



numana

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SAVING THE STARVING











mobile

partnering with





# raising funds in **El Dorado**

4 MONTHS

**\$90,000**

## Numana's History

December  
29, 2009





## Numana's History

January  
12, 2010





## Numana's **History**

January  
26, 2010







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El Dorado Hunger Free, Healthy

Foods **Community Model**



**Objective:** To develop a self-contained food system.

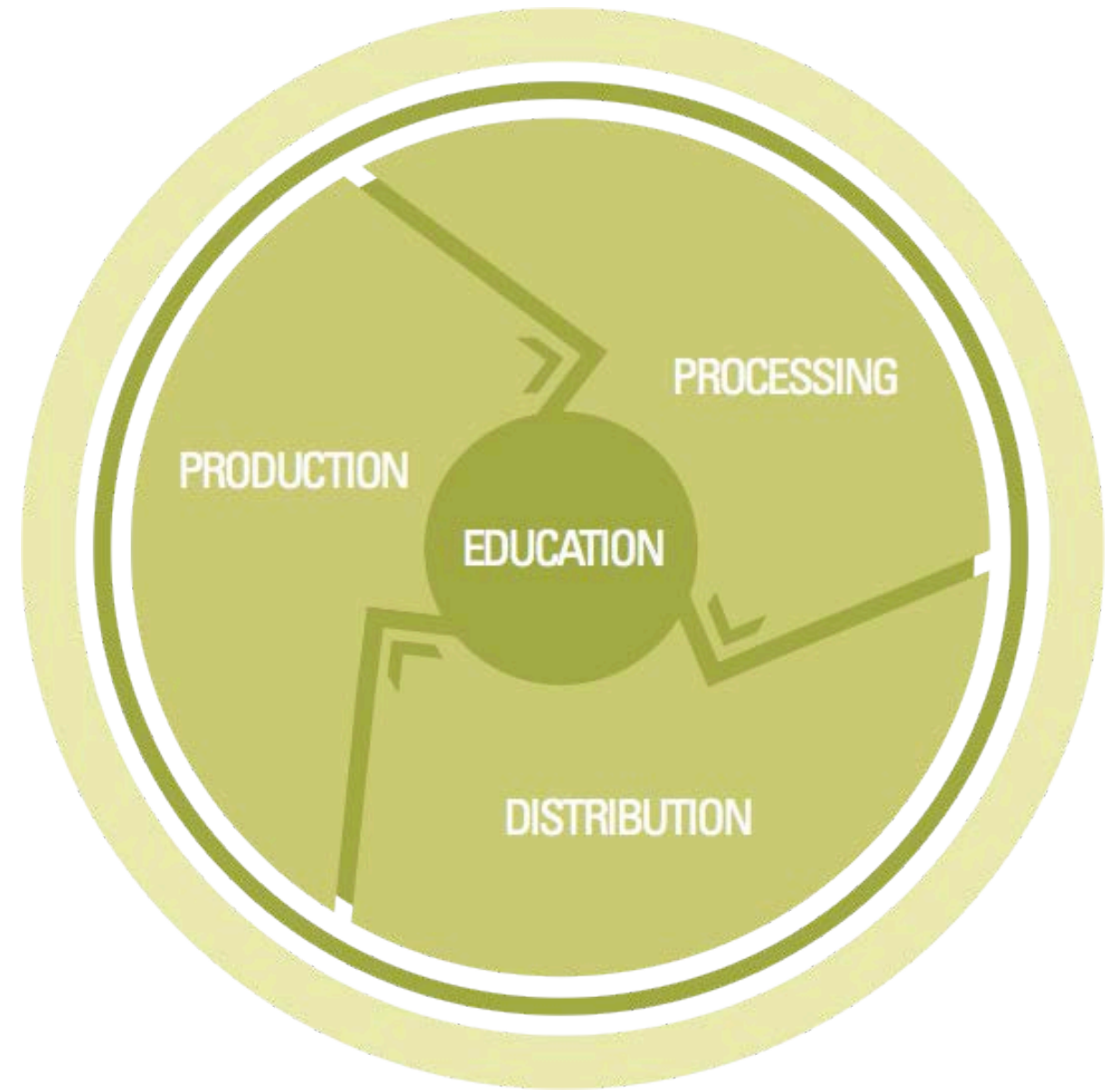




## **The Idea: Numana Gardens**

- Growing food for use in feeding children and the elderly
- Providing healthy, locally grown food
- Partnership with City





## The Answer

- If we have Production
- Then we need Processing
- Followed by means of Distribution
- At the core is Education





# K-State AG Advisors

**Dr. Gary Pierzynski** Interim Dean,

**Dr. Daryl Buchholz**

Associate Director for Extension and Applied Research

**Dr. Curtis Kastner**

Director Food Science Institute

**Dr. Virginia Moxley**

Dean of Human Ecology

**Dr. David Procter**

Dir. Center for Engagement and Community Development

**Dr. J. Ernest Minton**

Associate Director Research and Technology



## Core Values

- Prototype Development
- Collaboration
- Volunteer Development
- Education
- Business Incubation
- Entrepreneurship
- Sustainability





# Production

- Numana Gardens

- Public: Produce raised for the **collective** good.

