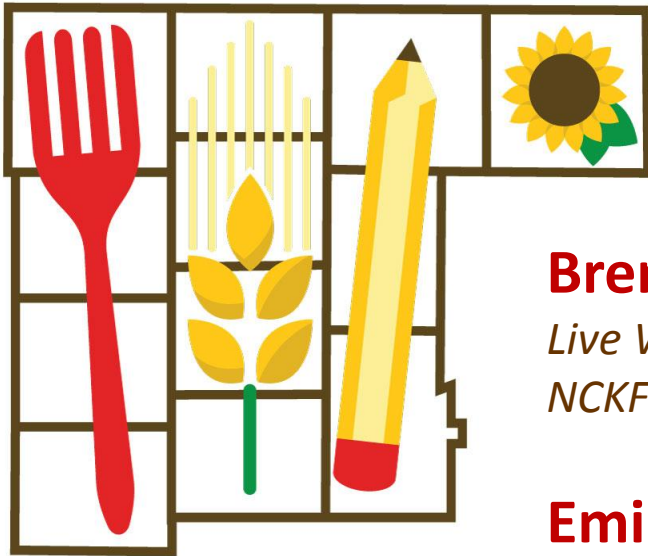


# North Central Kansas FOOD COUNCIL

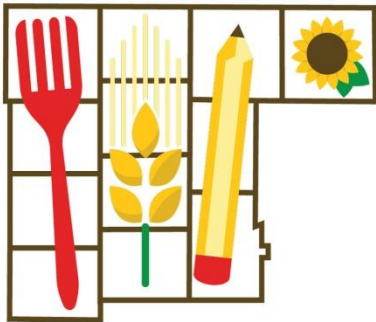


**Brenda Gutierrez**

*Live Well Saline County and Salina Area United Way  
NCKFC Chairman*

**Emily Benedick**

*North Central Regional Planning Commission  
NCKFC Sponsor/Facilitator*



## Our History and Background

**2014 – 2015:** North Salina Community Development Local Food Promotion Planning Project

**2015:** Live Well Saline County Interaction with NCRPC Executive Board and Executive Staff

**2016:** NCRPC Development Team Interest and Exploration

**January 2017:** NCRPC Executive Board signs Resolution in support of the NCKFC

**February 2017:** First NCKFC Meeting at NCRPC

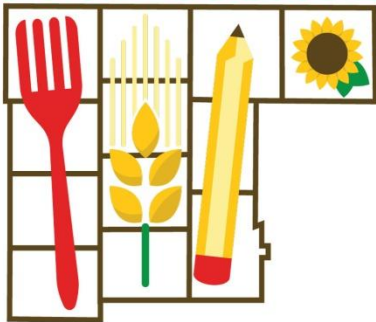
**April 2017:** Funding awarded from Live Well Saline County

**May 2017:** By-Laws Adopted

**August/September 2017:** Application to KAW/AHA for Food Assessment Phase 1 submitted and awarded (\$20,000)

**September 2017:** Ellen Barber, Vice Chairman and Jennifer Simmelink, Secretary elected

**October 2017:** Brenda Gutierrez, Chairman elected; Food Assessment Project Kick-Off Meeting with Kolia Souza and Leon Atwell from ARPI



## Our History and Background

### Key Partners in NCKFC Development:

After several years of planning and vision for the food council, the North Central Kansas Food Council was formed in January 2017 as an initiative of **Live Well Saline County** and the **North Central Regional Planning (NCRPC)** and is supported by **Advancing Rural Prosperity, Inc (ARPI)** through its joint partnership with the NCRPC to advance food system development in North Central Kansas.

ARPI, a major contributor in establishing and growing the regional food system in Northwest Kansas, brings that expertise to the central region of the state.

The Council also wishes to acknowledge the assistance of **Misty Lechner from the American Heart Association and the Kansas Alliance for Wellness.**





**Vision:**

Improving the health of all Saline County



**Mission:**

Provide all Saline County residents opportunities, education, and encouragement for a lifetime of healthy eating and physical activity

**May 2009:** Greater Salina Community Foundation awarded a Nutrition and Physical Initiative Grant from Kansas Health Foundation. Nutrition & Physical Activity Coalition of Salina (NAPA) started to sustain the grant efforts.

**March 2012:** Hosted Worksite Wellness Conference

**December 2012:** NAPA Supported Implementation of CDC Community Health Assessment CHANGE Tool for Saline County

**April 2013:** Awarded \$89,000 4-year Healthy Community Initiative (HCI) Grant from Kansas Health Foundation

**Summer 2014/2015:** Conducted healthy beverage/food Taste Tests with the general public for summer food sold at Salina Parks & Recreation Concessions



**October 2014:** Supported Salina Area Local Food Taskforce, winner of the system and a food systems assessment was completed.

