on all potential incentives, and contact restaurants that have multiple locations and may have an interest in downtown New Albany.
- **Action 6.3** - Integrate trail with the downtown area and proximal neighborhoods by adding way finding signs and bike lanes connecting to the trail.
 - **First 100 days:** Reach out to bicyclists and other trail user groups through social media and invite them to brainstorm improvements for connecting the trail to city neighborhoods, and beautifying the entrance to downtown. Also, start work to fix drainage near the downtown terminus.
- **Action 6.4** - Connect the tennis complex to the Park Along the River with small bridges.
 - **First 100 days:** Identify likely crossing locations and ways to tie in with existing trails to provide pedestrian and bicycle access throughout the Sportsplex Park System.

6. Action Plan for Implementation

ARC provided a cash-grant of up to \$20,000 to support the implementation of projects or supporting programs identified during the workshop. This funding comes on top of a \$3,000 ARC grant in support of the Biscuits and Jam Farmers’ Market in 2013, and a \$5,000 state grant and \$5,000 in local sponsorships secured in 2014. The City also received a property donation for the land on which a permanent market will be built.

Key Actions for Potential ARC Grant Support

Following the workshop, New Albany decided to apply the \$20,000 to the development of a permanent space for the Biscuits and Jam Farmers’ Market. USDA-Rural Development will partner with ARC to administer the grant. New Albany is also pursuing a Community Facilities grant through USDA. However, these funds cannot be used for construction. The City will likely use the grant funds to procure equipment needed for the permanent market.

Livability Principles Advanced through Action Plan

- **Provide more transportation choices:** New Albany wants to expand the Tanglefoot Trail by connecting it to the Park Along the River, the Biscuits and Jam Farmers’ Market, and New Albany’s neighborhoods via extensions and on-road infrastructure. The City is

also planning to make Bankhead Street more walkable by enhancing existing crosswalks, adding mid-block crossings, and improving landscaping.

- **Enhance economic competitiveness:** The enhanced farmers' market, new trail connections, and streetscape improvements will draw more visitors and residents downtown, contributing to an even stronger business climate. Extending the Tanglefoot Trail to 100 miles would also attract more long-distance bicycle tourists, who would increase business for existing shops, hotels, and restaurants.
- **Support existing communities:** The new farmers' market is downtown, helping inject more activity into the heart of the city. The parcel next to the future farmers' market site presents an opportunity to extend downtown's footprint towards the river and increase housing in the area.
- **Coordinate and leverage federal policies and investment:** The workshop efforts identified several opportunities to leverage different local, state, and federal funding sources to support the farmers' market and multimodal transportation improvements. For example, the City may be able to tap into funding programs from Mississippi DOT and the Mississippi Department of Wildlife, Fisheries, and Parks at the state level, and the USDA's Farmers Market and Local Foods Promotion program and ARC implementation assistance at the federal level. Moving forward, will take a coordinated effort, and funds from several different sources, to make the City's vision a reality.
- **Value communities and neighborhoods:** The actions identified in this plan will help strengthen the vibrancy of the existing downtown area and increase the attractiveness and livability of the surrounding neighborhoods by providing access to healthy, local foods and expanding transportation choices.

In addition to the implementation support provided by the ARC, Appendix F lists several other federal and state funding sources. The ARC grant could potentially be bundled with other funds to pursue a project beyond the financial limits of the ARC grant.

7. Appendices

- Appendix A: Implementation Action Plan Tables
- Appendix B: Local Food System Diagrams, Asset and Opportunities Maps
- Appendix C: Workshop Participants and Contact Information
- Appendix D: Presentation Slides
- Appendix E: Workshop Photo Album
- Appendix F: Funding Resources
- Appendix G: Additional References and Resources

Appendix A: Implementation Action Plan Tables

GOAL 1: Plan and design a permanent farmers’ market site

Action 1.1: Build a pavilion for the farmers’ market. Design the pavilion to withstand periodic flooding from the Tallahatchie River.		
Why is this important?	To provide a permanent market home that will offer a stable experience during all weather conditions and withstand occasional flooding from the adjacent river.	
Measures of Success	<ul style="list-style-type: none"> • Upon completion. 	
Timeframe for Completion	Short (1 - 2 years).	
Taking the Lead	Mary Jennifer Russell of Sugaree’s Bakery and the Market working with Fidel Delgado of the USDA Agricultural Marketing Service.	
Supporting Cast	Vendors, Mississippi DOT (for road access), Army Corps of Engineers (for issues related to flood control), and the Mississippi Department of Environmental Quality.	
Cost Estimate	Dollars	Time
	High	Volunteers
Possible Funding Sources	Land and Water Conservation Fund grants offered by the Mississippi Department of Wildlife, Fisheries, and Parks. This program requires a 50 percent match from cash, in-kind services, and donations of land/materials/services. The USDA’s Farmers Markets and Local Food Promotion Program is also an option.	

Action 1.2: Provide access to the market site for people with disabilities and build restrooms.		
Why is this important?	In order to provide access to all people and to meet requirements of potential grant funding programs.	
Measures of Success	<ul style="list-style-type: none"> • Design is completed that provides access for all people. • The farmers’ market site is built with restrooms and accessible paths and walkways. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	Fidel Delgado of USDA’s Agricultural Marketing Service.	
Supporting Cast		
Cos Estimate	Dollars	Time
	Medium	USDA staff
Possible Funding Sources	The Mississippi Department of Wildlife, Fisheries, and Park Land and Water Conservation Fund (LWCF). This is a grant program with a 50 percent match requirement.	

Action 1.3: Provide space for a community garden in the Park Along the River.		
Why is this important?	The community garden will provide a space to garden for people that lack a yard. It will also provide a space for training and education on gardening.	
Measures of Success	<ul style="list-style-type: none"> • Number of people using a garden plot. • Number of volunteers involved. 	
Timeframe for Completion	Medium (3 – 5 years).	
Taking the Lead	New Albany Parks and Recreation Department (part-time employee).	
Supporting Cast	Union County Master Gardeners.	
Cost Estimate	Dollars	Time
	Low to Medium	City staff and volunteers
Possible Funding Sources	USDA's Farmers Market and Local Food Promotion Program.	

Action 1.4: Develop a plan to relocate sewer manholes off of the farmers' market site.		
Why is this important?	The sewer manholes stand several feet out of the ground, and are in the middle of the parcel that will hold the future farmers' market. Relocating the manholes will improve the aesthetics of the site, make it easier to provide recreational access to the river, and assist in site planning for the farmers' market, outdoor classroom, and other features of the site.	
Measures of Success	Completion of the project.	
Timeframe for Completion	Long term (more than 5 years), but already in progress.	
Taking the Lead	City of New Albany.	
Supporting Cast	Farmers' Market.	
Cost Estimate	Dollars	Time
	Medium to High	City staff
Possible Funding Sources	City budget for utilities.	

Action 1.5: Construct a kayak and canoe entry point, and construct a water control feature that will provide a consistent two to three feet depth necessary for kayaks and canoes to use the Tallahatchie River near the farmers' market.		
Why is this important?	The river is an underutilized asset. Providing access to canoes and kayaks will raise awareness of the river and its health. Outdoor recreation is also an opportunity for economic growth. However, the river often runs too low for kayaking and canoeing and some engineering may be required to make these activities feasible.	
Measures of Success	<ul style="list-style-type: none"> • Ability to regularly kayak and canoe on the river. • Number of people kayaking and canoeing on the river. 	

Action 1.5: Construct a kayak and canoe entry point, and construct a water control feature that will provide a consistent two to three feet depth necessary for kayaks and canoes to use the Tallahatchie River near the farmers' market.		
Timeframe for Completion	Medium (3 – 5 years).	
Taking the Lead	Army Corps of Engineers.	
Supporting Cast	City of New Albany, MDWFP.	
Cost Estimate	Dollars	Time
	Medium to High	City and Corps staff
Possible Funding Sources	The Mississippi Department of Wildlife, Fisheries, and Parks' (MDWFP) Recreational Trails Program. This is a grant program with an 80/20 percent match requirement.	
First 100 Days		

GOAL 2: Launch social activities and programming that will grow and enhance the farmers' market and increase demand for local foods.

Action 2.1: Organize monthly educational activity for adults and children at the market site.		
Why is this important?	These programs will promote the market and help educate people on how to prepare and preserve fresh local produce.	
Measures of Success	<ul style="list-style-type: none"> • Farmers' Market attendance. • Surveys conducted through social media. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	New Albany Main Street Association and downtown merchants.	
Supporting Cast	Farmers, MSU Union County Extension Service, USDA-RD, Union County Master Gardeners.	
Cost Estimate	Dollars	Time
	Low to Medium	Volunteers to lead programs
Possible Funding Sources	MSU Extension Service.	

Action 2.2: Organize food tastings or a food walk event in downtown New Albany.		
Why is this important?	This event would help promote the market, the vendors, and attract more people to downtown New Albany.	
Measures of Success	<ul style="list-style-type: none"> • Increase in evening activity and dining. • More downtown visitors. 	
Timeframe for Completion	Short term (3 - 6 months).	
Taking the Lead	New Albany Main Street Association and downtown merchants.	
Supporting Cast	Alderman Jeff Olson and other local restaurant owners.	

Action 2.2: Organize food tastings or a food walk event in downtown New Albany.		
Cost Estimate	Dollars	Time
	Low	Volunteers
Possible Funding Sources	TBD.	
First 100 Days	Meet to organize the event and plan for how to generate publicity.	

Action 2.3: Construct an outdoor classroom for educational and arts programs.		
Why is this important?	New Albany does not have an outdoor classroom for hosting programs on nature and arts. Such a classroom could introduce students to the plants and animals of the area, the Tallahatchie River ecosystem, farming and gardening, and the arts. The classroom could be part of the farmers’ market site development.	
Measures of Success	<ul style="list-style-type: none"> An outdoor classroom pavilion is constructed. Use of the classroom. 	
Timeframe for Completion	Medium to long term (3 years or more).	
Taking the Lead	City of New Albany and City/County Schools.	
Supporting Cast	Union County Development Association, MSU Union County Extension Service, and corporate partners (approach BNA and Toyota).	
Cost Estimate	Dollars	Time
	Medium	City and County school staff, volunteers
Possible Funding Sources	Tourism tax, corporate donations (naming rights and sponsorships).	
First 100 Days	Begin site selection and classroom design. Identify potential funding sources.	

Action 2.4: Develop a local educational program for students to learn the process of farm to table (i.e. field trips).		
Why is this important?	This program will promote healthy eating in local schools and promote gardening as an enjoyable and healthy activity. It will also teach children about where their food comes from.	
Measures of Success	Increase in the amount and types of fruits and vegetables that children are eating.	
Timeframe for Completion	Medium to long term (3 years or more).	
Taking the Lead	TBD.	
Supporting Cast	Farmers, school districts, MSU Union County Extension Service, Union County Master Gardeners, chefs, USDA-RD, and local businesses.	
Cost Estimate	Dollars	Time
	Low to medium	School staff and volunteers

Action 2.4: Develop a local educational program for students to learn the process of farm to table (i.e. field trips).	
Possible Funding Sources	TBD.
First 100 Days	Identify the goals and basic structure of a program and identify potential funding sources.

GOAL 3: Develop a plan for organizing, managing, and marketing the farmers’ market.

Action 3.1: Design an educational program to encourage more farmers to participate in the farmers’ market.		
Why is this important?	Adding farmers may increase the diversity of the products sold at the market. The market is also a good opportunity for local growers to promote their farms. However, many farmers are not oriented towards selling in local markets. This program would encourage more farmers and/or gardeners to set aside a portion of their land for growing produce to sell at the farmers’ markets.	
Measures of Success	Increased vendor participation.	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	Stanley Wise, MSU Union County Extension.	
Supporting Cast	Extension Office staff.	
Cost Estimate	Dollars	Time
	Low	Extension staff time
Possible Funding Sources	Extension budget.	

Action 3.2: Develop a website where local farmers can sell excess produce.		
Why is this important?	The website can be a central source of information for locally-grown produce. Also, farmers in the area sometimes have a surplus of a product for which they cannot find a buyer at the time when it becomes available. A website marketplace could help farmers sell their surplus.	
Measures of Success	<ul style="list-style-type: none"> • The website is up and running. • Number of unique visitors to the website. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	City of New Albany Marketing and Tourism Director (Sean Johnson) working with a local web designer or an existing service.	
Supporting Cast	Local farmers.	
Cost Estimate	Dollars	Time

Action 3.2: Develop a website where local farmers can sell excess produce.		
	Low	City staff
Possible Funding Sources	TBD.	
First 100 Days	Look into existing sites that can meet the markets’ needs, such as locallgrown.net.	

Action 3.3: Train vendors on how to use social media – including Instagram, Facebook, and Twitter - to market their produce.		
Why is this important?	Social media is an affordable marketing tool that vendors can use to reach new customers, increase their sales, and create stronger relationships with customers.	
Measures of Success	<ul style="list-style-type: none"> • Increase in sales. • Increase in market customers. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	City of New Albany Marketing and Tourism Director (Sean Johnson).	
Supporting Cast	Local farmers.	
Cost Estimate	Dollars	Time
	Low	Staff time
Possible Funding Sources	None.	
First 100 Days	Set up training on how to use social media.	

Action 3.4: Study the feasibility of establishing a local food hub in the mid-to-long term. Start with a local foods assessment.		
Why is this important?	Large institutional buyers and restaurants look for consistency and convenience, in addition to quality, in deciding where to buy produce. Shopping at the farmers’ market, or simply relying on one or two small farms, typically cannot meet their needs. Food hubs are organizations, run often as a business or non-profit, that aggregate produce from several farms and distribute to these larger buyers. They fill a gap by matching local supply with local demand.	
Measures of Success	<ul style="list-style-type: none"> • An assessment is conducted of the demand for a local food hub and the supply of local produce. • Institutions and restaurants increase purchases of local foods. 	
Timeframe for Completion	Medium (3 to 5 years).	
Taking the Lead	Mary Jennifer Russell, Sugaree’s Bakery (considering starting a local food hub on a small scale as part of bakery expansion).	
Supporting Cast	TBD.	
Cost Estimate	Dollars	Time

Action 3.4: Study the feasibility of establishing a local food hub in the mid-to-long term. Start with a local foods assessment.		
	Low to medium for an assessment, medium to high for an actual food hub.	Volunteers to collect data for the assessment.
Possible Funding Sources	USDA's Farmers' Market and Local Food Promotion Program.	

GOAL 4: Plan improvements to make downtown New Albany more bike and pedestrian friendly.

Action 4.1: Connect the Tanglefoot Trail to the Park Along the River.		
Why is this important?	Connecting the Trail to the Park will increase visits to both facilities. It will also provide a safe path from many parts of the city to the park and farmers' market.	
Measures of Success	<ul style="list-style-type: none"> • Construction of the Trail. • Usage of the Trail and visitors to the Park. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	The Mayor (Tim Kent) and the City's Director of Tourism and Marketing (Sean Johnson).	
Supporting Cast	Terry Young.	
Cost Estimate	Dollars	Time
	Medium to High (>\$100k)	City staff
Possible Funding Sources	City of New Albany funding for design. Mississippi DOT Transportation Alternatives Program (TAP) for construction. City money spent on design and right of way acquisition can count towards the local match requirements under the state's Special Match Credit Program. The Recreational Trails Program, administered by the Mississippi Department of Wildlife, Fisheries, and Parks is another source for construction. The U.S. Department of Housing and Urban Development also has funds available for streetscape improvements.	

