A *FEAST* Planning Manual: Community Foods Organizing
Food * Education * Agriculture * Solutions * Together
An Introduction to the FEAST program

Oregon Food Bank’s Community FEAST (Food, Education, Agriculture, Solutions, Together) program provides a menu of community organizing methods to help communities mobilize around improving their local food system. Originally developed as a single day community organizing event, the FEAST program has grown to encompass several approaches to organizing community stakeholders who want to work on local food system planning and improvement. These approaches include:

- **Community FEASTs**
  The original 4-6 hour organizing model includes a local panel of food system experts, introduction to community food systems organizing and language, the identification of food system priorities and creation of a community foods organizing plan…and of course a meal celebrating local food!

- **FEAST Supper Conversations**
  This is a short form event to get a conversation started in a smaller community or with a smaller group of folks. Over a potluck dinner, participants map their local food system and then engage in a facilitated dialogue about the assets, opportunities and barriers that exist in their food system.

- **FEAST Hunger Free Community Forums**
  The structure of this forum is similar to the Community FEAST model, but geared towards the safety-net organizations and actors in a community. The goal of the 4-6 hour community organizing event is to create an organizing plan for improving the emergency food safety-net in a community. These events can be good precursors to FEAST.

- **FEAST follow-ups**
  There is not a set structure for a FEAST follow-up event, but OFB Community Food Systems team is glad to provide support in any way that we can to meetings or gatherings that further the work started at a FEAST community foods organizing event. In the past follow-up events have included community meetings targeted on specific initiatives coming out of the organizing process, full group gatherings or potlucks to check in on small group progress, and community food summits to map the progress of community foods organizing 6 months to a year after the original FEAST.

- **FEAST facilitator trainings**
  Currently under development is a FEAST train-the-facilitator curriculum. Starting in Fall 2012 we will begin occasionally offering trainings to small groups of folks who are interested in facilitating events using the FEAST model in their own region or community.

The majority of the information in this manual is geared towards planning a full Community FEAST, where that is not the case, or where information can apply equally to several of the approaches it will be indicated. Happy planning!
Community F*E*A*S*T
Frequently Asked Questions

What does F*E*A*S*T* stand for?
Food * Education * Agriculture * Solutions * Together

What is a Community FEAST?
A FEAST is an opportunity for participants to engage in an informed and facilitated discussion about Food, Education and Agriculture in their community and begin to work towards Solutions Together that will help build a healthier, more equitable and resilient local food system. This is an anchor event in a larger community organizing process that engages communities in making positive change in their local food system.

How many people attend these events?
Attendance can vary from a dozen to over 50 people. Groups of 35 or fewer are ideal as long as there is broad representation from your community food system.

How do we get started?
A local steering committee of 5-10 people meets with a Community FEAST facilitator to work through the Planning Worksheet and other resources included in this manual.

How long is the event?
The actual event can take from 4-6 hours depending on how much work your community has already done in setting priorities for your food system.

What happens during a FEAST?
The essential sections include:

- **The Local Picture**: community members tell the story of your local food system.
- An introduction to Community Food Systems Organizing and language
- Visioning and brainstorming to set your food system priorities together
- A meal...it wouldn’t be a FEAST without a meal that celebrates local food!
- Creating a food system action plan to address the priorities identified
- Small group work: organized by interest area, participants are provided with resources and tools to inform their action plans.
What is the cost?
There is no cost for the services of the facilitator or the participant packets. The community steering committee is responsible for publicity and registration, a local meal and finding a space for the event. Some communities charge for the lunch and others have found sponsors or sought volunteers to create a “stone soup” meal.

How has Community FEAST benefitted other communities?
FEAST outcomes have been many and varied. Results of the FEAST process have included new farm-to-school partnerships, new and expanded farmers’ markets, partnerships between food producers and emergency food providers and the formation of food systems coalitions to carry forward community based food system projects. See the list of quotes and testimonials from past FEAST participants later in this packet.

How do we know our community is ready for a FEAST?
● Is there a buzz about local food?
● Is there a desire to improve the quality of food available to low income residents, seniors and youth?
● Are local farmers searching for new marketing opportunities locally and regionally?
● Are individual, community and school gardens popping up everywhere?
● Are people seeking to participate in or organize nutrition education or food preservation classes?
● Is there a feeling that the voices of local farmers and food producers are not being heard?
● Are you concerned that local food system players are not talking to each other?
● Is there a group of community members that are passionate about food systems work and willing to motivate a broader group to take action on a collective vision?

If you answered yes to a number of these questions, then your community might be ready for a FEAST!