**August 2015:** Hosted Statewide Live Well Healthy Foods Summit

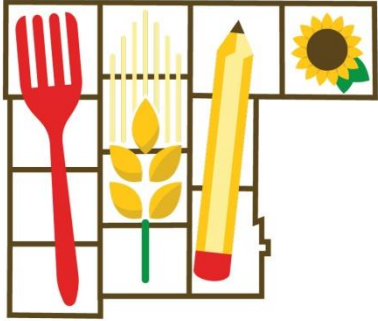
**November 2015:** Hosted Food Policy Council Informational Webinar

**January 2016:** Conducted healthy food taste testing and provided healthy snacks at Community Movie Night

**January 2016:** Presentation at Salina Parks & Recreation Advisory Board

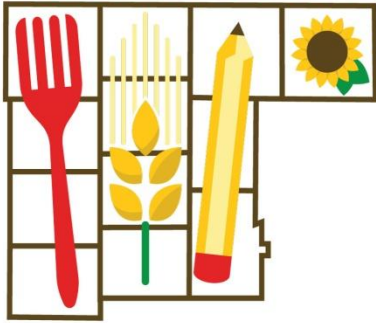
**March 2016:** Healthy Concessions Letter of Intent Signed

**April 2017:** Live Well Saline County extends funding to NCRPC to form regional food council



## Purpose:

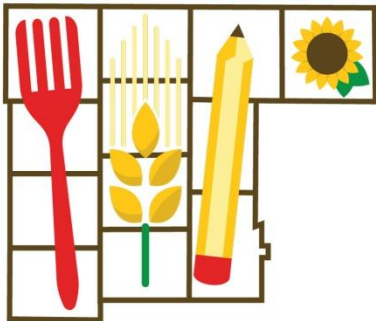
The purpose of the NCKFC is to form a regional Council made up of a diverse group of public and private stakeholders in a collaborative effort to advocate for enhanced quality of life for all residents through sustainable access to regionally produced food options, economic opportunity, and educational recourses.



## Objectives:

- Increase access to affordable, nutritious and safe food;
- Enhance economic development and strengthen local food systems;
- Bring stakeholders together and provide mechanisms for seeking advice and expertise;
- Effect improvement in the health and well-being of all residents;
- Encourage means for small business expansion and or development;
- Partner with existing programs in North Central Kansas and state food policy organizations;
- Facilitate educational opportunities;
- Establish an online presence to educate and connect stakeholders;
- Assess and prioritize the needs of the local food system.





## Roster

**Clay County: Aaron Floresch**

(Ray's Apple Market; Grocery Store Owner)

**Cloud County: Loren Swenson**

(Specialty Crop Producer; Farmer)

**Dickinson County: Julie Roller**

(Abilene Convention & Visitors Bureau;  
formerly Dept of Ag)

**Ellsworth County: Ashley Svaty & Jamie Rathbun**

(KSU Research and Extension Agents)

**Jewell County: Jennifer Simmelink**

(Farmer/Rancher)

**Lincoln County: Gaylene Zier-Ryan**

(Lincoln County Health Department)

**Marshall County: Ellen Barber**

(Marshall County Partnership for Growth)

**Mitchell County: Greg Renter**

(NCK Aware)

**Ottawa County: Deanna Betts**

(former USD 240 Food Program;  
NCK Technical College)

**Republic County: Luke Mahin**

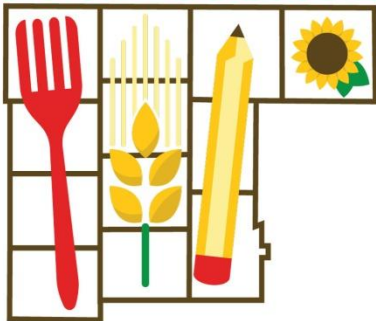
(Republic Co Economic Development)

**Saline County: Brenda Gutierrez**

(United Way; Live Well Saline County)

**Washington County: Twilya L'Ecuyer**

(Specialty Crop Producer)

