

Building Diverse Partnerships to Develop Agricultural Community Assets

Livable Regions and Communities in Appalachia
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Sustainable Agriculture (PASA)**



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The PASA Mission:

Promoting profitable farms that produce healthy food for all people while respecting the natural environment.





About PASA

Founded in 1992 in Millheim, PA (Centre County, Central PA)

Nonprofit, focused on peer-to-peer farmer education programming

Largest statewide (and beyond) sustainable ag organization in the country

HQ in central PA, regional offices in Eastern PA & Western PA

Over 6,000 members

Funded by membership dues and donations, public and private dollars, revenue generating events, sponsorships and contributions



What PASA Does

Annual *Farming for the Future* Conference

2,000+ participants from 40+ states and 8+ countries

**50+ Farm-Based Education field days, Intensive Learning Programs,
Master Classes each year**

Farm-Based Research projects

Information for Advocacy, Policy

Newsletter, website, social media, regional member gatherings

Land lease connections

Statewide coordination of PA's Buy Fresh Buy Local® network

Good Food Neighborhood Community Outreach

Promoting Food Production Systems that are:



Sustainable – economic viability for farmers, protection of the environment, service to the community & continuously improving

Local – relocalization of food systems

Safe – traceability of food sources, transparency of the systems involved in getting food on our plates

Engaged – we are not passive participants in the food system, rather we are knowledgeable, opinionated and active



What is the Food System?



- The chain of production, processing, distribution and consumption of food, from “farm to fork”
- Industrial/global system vs. Local/alternative system
- Rural communities role in production and processing of food– on the frontline of changes to the system

Why Local Food System Development



- **Economic Development**: Agriculture as an Economic Multiplier
- **Building Social Capital**: Facilitating community interaction and increasing trust
- **Well-being**: Communities with small, locally based farms have been found to have higher social welfare than communities dominated by industrial agriculture (Goldschmidt 1978, Lobao 1991)
- **Health & Environment**: Food Safety, Public Health, Protecting Farmland & the Environment

Local Food System Development as Community Development



- **View agriculture and food system development as a form of self-development; assets based**
- **Citizen involvement critical; Process as important as outcomes**
- **Important Ingredients: Trust, Leadership, Flow of Information, and Organization/Stakeholder Groups**

Strategies for Local Food System Development



- **Inform decision-making processes by compiling data, researching alternatives, assessing impact, and educating stakeholders**
 - **Conduct a needs assessment**
 - ✦ **Community Food Assessment Toolkit- USDA**
 - ✦ **Land Inventory**
 - ✦ **Cost of Community Services Study- American Farmland Trust**
 - ✦



Strategies for Food System Development



- **Encourage sustainable food production through plans, policies, and programming**
 - Agricultural Zoning
 - Right to Farm Legislation
 - Farmland Preservation
 - Provide Incentives for Farming
 - Access to education and information about



Strategies for Local Food System Development



- Improve healthy food access through zoning, education, and incentives for retailers
 - SNAP and Farmers Market Nutrition Programs
 - Education and Outreach
 - Incentives for healthy food retail

\$10 in SNAP benefits
gets you
\$20
OF
HEALTHY
FRESH FRUITS, EGGS
MEAT + VEGETABLES

GETTYSBURG REC PARK
wednesdays 2:30PM to 7:00PM

double your
DOLLARS

THE OUTLETS SHOPPES AT GETTYSBURG
fridays 10:00AM to 7:00PM
saturdays 9:30AM to 3:00PM

* OFFER GOOD WHILE FUNDING IS AVAILABLE

www.ecfarmersmarkets.org

Strategies in Food System Development



- **Support a local or regional food economy**
 - Farm to School
 - Buy Local Marketing Campaigns
 - Festivals and Celebrations



How do you get things done?



- **Organization and Partnerships**
 - Food Policy Council
 - Agricultural Viability Committee
- **Diverse Stakeholders: Food, the Common Thread**
 - Farmers and Ag Professionals
 - Government and Planners
 - Public Health
 - Social Service
 - Restaurants, Schools, Institutions

Contact Information



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