For more information contact Oregon Food Bank’s Community Food Systems team:
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(503) 703-2198                (503) 702-7579
                                      (800) 777-7427 x2270

http://oregonfoodbank.org/feast
Getting Started: Planning your FEAST

**Step-by-Step:**

1. Read this planning manual
2. Assemble your steering committee
3. Contact OFB Community Food Systems Team or an OFB trained FEAST facilitator
4. Choose a date and event space  
   *The event space should accommodate everyone at tables and be large enough to break out into small work groups comfortably.*
5. Plan a local foods meal  
   a. Find a local caterer or restaurant willing to donate or offer a meal at a reduced price  
   OR  
   b. Organize volunteers to make a “Stone Soup” or other meal
6. Identify and invite local panelists
7. Recruit volunteers to help with registration, cooking, tabling, photography, childcare and more (see “best practices” section)
8. Promote your event and register participants
9. Follow-up with participants to take action on your Food Systems Action Plan

**Key Things to Remember when planning a Community FEAST:**

- Community Food Organizing (CFO) always highlights a community’s resources and assets as well as its needs.
- The act of doing an assessment is an organizing tool.
- CFO must include the grassroots of a community.
- CFO is done *with* communities, not *to* them.
- It’s about the conversation!
- This is both short-term and long-term work. Results may not be instant.
- Feature LOCAL Food & Farms
- FEASTs should be planned with a *local* steering committee and reflect *local* realities.
- Plan for evaluation and follow-up.
- Make it a celebration!!!
Overview of the Day (Community FEAST)

Registration

Introductions

*Facilitators & Organizers, What is a Food System?*

The Local Picture

*Panel of food system experts from the local community*

Community Food Systems & Organizing- Terms and Statewide Work

*Context for visioning and planning work; Outcomes from previous organizing events*

Resources & Tools

*Introduction to packet materials and explanation of evaluation processes*

Your food systems vision

*Group visioning/brainstorming process (snow cards)*

Creating a Community Foods Organizing Plan

*Small group work based on organizing plan and partners worksheets*

Next Steps & Evaluation

*Planning a follow-up meeting for the entire group; Reminders about paper and online evaluations.*

Overview of the Event (FEAST Supper Conversation)

Registration

Potluck & Introductions

Mapping Exercise

*Using a map of the area, participants add sticky notes indicating the location of food system locations (farms, stores, emergency food sites, markets, etc.)*

Facilitated Dialogue

*Participants discuss their food system guided by the following questions:*

1) *What are the assets in your food system?*

2) *What are the opportunities within your food system?*

3) *What are the challenges or barriers in your food system?*

4) *What is missing in your food system? Where are there unmet needs?*

Prioritize

*Participants prioritize issues discussed in the dialogue using a dot voting process*

Next Steps

*Planning a follow-up meeting or full FEAST or deciding what other next steps might work best for the given community*
Community FEAST Planning Worksheet

Date: __________________________

Location: __________________________

**Event Space Contact:** __________________________________________________

**Phone/E-mail:** ________________________________________________________

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**Local Steering Committee**

**List Names & Contact Info:**

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**Local Panel**

*The panel should consist of four to six people representing any of the following sectors (or other sectors important to your local food system): Agriculture, Anti-Hunger or Low-Income, Youth, Gardens, Food Retail, Restaurant, Fisheries, Public Health, Nutrition or Fishing & Hunting*

**Panelists:**

1. **Name:** __________________________ **Sector:** __________________________
   **Organization:** ________________________________________________________
   **Phone:** __________________________ **E-mail:** __________________________

2. **Name:** __________________________ **Sector:** __________________________
   **Organization:** ________________________________________________________
   **Phone:** __________________________ **E-mail:** __________________________

3. **Name:** __________________________ **Sector:** __________________________
   **Organization:** ________________________________________________________
   **Phone:** __________________________ **E-mail:** __________________________

4. **Name:** __________________________ **Sector:** __________________________
   **Organization:** ________________________________________________________
   **Phone:** __________________________ **E-mail:** __________________________

5. **Name:** __________________________ **Sector:** __________________________
   **Organization:** ________________________________________________________
   **Phone:** __________________________ **E-mail:** __________________________
Local Food Meal & Refreshments

Meal Coordinator: ____________________________________________________________
Phone/E-mail: ____________________________________________________________

Meal Notes (food donors, restaurants, caterer, volunteers etc.):

Event Promotion & Registration:

PR Coordinator: ____________________________________________________________
Phone/E-mail: ____________________________________________________________

Pre-Registration Options (check all that apply):

□ Eventbrite □ Evite □ Traditional RSVP (Phone/E-mail) □ Other

Other Considerations

Photographer

Contact: ________________________________________________________________
Phone/E-mail: __________________________________________________________

Childcare

Contact: ________________________________________________________________
Phone/E-mail: __________________________________________________________

Display Tables

Coordinator: ____________________________________________________________

Organizations & Tabling Contacts:


Follow-up Coordination

Contact: ________________________________________________________________
Phone/E-mail: __________________________________________________________
Community FEAST Feedback

*How has the FEAST process benefitted other communities?*

*Here is some feedback in the words of former participants.*

“I felt that the ‘FEAST’ was the event that energized and activated people in Clatsop County to take action on the important issues surrounding a food system. Since the FEAST I have seen great leaders, and great ideas emerge to direct the food system coalition. The FEAST revitalized not just conversation, but enacted a vision filled with goals and proactive action.”

