



Green Umbrella
REGIONAL SUSTAINABILITY ALLIANCE

**Green
Umbrella:**
PEDCO Healthy
Local Food



Agenda

- Who
- Why
- What
- How





Green Umbrella Mission

To maximize the environmental sustainability of the Greater Cincinnati region by driving collaborative efforts through member organizations and individuals

Vision

Greater Cincinnati is one of the top 10 most sustainable metro areas by 2020



Green Umbrella
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Green Umbrella

LOCAL FOOD

Action Team

2020 Goal:

**Double the percent of
fruits and vegetables
sourced and consumed
within our region.**



Our Harvest Mission

Our Harvest creates access to healthy, local food in a way that honors land and labor.

Vision

All Greater Cincinnatians will have easy access to healthy food grown by fairly-compensated workers.



OVFC Mission



By making sourcing, selling, and distribution hassle-free, more farmers, chefs, employers and households can expand their participation in the Ohio Valley food economy and have access to a large variety of fresh, highly nutritious ingredients.

Vision

Greater Cincinnati will source 20% of its food from its region



Why Local

- Economic benefits
 - Keeping money in the local economy
 - Multiplier effect
 - Job creation
- Health & social benefits
 - Reducing chronic disease
 - Maximizing freshness, flavor, and nutrients in food
- Environmental benefits
 - Farmland preservation
 - Reducing food miles (impact of miles traveled)
 - Reducing pollution flow into waterways





Nutrition: Why Local?





Nutritional Value

- *We see significant loss of nutritional content in commercially grown “industrial-scale” food today.*
 - *Dilution effect:*
 - *Increased yield through industrial farming decreases mineral content*
 - *Genetic dilution: Breeding for yield and transportation leads to loss of nutritional qualities*
- *Field-to-table timeline is essential: Nutrition and taste both peak at harvest – and loss starts then too.*
 - *Long-distance food is picked before peak ripeness and full nutrient content for better travel.*
 - *Nutrient loss is compounded by warehouse storage and transportation.*



Examples

- *Study of 43 different vegetables between 1950 and 1999 found reliable declines in the amount of protein calcium, phosphorus, iron, riboflavin, and vitamin C.*
- *Spinach and green beans lose 2/3 of their vitamin C within a week of harvest (which is the average time it takes to get to the grocery store shelves).*
- *Calcium content of broccoli averaged 12.9 milligrams per gram of dry weight in 1950, but only 4.4 mg/g dry weight in 2003.*