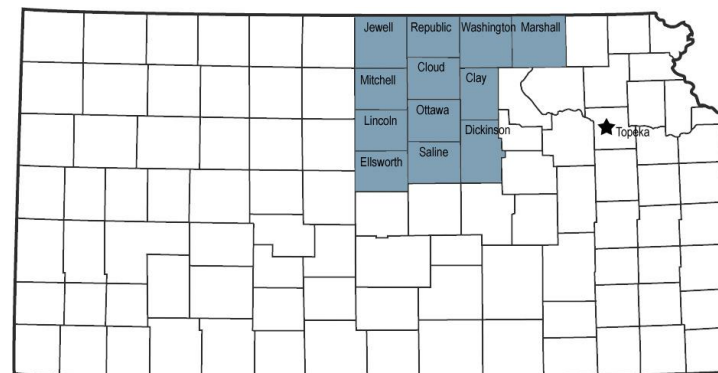


## Population Make-Up

Clay	8,535 (Clay Center)
Cloud	9,533 (Concordia)
Dickinson	19,754 (Abilene)
Ellsworth	6,497 (Ellsworth)
Jewell	3,077 (Mankato)
Lincoln	3,241 (Lincoln)
Marshall	10,117 (Marysville)
Mitchell	6,373 (Beloit)
Ottawa	6,091 (Minneapolis)
Republic	4,980 (Belleville)
Saline	55,606 (Salina)
<u>Washington</u>	<u>5,799 (Washington)</u>
<b>Region Total:</b>	<b>139,603 (2010 census)</b>

## County Advisory Councils (CAC)

are being formed within each county. The CAC will provide ideas and guidance to voting members for that County, as well as assist in data collection during our food system assessment process. Each CAC is between three (3) and seven (7) members and represent the diversity of the community and the food system.





## REGIONAL FOOD ASSESSMENT OVERVIEW

**Purpose:** We hope to engage our communities and begin educating the public about our mission for a healthier NCK through the support and development of local food system. We also need to determine what areas of health and the local foods network are lacking and in greatest need our support.

**Consultants:** Leon Atwell and his team at ARPI; Kolia Souza

### **Food Assessment Phases:**

**Phase 1:** Quantitative Data Collection and Research

**Phase 2a:** Qualitative Data Collection through Community Outreach

**Phase 2b:** Implementation Plan

*(Phase 2a and 2b will happen simultaneously)*

### **Current and Future Funding:**

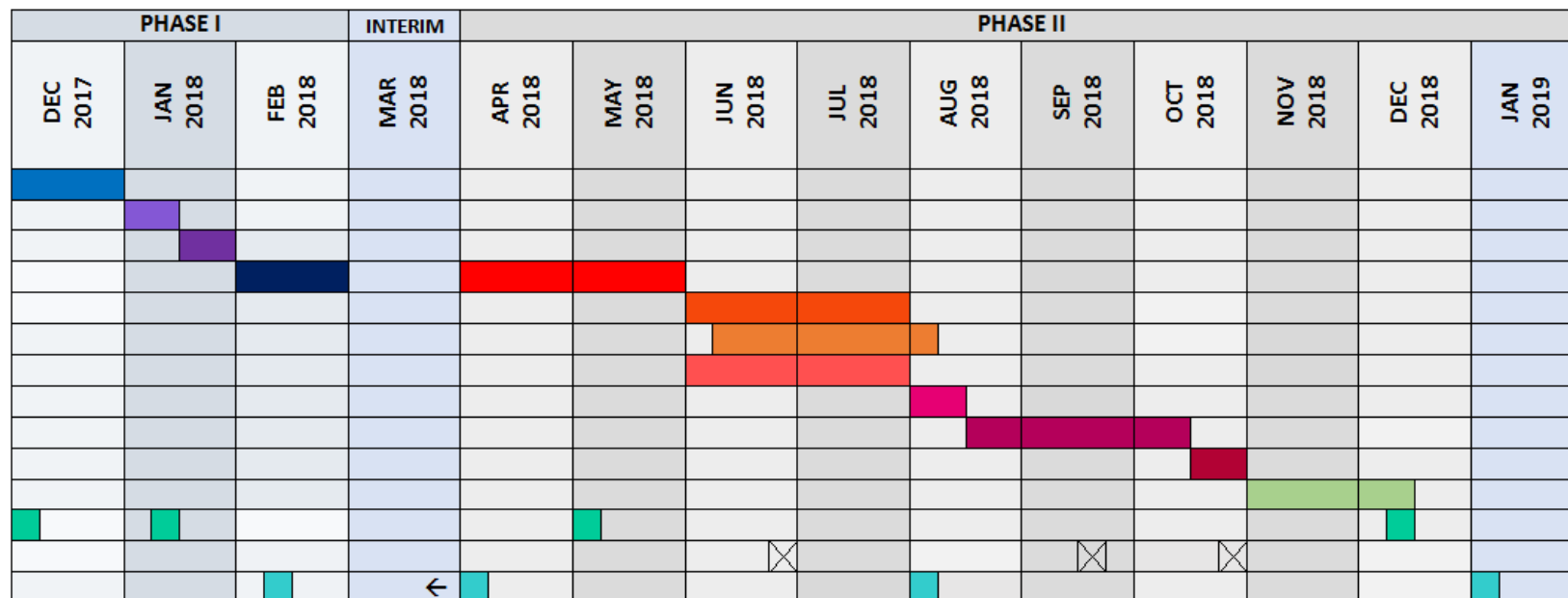
**Secured Funding: Phase 1:** Live Well Saline County; American Heart Association/ Kansas Alliance for Wellness