*Marlin Martin, Food Program Developer*
*CCA Regional Food Bank*

“I think that the FEAST workshop inspired many of us to collaborate with one another on issues we are passionate about. We developed a larger community base with resources to actually get things done. We are getting things done since that workshop. I feel the workshop was managed very well and am looking forward to the follow up sessions.”

*Jan Neilson*
*Fraga Farm Goat Cheese*

“There is no more important work than this – feeding the soil and feeding ourselves from it. I am so grateful for the Community FEAST workshops. I was inspired to find more ways to participate in schools, community, and neighborhood. The network being built via this effort is a source of strength and comfort.”

*Dawn Jensen Nobile*
*Nutrition Therapist, Albany*

“I was impressed with the number of farmers in the Sweet Home area. More importantly, we had a chance to talk to the Sweet Home school superintendent about utilizing the high school cafeteria ‘prepared but not served food.’ Our added day, Tuesday, is now mostly food we have received from the school. We send home take-outs of any foods that are not served at the ‘manna’ meal.”

*Bob Hartsock*
*Manna Meal, Sweet Home United Methodist Church*

“FEAST was a tremendous community organizing tool for me to plug into. As a FoodCorps Service Member, new to the Tillamook County community, it was very inspiring for me to meet people who care about farm to school and want to make change! Now in our FEAST action groups, we’re moving forward on issues that will hugely impact our community.”

*Emily Ritchie*
*Farm to School Coordinator, Food Roots in Tillamook, OR*
“The Grant County FEAST workshop provided a venue for people to come together and talk about issues that are important to them. It was a chance for each community to show case their projects and at the same time realize that each group or community as several areas of commonality. While there are still independent groups working on similar projects, we now understand that it is all for the bigger community’s greater good. There is less competition and more of a spirit of helpfulness and support.”

*Sally Bartlett, Coordinator
Grant County Economic Development*

“This is an inspirational gathering. It has generated many ideas for me to consider in my work, and that seem to support a recently co-authored bill on "economic gardening," which has to do with nurturing and cultivating more business and entrepreneurial activities at the local community level."

*Bob Jenson, (R), Dist. 58, Pendleton*

"I'm really impressed to see and hear so much interest now blossoming in our area. Even though I've been trying to make a go of alternative and diversified farming practices for years now, I've felt somewhat alone and uncertain in that effort. Now I see that there may be opportunities I hadn't thought of, because of all the input and excitement around local healthy food, from community members."

*Eric Nelson*

“I feel that the FEAST’s are a great resource for getting a broad picture of a local food system. Having the FEAST at the beginning of my term gave me an early direction for what needs to be accomplished in Clatsop County. There were a few primary concerns that arose at the FEAST (food coalition, distribution, processor), and many secondary concerns (land use, grange redevelopment), in which gave me a broad understanding of the current food system in Clatsop County. Finding out many of the primary and secondary concerns in Clatsop County has also given me focus for my first six months.

“Overall, the two FEASTs I have been a part of, including playing a heavy role in one, have been extremely successful in opening the conversation among rural voices. I often refer back to Clatsop County’s FEAST when discussing our local food system, and I feel a FEAST should be used as a springboard for future discussions involving food systems, however it is only one piece of a larger assessment, and should not be solely relied upon for information and ideas of the local food system.”

*John Dean, RARE
CCA Regional Food Bank*
Best Practices

Every FEAST is different, as is every community food system. This section of the manual is meant to provide guidance in planning and executing your FEAST event. It is a compilation of information from OFB staff and former FEAST planners and participants about different parts of the event and what has worked well in other communities.

Building a Steering Committee

A FEAST steering committee should consist of 8 to 12 people who are a combination of key gatekeepers in your local food system, community leaders and networkers. It is important that the committee is comprised of folks who can, and are willing, to share in the work of making the community organizing process happen, before during and after the FEAST event.

<table>
<thead>
<tr>
<th>Who are these folks and where might you find them?</th>
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<tbody>
<tr>
<td>Local food groups</td>
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<td>Farmers Market staff</td>
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<td>WIC or SNAP (DHS) staff</td>
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<td>OSU Extension Agents</td>
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<tr>
<td>Food Pantry staff/volunteers</td>
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<td>Local food retailers</td>
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<td>Slow Food chapters</td>
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<td>Public Health Advocates</td>
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<td>Ford Leadership Institute graduates</td>
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<td>Educators</td>
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<td>Farmers</td>
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<tr>
<td>Local food processors</td>
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<tr>
<td>Nutrition educators</td>
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<td>PTA members</td>
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</tbody>
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Recruiting a Local Panel

The purpose of the “Local Panel” is to create a picture of your community’s local food system for the participants in your FEAST. It serves as a starting point for the visioning and organizing activities that will follow in the event. The panel should highlight the key food systems sectors that are important in your area (Agriculture, Anti-Hunger or Low-Income, Youth, Gardens, Food Retail, Restaurant, Fisheries, Public Health, Nutrition, or others specific to your community). Panelists should be able to give a broad picture of the sector you have chosen them to represent for your community. For example, if you have chosen a farmer who is skilled in direct marketing, he or she should be able to tell the story of their farm as well as other farmers in the area, touching on challenges, successes and how the community can better support them. There is a list of question prompts for panelists in the appendices to help panelists shape their comments and stay on task. In order to hold the interest of the participants, the panel should take no longer than 60 - 75 minutes, with each presenter averaging 10 minutes.