Action 4.2: Connect the Tanglefoot Trail to East and West New Albany to make the trail at least 100 total miles, which could attract bicyclists seeking "century rides."		
Why is this important?	To increase the mileage of the Trail and connect new parts of the City to the Trail and downtown. Increasing the Trail's total length to 100 miles may attract significantly more tourism from outside of the region and state.	
Measures of Success	<ul style="list-style-type: none"> • Completion of Trail extensions. • Trail use. • Out of town visitors. 	

Action 4.2: Connect the Tanglefoot Trail to East and West New Albany to make the trail at least 100 total miles, which could attract bicyclists seeking “century rides.”		
Timeframe for Completion	Medium (3 – 5 years).	
Taking the Lead	City of New Albany.	
Supporting Cast	Local bicyclists and involved citizens.	
Cost Estimate	Dollars	Time
	High	Staff time.
Possible Funding Sources	Mississippi DOT Transportation Alternatives Program (TAP) funds, Recreational Trails Program administered by the Mississippi Department of Wildlife, Fisheries, and Parks, and potentially HUD funding for streetscape improvements.	

Action 4.3: Install mid-block crosswalks on Bankhead Street.		
Why is this important?	The distance is far between traffic signals at Main Street and Railroad Avenue in the downtown area. Bankhead Street is also fairly wide for a downtown pedestrian-oriented street and the parking in the middle of the street can reduce visibility of pedestrians that are crossing mid-block. Adding a visible pedestrian crossing, possibly with a pedestrian-activated flashing beacon, may improve safety. The Multimodal Connectivity Plan, described in Action 6.1, can be used to identify where to place the crosswalk(s).	
Measures of Success	<ul style="list-style-type: none"> • Crosswalk is installed. 	
Timeframe for Completion	Short (1 – 2 years).	
Taking the Lead	City of New Albany and Logan Rutledge.	
Supporting Cast	Three Rivers Planning and Development District, Shelly Adams.	
Cost Estimate	Dollars	Time
	Low to Medium depending on design treatments	Staff time
Possible Funding Sources	Mississippi Development Authority’s Small Municipalities Grant Program. The Mississippi DOT’s Transportation Alternatives Program (TAP) and HUD streetscape funding are other potential sources.	

Action 4.4: Improve downtown streetscape with wider sidewalks and bike lanes.		
Why is this important?	Downtown streets must balance the needs of many users, including pedestrians, bicyclists, vehicles, and delivery trucks. Improving the walkability of a downtown can increase foot traffic and make it an attractive place for people to visit and spend time. The Multimodal Connectivity Plan, described in Action 6.1, can point to specific locations for these improvements.	
Measures of Success	<ul style="list-style-type: none"> • Streetscape improvements are constructed. 	

Action 4.4: Improve downtown streetscape with wider sidewalks and bike lanes.		
Timeframe for Completion	Medium (3 – 5 years)	
Taking the Lead	City of New Albany and Logan Rutledge.	
Supporting Cast	Three Rivers Planning and Development District, Shelly Adams.	
Cost Estimate	Dollars	Time
	Medium	Staff time
Possible Funding Sources	Mississippi Development Authority’s Small Municipalities Grant Program. The Mississippi DOT’s Transportation Alternatives Program (TAP) and HUD streetscape funding are other potential sources.	

Action 4.5: Build a pedestrian bridge between the new park area and existing B+A Park.		
Why is this important?	To connect the existing Park Along the River to the new park space that will include the farmers’ market.	
Measures of Success	<ul style="list-style-type: none"> When people can walk and bike between the parks with ease. 	
Timeframe for Completion	Short to medium (1 – 5 years). Depends on the timing of the new park for the farmers’ market.	
Taking the Lead	City of New Albany.	
Supporting Cast	MDOT, Mississippi Department of Wildlife, Fisheries, and Parks.	
Cost Estimate	Dollars	Time
	Medium	Staff
Possible Funding Sources	Recreational Trails Program administered by the Mississippi Department of Wildlife, Fisheries, and Parks.	

GOAL 5: Grow and enhance existing assets and strengthen cooperation within the community.

Action 5.1: Improve landscaping downtown and at the community gateways on Route 78.		
Why is this important?	Landscaping contributes to positive first impressions, which help sell the downtown through word of mouth.	
Measures of Success	<ul style="list-style-type: none"> When new landscaping is installed downtown and at the city’s gateways. 	
Timeframe for Completion	Medium (3 – 5 years). Implement the landscaping improvements in phases, improving one gateway at a time.	
Taking the Lead	City Beautification Committee.	
Supporting Cast	MDOT, Garden Clubs, Sam Creekmore, Strawberry Plains Audubon Center, Union County Master Gardeners.	
Cost Estimate	Dollars	Time

Action 5.1: Improve landscaping downtown and at the community gateways on Route 78.		
	Medium	Volunteers to plant and manage landscaping
Possible Funding Sources	MDOT, New Albany, Union County, and Toyota (funded landscaping in nearby Blue Springs).	
First 100 Days	Debrief the City’s Beautification Committee on the workshop and action plan.	

Action 5.2: Conduct a survey of institutions and restaurants to see who is willing to buy locally-grown vegetables and identify what vegetables they are willing to buy.		
Why is this important?	The survey is an opportunity to promote local foods and educate community restaurants on the benefits and availability of local produce. The survey can also help growers know what is in demand and plan their annual plantings. The survey could become annual and conducted through a website.	
Measures of Success	<ul style="list-style-type: none"> Increased sales at the farmers’ market. 	
Timeframe for Completion	Immediate.	
Taking the Lead	Union County Master Gardeners.	
Supporting Cast	MSU Extension Service, buyers.	
Cost Estimate	Dollars	Time
	Low	Volunteer time
Possible Funding Sources	TBD.	
First 100 Days	Draft the survey and invite restaurant points of contact to take the survey.	

GOAL 6: Improve links to and between key assets.

Action 6.1: Create a downtown pedestrian and bicycle plan called the “Multi-modal Connectivity Plan.”		
Why is this important?	To improve safety for pedestrians and bicyclists, and to create stronger connections between destinations.	
Measures of Success	<ul style="list-style-type: none"> Increased downtown sales tax revenues. 	
Timeframe for Completion	Medium (3 - 5 years).	
Taking the Lead	City of New Albany.	
Supporting Cast	Mississippi DOT.	
Cost Estimate	Dollars	Time
	About \$150K	Staff time

Action 6.1: Create a downtown pedestrian and bicycle plan called the “Multi-modal Connectivity Plan.”	
Possible Funding Sources	Recreational Trails Program administered by the Mississippi Department of Wildlife, Fisheries, and Parks. Also contact Mississippi DOT regarding any grant programs that could fund a pedestrian and bicycle plan.
First 100 Days	Organize a meeting with the city government and local stakeholders to review goals and need for the plan. Seek volunteer for a Steering Committee.

Action 6.2: Recruit new or existing restaurants to offer more dining options, such as a breakfast venue.		
Why is this important?	To provide more dining options on more days and in the evenings for tourists and people biking to the city.	
Measures of Success	<ul style="list-style-type: none"> • Increased revenue through the 2.0% tax on foods. • New restaurants. 	
Timeframe for Completion	Medium (3 – 5 years).	
Taking the Lead	Director of Tourism and Marketing or New Albany Main Street Manager.	
Supporting Cast	Director of Tourism and Marketing or New Albany Main Street Manager.	
Cost Estimate	Dollars	Time
	Low (mostly time)	Staff and volunteer time
Possible Funding Sources	Existing budgets.	
First 100 Days	Create an inventory of downtown spaces available for a restaurant, collect information on all potential incentives, and contact restaurants that have multiple locations and may have an interest in downtown New Albany.	

Action 6.3: Integrate trail with the downtown area and proximal neighborhoods by adding way finding signs and bike lanes connecting to the trail.	
Why is this important?	These improvements will improve connectivity for pedestrians and bicyclists making it easier to travel in the city without a car, and it will have an economic impact by bringing more people into the city on the trail system.
Measures of Success	<ul style="list-style-type: none"> • Increased use of the Tanglefoot Trail.
Timeframe for Completion	Short (1 – 2 years).
Taking the Lead	Director of Tourism and Marketing

Action 6.3: Integrate trail with the downtown area and proximal neighborhoods by adding way finding signs and bike lanes connecting to the trail.		
Supporting Cast	City Beautification Committee, Three Rivers Planning and Development District, property owners.	
Cost Estimate	Dollars	Time
	About \$250K	City staff
Possible Funding Sources	Mississippi DOT Transportation Alternatives Program (TAP), paver sponsorship sales.	
First 100 Days	Reach out to bicyclists and other trail user groups through social media and invite them to brainstorm improvements for connecting the trail to city neighborhoods, and beautifying the entrance to downtown. Also, start work to fix drainage near the downtown terminus.	

Action 6.4: Connect the tennis complex to the Park Along the River with small bridges.		
Why is this important?	This will improve convenience and draw more visitors from the tennis complex to the Park Along the River.	
Measures of Success	<ul style="list-style-type: none"> Usage for the Park and the bridges. 	
Timeframe for Completion	Short term (1 – 2 years).	
Taking the Lead	New Albany Parks and Recreation Department	
Supporting Cast	Tennis Club, volunteers.	
Cost Estimate	Dollars	Time
	About \$100K	Staff and volunteers
Possible Funding Sources	Recreational Trails Program administered by the Mississippi Department of Wildlife, Fisheries, and Parks. This program requires a 20% match, which can be met with in-kind donations. Another potential funding source is Mississippi DOT’s Transportation Alternatives Program (TAP). MDOT requests applications twice per year.	
First 100 Days	Identify likely crossing locations and ways to tie in with existing trails to provide pedestrian and bicycle access throughout the Sportsplex Park System.	

Appendix B:

Local Food System Diagrams

Asset and Opportunities Map

Local Food System Diagramming Exercise

This diagram below shows several elements of a local food system. The smaller circle on the left shows a common local food system where a market, community supported agriculture program (CSA), and/or educational programs connect farmers with consumers. A weaknesses of this basic model is that it does not serve institutional buyers (such as hospitals and colleges) or restaurants well. The larger circle shows a more advanced local food system where an organization, such as a local food hub, is helping connect local farmers with institutional and restaurant buyers. The local food hub helps serve these buyers by aggregating produce, processing it (through freezing, chopping, packaging, etc.), and finally distributing it.

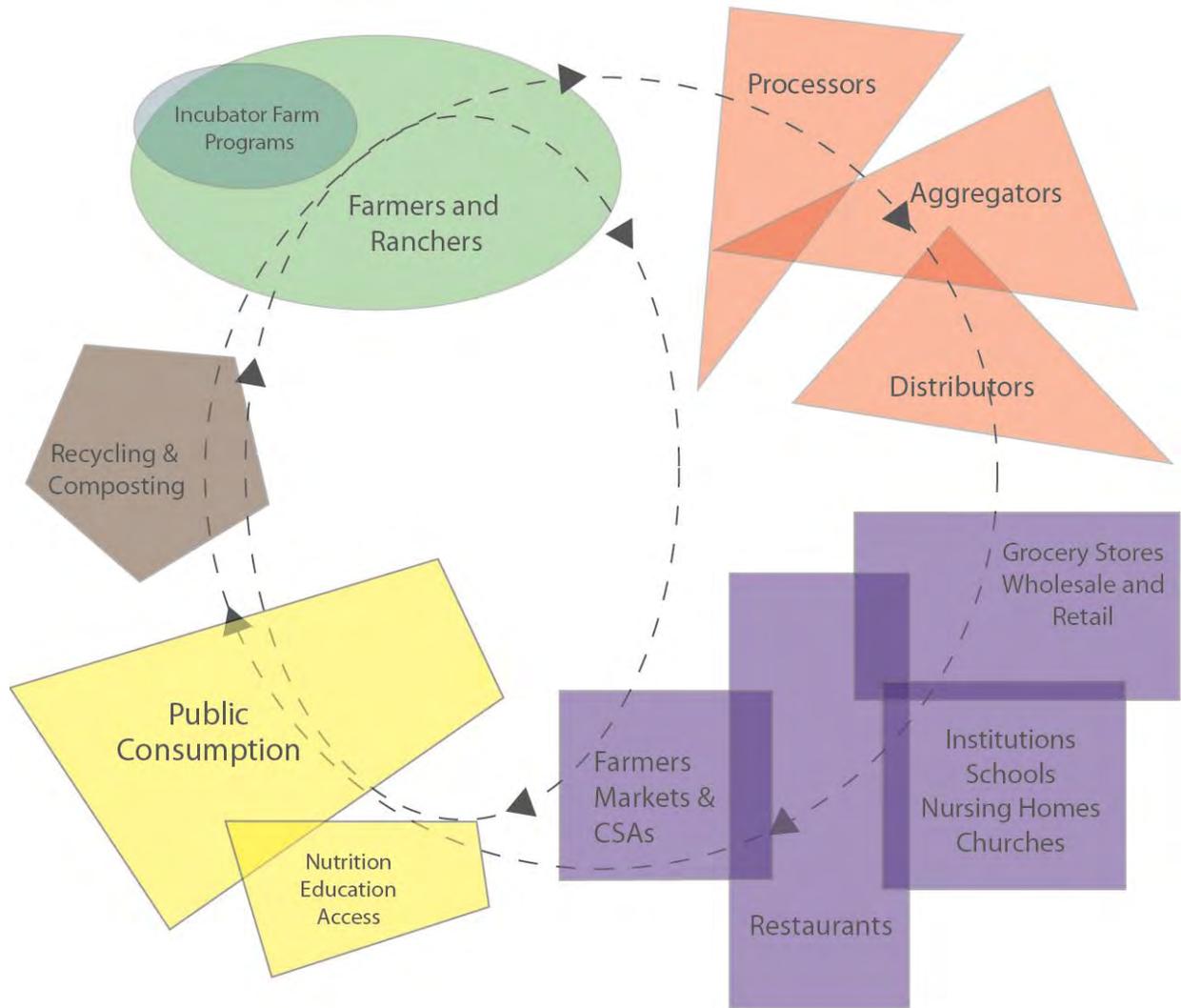


Figure 1 - Local Food System Diagram (Credit: Poesis Inc)

Workshop participants in New Albany were asked to diagram and detail components of their local food system. The components are outlined in the three figures below, along with lines indicating relationships that could be strengthened. In general, black color was used to identify existing assets, red was used to identify needs or gaps, and blue was used to indicate opportunities. Solid lines

drawn were used to highlight existing connections or relationships, dashed lines in general represented where relationships either don't exist or are weak and need strengthening. It should be noted that not every single relationship was diagrammed, as more probably exist between each of the components than would be feasible to represent in the diagram.

The primary purpose of this diagramming exercise was to document the major actors and connections in New Albany's local and regional food system. It also served as an effective preamble to the action planning session allowing participants to better understand some elements, gaps and weaknesses before jumping into work on next steps and implementation. There were three working groups, each producing their own diagram. These three diagrams were merged into two because there was enough overlap between the groups.