- Personal: Produce raised for the **individual** good.

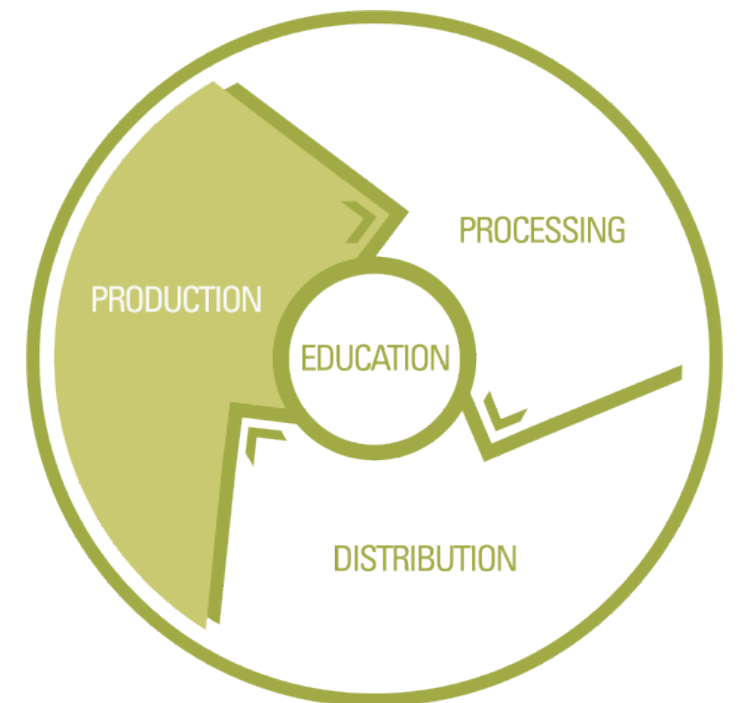
- Community of Gardens: Various locations throughout