Tips from past FEAST planners:

- 5 panelists is a good number- enough to represent a broad spectrum of the food system- but not so many to be overwhelming
- Appoint a timekeeper (the facilitator can do this if no one else is willing/able).
- Hold questions until the end of the panel
- Panelists can use PowerPoint, but it should fit within the time frame. *(Rule of thumb: each slide = 4 minutes of presentation)*
FEAST should be a process that considers, and includes, the broadest possible spectrum of your community. Before your steering committee gets too far down the road in planning your event, you will want to take time to brainstorm all the different groups and people in your community that should be at the table for the FEAST event and the community organizing that follows. Think about what barriers to participation might exist for different groups and individuals. Are there steps you can take to make your event accessible to as many community members as possible? Here are some factors to jumpstart your brainstorm:

**Childcare**
- Having the right space for this could be a consideration when choosing an event space. Churches, schools or community centers frequently have perfect spaces (nurseries or classrooms, with toys, books and craft supplies) built in.
- Find volunteers among students at a local community college, university or church youth group
- If you do decide to offer childcare, you will want to consider getting snacks donated in addition the food for the main meal
- Ask participants to indicate whether they will want to use the childcare option when they RSVP, that way you will have a sense of how many children to expect

**Translation/Interpretation**
Multilingual meetings are no longer unusual, so if your community includes potential participants who speak a language other than English, a good interpreter will help make the event more accessible to these groups, and more inclusive.
- Contact local groups that work with these populations to see if they have suggestions of potential interpreters, as well as ways to plan for a bilingual event. Interpretation takes time, but it is often worth it!
- Find out what experience the interpreter has with food systems and community organizing. You want to make sure that they are aware of, and understand, any specialized vocabulary or topics that might be covered

**Location/Transportation**
- If there is a public transportation system in your town or region, think about holding the FEAST in a location that is easily accessible by public transport
- If your FEAST will be in a more rural area, think about incorporating ridesharing or carpool options in your registration process (see later section on registration tools- this would be possible with either Eventbrite or Evite)

**Pre-Registration Tools**
You’ll want to know who is planning to come to your FEAST event. Here are a few online tools that some planning committees have found useful. You may also choose to have a traditional RSVP method (calling or e-mailing a specific contact person) in addition to these online options.
Eventbrite ([www.eventbrite.com](http://www.eventbrite.com)): is a great online resource that you can use to manage registration for your FEAST event. It is geared toward handling ticketed events, although it has settings for free events like FEAST. It has more features for organizers than E-vite or a traditional RSVP method (i.e. calling or e-mailing a specific contact) such as: automatically generating a registration list, allowing you to print nametags directly from the registration list, collecting basic information about attendees and providing many options for promoting your event.

Here is a step-by-step guide to setting up your FEAST on Eventbrite. If you need additional information, you can also consult their help section ([http://www.eventbrite.com/help](http://www.eventbrite.com/help)) or attend one of their daily free demo webinars ([http://www.eventbrite.com/t/sign-up-for-a-free-live-online-demo](http://www.eventbrite.com/t/sign-up-for-a-free-live-online-demo)).

1. Click on “Create Event”. Set up a login & password or login with your existing info if you’ve used the site before to create events or purchase event tickets.
2. Walk through all the steps in the event set-up. See notes about specific steps below:
   - **Step 2:** You must “create a ticket,” even though you will not be selling tickets for your FEAST. To do this:
     - Click the “create a ticket” box
     - Give your “ticket type” a name (community member, attendee, participant, etc.)
     - Select “Free” under price.
     - You will have to put a number in “quantity available”. It’s probably best to make that number higher than your best estimate of how many people will attend the event (unless you are reasonably limited by your venue or other restrictions and *do* actually have a maximum number of attendees, in which case, enter that number).
   - **Step 8, Set Privacy:** You probably want to select the second option “this event is private and should not be listed in the directory or on search engines.” In order to maximize attendance though, you probably do want to check the box that allows attendees to share on social media sites or through e-mail. **You will have more options to share the invitation once you complete all the steps under “Create Event”**
   - **Under additional options, you can select to “show attendee list on the registration page”, if you feel that it would be helpful for people that might consider coming to the event to see who else is already registered.**
3. Once you have completed all the steps, click on save and publish (don’t worry, you still have a chance to edit your event). You can now “manage”, “edit” or “view” your completed invitation through tabs that will now appear under the main header on the right hand side of the page.
4. Some options you will want to consider under the “manage” tab include:

- Collecting additional information from participants at registration (such as e-mail address, mailing address, phone number, organization, etc.)
- Inviting attendees by sending e-mail invitations or using any or all of the suggested ways to promote your event (on your website, through Facebook, etc.)
- Under the “Orders” menu, you will want to “edit the order confirmations” because the default confirmation e-mail that is automatically sent when someone registers will instruct registrants to print out their “tickets”. Since FEAST is a free event, you probably don’t need printed tickets and it has the potential to confuse people. To do this:
  1. Click on the link.
  2. Uncheck both boxes (“attach PDF tickets”...and “include print tickets link”...)
  3. Edit the e-mail in the box to read something like this:
     “You don’t need a ticket to attend this event. Thanks for registering! We look forward to seeing you on (Date and time of event) at (location of event). Please bring a local ingredient to add to our “Stone Soup” if you are able”
- Use the “day of event” features to either print a check in list or check people in in real time, and/or to print nametags

E-vite (http://www.evite.com): is another free online tool that you can use to register people for your FEAST event. It has less “event management” features than Eventbrite, but is a little more user friendly from both an organizer and participant standpoint. To set up a FEAST invitation, simply go to the E-vite homepage, click on “create an invitation” and follow the step-by-step instructions. Once you have created your invite, you can edit any part, invite new people, and even share your event on Facebook. Here is a helpful online tutorial if you’re having trouble: http://www.youtube.com/watch?v=zz-YElfmMuNo&feature=related or you can also visit E-vite’s support page: http://new.evite.com/content/support

Google Forms (http://www.google.com/google-d-s/forms/): is yet another free online tool that can be used for event registration. Since Google Forms can used for many different applications, it requires a bit of customization to set up an event registration- this can be a bonus if you really want to customize your registration, ask survey questions, etc. Here are two good tutorials on how to set up event registrations with Google Forms:
  - http://support.google.com/docs/bin/answer.py?hl=en&answer=87809
Planning a Local Foods Meal

The meal is a part of the FEAST where you have the opportunity to celebrate some of the great things about your local food system. Communities have approached this part of the event a number of different ways (see examples that follow). Regardless of your approach, you will probably want to have at least one member of your steering committee focused on planning this portion of the event. You may also want to consider recruiting outside volunteers to help seek food donations and prepare the meal, clean up afterwards, etc. In addition to the main meal, plan to have some snacks or refreshments available throughout the day (such as: coffee, tea, water, cut up fruit and veggies, crackers and cheese, breads or pastries, etc.) Consider ways to accommodate participants with food allergies and sensitivities or special diets in advance. It can be easier to have at least one option that is vegan and gluten-free, so that if someone comes that hasn’t let you know about special needs in advance, they will still be able to share in the meal.

Meal Planning Tips from past FEAST planners:
- Find ways to feature some local ingredients in your FEAST meal.
- Seek out donors who are interested in FEAST or promoting a local food system.
- If you plan to prepare the meal on site, make sure to choose an event space that has an adequate kitchen.
- Many FEAST planners have said they wished they had sought kitchen volunteers who were interested in helping out, but not as eager to fully participate in the FEAST process. The work of preparing and cleaning up after lunch kept key folks from being in the room for important conversations at several FEASTs. University students turned out to be the perfect match for this at one FEAST

Local Restaurant or Caterer: Is there a restaurant or caterer that highlights local products on their menu? Would they be willing to create an affordable menu for your event? Letting a professional handle the meal means that you won’t have to worry too much about the details. However, you most likely will have to pay for the meal out of your organization’s budget, or you will have to ask attendees to pay for lunch. Ask if they can prepare the meal at a reduced price, or use some donated ingredients to make it more affordable for your group or participants. Make sure to confirm who (they or you) will provide napkins, serving ware, cups, etc.

“Stone Soup” Meal: The idea here is that participants in the event will bring ingredients (hopefully local ones!) that can be added to a pot of soup that will simmer away during the first part of the event and then be served for lunch (or dinner). Make sure to highlight this part of the event in your promotions, so that participants know what to bring. You will want to seek donations from local farms or retailers for the basic building blocks of your soup (ham, chicken or soup bones, beans, stock, onions, etc.) and any extras you might want to serve alongside the soup (bread from a local bakery, salad from a local farm, apples for snacking or dessert, etc.). Appoint a “soup boss” or head volunteer who is comfortable doing some prep work and running the show in the kitchen during the event. This could be a chef, extension agent or knowledgeable home cook -- someone who is comfortable cooking soup from scratch for a large group, leading volunteers and has a food handlers’ card or other food safety training such as ServSafe.

Volunteer Chefs w/donated ingredients: Similar to “Stone Soup”, but perhaps you don’t want to serve soup, or you have other great menu ideas. At the Lincoln County FEAST in Newport, a group of volunteers made a spectacular stew featuring local seafood- delicious! Seek donations of ingredients from local farms or retailers for the basic building blocks of your meal, or seek donations of anything seasonal/available and then decide on a menu. If you choose to go this route, you can do much of the cooking and prep work in advance. This can
be helpful if your venue doesn’t have a large enough kitchen to cook a meal for a big group, or to accommodate lots of volunteer chefs. It’s also a good option if your kitchen volunteers are interested in participating in the FEAST- they won’t have to be out of the room for the whole morning.