Figure 2 - Images from the workshop exercise

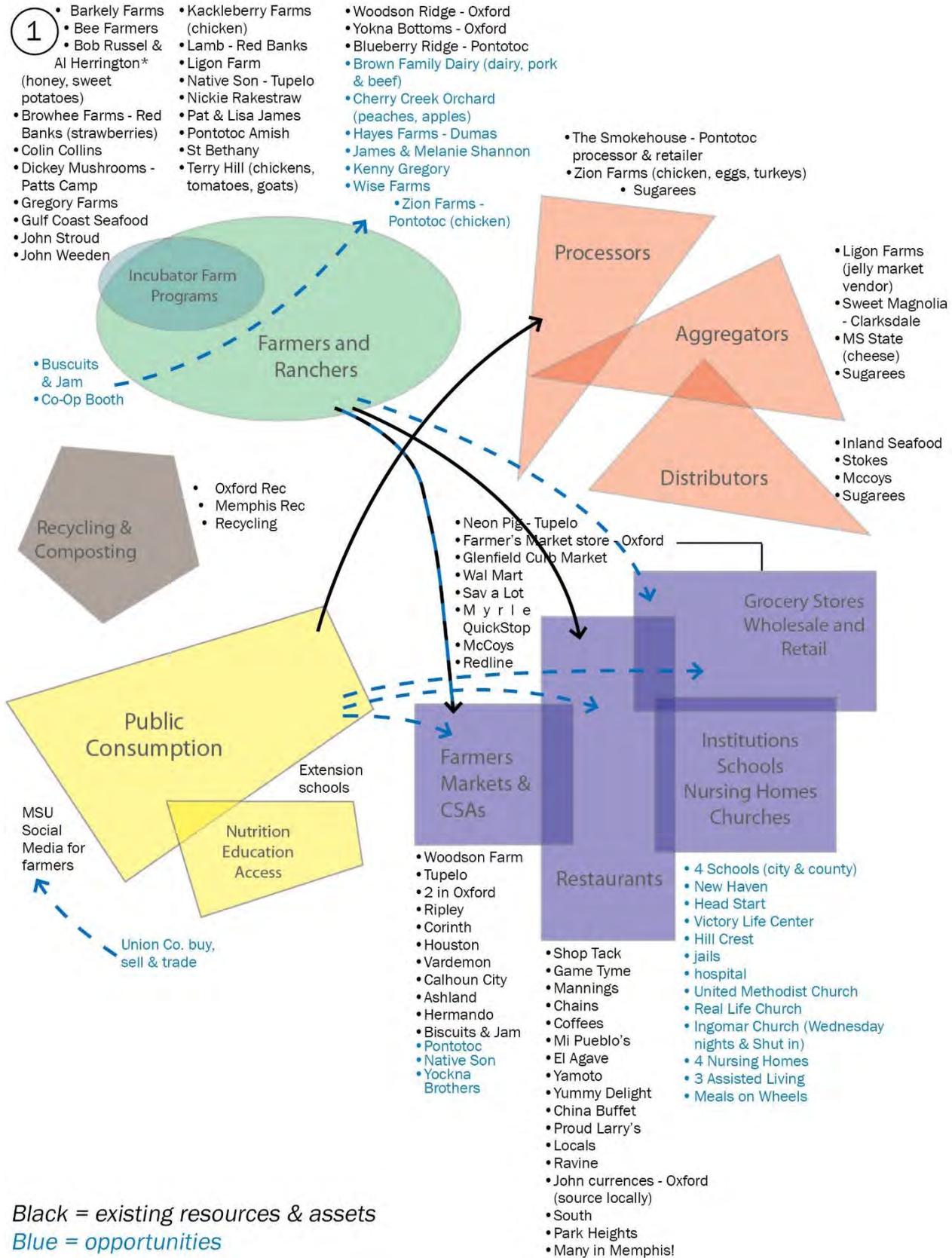


Figure 3 –New Albany Local/Regional Food System Diagram 1

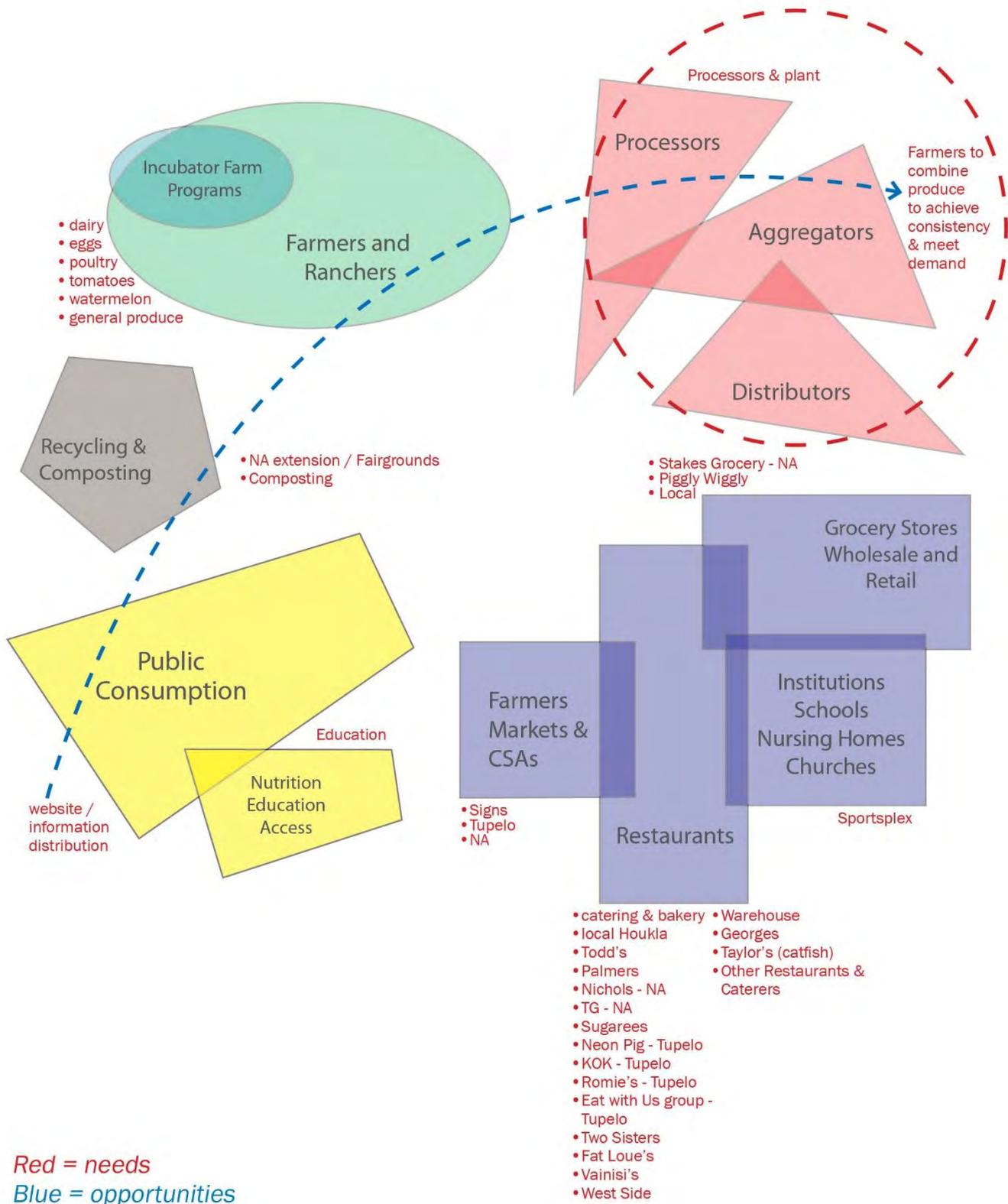


Figure 4 – New Albany Local/Regional Food System Diagram 2

Asset and Opportunities Mapping

Also as a preamble to the action planning work, participants performed an asset and opportunities mapping exercise to identify key features, opportunities and to diagram connections (walking, biking) that would help improve livability in New Albany. Two groups were formed, one had an aerial map of downtown and one had a map of the all of New Albany. They were asked to diagram the following:

- Identify key existing assets (red)
- Identify opportunity areas (blue)
- Identify connections (black)
- Bike (dashed, blue)
- Pedestrian (solid)

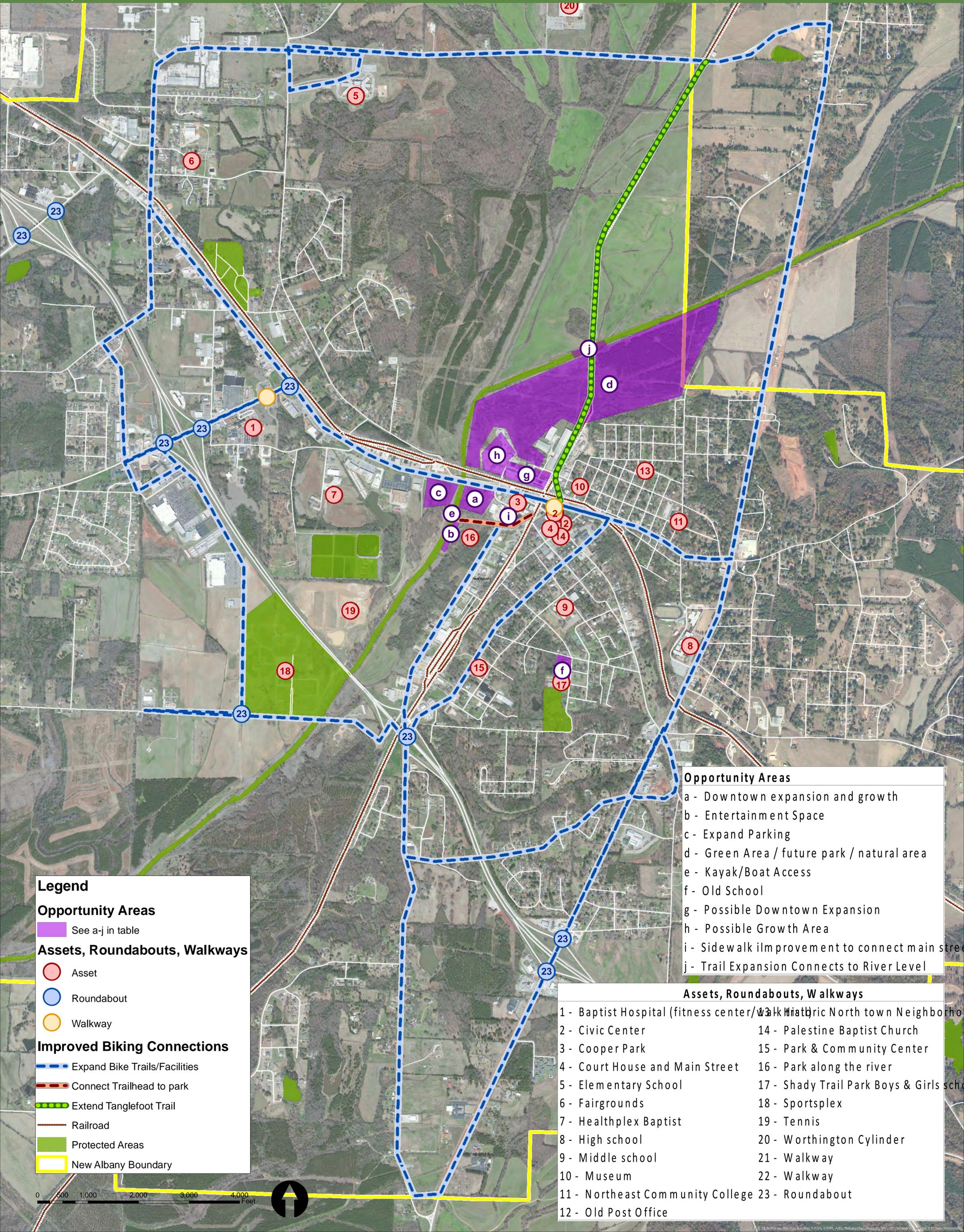
The combined results of these mapping exercises is summarized in the attached poster. One group chose to use blue dots to identify locations around town where they wanted roundabouts. One group circled areas of potential opportunity. In the summary map the purple polygons are generally areas of opportunity for enhancement or growth. Red dots are shown as key community assets that should be protected and/or enhanced. One group spent a good amount of time identify a bike network of trails around the town to grow and expand the biking opportunities and taking better advantage of the recent investment of the 44 mile Tanglefoot Rail-to-Trail facility.



Figure 5 - Images of the Tanglefoot Trail and mapping exercise

Community Assets, Opportunities and Connections - New Albany, Mississippi

EPA/ARC Sustainable Communities in Appalachia Technical Assistance Workshop, July 29-30, 2014



Legend

Opportunity Areas
 See a-j in table

Assets, Roundabouts, Walkways

- Asset
- Roundabout
- Walkway

Improved Biking Connections

- Expand Bike Trails/Facilities
- Connect Trailhead to park
- Extend Tanglefoot Trail
- Railroad
- Protected Areas
- New Albany Boundary

Opportunity Areas

- a - Downtown expansion and growth
- b - Entertainment Space
- c - Expand Parking
- d - Green Area / future park / natural area
- e - Kayak/Boat Access
- f - Old School
- g - Possible Downtown Expansion
- h - Possible Growth Area
- i - Sidewalk improvement to connect main street
- j - Trail Expansion Connects to River Level

Assets, Roundabouts, Walkways

1 - Baptist Hospital (fitness center/ walkway)	14 - Palestine Baptist Church
2 - Civic Center	15 - Park & Community Center
3 - Cooper Park	16 - Park along the river
4 - Court House and Main Street	17 - Shady Trail Park Boys & Girls school
5 - Elementary School	18 - Sportsplex
6 - Fairgrounds	19 - Tennis
7 - Healthplex Baptist	20 - Worthington Cylinder
8 - High school	21 - Walkway
9 - Middle school	22 - Walkway
10 - Museum	23 - Roundabout
11 - Northeast Community College	
12 - Old Post Office	



Appendix C:

Workshop Participants and Contact Information

Steering Committee (participated in pre-meeting conference calls, and the working sessions)				
First	Last	Title/Occupation	Affiliation	E-Mail
John	Byers	Community & Economic Development Director	Three Rivers PDD	john@trpdd.com
Sean	Johnson	Tourism/Marketing Director	City of New Albany	sean@visitnewalbany.com
Tim	Kent	Mayor	City of New Albany	namayor@visitnewalbany.com
Jeff	Olson	Alderman	City of New Albany	oldon@icloud.com
Mary Jennifer	Russell	Owner	Sugaree's Bakery	maryj@sugarees.com

EPA/ARC/USDA and Consultants (technical assistance team)				
First	Last	Title/Occupation	Affiliation	E-Mail
Jason	Espie	Project Manager	Renaissance Planning Group	jespie@ciesthatwork.com
Lexi	Albe	Staff	USDA/EPA	Lexie.albe@osec.usda.gov
Mike	Callahan	Senior Planner	Renaissance Planning Group	mcallahan@ciesthatwork.com
Susan	Conbere	Communications Specialist	US EPA Office of Sustainable Communities	Conbere.Susan@epa.gov
Felix	Delgado	Architect	USDA Agricultural Marketing Service	Fidel.delgado@ams.usda.gov
Anne	Keller	Senior Sustainability Advisor	US EPA Region 4- Atlanta	Keller.anne@epa.gov
Wilson	Paine	Program Analyst	Appalachian Regional Commission	wpaine@arc.gov
Sandra	Perkins	Regional Representative	Appalachian Regional Commission	sperkins@mississippi.org
Cliff	Russell	Staff	USDA-Rural Development	Clifton.russell@ms.usda.gov

Workshop Attendees				
First	Last	Title/Occupation	Affiliation	E-Mail
Jean	Ashcroft		Speak Green MS	Jeanashcraft1@gmail.com
Gwynn	Barkley			
Wayne	Barkley		Farmers' Market	
Micheal	Canerdy		MDEQ	Micheal.canerdy@deg.state.ms.us
Jean	Caraway	Grants Administrator	Mississippi Department of Wildlife, Fisheries, and Parks	jean@mdwfp.state.ms.us
Mike	Carter		US Army Corps of Engineers	Michael.w.carter@usace.army.mil
Dana	Cawthon		Small Business Development Center	danacawthon@yahoo.com
Chaille	Clements	Marketing Specialist	Mississippi Department of Agriculture and Commerce	chaille@mdac.ms.gov

