# Transforming Food Desserts Through Urban Agriculture & Agribusiness

### About the Presenter: Ms. Melanie D. Wofford Managing Partner – It's All About the Green, LLC

Phone: (678) 698-7565

Email: melaniewofford@gmail.com

#### Getting Engaged

- Engaging communities takes planning, patience and compassion
- Conduct communitywide outreach/assessment, know your community
- Facilitate focus groups, community information sessions and stipends
- Identify existing groups and examine the climate neighborhood (relations)
- Work together to research, secure and share resources
- Support and sustain open and transparent relationships

#### Find Grants & Technical Assistance

- Conduct community asset assessments and potential partnerships
- Research local, state & federal resources for support
- Review and model "Best Practices Models" in your area
- Home Depot, Park Pride, WalMart, local business, banks and grocers
- The Community Foundation (The Neighborhood Fund)
- Arthur Blank Foundation

## Leading the Way (SW Atlanta) Georgia

- Focus on areas with the highest concentration of community food desserts
- Partner with grassroots organizations that are serving low income people
- Building capacity by cultivating old leaders and developing new ones
- Plant seeds that foster opportunities for growth . . . collaborate!
- Fundraising and Friend-raising go hand-in-hand!
- Consider money dynamics

## Models for Promoting Urban Agriculture & Agribusiness

Atlanta Metro Food & Farm Network, LLC

Burnell Farms

GIY USA Inc.

Habesha Inc.

Redeem Community Outreach Inc.

Truly Living Well Inc.

#### Pioneer in Grassroots Collaboration Mother Clyde's Community Garden

- One of the first community gardens in the City of Atlanta
- Created food security, jobs and shelter for high risk populations
- Created by residents and can be now viewed a "Peer Led Progress"
- Great model for long-term selfsufficiency planning



#### Pioneer in Education Habesha Inc.

- Created community garden and urban farming program in the inner city
- Engaged youth and community members to "own" the garden
- Provided training and technical assistance to master gardener graduates for agribusiness start up

Habesha Gardens on CNN (video)

#### Pioneer in Workforce Development Truly Living Well Inc.

- Responsible for the redevelopment of an old public housing site
- Provides education, training, produce and mentorships
- Provides garden tours and workshops
- Promotes healing and selfsufficiency

<u>Success Matters</u> (video)

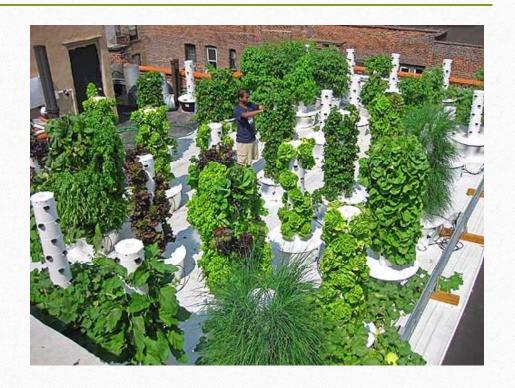
#### Pioneer in Broad-Based Collaboration Atlanta Metro Food & Farm Network, LLC

- Started with grassroots organizing
- Created a model and reached out to 10 county metro area
- Created a multi-state collaborative model and formed a land trust
- Transitioned community model to social enterprise

 Atlanta Metro Food & Farm Network Founder Kwabena
 Nkromo (video)

## GIY USA Inc. Vertical Growing Technology

- State-of-the-art vertical aeroponic growing technology
- Year-round growing rooftop gardens
- Vertical Growing Academy, Fall
   2015 launch
- 12-Week Apprentice Program (inner city youth, 16-21 year olds)



#### Introduce Next Speaker