- Orchards

- Fruits and Nuts

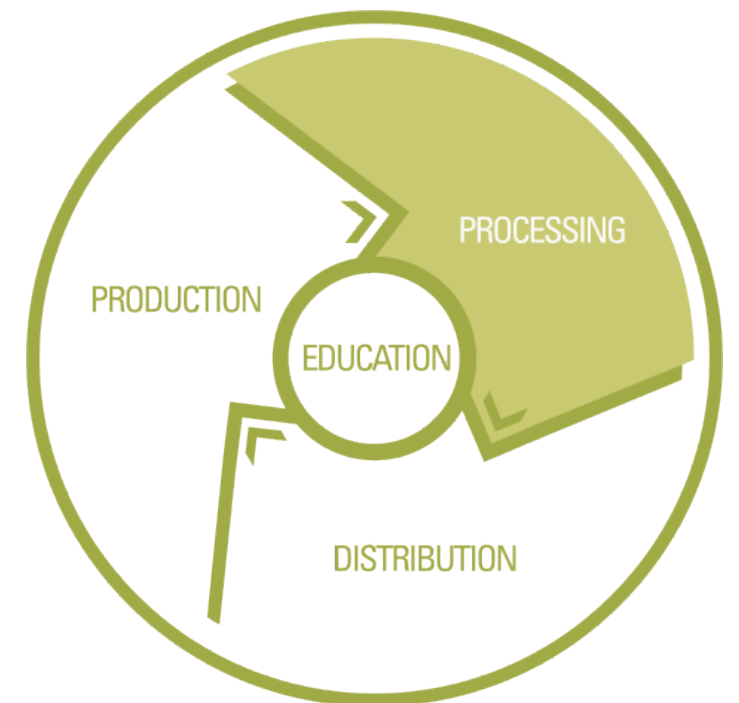
- Farms

- Small Livestock and Grains



# Processing

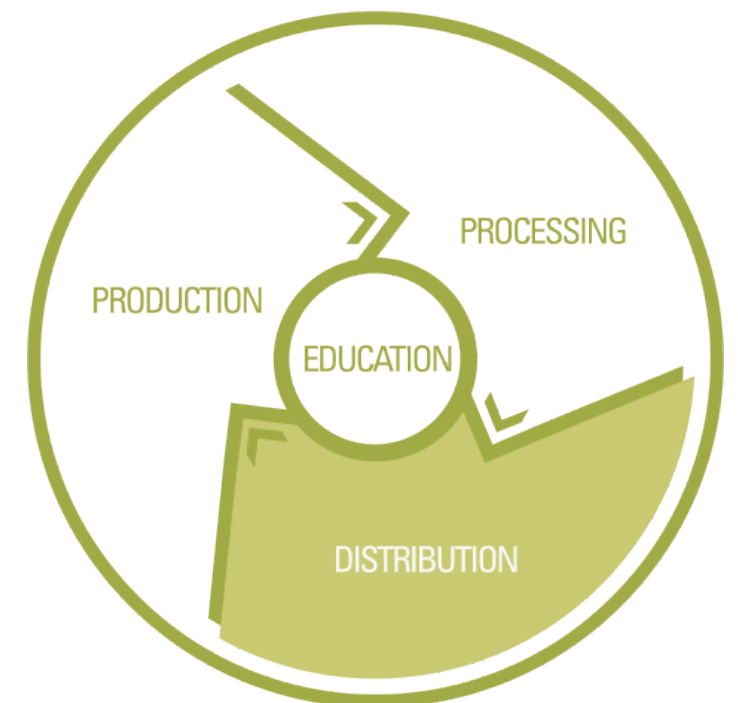
- Commercial Kitchen
  - Cleaning
  - Cold Storage
  - Cannery
  - Educational Use
  - Workforce Training
  - Toll Processing
- Dehydration of Fruit
- Composting





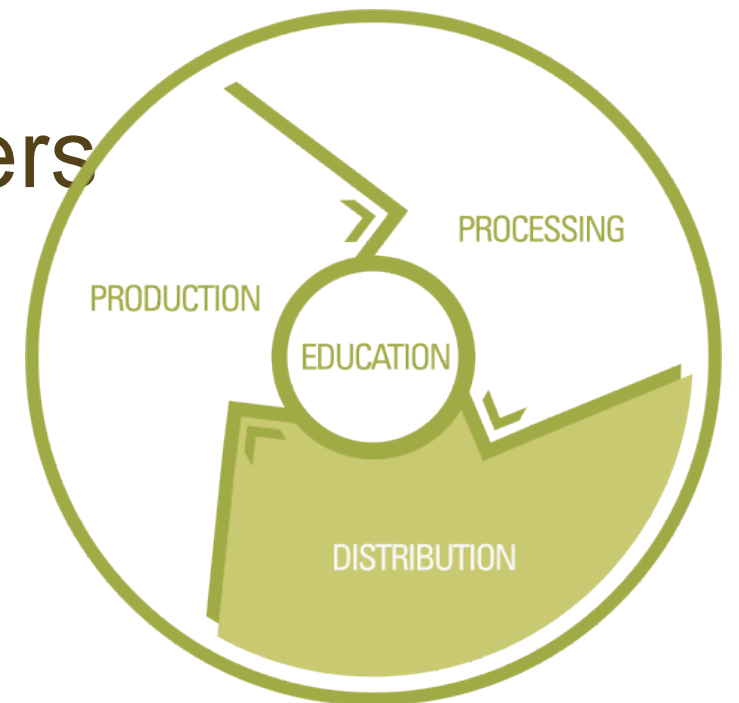
# Distribution

- Brand Recognition and Marketing (Stamp of Approval)
- Farmers Market:
  - Local Foods
  - EBT Availability (SNAP)
  - Senior Voucher Program
- CSA - Set upon dates of delivery
- Food Wholesalers
- Food Retailers - Local foods marked by “Stamp of Approval”



## Distribution (con' t)

- School Lunches and Backpacks
- Farm-to-school Bill (Federal Program)
- Meals on Wheels
- Access for Lower and Middle Class
- Rural Grocery Stores
- Food Hub - Connecting Growers/Consumers



