



# **Community FEAST**

**Food-Education-Agriculture-Solutions-Together**

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**We envision communities across Oregon and SW Washington where citizens are empowered and actively engaged across sectors to attain personal and community food security.**



# About the FEAST model

- FEAST was developed as a response to the need to help communities move to action around **community food systems work**.
- These events are organized by a local steering committee and feature local organizations
- A FEAST convenes a conversation that leads to a self-determined organizing plan for food systems work in the community
- Currently, OFB staff serve as facilitators, provide suggestions, feedback and support, but do not direct the outcomes.



Food  
Education  
Agriculture  
Solutions  
Together



# Community members tell the story of their local food system.



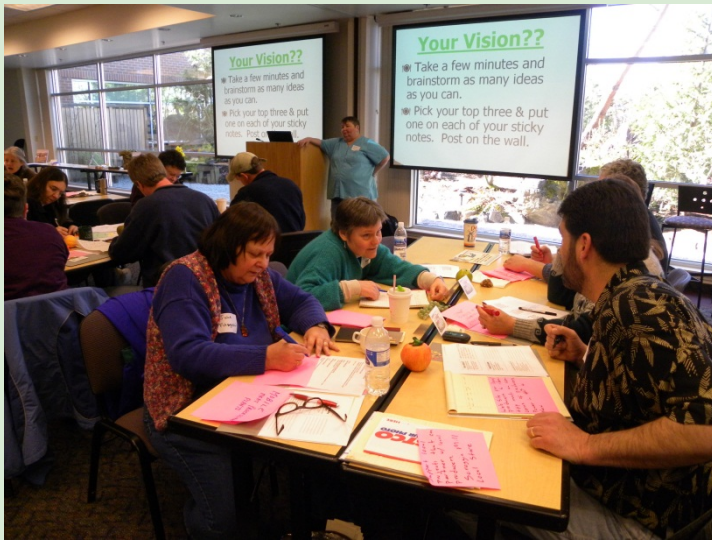


Participants are introduced to Community Food Systems Organizing and Language



Priorities are identified through a group visioning process

# Organizing Plans are created to address the priorities



Participants get resources and tools to inform their plans.

# FEAST Locations



# IMPACT

## *Attendees represent:*

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

- 33 Events to date engaging over 1000 people
- New Farm-to-school partnerships
- New farmers' markets & SNAP incentives!
- Increased awareness of food insecurity in local communities
- Food systems coalitions & organizations have been established
- New food donors are partnering with emergency food providers
- Positive media coverage
- Increased community engagement

**How hard can it  
be???**



# **What are the Challenges??**

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

# **Finding Solutions.....**

- ✓ Community conversations**
- ✓ Building awareness**
- ✓ Educating policymakers**
- ✓ Commitment > community businesses**
- ✓ Harnessing community buying power**
- ✓ Realistic expectations**

# History & Community Integrity



M. CROW &  
COMPANY  
GENERAL STORE -  
FAMILY OWNED &  
OPERATED SINCE  
1907

LOSTINE, OREGON



**CELEBRATING 100 YEARS**

# Bridge to New Ownership

## Community Co-op



# Chester's Thriftway

Proud of Being Locally Owned & Operated



**Tammy Reed** *Checker Since 1986*

Locally Owned & Operated, We are active in our community and employ your neighbors and friends.

## GEARHART GROCERY

Fixture in the Community for more than 50 Years

A community gathering place

503-738-7312



**The Butcher Shop**  
*Locally Sourced Quality Food*



# Best Practices



# \$ The Bottom Line \$

## 🍴● SNAP in Oregon

- March 2012: **\$104 million** in SNAP benefits (more than **\$1 billion** annually)
- 805,000 Oregonians served
- Each **\$1** spent in SNAP generates **\$1.79** in economic activity

## 🍴● SNAP in Lane County

- March 2012: **\$10,999,046** in SNAP benefits
- 48,365 Households, 82,562 Individuals served

# Buying Local: Economic Multiplier

## HERE'S THE IDEA

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



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



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



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