Workshop Attendees				
Daniel	Doyle		MS Sustainable Agriculture Network	daniel@mssagnet.net
Vickie	Duke	Manager	New Albany Main Street	vickie@newalbanymainstreet.com
Sandra	Ford		Boy Scouts	Ssford1@gmail.com
David	Goode		NEMCC	dtgoode@nemcc.edu
Purvie	Green		Mississippi Department of Agriculture and Commerce	purvie@mdac.ms.gov
Kenny	Gregory		Farmers' Market	kg@brokenvesselpottery.com
Ben	Hellums		Creekmore Landscape	ben@creekmorelandscape.com
Bubba	Hubbard		Resident	Hubbard811@gmail.com
Patrick	James		Farmers' Market	Jpatrick6868@bellsouth.net
Larry	Jarrett		Volunteer	larryjar@gmail.com
Jerrie	Magruder	Mississippi Field Office Director	U.S. Department of Housing and Urban Development	Jerrie.g.magruder@hud.gov
Sherre	McElroy		Ingomar High School	mcelroys@union.k12.ms.us
Betty	McMillen		Union County Master Gardeners	
Sherie	Owen		Faulkner Garden	
George	Rowland		NC RC&D Council	Growland.ncrcd@gmail.com
Regan	Russell	City Attorney	City of New Albany	reganrussell@bellsouth.net
Logan	Rutledge		Resident	Logan.rutledge@gmail.com
Melanie	Shannon		New Albany Schools	mshannon@newalbanyk12.ms.us
Jill	Smith		Heritage Museum	jill@ucheritagemuseum.com
Jerri	Stallworth		Volunteer	Jerris119@gmail.com
Kim	Thomas		Myrtle School	kimberlymthomas@yahoo.com
Barbara	Tyre			barbaratyre@att.net
Jeff	Wages		MDOT	jwages@mdot.ms.gov
Travis	Wampler		MDOT	twampler@mdot.ms.gov
Jimmy	Yarluogh	Supervisor	Union County	Jyarluogh10@gmail.com
Sunny	Young		Good Food for Oxford Schools	edufoodsunny@gmail.com

Appendix D: Presentation Slides



LIVABILITY & LOCAL FOODS in APPALACHIA



THIS PRESENTATION WILL COVER

INTRODUCTION

- ◎ **Introductions**
- ◎ **The Project**
- ◎ **Livability**
 - ◎ *A common sense way to plan for a better future*
- ◎ **Local Foods**
 - ◎ *A vital ingredient in livable communities*
- ◎ **It's About Your Town!**

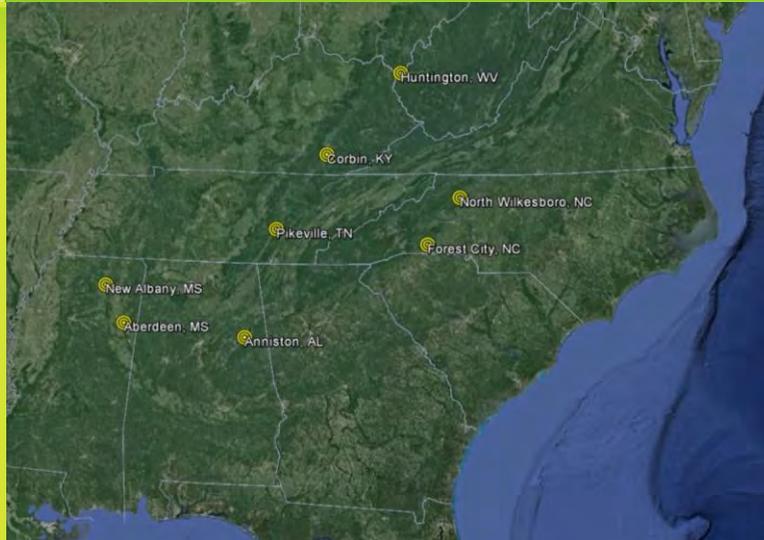
LIVABLE COMMUNITIES IN APPALACHIA

INTRODUCTION

- ⊙ **Joint project:**
 - ⊙ Appalachian Regional Commission (ARC)
 - ⊙ US Department of Agriculture – RD (USDA)
 - ⊙ US Environmental Protection Agency (EPA)
- ⊙ **Purpose:**
 - ⊙ Advance local efforts to create vibrant, sustainable communities and improve economic vitality by building consensus and capacity for action around local foods.
 - ⊙ *“Help you get from point A to point B.”*

2014 APPALACHIAN TOWNS

INTRODUCTION



OUR TOWN

THEMES

- ⊙ *Lots of opportunity, low cost of living, attractive small town, currently experiences economic "leakage" that could be captured locally.*
- ⊙ *Strong highway access, 22K vehicle trips a day.*
- ⊙ *Many assets, also many "chiefs" - there is a desire to work better together for the same purpose, same direction.*
- ⊙ *Brand town as a weekend destination, let people know what New Albany has to offer.*
- ⊙ *Promote town's quaintness, New Albany is not Cookie Cutter*
- ⊙ *Desire to attract more visitors, more residents, build on assets, build on creating a great place to visit and experience.*

WORKSHOP AGENDA

INTRODUCTION

- ⊙ **Day 1:**
 - ⊙ Community Tour
 - ⊙ Work Session 1: Vision and Values
Where do we want to be?
- ⊙ **Day 2:**
 - ⊙ Work Session 2: *What needs to happen?*
 - ⊙ Work Session 3: *How to make it happen.*



LIVABILITY

Partnership for Sustainable Communities

- ⊙ The focus on community livability is supported by the Partnership for Sustainable Communities.
- ⊙ Partnership of HUD, EPA, DOT.
- ⊙ Working together to support projects consistent with Livability Principles.



LIVABILITY

1) *Provide More Transportation Choices*



CONNELLSVILLE, PA BIKE LOOP. IMAGE CREDIT: RENAISSANCE PLANNING GROUP



LIVABILITY

1) Provide More Transportation Choices



ANNISTON, AL TRANSIT SERVICE. IMAGE CREDIT: RENAISSANCE PLANNING GROUP



LIVABILITY

2) Promote Equitable and Affordable Housing



CORBIN, KY: 20+ APARTMENTS IN REPURPOSED DOWNTOWN BUILDING DOWNTOWN NEAR FARMERS' MARKET. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

3) Enhance Economic Competitiveness



CONNELLSVILLE, PA: GAP TRAIL TO PITTSBURGH & D.C. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

3) Enhance Economic Competitiveness



WILLIAMSON, WV: BUILDING ON TRADITION AS AN ENERGY COMMUNITY BY NURTURING RENEWABLE TECHNOLOGIES, INCLUDING SOLAR HOT WATER AND SOLAR PANELS ON MUNICIPAL BUILDINGS. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

3) Enhance Economic Competitiveness



DUFFIELD, VA: APPALACHIAN HARVEST FOOD HUB. IMAGE CREDIT: APPALACHIAN SUSTAINABLE DEVELOPMENT

LIVABILITY

4) Support Existing Communities



PIKEVILLE, TN: DOWNTOWN STAGE. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

4) Support Existing Communities



SALAMANCA, NY: POCKET PARK FILLS VACANT LOT BETWEEN DOWNTOWN BUILDINGS. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

5) Coordinate & Leverage Federal Policies and Investment



CONNELLSVILLE, PA: NEW TRAIN STATION SUPPORTS DOWNTOWN ECONOMIC DEVELOPMENT AND TOURISM. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

5) Coordinate & Leverage Federal Policies and Investment



PIKEVILLE, TN: DOWNTOWN STREETScape IMPROVEMENTS FUNDED BY ARC, USDA, TDOT. IMAGE CREDIT: RENAISSANCE PLANNING GROUP

LIVABILITY

5) Coordinate & Leverage Federal Policies and Investment

Water

Telecom

Highways

Sewer

IMAGE CREDITS: APPALACHIAN REGIONAL COMMISSION

A collage of four images illustrating infrastructure projects. Top left: A woman in a blue shirt working at a water treatment facility. Top middle: A tall telecom tower under construction. Top right: An aerial view of a highway interchange. Bottom left: A large blue water storage tank. Bottom right: Large black sewer pipes.

LIVABILITY

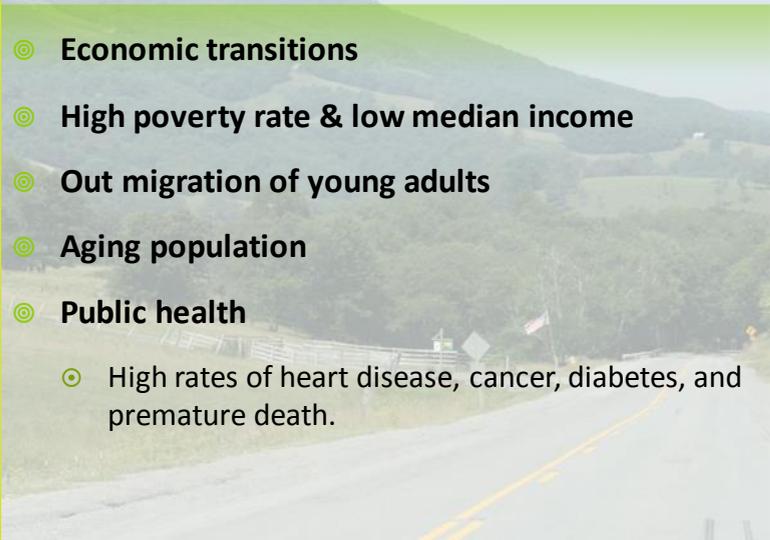
6) Value Communities and Neighborhoods



LIVABILITY

6) Value Communities and Neighborhoods





CHALLENGES IN APPALACHIA

LIVABILITY

- ⊙ **Economic transitions**
- ⊙ **High poverty rate & low median income**
- ⊙ **Out migration of young adults**
- ⊙ **Aging population**
- ⊙ **Public health**
 - ⊙ High rates of heart disease, cancer, diabetes, and premature death.



OPPORTUNITIES IN APPALACHIA

LIVABILITY

- ⊙ **Abundant natural resources**
 - ⊙ Fresh water, forests, and energy resources.
- ⊙ **Substantial biodiversity**
 - ⊙ Supports tourism, recreation, and agriculture.
- ⊙ **Most diverse food shed in the United States**
 - ⊙ Local foods an opportunity to improve economic development, livability, and public health.

LOCAL FOOD SYSTEMS

FOOD SYSTEMS

Local Food Systems - A Key Tool Supporting Livability and Small Town Revitalization

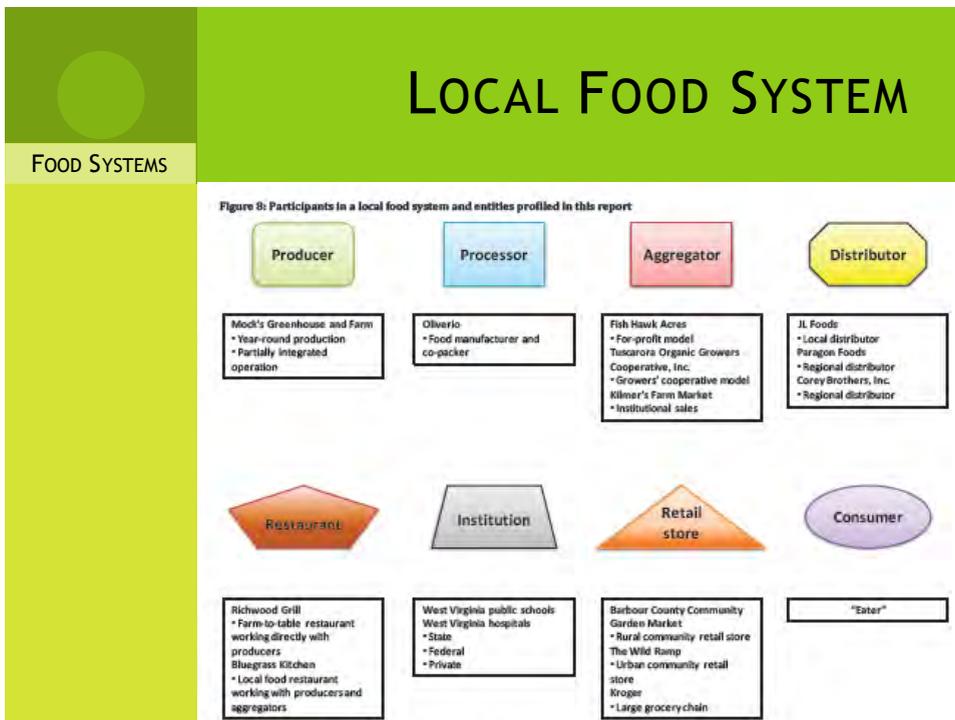
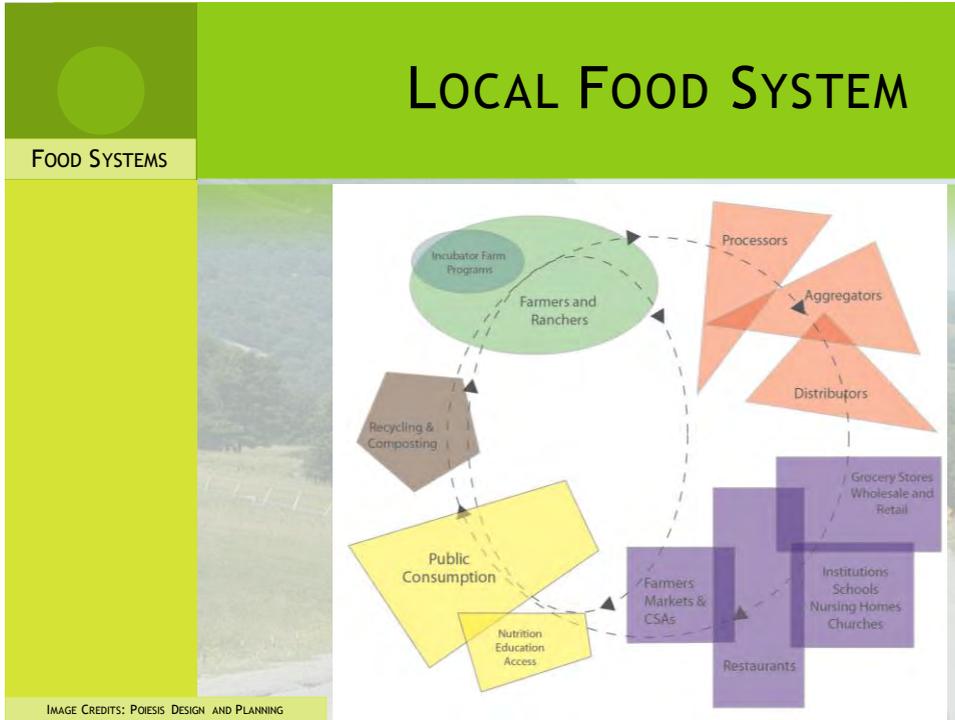


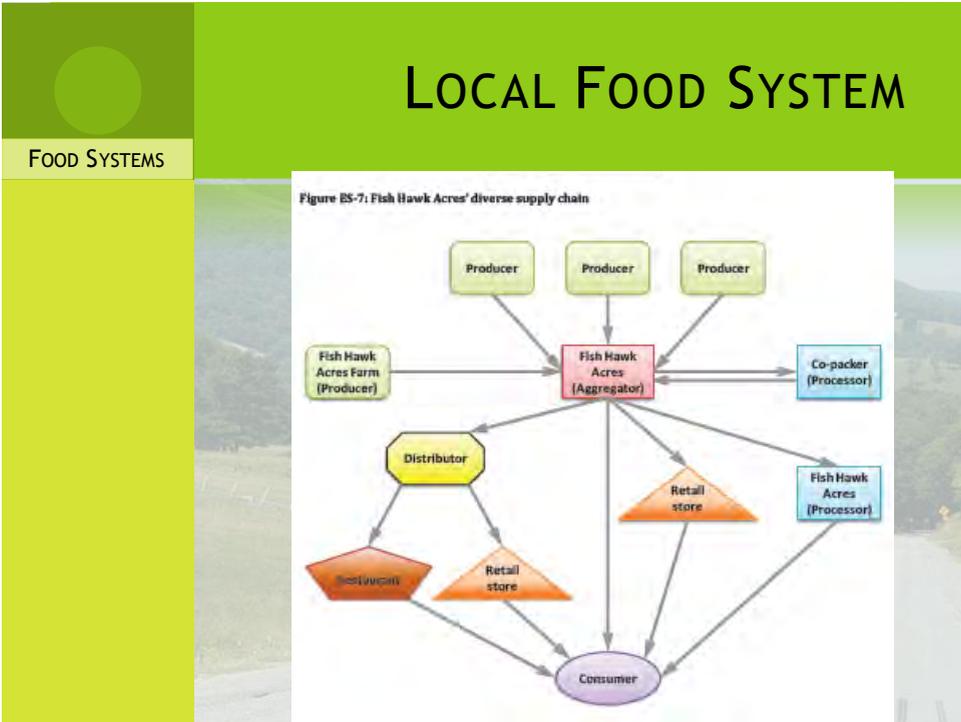
IMAGE CREDITS: APPALACHIAN SUSTAINABLE DEVELOPMENT (BOTTOM LEFT), WHITLEY CO. FARMERS MARKET (TOP LEFT, BOTTOM RIGHT), HOT SPRINGS FARMERS MARKET (TOP RIGHT)

LOCAL FOOD SYSTEMS

FOOD SYSTEMS

- ◎ **What is a local food system?**
 - ◎ Everything involved in taking food from the grower to the consumer.
 - ◎ Local food systems allow for local growers and consumers to interact.
 - ◎ Matches local supply and demand.