On the Day of the Event
You’ve been planning, promoting, cooking and scheming and your event is finally here. These are some tips from past planners for helping your event to go smoothly.

Tips from past FEAST planners:
• Have at least two people to staff the registration table, one to explain folders and nametags and one to make sure that registration forms are completed.
• Staff the table from 15 minutes before the stated start time, to 45 minutes to an hour into the event to make sure that you capture as many participants’ information as possible
• Have a few volunteers come at the beginning and end of the FEAST to help out with unexpected tasks, from making coffee to directing traffic, helping set up tables and chairs to cleaning up afterwards. You will be glad to have some extra helpers.

Day-of Registration
Even though many, or most, of the participants will have pre-registered for the event, it is important to capture who is actually there on the day of the event. Registration at the event is also an opportunity to capture additional information about FEAST participants. If your FEAST is being facilitated by Oregon Food Bank Staff, we will provide copies of the registration forms that appear in the appendix and will aggregate the data and send it back to steering committee members shortly after the event. We use the demographic data collected in our program evaluation- to help us understand who is coming to these kinds of events and what groups or sectors in the community we can do a better job of targeting for outreach at future events. If your event is not being facilitated by Oregon Food Bank, we recommend using a similar form or process to help you evaluate your attendance after the event.
Appendices

A. Sample FEAST Agenda
B. Sample Informational Flyer
C. Registration Form
D. Question Prompts for Local Panelists
E. MOU & Feedback Form (for non-OFB facilitated FEAST events)
F. Worksheets for FEAST (these will be provided for participants by Oregon Food Bank, and explained by the facilitator during the event)
G. Press Release template
H. Resource list for packets
I. Materials list
Tillamook Community FEAST
Tillamook Public Library, Tillamook, OR
Saturday, March 17, 2012
9:30 AM to 3:30 PM

9:30 AM - Registration
9:45 AM - Introductions and Agenda Review
  • Introductions
  • Review intended event outcomes; by the end of this session you will have:
    o An understanding of the scope & history of CFS work in Tillamook and the surrounding communities
    o Gained a basic understanding of Community Foods Organizing and the language of community food systems.
    o Identified initial goals for an organizing plan in the defined area
    o Developed initial steps for organizing plans.
    o Identified potential partners for the plan.
    o Outlined next steps and who will do them.

10:15 AM - The Local Picture
  • Local Agriculture – Denise Porter, farmer and Headlight Herald Agriculture writer/editor

  • Local Fisheries – Darius Peake, Tillamook Bay Boat House

  • School Gardens & Youth Education – Emily Ritchie, Food Roots FoodCorps Member

  • Nutrition Education & Outreach – Susie Johnson, Tillamook OSU Extension

  • Emergency Food Programs – Cari Clifton, Oregon Food Bank, Tillamook County Services
11:30 PM- Introduction to Community Food Systems & Organizing
- Brief Overview: The language of community food systems
- Oregon Efforts – What’s happening out there?
- Questions/wrap-up
- Resources & Assessment Methods

12:30 PM- What is Your Food Systems Vision? – Creating a Broad Vision
You will engage in an individual and group process to determine issues to work on for the rest of the day. You will be divided into working groups at the end of this segment.

What is your Food System vision?
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

What would you want to see change in your county or area as a result of developing a community foods organizing plan and implementing the results?
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

1:00 PM- Local Foods Lunch

2:00 PM- Creating an Organizing Plan
Using the worksheets in your packet each group will work together to create a vision and an initial organizing plan.

3:00 PM - Report Back to Large Group

3:30 PM- Next steps & Wrap-up
- Schedule follow-up, set time lines and designate key leadership.
- Evaluation

What is your commitment to this effort?
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

oregonfoodbank.org
Community FEAST*
A Community Foods Organizing Event
February 20, 2010
8:30 AM – 3:00 PM
Local Foods Meal <cost> - to pre-register call <number> or email <email address>
Lebanon Community Hospital

A Community FEAST is a way to:
• Build community
• Strengthen existing projects
• Launch new projects with community support and involvement.
• Identify community food needs, resources and opportunities
• Improve community health and nutrition
• Support our local food and agriculture economy

At the Community FEAST event you will:
• Learn about local food and farming
• Share knowledge and concerns
• Identify what we want, create a plan, and begin taking action for change

We will address issues such as:
• Hunger and nutrition
• Access to local food
• Local agriculture and food production
• Youth opportunities

Presenter:
Sharon Thornberry, Community Food Systems Manager, Oregon Food Bank

*FEAST: Food – Education – Agriculture – Solutions – Together
REGISTRATION

FEAST ORGANIZING EVENT

<table>
<thead>
<tr>
<th>First NAME:</th>
<th>Last NAME:</th>
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<tr>
<td>ORGANIZATION:</td>
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<tr>
<td>EMAIL ADDRESS:</td>
<td>TELEPHONE:</td>
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I am speaking on the Local Panel: ☐ I was on the FEAST steering committee for this event: ☐
I am a Ford Institute Leadership Program Graduate: ☐
Which sectors are you representing here today? Check all that apply:
☐ Farmer/Rancher ☐ Extension/USDA ☐ Elected official ☐ Nonprofit
☐ Gardener ☐ Nutrition Education ☐ Gov’t worker ☐ Gleaner/food rescue
☐ Fisheries/Aquaculture ☐ Educator ☐ Public health ☐ Faith-based
☐ Farmers’ Market ☐ Farm-to-school ☐ Economic Development ☐ Emergency/Supplemental
☐ Food Processor ☐ Health Care Provider ☐ Food Retailer ☐ Other: _____________________