**Unsuccessful Applications: Phase 2:** Kansas Health Foundation (capacity building grant pursued but unfortunately not granted)

**Future Applications: Phase 2a/2b:** Dane Hansen Foundation; Local Community Foundations



## FOOD ASSESSMENT PROPOSED TIMELINE



- Complete quantitative data collection
- Identify and fill data gaps
- Aggregate and organize data by county
- Data formatting (report); interpretation (exec summary)
- Community engagement planning\*
- Qualitative data collection (focus groups)
- Qualitative data analysis (focus groups)
- Survey development\*
- Survey finalization\*

- Qualitative data collection (surveys)
- Qualitative data analysis (surveys)
- Final report drafting |
- Assessment project team meetings\*
- Assessment project team phone calls
- Assessment project meeting w/NCK Food Council\*

\*See activity description on following page



## PHASE 1: QUANTITATIVE DATA RESEARCH TOPICS

### Food Production Capacity

- # of farms/land in farms
- Land use classifications/policies/zoning restrictions
- Availability of land with soil quality suitable for ag production
- Water availability
- Climate conditions
- Availability of skilled labor

### Local Food Production

- # of farms
- Acres in production
- Volumes of various types of crops and livestock harvested or sold (\$\$ value)
- Direct sales of locally-produced food to consumers
- Home and community gardening
- Smaller local production

### Food Processing and Distribution Capacity

- Existing food processing businesses
- Existing food distribution or warehouse facilities
- Availability of commercial kitchens
- Meat slaughter and processing facilities

### Retail Food Environment

- Density/locations of grocery stores, specialty stores, restaurants, fast food, convenience stores
- **Geographic areas meeting the definition of "food deserts"**
- **Retail food establishments that accept SNAP or WIC benefits**
- Availability of healthy food options in retail settings
- **Variability of food prices within the community**
- Availability and location of farmers' markets

### Food Insecurity and Hunger

- Fruit and vegetable consumption
- Total food expenditures
- Expenditures on various types of foods (i.e., f & v, meats, dairy, soda, etc.)
- Food eaten away from home vs. food eaten at home

### Nutrition-Related Health Conditions

- Rates of obesity and overweight
- Rates of diabetes
- Rates of hypertension or cardiovascular disease

### Economic Impacts of the Local Food System

- Total food expenditures within the community
- Direct sales of locally-produced foods, compared to total food expenditures
- **SNAP dollars brought into the community and the overall economic impact**
- Estimates of the economic impacts of agriculture
- Employment/jobs in food-sector businesses

### **\*\*Topics Addressing Food Inequity**



## **PHASE 2a: QUALITATIVE DATA COLLECTION**

Primarily focuses on community engagement through community surveying and focus groups.

### **Community Surveying:**

Paper surveys, as well as digital surveys, will be distributed throughout the region at local events and meetings. Survey distribution and collection will be carried out by the CAC volunteers.

### **8 to 10 Local Focus Groups throughout the Region:**

These focus groups will be made up of local stakeholders in a specific county or counties who have a vested interest in the local foods system.

The data collected from phase 2 will then be compared to the data found in phase 1 in order to find discrepancies and overlaps in information.

Phase 2 also includes planning sessions between NCRPC, our consultants and the NCKFC, qualitative data compilation and analysis and final technical reporting on both a county and regional level.



## PHASE 2b: IMPLEMENTATION PREPARATION and PLANNING

*(Phase 2b is still being defined and developed)*

Getting prepared for implementation

### Implementation Preparation:

#### Pre-organizing analysis

- Consider leadership, entrepreneurial and producer talent
- Consider organizational readiness

#### Preliminary food chain analysis

- Consider production, distribution capability and market readiness

### Implementation Planning:

In-depth planning with food council and County Advisory Councils

- Culminate all of assessment work and information gathered
- Develop and prioritize strategies





*it's just the beginning...*



Courtland Depot | Republic County

*We welcome you to contact us with any additional questions!*

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