LOCAL FOOD SYSTEM FACTS & FIGURES - UNION COUNTY

FOOD SYSTEMS

Figure	2007	2012	Change
Total Farms	751	688	-8%
Total Farm Acres	135,101	121,050	-10%
Veggie Farms	4	15	+275%
Veggie Acres	13	27	+107%
Fruit Orchards	5	4	-20%
Fruit Acres	15	10	-33%
Total Ag Sales	\$13.5	\$17 million	+26%
Ag Sales Direct to Consumers	\$13,000	\$27,000	+108%





FOOD SYSTEMS

KEY DEFINITIONS

⊙ **Local Food**

- ⊙ Food produced, processed, and distributed within a particular geographic boundary that consumers associate with their own community.

⊙ **Community Supported Agriculture**

- ⊙ Marketing arrangement in which members purchase shares of a farmer's expected yield before planting. Each week during the growing season the farmer delivers each member's weekly share of food to predetermined locations or packs the share for members to pick up.

- ⊙ Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.





FOOD SYSTEMS

KEY DEFINITIONS

⊙ **Farmers Market**

- ⊙ Marketing outlet at which farmers sell agricultural products to individual customers at a temporary or permanent location on a periodic and recurring basis during the local growing season or during the time when they have products available, which might be all year.

⊙ **Farm to School Programs**

- ⊙ Collaborative projects that connect schools and local farms to serve locally grown, healthy foods in K-12 school settings, improve student nutrition, educate students about food and health, and support local and regional farmers.

- ⊙ Source: USDA ERS. *Local Food Systems: Concepts, Impacts, and Issues*. May 2010.

KEY DEFINITIONS

FOOD SYSTEMS

- ◎ **Food Hub**
 - ◎ A business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand.
 - ◎ Source: USDA *Regional Food Hub Resource Guide*. April, 2012.

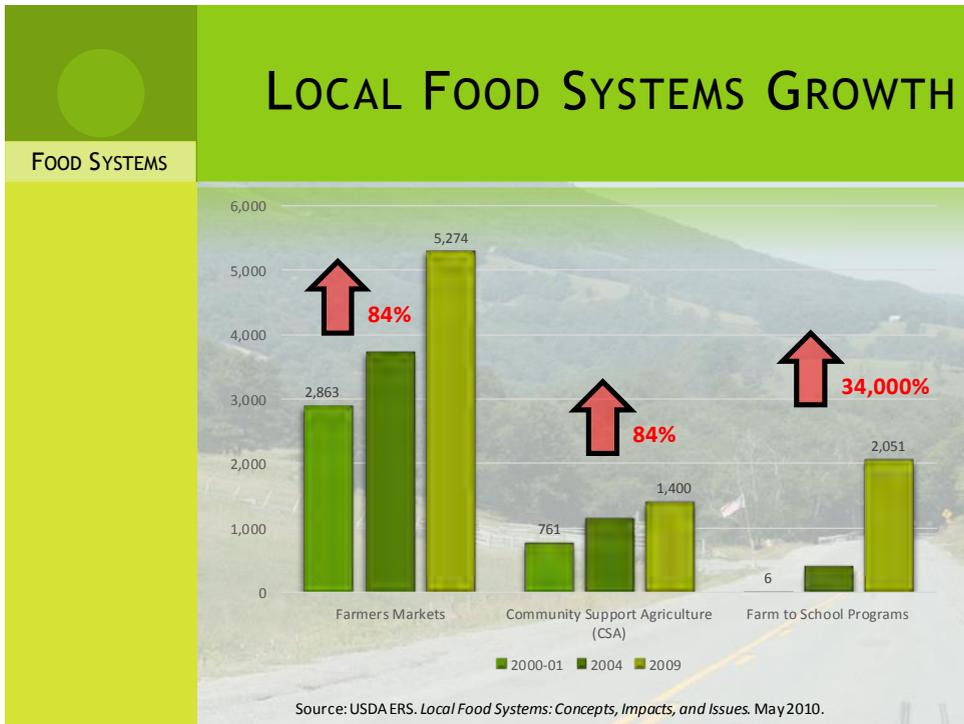
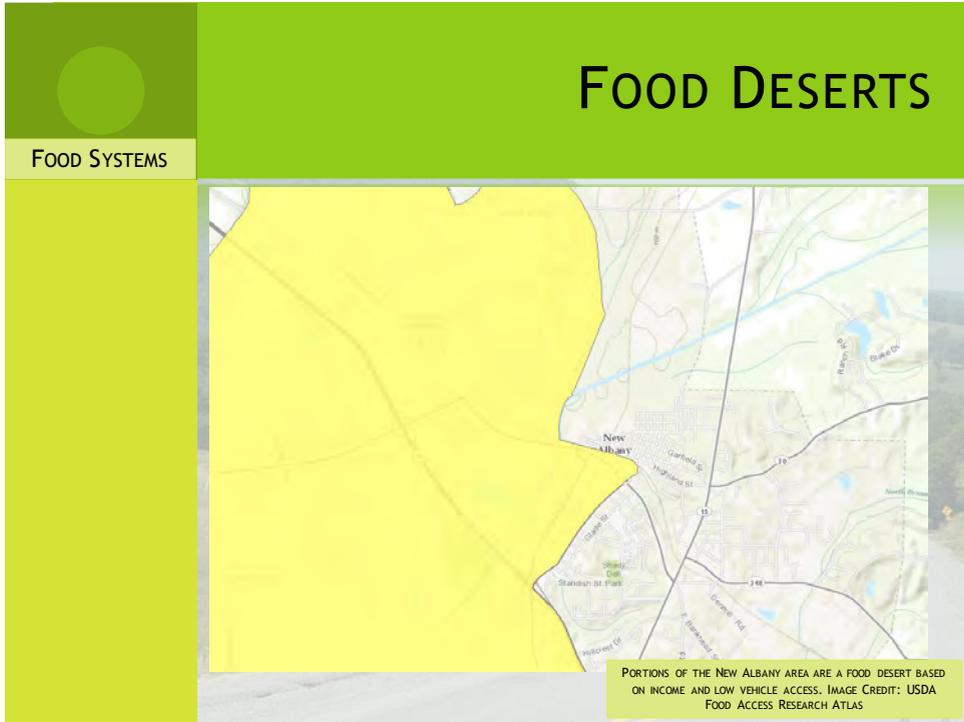


IMAGE CREDIT: CHARLOTTESVILLE, VA LOCAL FOOD HUB

KEY DEFINITIONS

FOOD SYSTEMS

- ◎ **Food Desert**
 - ◎ Areas with a substantial share of residents who live in low-income areas that have low levels of access to a grocery store or healthy, affordable food retail outlets.
 - ◎ Source: USDA Agricultural Marketing Service.





2014 FARM BILL SUMMARY

FOOD SYSTEMS

- ⊙ 5-year bill, funds USDA programs.
- ⊙ Most spending falls under 3 categories:
 - ⊙ Nutrition (such as SNAP)
 - ⊙ Conservation (such as conservation easements)
 - ⊙ Commodities (such as crop insurance subsidies)
- ⊙ Overall funding is down
- ⊙ But funding for local foods programs boosted.

2014 FARM BILL LOCAL FOODS PROGRAMS

FOOD SYSTEMS

- **Farmers Market and Local Food Promotion Program.**
Funding tripled, project eligibility expanded to allow for more local food hub activities.
- **Community Food Projects Grant Program:** Funding doubled, supports projects that improve food security.
- **Food Insecurity Nutrition Incentive Program:** New program that markets can use to double SNAP benefits up to a certain dollar amount for veggie/fruit purchases.
- **Beginning Farmers and Rancher Development Program**
funding increased.
- **Organic Certification Cost Share Program** funding doubled.

CONNECTING FOOD SYSTEMS WITH LIVABILITY

LOCAL FOODS

The diagram illustrates the connection between food systems and livability through five key areas:

- Preserves Working Lands
- Promote Local Healthy Food Systems
- Increases Economic Opportunity
- Improves Public Health
- Supports Vibrant Town Centers

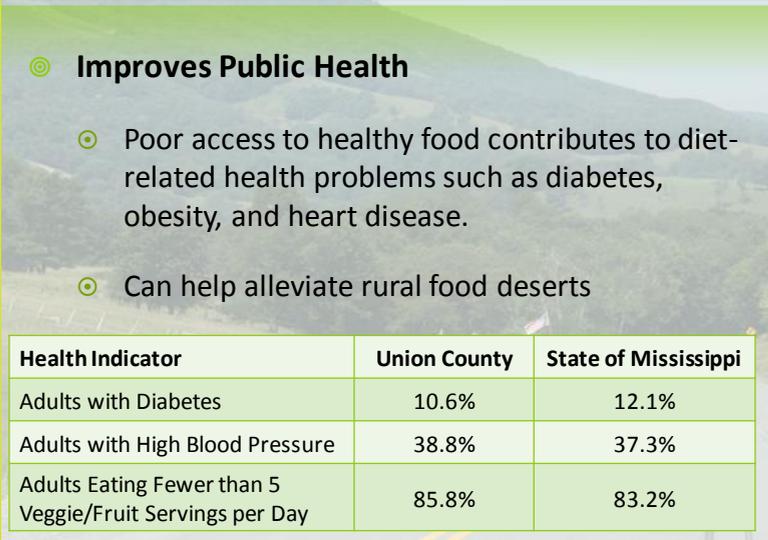




LOCAL FOODS AND LIVABILITY

LOCAL FOODS

- ⦿ **Preserves Viable Working Lands that:**
 - ⦿ Support local jobs.
 - ⦿ Supply healthy and fresh food to local markets.
 - ⦿ Contribute to region’s identity.
 - ⦿ Preserve natural and rural landscapes.





LOCAL FOODS AND LIVABILITY

LOCAL FOODS

- ⦿ **Improves Public Health**
 - ⦿ Poor access to healthy food contributes to diet-related health problems such as diabetes, obesity, and heart disease.
 - ⦿ Can help alleviate rural food deserts

Health Indicator	Union County	State of Mississippi
Adults with Diabetes	10.6%	12.1%
Adults with High Blood Pressure	38.8%	37.3%
Adults Eating Fewer than 5 Veggie/Fruit Servings per Day	85.8%	83.2%



LOCAL FOODS AND LIVABILITY

LOCAL FOODS

- ⦿ **Increases Economic Opportunity**
 - ⦿ Keeps money in the region with local producers.
 - ⦿ Better public health supports a strong work force and lower health care costs.
 - ⦿ Jobs in growing, processing, distribution, etc.
 - ⦿ Appalachian Harvest supports 175 farm jobs & brings in > \$1 million annually.
 - ⦿ Higher income potential with veggies and fruits
 - ⦿ Net incomes per acre is often less than **\$300** for corn compared to more than **\$2,000** for apples.



LOCAL FOODS AND LIVABILITY

LOCAL FOODS

- ⦿ **Supports Vibrant Town Centers**
 - ⦿ **Feet on the Streets** - When located in town centers, local food hubs and farmers markets can attract people, which adds vibrancy.
 - ⦿ Economic benefits spillover to other businesses.
 - ⦿ Markets can become community gathering places that showcase the town's and region's unique local culture and products.

CONCLUSION

LOCAL FOODS



IMAGE CREDITS: HOT SPRINGS FARMERS MARKET (BOTTOM LEFT AND RIGHT), WHITLEY COUNTY FARMERS MARKET (TOP LEFT), APPALACHIA SUSTAINABLE DEVELOPMENT (TOP RIGHT)

FARMERS' MARKET SITE CONSIDERATIONS

EXERCISE

- Keep existing trees
- Establish an entrance off of main street
- Designated parking area
- Service road for the vendors with direct relationship to the pavilion/arbor staging areas
- Pavilions
 - Staging area for vendors
 - Place to have gatherings
 - Central pavilion
 - Maybe different size pavilions
 - Must withstand flooding
- Bike Path
 - Connect to Park Along the River
 - Bike Racks

- Walking Path
 - Connect to Park Along the River
 - Connect to Entrance to Farmers Market
 - Connect to Parking
 - Sitting Areas
- Entire area needs to have a cultural innovated feel and look.
 - Areas for group gatherings
 - Outdoor classes
 - Family gatherings
 - Movies
 - Art – Sculpture, Paintings, music
- Farmers Market time period is May – September
- Access to the river
 - Ramp for small boat use only
 - Kayaks, Canoe

FARMERS' MARKET SITE CONSIDERATION

EXERCISE

Vista

- From bridge to the FM
- From FM to the river and park on West side of the river
- From downtown to the FM

Parking and park must interact with current and future businesses
Maybe a river overlooks area.

Planting

- Raised beds, Containers,
- Creative arrangements,
- Annual color areas - Edibles, Cotton
- Native trees, Shrubs - Some edibles,
- Native, Vines - Edibles

Lighting

- Parking, Pedestrian

Water

- Drinking, Bathroom, Irrigation
- Fountain?

