

HARTFORD FOOD SYSTEM - FAST FACTS

An Organization Dedicated to Innovative, Non-Emergency Solutions to Fight Hunger and Improve Nutrition

PROGRAM	2010 ACCOMPLISHMENTS	2011 INITIATIVES AND OBJECTIVES
<p>GROW HARTFORD</p> <p><i>Urban gardens located on Laurel, Broad, Zion and Main Streets</i></p>	<ul style="list-style-type: none"> • Harvested over 14,000 pounds of produce from three urban gardens. • More than 36 low-income youth ranging from 8-19 years participated in nutritional education and leadership skill building. • 26 Hartford families and 2 nonprofit organizations received a weekly supply of fresh produce via Community Supported Agriculture Shares (CSAs), many of the household shares were provided to low-income families. • Built a high tunnel on the Laurel Street location. This high tunnel is a greenhouse type structure that extends the growing season and will increase our output in the late and early seasons. This will be finished in 2011. 	<ul style="list-style-type: none"> • Establish our fourth urban garden in Hartford, using a previously empty lot owned by the City on Main Street. • Grow over 55 crops with more than 200 varieties, including 25 kinds of tomatoes. • Host at least two urban agriculture apprentices who will learn the basics of urban food production. • Partnering with Hartford's premiere youth development organization, Our Piece of the Pie, 15 high school youth will participate in the Grow Hartford Youth Development Program where they learn about agriculture and develop leadership skills. • Implement the second year of the Grow With Me program, an introduction to agriculture for elementary school age children; 12-15 Hartford children will learn how to grow fresh vegetables through a "Grow a Pizza" garden, culminating with making a tasty, healthy pizza with the produce they helped grow. • Partner with Community Solutions/Northeast Neighborhood Partners and Knox Parks for the agricultural development of the Swift Factory development project. HFS will manage the farming personnel. • Pilot offering "Grow Hartford" produce to neighborhood stores and corner markets. • Partner with Grace Academy to teach an after school Food Justice Club to 5th and 6th graders – students learn about food deserts and how to change them.

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<p style="text-align: center;">HEALTHY RETAILER INITIATIVE</p> <p style="text-align: center;"><i>Promoting the availability of nutritional and healthy food choices through corner markets and neighborhood</i></p>	<ul style="list-style-type: none"> • Worked with The University of Connecticut, and participated in the Donaghy Foundation Research study to evaluate the availability of healthier groceries. Results indicated that a higher percentage of healthy options are available than just three years ago in participating retailers. • Developed enhanced relationships with corner store owners and staff. • Provided marketing assistance to participants; improved the visual appeal of the produce section to encourage store customers to purchase healthier food options. 	<ul style="list-style-type: none"> • Implement a purchasing consortium to leverage the buying power of a group of stores to improve pricing for fresh fruits and vegetables. • Develop a Hartford “playbook” that identifies best practices that can be replicated by other store owners to drive purchase decisions for healthy food options – leading to a successful business model for retailers and improving the diet of local residents. • Develop strategies to deploy neighborhood educational activities on how to identify and prepare nutritionally sound food choices.
<p style="text-align: center;">NORTH END FARMERS MARKET</p> <p style="text-align: center;"><i>A convenient farmers market</i></p>	<ul style="list-style-type: none"> • The North End Farmers Market saw almost 5000 visitors in its third year of operations. • With four participating vendors, fresh produce was available from July to November. • Established a coordinated marketing approach with other Farmers Markets in the City. 	<ul style="list-style-type: none"> • Increase the amount of locally grown produce purchased by existing patrons, as well as encouraging new patrons to experience fresh and locally grown produce, by doubling the value of SNAP benefits and WIC Vouchers. • Continue to enhance the partnership with other Hartford Farmers Markets.
<p style="text-align: center;">HARTFORD FOOD POLICY COMMISSION</p> <p style="text-align: center;"><i>Advocating food policy on behalf of residents</i></p>	<ul style="list-style-type: none"> • Sponsored the community food security awards. <p>Developed 9 recommendations for the City, including:</p> <ul style="list-style-type: none"> • Utilize the vacant lot at Park and Main Streets (formerly known as the Plaza Mayor Site) as an urban agriculture site; work is now underway by Hartford Food System to transform this location into an urban garden starting with the 2011 growing season. • Create transparency in restaurant health inspections by requiring results be posted publicly; an ordinance is currently under development and is expected to be implemented in 2011. 	<ul style="list-style-type: none"> • Increase the number of Commissioners on the board to 15 – the maximum number possible. • Executive Director of Hartford Food System appointed as the City’s Official Commission Delegate • Partner with all Connecticut food policy councils to develop and pursue a coordinated agenda. <p>Developed 6 recommendations for the City, including:</p> <ul style="list-style-type: none"> • Increase school breakfast participation by implementing alternative methods such as “grab-n-go” and in-classroom breakfasts. • Aggressively promote the Summer Food Program to fill the nutritional gap experienced by children who rely on subsidized school lunches during the school year.