Demographic Information (optional- but this helps us to continue to tell the story of this work, and to fund it)
Gender: ☐ Male ☐ Female Age: _______
What is your race and ethnicity (check all that apply)? ☐ White ☐ Black or African American ☐ Asian
☐ American Indian or Native Alaskan ☐ Hispanic or Latino ☐ Native Hawaiian or other Pacific Islander

Question Prompts for Local Panelists
These questions can be given to panelists in advance of the event to help them focus their comments.

1) Provide us with a general description of your <sector or organization>
The answers to this question will vary depending on the presenter. i.e. The person representing agriculture/farming should give a broad based answer that would talk about the types of farms, markets, etc. A school food service would tell you the number of students, schools, sources of food, etc. An anti-hunger program would talk about the range of programs, people served, need in the community.

2) What are the challenges for your <sector/organization>?
3) What are the opportunities for your <sector/organization>?
4) How can the community support or be involved in your efforts?
5) Anything else you would like to share with the group in the time allotted.
Memo of Understanding  
Use of the FEAST Organizing Model

This Agreement is entered into between (Host Organization) and Oregon Food Bank (OFB) for the purpose of use of the FEAST Community Organizing model in (city/state OR county/region).

The Host Organization agrees to:
- Credit OFB with the development of the FEAST concept/model and related materials (FEAST and OFB logo files will be provided for this purpose)
- Maintain the integrity of the model as developed by OFB with no major changes to the process as outlined in the planning manual and facilitation training
- Report back the following information to OFB within 90 days of completion of use of the model:
  - # of FEAST events hosted
  - # of participants
  - Brief narrative regarding any outcomes of FEAST events
- Complete and submit feedback form to Oregon Food Bank regarding the use of the FEAST model in Host community

Upon receipt of the signed Agreement, Oregon Food Bank will release all FEAST materials to the Host Organization.

By signing below I acknowledge and accept this Agreement.

_______________________________________  
Name, Title

_______________________________________  
Signature

_________  
Date
FEAST Model Feedback Form

1. How many FEAST events did you or your organization host?

2. What was the participant count for each event? Please list location name and headcount for each:

3. Please list any projects, initiatives or coalitions that are being launched as a result of FEAST organizing:

4. Were there any other significant outcomes of the FEAST process for your community(ies):

5. How useful did you find the FEAST facilitation training and/or materials that you received?
   1 □ not useful  2 □ 3 □ useful  4 □ 5 □ very useful
   Please comment on what was most useful:

6. Is there anything about the model or the materials and resources provided that you would change, add to or delete?

7. Do you have any additional thoughts or feedback about using the FEAST model that would help improve the experience for future facilitating organizations?
Creating an Organizing Plan

FEAST Location ____________________________ Date ________________
Workgroup Category ____________________________________________

● Step One: Agree on a broad vision based on your category & the input on the sticky notes you have. Do not try to quantify or be too specific. See examples in your packet. (15-20 minutes)

● Step Two: Who are your partners? (15-20 minutes)
  - Use the accompanying worksheet to help you brainstorm all of the potential partners.
  - Place an asterisk by anyone that is already involved in these activities.

● Step Three: What information do you need? (15-20 minutes)
  - Are there existing data sources that will be useful?

  - What needs further investigation?

● Step Four: Next Steps- (10-15 minutes)
  - Who will take leadership for this group? (Please list the name & contact information)

  - When will the group reconvene?

  - Who will take responsibility for recruiting additional partners?

● Step Five: Group Contact List
<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
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## Worksheet: Possible Partners for Your Assessment

This worksheet is intended to help you brainstorm possible partners for your Community Food Assessment. It is organized into general categories to help spark a broad range of ideas, and so that you can list specific groups under each category if you wish. Each assessment is unique, so you may not have partners in all these categories, or you may identify additional categories not included here.

<table>
<thead>
<tr>
<th>Non-profit and public interest organizations:</th>
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<th>Community-based organizations:</th>
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<tr>
<th>Neighborhood associations:</th>
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<th>Faith-based organizations:</th>
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<th>Ethnic and cultural associations:</th>
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<tr>
<td>Category</td>
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<tr>
<td>Schools, youth groups and parent groups:</td>
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<tr>
<td>Colleges and universities:</td>
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<tr>
<td>Government agencies:</td>
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<tr>
<td>Elected officials and their staff:</td>
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<td>Businesses:</td>
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<tr>
<td>Other:</td>
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Language of Community Foods Organizing

What is a Food System?
It’s the sum of all activities required to make food available to people.