Electricity

- Power to the pavilions
- Designated power points throughout site

Bathrooms

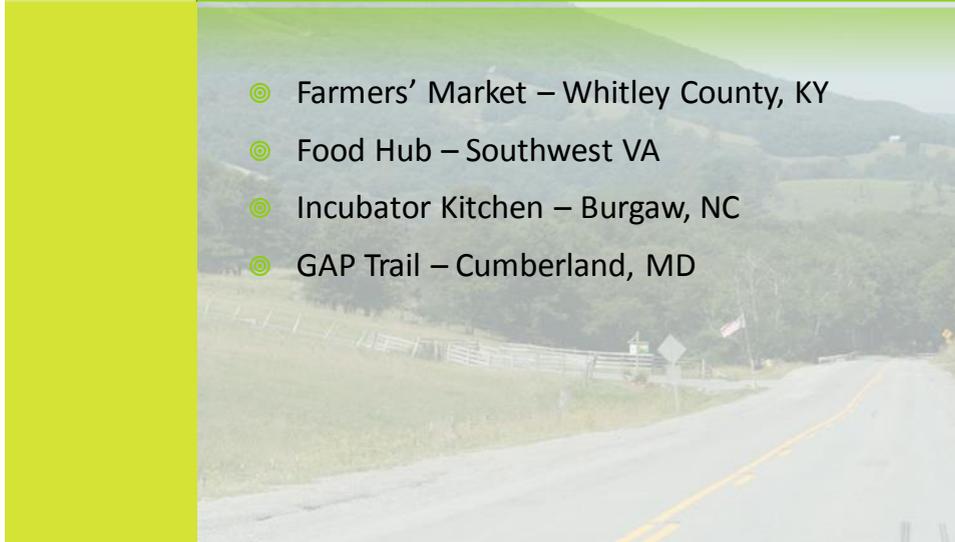
- Universal design
- Perhaps to be used by "Park Along the River" area and FM



CASE STUDIES

CASE STUDIES

- ⊙ Farmers' Market – Whitley County, KY
- ⊙ Food Hub – Southwest VA
- ⊙ Incubator Kitchen – Burgaw, NC
- ⊙ GAP Trail – Cumberland, MD



CASE STUDIES

WHITLEY COUNTY FARMERS' MARKET (WCFM)

Corbin and Williamsburg, KY



CASE STUDIES

WCFM TIMELINE

2007

- UK Agricultural Extension helps launch market
- 1 location with 4 vendors.
- Runs for 2 months (June/July)

2008

- Vendors increase to 7.
- Extension receives a \$3,500 grant for Old Time Music events.
- Expand to a 3-month season (August).

2009

- Vendors increase to 15.
- Begin education workshops with vendors.
- Extension approves \$110K for permanent market structure.

WCFM TIMELINE

CASE STUDIES

2010

- Open under new pavilion with restrooms and ADA access.
- Season expands again (June – September).
- 18 vendors, including value-added producers and artisans for 1st time.

2011

- Season expands again (May – October).
- 28 vendors.
- Add a senior voucher program, sales reach \$15,000
- Expand vendor education with marketing and booth design workshops.

2012

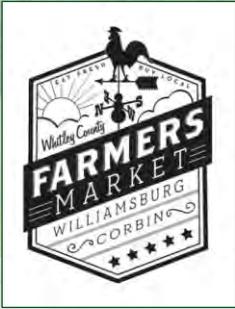
- Add a mid-week market in downtown Williamsburg (July/August only).
- Sales reach \$23,000.
- Start charging \$2 per day vendor fee.

WCFM TIMELINE

CASE STUDIES

2013

- Become a non-profit Whitley County Farmers' Market Inc.
- Add third venue in downtown Corbin.
- 33 vendors. Average 12 per market.
- \$35/season vendor fee.




WCFM ORGANIZATION

CASE STUDIES



- Initially housed under the UK Cooperative Extension.
- After 5 years, Extension encourages Market to become independent.
- Kentucky Center for Agriculture & Rural Development (KCARD) helps board create Articles of Incorporation, Bylaws, & Regulations.

WCFM ORGANIZATION

CASE STUDIES



- Filed Articles of Incorporation with Kentucky Secretary of State in March 2013.
- Organized as a Not for Profit Cooperative.
- Opened bank account at local community bank with \$312 from gate fees.

WCFM RULES / REGULATIONS

CASE STUDIES



- ⦿ Market is open to all farmers in Whitley County and any bordering county.
- ⦿ 7 counties total.
- ⦿ Open to value-added producers and artisans.
- ⦿ Allow sale of prepared foods.

WCFM FUNDING

CASE STUDIES

- ⦿ UK Cooperative Extension.
- ⦿ City of Corbin.
- ⦿ Corbin Tourism.
- ⦿ Williamsburg Tourism.
- ⦿ Community Farm Alliance.
- ⦿ Governor's Office of Agricultural Policy.
- ⦿ State of Kentucky.

WCFM ACCOMPLISHMENTS

CASE STUDIES

- Selected as one of five Kentucky markets to participate in Community Farm Alliance Farmers' Market Training Program.
- Selected as the State Farmers' Market of the Year – Small Market Category.



WCFM NEXT STEPS

CASE STUDIES



- Hire a part-time paid market manager in 2014.
- Use an EBT machine for food stamps in 2014.
- \$100,000 in sales in 2014.
- Launch a year-round indoor market in 2 years.
- Launch an online shopping option and a local foods hub in the long term.

CASE STUDIES

APPALACHIAN HARVEST: LOCAL FOODS HUB



The logo for Appalachian Harvest is a colorful illustration. At the top, the words "APPALACHIAN HARVEST" are written in a green, stylized font, arched over a yellow sun with rays. Below the sun are green mountains, a winding river, and a white barn with a silo. At the bottom of the logo, the tagline "HEALTHY FOOD, HEALTHY FARMS, CLOSE TO HOME" is written in a simple, black font.

CASE STUDIES

APPALACHIAN HARVEST BACKGROUND

- ⦿ Tobacco farming in decline in SW Virginia
- ⦿ Appalachian Harvest formed in 2000
 - ⦿ Local foods hub
 - ⦿ Fills a gap between large national distribution models and local models such as farmers markets/roadside stands
 - ⦿ Helps tobacco farmers transition to organic vegetables

CASE STUDIES

APPALACHIAN HARVEST OPERATIONS

- ① 15,000 square foot facility houses local food hub in Duffield, VA (population 91)



CASE STUDIES

APPALACHIAN HARVEST OPERATIONS

- ① Services include aggregation, packaging, distributing, branding, and marketing.





APPALACHIAN HARVEST OPERATIONS

- ⦿ Also provide training, technical assistance, and mentoring to growers.



APPALACHIAN HARVEST OPERATIONS

- ⦿ Support more than 175 farm jobs plus jobs in processing, distribution, and sales





CASE STUDIES

APPALACHIAN HARVEST OUTCOMES

- ◎ Sell produce in supermarkets throughout the region under the Appalachian Harvest brand.
- ◎ Sell to White's Fresh Food (local 18-store chain) and Food City (a regional 100-store chain in SW Virginia)
- ◎ More than \$1 million sales in 2012.

Photo Credit: Bread for the World



CASE STUDIES

APPALACHIAN HARVEST FUNDING

- ◎ Appalachian Regional Commission
- ◎ Mary Reynolds Babcock Foundation (throughout the Southeast)
- ◎ Wallace Genetic Foundation (national)
- ◎ Farm Aid (national)
- ◎ Blue Moon Fund (worldwide)
- ◎ W.K. Kellogg Foundation (national)
- ◎ Virginia Environmental Endowment (state)
- ◎ Sustainable Agriculture Research and Education (national)
- ◎ Virginia Tobacco Indemnification and Community Revitalization Commission
- ◎ Virginia Department of Agriculture and Consumer Services

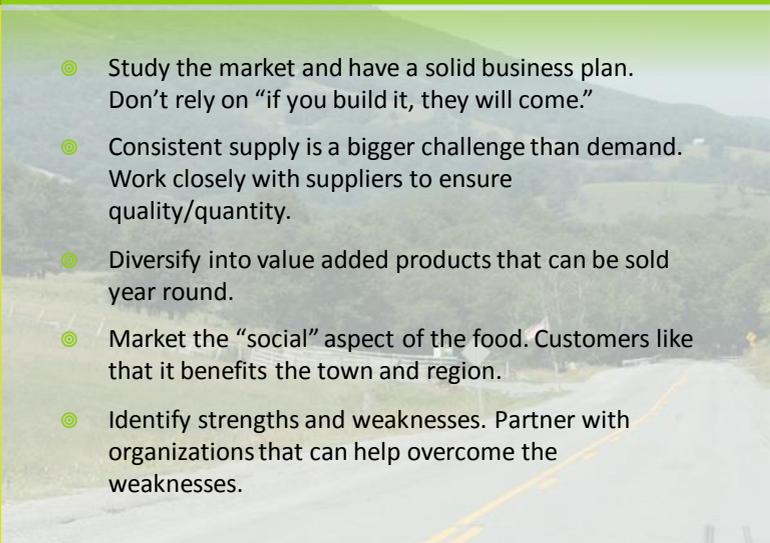




CASE STUDIES

APPALACHIAN HARVEST FUNDING

- ⊙ **U.S. Department of Agriculture Funding**
 - ⊙ Rural Business Enterprise Grants Program
 - ⊙ Used this USDA-Rural Development program to purchase a delivery truck
 - ⊙ Community Food Projects Competitive Grants Program
 - ⊙ Farmers Market Promotion Program
 - ⊙ Supported activities by Appalachian Harvest's larger parent program, Appalachian Sustainable Development

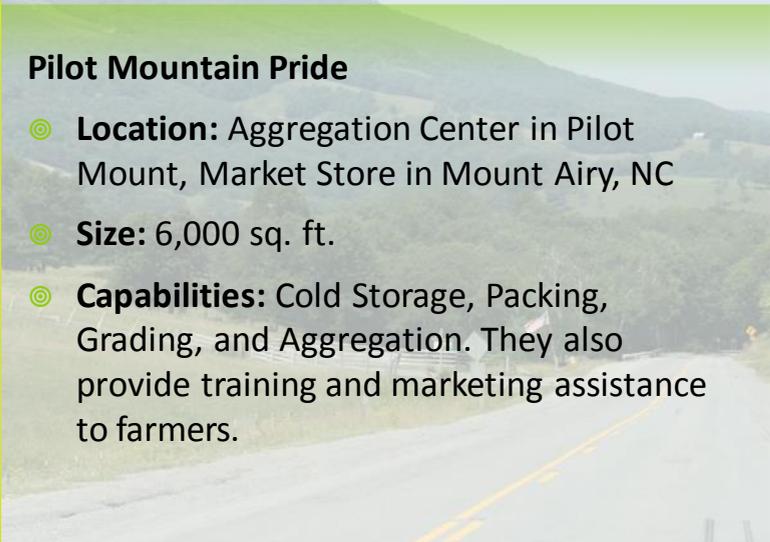




CASE STUDIES

APPALACHIAN HARVEST LESSONS LEARNED

- ⊙ Study the market and have a solid business plan. Don't rely on "if you build it, they will come."
- ⊙ Consistent supply is a bigger challenge than demand. Work closely with suppliers to ensure quality/quantity.
- ⊙ Diversify into value added products that can be sold year round.
- ⊙ Market the "social" aspect of the food. Customers like that it benefits the town and region.
- ⊙ Identify strengths and weaknesses. Partner with organizations that can help overcome the weaknesses.



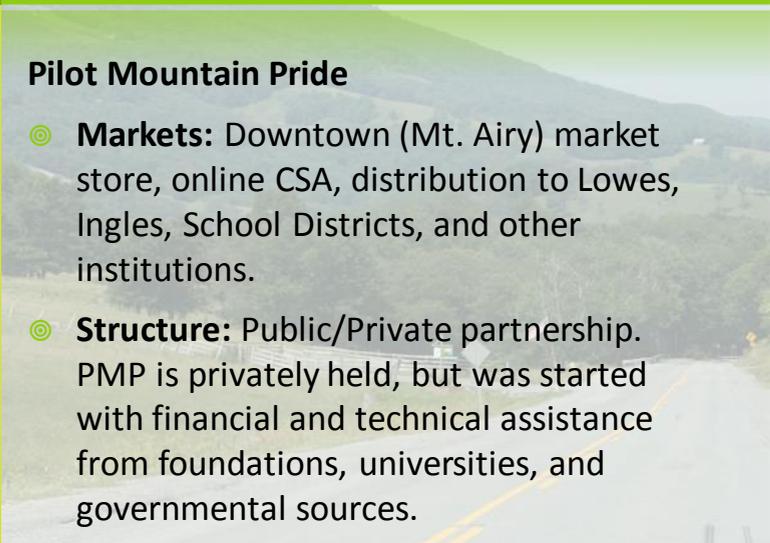


CASE STUDIES

OTHER FOOD HUB EXAMPLES

Pilot Mountain Pride

- ⊙ **Location:** Aggregation Center in Pilot Mount, Market Store in Mount Airy, NC
- ⊙ **Size:** 6,000 sq. ft.
- ⊙ **Capabilities:** Cold Storage, Packing, Grading, and Aggregation. They also provide training and marketing assistance to farmers.





CASE STUDIES

OTHER FOOD HUB EXAMPLES

Pilot Mountain Pride

- ⊙ **Markets:** Downtown (Mt. Airy) market store, online CSA, distribution to Lowes, Ingles, School Districts, and other institutions.
- ⊙ **Structure:** Public/Private partnership. PMP is privately held, but was started with financial and technical assistance from foundations, universities, and governmental sources.

CASE STUDIES

BURGAW INCUBATOR KITCHEN (BIK)

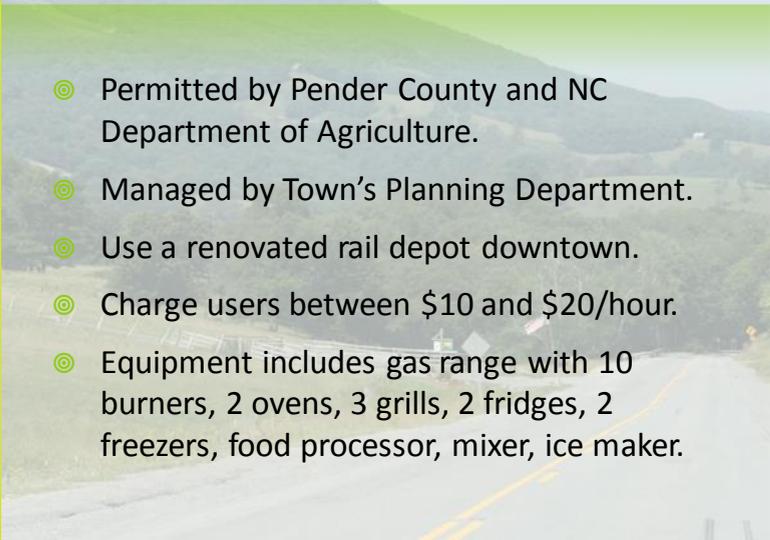


IMAGE CREDIT: TOWN OF BURGAW, NC

CASE STUDIES

BIK BACKGROUND

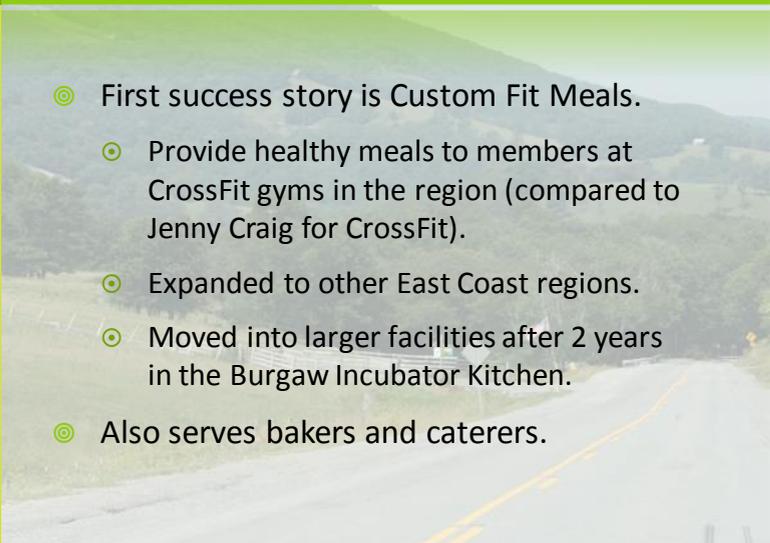
- ⦿ Burgaw is a town of 4,000 in rural SE North Carolina.
- ⦿ Region looking to diversify economy, partially in response to concerns about the long-term viability of tobacco.
- ⦿ Strong and diverse agricultural region with potential for more value-added products.