# Education

- Primary/Secondary

- Establishment of School Gardens

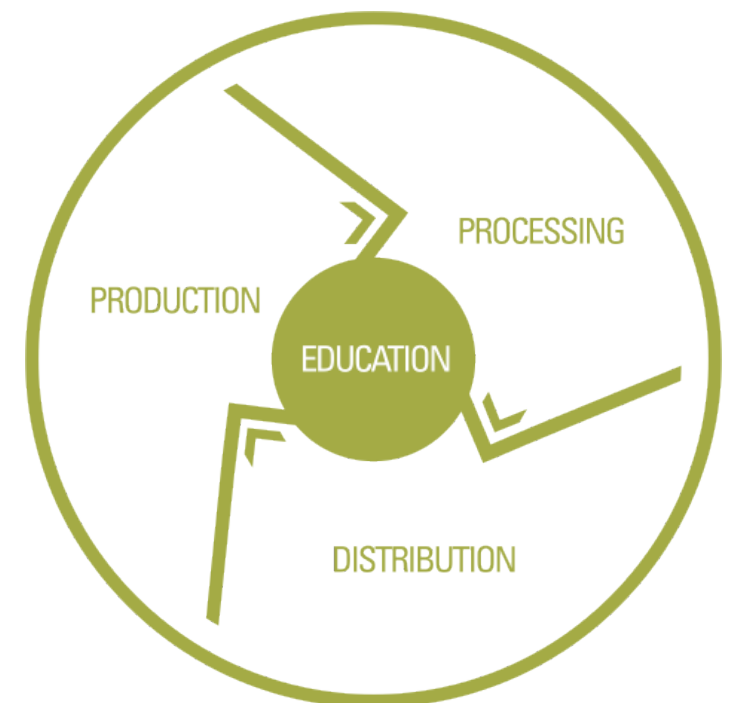
- Integration into curriculum

- Learning Centers

- Post-Secondary

- Culinary Research Opportunities

- Mentoring





## Education (con' t)

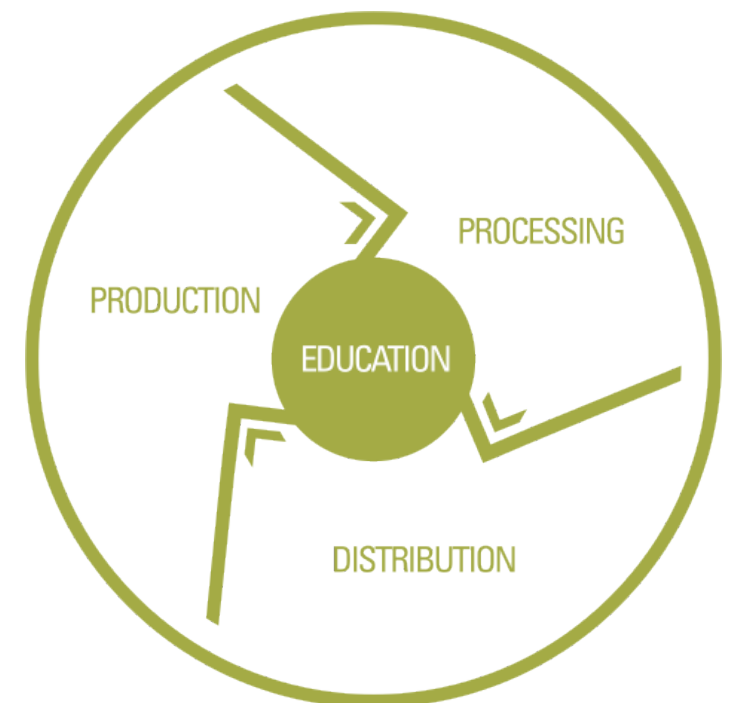
- Community

- Sr. Citizens - AARP

- MentoringAccess to food

- Low IncomeCooking classes

- General Awareness



## **Uniting a Fractured Community**

- **Creating a large task force w/players from all sectors**
- **Creating unity around shared vision of eliminating hunger**
- **Creating safe environments for discourse**
- **Creating measurable milestones for community celebrations**
- **Creating mutually beneficial environment for success**
- **Creating opportunities for orgs and individuals to collaborate**



## **Civic Partnerships**

- **All Sectors of society are on Task Force**
- **Establishing much needed communication channels**
- **Facilitating shared resources and best practices**

## **Academic Partnerships**

- **Integrating gardens into local schools**
- **Developing research opportunities**
- **Creating learning centers**
- **Creating curriculum development**





# Community Benefit

- **Educational Forums and Opportunities**
- **Community Assessments**
- **Information Distribution System**
- **Social Media**
  - **WEB- [www.numanagardens.com](http://www.numanagardens.com)**
  - **Facebook**
  - **Twitter - [@numanagardens](https://twitter.com/numanagardens)**
  - **Basecamp – Shared Project Management**
  - **Blog- [numanagardens.wordpress.com](http://numanagardens.wordpress.com)**
  - **Web- El Dorado 360**



## **Replicable Model**

- **Other communities can use our model**
- **To unite their communities around a common goal**
- **To give practical ways for ALL sectors of society to participate and benefit**
- **System designed to be replicated**

**Pleasure is derived from virtuous activity. - Aristotle**





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**Thank You.**