What is Community Foods Organizing?
Community Foods Organizing is the process of bringing together a variety of stakeholders to reshape a local food system that is more responsive to the needs and assets of a community. The goal of that organizing will promote a healthier community; respect, promote and celebrate the culture of that community as well as seek to improve its economic well-being.

- Sharon Thornberry

What is Community Food Security?
Community Food Security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.

- Mike Hamm and Anne Bellows

What is a Community Food Assessment?
A Community Food Assessment is a collaborative and participatory process that systematically examines a broad range of community food issues and assets, so as to inform change actions to make the community more food secure.
News advisory

*Your organization and Oregon Food Bank to host FEAST event to seed community action*

“Since FEAST, I have seen great leaders and great ideas emerge to direct our food-system coalition. FEAST ... enacted a vision filled with goals and action.” – Marlin Martin, CCA Regional Food Bank, Astoria

**WHAT:** Your organization invites local citizens to participate in **FEAST** (FOOD, EDUCATION, AGRICULTURE, SOLUTIONS, TOGETHER) community-organizing event focusing on local food systems. FEAST is an opportunity

- to engage in an informed and facilitated discussion about **Food**, **Education** and **Agriculture** in *(your organization)* and

- to begin work toward **Solutions Together** to build a healthier, more equitable and resilient local food system.

**WHEN:** Time, day and date of event

**WHERE:** Location of event

**WHO:** Name and title of Oregon Food Bank facilitator

Names and titles of local food systems panelists

**COST:** Free.

**WHY:** To discuss food insecurity issues facing *(your community).*

**QUOTE:** Your quote: Why your organization is sponsoring FEAST.

**HOW:** Explain how to register: Name, phone number, e-mail or link.

**CONTACT:** Your name, phone, title, e-mail.

For more information about how FEAST is changing communities statewide, contact: Sharon Thornberry, OFB, community food systems manager, 503-703-2198, sthornberry@oregonfoodbank.org or Megan Newell-Ching, OFB, community resource developer, 503-702-7579, mnewellching@oregonfoodbank.org

**ABOUT OREGON FOOD BANK:** Oregon Food Bank believes no one should be hungry. With sufficient public will and support of the entire community, OFB believes it is possible to eliminate hunger and its root causes. Since 1982, Oregon Food Bank has been leading the fight against hunger in Oregon and southwest Washington by collecting and distributing food through a network of four OFB branches and 16 independent regional food banks. The OFB Network helps nearly 1 in 5 households fend off hunger. OFB also leads statewide efforts to increase resources for hungry families and to eliminate the root causes of hunger through advocacy, nutrition education, garden education and helping communities strengthen local food systems. For more information, visit www.oregonfoodbank.org.
More Resources for your Community Food Organizing and Assessment

**Census of Agriculture**
The Census of Agriculture is the leading source of facts and figures about American agriculture. Conducted every five years, the Census provides a detailed picture of U.S. farms and ranches and the people who operate them. Data for your county is available in your packet. This link takes you to the most recent data for the state of Oregon:

**CDC County Level Estimates of Diabetes, Obesity and Inactivity**
The application on this site gives you access to rates of diagnosed diabetes, obesity and physical inactivity by state or county: http://apps.nccd.cdc.gov/DDT_STRS2/CountyPrevalenceData.aspx?mode=DBT

**Federal Nutrition Program use by county (for Oregon)**
Partners for a Hunger Free Oregon compiles information about usage of all of the federal nutrition programs in Oregon by county. Federal nutrition programs include SNAP (food stamps), free and reduced school lunch and breakfast, afterschool meals and snacks, WIC (women, infants and children program), the farm direct nutrition program and TEFAP (emergency food assistance): http://oregonhunger.org/county-data

**Federal Poverty Guidelines**
Updated each January, the Federal Poverty Guidelines determine eligibility for many of the federal nutrition programs and other poverty reduction programs such as energy assistance, cash assistance, housing assistance, etc. http://aspe.hhs.gov/poverty/12poverty.shtml

**Indicators Northwest**
Learn what's happening in your county, region and state. This site is a one stop shop for county and state level (in Oregon, Washington, Idaho and Montana) information such as: population demographics, education, income & poverty, health, employment, housing, crime & safety and more.
http://www.indicatorsnorthwest.org/

**Community Food Security Coalition**
The Community Food Security Coalition (CFSC) is a North American coalition of diverse people and organizations working from the local to international levels to build community food security. They have a wealth of resources on their website on subjects as diverse as food policy, food assessment, farm-to-cafeteria, community food projects grants and more.
http://foodsecurity.org/
What you need to do FEAST- A Materials List

*Items in italics will be provided by Oregon Food Bank for FEASTs facilitated by OFB staff*

- *Registration Forms* (see suggested format above)
- *Ballpoint Pens*
- *Nametags*
- *Markers*
- *Easels & Flipcharts* (optional, but can be useful for small group work)
- *Large (8” x 6”) Post-it Notes* or Index Cards & Tape
- *Projector, laptop* and screen or white wall
- *FEAST Power Point presentation*
- *Packets* for attendees including worksheets and resources (see above)