BIK OPERATIONS

CASE STUDIES

- ⊙ Permitted by Pender County and NC Department of Agriculture.
- ⊙ Managed by Town's Planning Department.
- ⊙ Use a renovated rail depot downtown.
- ⊙ Charge users between \$10 and \$20/hour.
- ⊙ Equipment includes gas range with 10 burners, 2 ovens, 3 grills, 2 fridges, 2 freezers, food processor, mixer, ice maker.



BIK OPERATIONS

CASE STUDIES

- ⊙ First success story is Custom Fit Meals.
 - ⊙ Provide healthy meals to members at CrossFit gyms in the region (compared to Jenny Craig for CrossFit).
 - ⊙ Expanded to other East Coast regions.
 - ⊙ Moved into larger facilities after 2 years in the Burgaw Incubator Kitchen.
- ⊙ Also serves bakers and caterers.



BIK OPERATIONS



IMAGE CREDIT: TOWN OF BURGAW, NC



DEPOT PHOTOS



IMAGE CREDITS: JENNIFER WALKER



DEPOT PHOTOS

CASE STUDIES

IMAGE CREDITS: JENNIFER WALKER



BIK CHALLENGES

CASE STUDIES

- ⦿ Management:
 - ⦿ Original plan was Community College.
 - ⦿ Then a contractor was hired by town.
 - ⦿ Then a local foods hub (Feast Down East).
 - ⦿ Finally the town's planning department.
- ⦿ Management needs knowledge in food business and food regulation, these are areas in which most tenants struggle.



BIK CHALLENGES

CASE STUDIES

- ⊙ Low interest by local farmers – They were a key initial target for the incubator kitchen.
- ⊙ Agriculture and food business are very different and both time intensive.
- ⊙ Farmers express more interest in co-packing facilities that can process and add value to their produce with less demand on their time and resources.



BIK LESSONS LEARNED

CASE STUDIES

- ⊙ Management – Ideally the kitchen would be run by an on-site manager with knowledge of running a business and food regulations.
- ⊙ Scheduling – Facilities will likely have high demand outside the 9 to 5 business hours.
- ⊙ Layout - Separate and private storage areas are very important for security and safety.
- ⊙ Regulations – Management should be up-to-date on food regulation and new rules.
- ⊙ Realized they really needed a co-packing facility

CASE STUDIES

GAP TRAIL: TRAIL-ORIENTED TOURISM AND DEVELOPMENT



IMAGE CREDIT: RENAISSANCE PLANNING GROUP

CASE STUDIES

GAP TRAIL BACKGROUND

- ⦿ Great Allegheny Passage (GAP) Trail is a 150-mile long rail trail.
- ⦿ Connects Pittsburgh to Cumberland, MD (and on to DC via a linked trail).
- ⦿ Cumberland is a city of 20,500.
- ⦿ About 130 miles NW of Washington.
- ⦿ Served by Amtrak from Pittsburgh & DC.
 - ⦿ Roll on, roll off bike service available.

GAP TRAIL BACKGROUND

CASE STUDIES



Meet our Sponsors
Click on a logo below to find out more about these key trail partners!

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IMAGE CREDIT: ALLEGHENY TRAIL ALLIANCE

GAP TRAIL PHOTOS

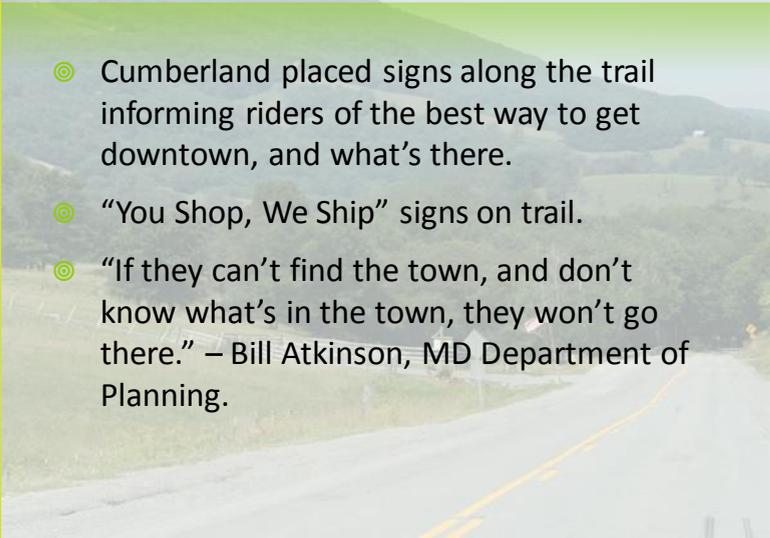
CASE STUDIES



GAP TRAIL IN CONNELLSVILLE, PA; IMAGE CREDIT: RENAISSANCE PLANNING GROUP



COMING OFF THE GAP TRAIL IN CUMBERLAND, MD
IMAGE CREDIT: HANNAH TWADDELL



CASE STUDIES

GAP TRAIL ECONOMIC DEVELOPMENT

- ⊙ Cumberland placed signs along the trail informing riders of the best way to get downtown, and what's there.
- ⊙ "You Shop, We Ship" signs on trail.
- ⊙ "If they can't find the town, and don't know what's in the town, they won't go there." – Bill Atkinson, MD Department of Planning.



CASE STUDIES

GAP TRAIL ECONOMIC DEVELOPMENT

- ⊙ Cumberland also has a "Certified Trail Friendly" business designation.
 - ⊙ These businesses are promoted to trail tourists. Businesses must have knowledge about the Trails to earn it (owner takes a test).
- ⊙ Each business receives a packet of information about the trail.
- ⊙ Cumberland's City Bike Rack Program
 - ⊙ Bikes are expensive. If people can't see them, they won't feel comfortable stopping in town.

GAP TRAIL PLANNING AND FUNDING

CASE STUDIES

- ◎ Cumberland has a pro-active bike plan. City wants the trails to be a healthy local resource, not just a conduit for tourists.
- ◎ Lots of funding partners. “You name it, we tapped into it.”
 - ◎ Federal - FHWA's Transportation Enhancements & Recreational Trails Programs, Appalachian Regional Commission.
 - ◎ State - MD bonds and MD Historic Trust
 - ◎ Local - Allegheny Power and other private funds.

GAP TRAIL PHOTOS

CASE STUDIES



BIKE SHOP
50 yards
BIKE WASH STATION

← C&O Canal Towpath
← Washington D.C. 184.5 Miles
← Oldtown, MD 18 Miles
Great Allegheny Passage →
Frostburg, MD 15 Miles →
Pittsburgh, PA 150 Miles →

GAP TRAIL IN CUMBERLAND, MD; IMAGE CREDITS: HANNAH TWADDELL

Appendix E:

Workshop Photo Album



Figure 1 – Tanglefoot Trail (44 mile rail trail)



Figure 2 – Tanglefoot Trail Terminus in Downtown New Albany



Figure 3 – Tallahatchie River near the future farmers' market



Figure 4 – Downtown New Albany

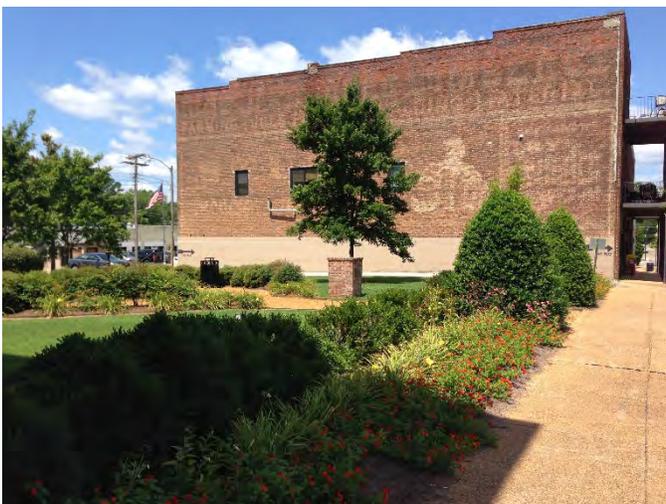


Figure 5 – Downtown New Albany Pocket Park



Figure 6 – Tallahatchie River near Future Farmers' Market



Figure 7 – Future Farmers’ Market Area



Figure 8 – Park Along the River



Figure 9 – Downtown New Albany at Night



Figure 10 – Discussion about Farmers’ Market Site Design



Figure 11 – Asset Mapping Report Out

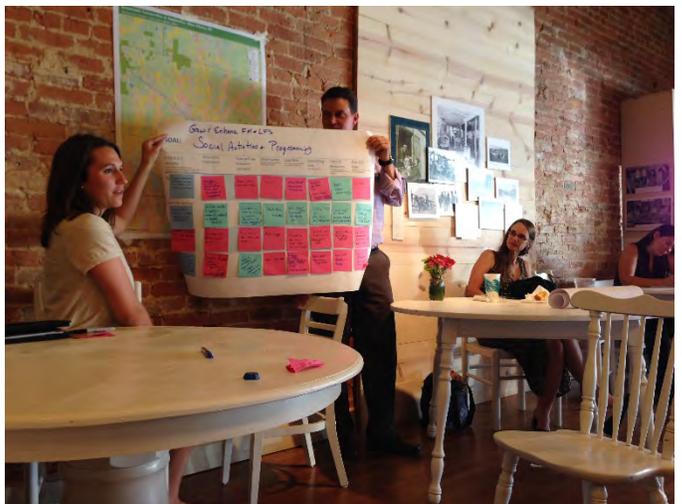


Figure 12 – Presentation of Action Planning Posters



Figure 13 - Pedestrian crossing on Carter Ave. Future linkage with trailhead will be in this vicinity



Figure 14 - View of Carter Ave linkage with Main Street. Pedestrian improvements are desired here



Figure 15 - Panorama taken from footbridge across the Little Tallahatchie River (facing south)



Figure 16- Panorama of the walking tour group viewing the river from the location of the property being donated to New Albany.



Figure 17- Panorama of the workshop in session.

Appendix F:

Funding Resources

Local Food Systems Funding Programs – Federal/State

Cities and towns can strengthen their local food systems through a variety of federal projects and programs. The USDA and other federal agencies are committed to supporting local food systems – whether it's by working with producers, engaging with communities, financing local processing and distribution, or helping retailers develop local food connections. Below is a list of just some of the resources available. This information and more can be found on the **USDA's Know Your Farmer, Know Your Food** initiative website at www.usda.gov/knowyourfarmer.

USDA Agricultural Marketing Service

Farmers' Market and Local Food Promotion Program

This new program makes \$30 million available annually to farmers markets, other direct producer-to-consumer venues, and other businesses in the local food supply chain. Funding is evenly split between two components: Farmers Market Promotion Program (FMPP) for direct consumer-to-producer marketing opportunities, and Local Food Promotion Program (LFPP) for local and regional food business enterprises. Both FMPP and LFPP have a maximum grant of \$100,000, and the LFPP applicants must have 25% matching funds or in-kind donations. By supporting development and marketing activities for farmers markets, food hubs, roadside stands, agri-tourism activities and other producer to consumer markets, the program can help small and mid-sized farmers access markets. For more information, visit <http://www.ams.usda.gov/AMSV1.0/FMPP> (FMPP) or <http://www.ams.usda.gov/AMSV1.0/LFPP> (LFPP).

Specialty Crop Block Grant Program

The purpose of USDA's Specialty Crop Block Grant Program (SCBGP) is to enhance the competitiveness of specialty crops, including locally grown crops. These investments strengthen rural American communities by supporting local and regional markets and improving access to fresh, high quality fruits and vegetables for millions of Americans. These grants also help growers make food safety enhancements, solve research needs, and make better informed decisions to increase profitability and sustainability. Organizations or individuals interested in the SCBGP should contact their state departments of agriculture – which administer the grant program – for more information. The 2014 Farm Bill significantly increased funding for the program. More information is available here: <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&rightNav1=SpecialtyCropBlockGrantProgram&topNav=&leftNav=CommodityAreas&page=SCBGP&resultType>.

Organic Cost Share Programs

The 2014 Farm Bill also gave USDA new tools and resources to support the growing \$35 billion organic industry by more than doubling previous support through the organic cost-share programs, making certification more accessible than ever for even the smallest certified producers and handlers. Organic producers and handlers can now apply directly through their State contacts to get reimbursed for up to 75 percent of the costs of organic certification, up to an annual maximum of \$750 per certificate. More information is available at <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateQ&leftNav=Na>

[tionalOrganicProgram&page=NOPCostSharing&description=Organic%20Cost%20Share%20Program&acct=nopgeninfo.](#)

Federal State Marketing Improvement Program (FSMIP)

This grant program provides matching funds to state departments of agriculture, state agricultural experiment stations, and other appropriate state agencies to assist in exploring new market opportunities for U.S. food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system. FSMIP is designed to support research projects that improve the marketing, transportation, and distribution of U.S. agricultural products. FSMIP is a collaborative effort between Federal and State governments – matching funds go toward projects that bring new opportunities to farmers and ranchers. More information is available at www.ams.usda.gov/fsmip.

USDA Rural Development

Business and Industry Guarantee Loan Program

The purpose of USDA's Business and Industry (B&I) Guaranteed Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. Through this program, USDA provides guarantees on loans made by private lenders to help new and existing businesses gain access to affordable capital by lowering the lender's risk and allowing for more favorable interest rates and terms. A recent change to the program allows projects that are physically located in urban areas if the project benefits underserved communities. The Business and Industry Loan Guarantee program is available on a rolling basis throughout the year. More information is available here: (http://www.rurdev.usda.gov/rbs/busp/b&i_gar.htm).

Value-Added Producer Grants (VAPG)

The primary objective of USDA's Value-Added Producer Grant Program (VAPG) is to help agricultural producers enter into value-added activities related to the processing and/or marketing of bio-based value-added products. VAPG grants are available to producers or producer groups in urban and rural areas. Eligible projects include business plans to market value-added products, evaluating the feasibility of new marketing opportunities, expanding capacity for locally and regionally-grown products, or expanding processing capacity. More information is available here: http://www.rurdev.usda.gov/BCP_VAPG.html.

Community Facility Grants

USDA's Community Facility grant program provides infrastructure support in rural communities under 20,000 people. Grants and loans have been used for commercial kitchens, farmers markets, food banks, cold storage facilities, food hubs and other local food infrastructure. Grants are available to public entities such as municipalities, counties, and special-purpose districts, as well as non-profits and tribal governments. Grant funds can be used to construct, enlarge, or improve community facilities and can include the purchase of equipment required for a facility's operation. More information is available here: http://www.rurdev.usda.gov/HCF_CF.html

Rural Business Enterprise Grant Program (RBEG)

The USDA's Rural Business Enterprise Grant Program (RBEG) funds projects that facilitate the development of small and emerging rural businesses, including acquisition or development of land, building construction, equipment, training and technical assistance, and project planning. Funding is available for local and state governments, tribes, and nonprofits in rural communities where the population does not exceed 50,000, or is next to a city or town with more than 50,000 people.

http://www.rurdev.usda.gov/BCP_rbeg.html .

Rural Business Opportunity Grant (RBOG)

USDA's Rural Business Opportunity Grant Program (RBOG) promotes economic growth in rural communities by supporting training and technical assistance for business development and to assist with regional economic development planning. A specific emphasis within RBOG is support for collaborative economic planning and development through regional food systems. RBOG grants can support regional economic planning, market development studies, business training and technical assistance, and establishing business incubators. Local governments, economic development organizations, non-profit organizations, Indian tribes, and cooperatives are eligible to apply. Funding available to rural communities where the population does not exceed 50,000, or is next to a city or town with more than 50,000 people. More information is available here:

http://www.rurdev.usda.gov/bcp_rbog.html.

USDA Natural Resource Conservation Service

Environmental Quality Incentives Program (EQIP)

EQIP provides cost-share and technical assistance to farmers and ranchers in planning and implementing conservation practices that improve the natural resources (e.g. soil, water, wildlife) on their agricultural land and forestland. A practice supported through EQIP is the installation of seasonal high tunnels (also known as hoop houses), which are unheated greenhouses that can extend a producer's growing season while conserving resources. In addition, EQIP can help producers transition to organic production or help those growers already certified maintain their certification. More information is available here:

<http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>

USDA National Institute of Food and Agriculture

Community Food Projects

Community Food Projects are designed to increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and create systems that improve the self-reliance of community members over their food needs. Grants are intended to help eligible private nonprofit entities in need of a one-time infusion of federal assistance to establish and carryout multipurpose community food projects. More information is available here:

http://www.nifa.usda.gov/funding/cfp/cfp_synopsis.html.

Food Insecurity Nutrition Incentive (FINI) Grant Program

The 2014 Farm Bill created this program, which supports projects to increase the purchase of fruits and vegetables among people participating in the Supplemental Nutrition Assistance Program.

Applicants may propose small pilot projects (up to \$100,000 for 1 year), multi-year community-based projects (up to \$500,000 for up to 4 years), or larger-scale multi-year projects (more than \$500,000 for up to 4 years). USDA is looking to fund innovative projects that will test community based strategies for how to increase the purchase of fruits and vegetables by SNAP participants through incentives at the point of purchase. USDA will give priority to projects underserved communities and to projects that provide locally- or regionally-produced fruits and vegetables. Applications are due December 15, 2014. More information is available here: http://www.nifa.usda.gov/newsroom/news/2014news/09291_FINI.html.

Beginning Farmers and Ranchers Development Program

This program provides grants to organizations that train, educate, and provide outreach and technical assistance to new and beginning farmers on production, marketing, business management, legal strategies and other topics critical to running a successful operation. The Agriculture Act of 2014 provided an additional \$20 million per year for 2014 through 2018. The reasons for the renewed interest in beginning farmer and rancher programs are: the rising average age of U.S. farmers, the 8% projected decrease in the number of farmers and ranchers between 2008 and 2018, and the growing recognition that new programs are needed to address the needs of the next generation of beginning farmers and ranchers. More information is available here: <http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>.

Small Business Innovation Research (SBIR) program

SBIR grants help small businesses conduct high quality research related to important scientific problems and opportunities in agriculture. Research is intended to increase the commercialization of innovations and foster participation by women-owned and socially and economically disadvantaged small businesses in technological innovation. Grants can be applied towards many areas or research, including projects that manage the movement of products throughout a supply chain, develop processes that save energy, and capture and relay real-time market data. More information is available here: <http://www.nifa.usda.gov/fo/sbir.cfm>.

Sustainable Agriculture Research and Education (SARE)

The mission of the SARE program is to advance sustainable innovations in American agriculture. SARE is uniquely grassroots, administered by four regional offices guided by administrative councils of local experts. Non-profit organizations, researchers, and individuals producers are eligible to apply. More information is available here: <http://www.sare.org/>.

Agriculture and Food Research Initiative (AFRI)

AFRI is charged with funding research, education, and extension grants and integrated research, extension, and education grants that address key problems of National, regional, and multi-state importance in sustaining all components of agriculture, including farm efficiency and profitability, ranching, renewable energy, forestry (both urban and agroforestry), aquaculture, rural communities and entrepreneurship, human nutrition, food safety, biotechnology, and conventional breeding. Providing this support requires that AFRI advances fundamental sciences in support of agriculture and coordinates opportunities to build on these discoveries. This will necessitate efforts in education and extension that deliver science-based knowledge to people, allowing them to make informed practical decisions. More information is available here: <http://www.nifa.usda.gov/funding/afri/afri.html>.

USDA Farm Service Agency

Microloan Program

The Farm Service Agency's (FSA) microloan program is available to agricultural producers in rural and urban areas and provides loans of up to \$35,000 on a rolling basis. Streamlined paperwork and flexible eligibility requirements accommodate new farmers and small farm operations. Larger loans are also available through FSA. Contact your local FSA office at www.fsa.usda.gov for more information.

Farm Storage Facility Loans

These loans finance new construction or refurbishment of farm storage facilities. This includes cold storage and cooling, circulating, and monitoring equipment, which can be particularly important to those growing for local fresh markets. Interested producers should contact their local FSA office at www.fsa.usda.gov.

USDA Food and Nutrition Service

Farm to School Grants

Farm to School Grants are available to help schools source more food locally, and to provide complementary educational activities to students that emphasize food, farming, and nutrition. Schools, state and local agencies, tribal organizations, producers and producer groups, and non-profits are eligible to apply. Planning, implementation, and support service grants are available from \$20,000 to \$100,000. More information and resources are available at www.fns.usda.gov/farmtoschool/farm-school.

Supplemental Nutrition Assistance Program (SNAP)

As of 2014, more than 2,500 farmers' markets nationwide are set up to accept SNAP's electronic benefit transfer (EBT) cards. Benefits can be used to purchase many of the foods sold at farmers' markets, including fruits and vegetables, dairy products, breads and cereals, and meat and poultry. They can also purchase seeds and plants which produce food for the household to eat. More information about SNAP benefits at farmers' markets is available from USDA here: <http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>.

WIC Farmers' Market Nutrition Program (FMNP)

This program provides coupons for local food purchases to women, infants, and children that are eligible for WIC benefits. The coupons can be used to purchase eligible foods from farmers, farmers' markets, and roadside stands. Only farmers, farmers' markets, and roadside stands authorized by the State agency may accept and redeem FMNP coupons. Individuals who exclusively sell produce grown by someone else such as wholesale distributors, cannot be authorized to participate in the FMNP. For more information, visit: <http://www.fns.usda.gov/fmnp/overview>.

Senior Farmers' Market Nutrition Program

This program, similar to FMNP, awards grants to States, United States Territories, and federally-recognized Indian tribal governments to provide low-income seniors with coupons that can be

exchanged for eligible foods (fruits, vegetables, honey, and fresh-cut herbs) at farmers' markets, roadside stands, and community supported agriculture programs. For more information, visit: <http://www.fns.usda.gov/sfmnp/overview>.

Funding Programs in Support of Other Livable Community Projects

The programs listed below are popular resources that support a variety of livability projects. The publication “Federal Resources for Sustainable Rural Communities” is a useful guide from the HUD-DOT-EPA Partnerships for Sustainable Communities that describes several additional resources: http://www.rurdev.usda.gov/SupportDocuments/RD_FedResourcesSustainableCommunities.pdf

National Endowment for the Arts Our Town Grants

The National Endowment for the Arts’ Our Town grant program is the agency's primary creative placemaking grants program. Projects may include arts engagement, cultural planning, and design activities. The grants range from \$25,000 to \$200,000. Our Town invests in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life;
- Encourage greater creative activity;
- Foster stronger community identity and a sense of place; and
- Revitalize economic development.

More information: <http://arts.gov/grants-organizations/our-town/grant-program-description>.

EPA Brownfields Programs

- **Area-wide Planning Pilot Program:** Brownfields Area-Wide Planning is an EPA grant program which provides funding to recipients to conduct research, technical assistance and training that will result in an area-wide plan and implementation strategy for key brownfield sites, which will help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Funding is directed to specific areas, such as a neighborhood, downtown district, local commercial corridor, or city block, affected by a single large or multiple brownfield sites. More information: http://www.epa.gov/brownfields/areawide_grants.htm.
- **Assessment Grants:** Assessment grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfields sites. Eligible entities may apply for \$200,000 and up to \$350,000 with a waiver. More information: http://www.epa.gov/brownfields/assessment_grants.htm.
- **Revolving Loan Fund Grants:** Revolving Loan Fund (RLF) grants provide funding for a grant recipient to capitalize a revolving loan fund and to provide subgrants to carry out cleanup activities at brownfield sites. More information is available here: <http://www.epa.gov/brownfields/rlflst.htm>.
- **Cleanup Grants:** Cleanup grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites. An eligible entity may apply for up to \$200,000 per site. More information is available here: http://www.epa.gov/brownfields/cleanup_grants.htm.

Transportation Alternatives Program (TAP)

The Federal Highway Administration's TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways. In rural areas, these funds are typically allocated by state departments of transportation. For more information, visit:

<http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>. For more information on Safe Routes to School projects and programs (which are eligible for funding under TAP), visit:

http://www.fhwa.dot.gov/environment/safe_routes_to_school/.

Appendix G:

Additional References and Resources

Local Food Systems Resources – National

USDA Know Your Farmer Know Your Food

The **Know Your Farmer, Know Your Food** initiative is a USDA-wide effort to carry out the Department's commitment to strengthening local and regional food systems. The Know Your Farmer Know Your Food website provides a "one stop shop" for resources, from grants and loans to toolkits and guidebooks, from agencies and offices across the Department. The website also contains the Know Your Farmer Know Your Food Compass Map, which shows efforts supported by USDA and other federal partners as well as related information on local and regional food systems.

- <http://www.usda.gov/wps/portal/usda/knowyourfarmer?navid=KNOWYOURFARMER>

Farmers' Markets General

USDA National Farmers Market Directory

Provides members of the public with convenient access to information about U.S. farmers' market locations, directions, operating times, product offerings, and accepted forms of payment.

- <http://search.ams.usda.gov/farmersmarkets/>

USDA's "National Farmers Market Manager Survey"

Nearly 1,300 farmers' market managers responded to this national survey conducted in 2006.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5077203&acct=wdmgeninfo>

USDA's "Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook"

This 2010 report from USDA describes how farmers' markets can accept SNAP benefits. SNAP is the federal government's nutritional assistance program. It was formerly known as food stamps.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo>

Appalachian Sustainable Agriculture Project's "Sharing the Harvest: A Guide to Bridging the Divide between Farmers Markets and Low-Income Shoppers."

This 2012 report from ASAP describes strategies for bridging the divide between farmers' markets and low income shoppers.

- <http://asapconnections.org/downloads/asap-farmers-market-access-guide.pdf>

Connecting Local Farmers with USDA Farmers Market Nutrition Program Participants

This 2010 report from USDA describes how providing transportation can help low-income individuals overcome barriers to accessing farmers markets.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5083319&acct=wdmgeninfo>

Farmers' Markets Management

Oregon State University's "Understanding the Link Between Farmers' Market Size and Management Organization."

This report, supported by the USDA, explored internal management issues of farmers' markets and describes tools that can help make farmers' markets sustainable.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5071342>

Appalachian Sustainable Agriculture Project's "25 Best Practices for Farmers' Markets."

This report describes 25 best practices in the areas of management, regulations, risk management, food safety, improving vendor sales, and marketing/outreach/promotion/social media.

- <http://asapconnections.org/downloads/market-makeover-25-best-practices-for-farmers-markets.pdf>

Food Hubs

USDA's "Moving Food Along the Value Chain: Innovations in Regional Food Distribution"

This 2012 report from USDA examined eight case studies of food value chains and provides some practical lessons about the challenges they face and lessons learned.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=stelprdc5097504&acct=wdmgeninfo>

USDA's "Regional Food Hub Resource Guide"

USDA released this primer on food hubs and the resources available to support them in 2012.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957>

Michigan State University's and Wallace Center's "State of the Food Hub – 2013 National Survey Results"

This survey of more than 100 food hubs across the United States quantifies the scope, scale, and impacts of local food hubs.

- <http://www.wallacecenter.org/resourcelibrary/state-of-the-food-hub-2013-national-survey-results>

Wholesome Wave's "Food Hub Business Assessment Toolkit"

The toolkit provides tools to assess a food hub businesses' readiness for investment.

- <http://www.wholesomewave.org/our-initiatives/healthy-food-commerce-investments/foodhubbusinessassessmenttoolkit/>

Community Kitchens

Culinary Incubator's Community Kitchen Database

This site provides a description and interactive map of community kitchens across the United States.

- <http://www.culinaryincubator.com/maps.php>

Community Gardens

Centers for Disease Control and Prevention's Community Gardens Website

- <http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/community.htm>

Farm to School

USDA's Farm to School Website

USDA provides information on its website about Farm to School programs and how to get one started in your community.

- <http://www.fns.usda.gov/farmentoschool/implementing-farm-school-activities>
- <http://www.fns.usda.gov/farmentoschool/farm-school>

Land Use

American Planning Association's (APA's) "Zoning for Urban Agriculture"

The APA in 2010 prepared an article on urban agriculture zoning in its March 2010 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2010/pdf/mar.pdf>

American Planning Association's (APA's) "Zoning for Public Markets and Street Vendors"

The APA also prepared an article on zoning for public markets in its February 2009 *Zoning Practice*.

- <https://www.planning.org/zoningpractice/2009/pdf/feb.pdf>

Other

Food Value Chains: Creating Shared Value to Enhance Marketing Success

The report provides an overview of how food value chains are initiated, structured, how they function and the business advantages and challenges of this approach.

- <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5107776>

Wholesale Markets and Facility Design

Provides technical assistance and support to customers regarding the construction of new structures or the remodeling of existing ones. These facilities include wholesale market, farmers markets, public markets, and food hubs.

- <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&navID=WholesaleandFarmersMarkets&leftNav=WholesaleandFarmersMarkets&page=WFMWholesaleMarketsandFacilityDesign&description=Wholesale%20Markets%20and%20Facility%20Design&acct=facdsgrn>

Organic Agriculture

USDA is committed to helping organic agriculture grow and thrive. This is a one-stop shop with information about organic certification and USDA-wide support for organic agriculture.

- www.usda.gov/organic

Fruit and Vegetable Audits

Audits for Good Agricultural Practices and Good Handling Practices can help producers access commercial markets by verifying that fruits and vegetables are produced, packed, handled, and stored in the safest manner possible to minimize risks of microbial food safety hazards.

- <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateN&page=GAPGHPAuditVerificationProgram>

USDA Certification for Small and Very Small Producers of Grass-fed Beef and Lamb

Allows small and very small-scale producers to certify that their animals meet the requirements of the grass-fed marketing claim standard, helping them differentiate themselves and communicate value to their customers.

- <http://www.ams.usda.gov/AMSV1.0/GrassFedSVS>

Local Food Systems Resources – State of Mississippi

Farmers' Markets

Mississippi Certified Farmers' Market Program

The Mississippi Department of Agriculture and Commerce describes this program as “a voluntary branding program, created and administered by the Mississippi Department of Agriculture and Commerce to promote and identify a market place for Mississippi grown fruits, vegetables, plant materials, and other products made and/or processed in the state.”

- http://www.mdac.state.ms.us/departments/ms_farmers_market/certified-markets.htm

Farmers' Markets in Mississippi

This site provides a directory of farmers' markets across Mississippi.

- http://www.mdac.state.ms.us/departments/ms_farmers_market/farmers-markets-in-mississippi.asp