Ways to Maximize Nutrition and Taste of Food

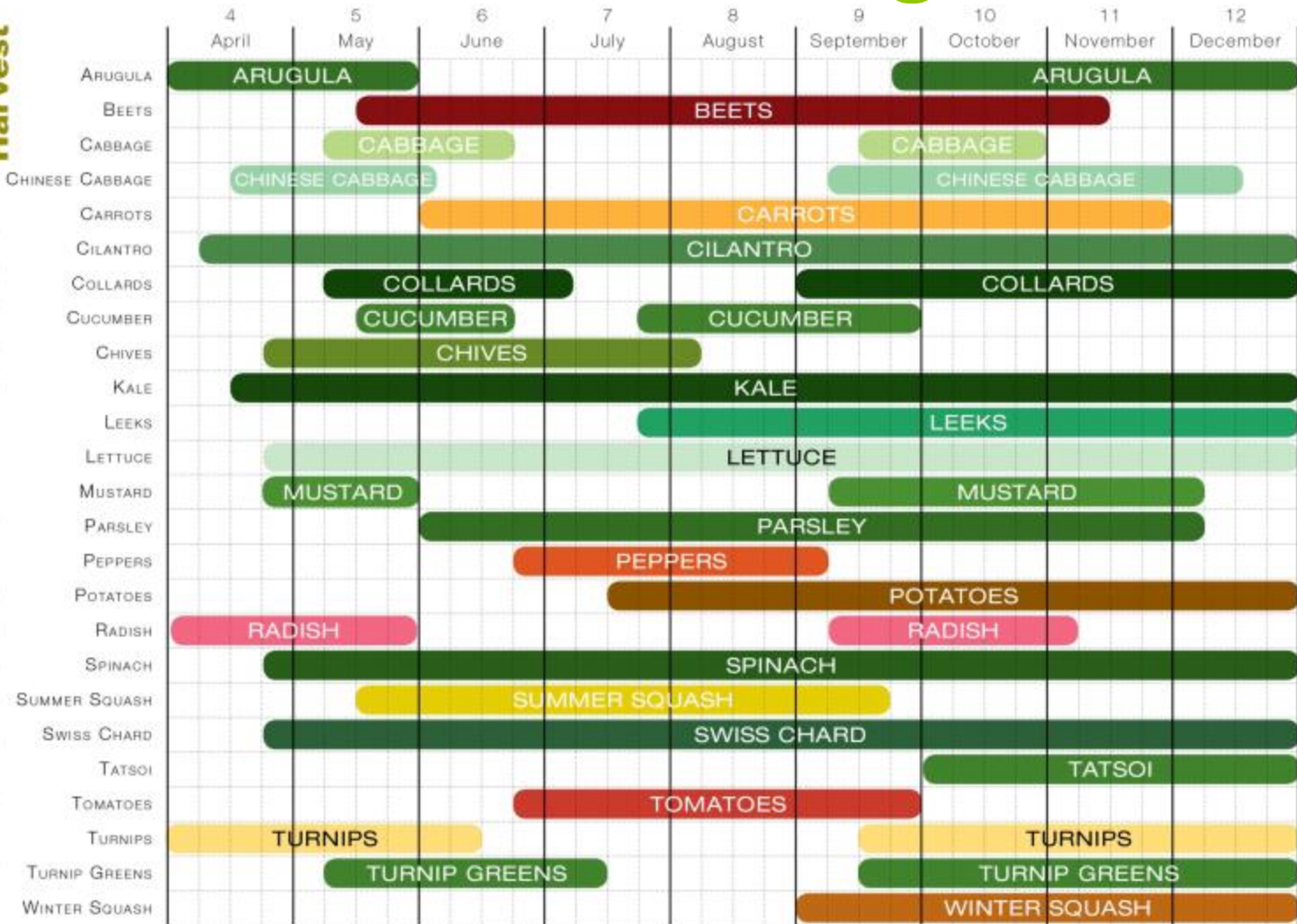
- Select colorful vegetables (the more color, the more phytonutrients).
- Choose heirloom varieties. (They haven't been bred for yield and transport.)
- Buy **just-harvested** produce.
- Select organic when possible.
- Freeze if you aren't going to use in the next few days.
- When going out, **ask your waiter if they source their food locally.**
- Learn **what's in season** locally and choose it!



Seasonal Eating



2016 Seasonal Produce





Just-Harvested Produce = Max. Taste + Nutrition





Farm to Work

Opportunities and Ideas



Farm to Work Benefits

- Reach people where they are
- Make the healthy choice the easier choice
- Support existing (or start) wellness programs
- Enhance sense of community within worksite
- Support local economy
- Encourage environmental awareness and spirit of sustainability



Farm to Work Models

- Purchasing/Sourcing
- Awareness Campaign
 - Encourage local food - health and environment
- Onsite Farmer's Market
 - Retail
- CSA farmer drop-off
 - Direct farmer to employee
- Integrated ordering and delivery system
 - Farmer selection by workers
 - Weekly products posting
 - Ordering deadline
 - Delivery schedule



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LOCAL FOOD

Action Team

Awareness Campaign

10% Shift to Eat Local



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Why Eat Local?



Local Farmers

Buying local helps sustain family farms, and connects you to your farmer and your food.



Your Health

Fresh, minimally processed and sustainably produced foods are a delicious answer to many health issues.



Our Economy

If 10% of the regional population shifts 10% of their food dollars to local food, it will result in over **\$56,000,000** infused into our local economy!

Pledge to Make a Difference Today, Go to
www.greenumbrella.org/10shift



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At Green Umbrella we're all about making Greater Cincinnati as environmentally sustainable as possible. To do that, we drive collaborations in key areas of impact to our region (greenspace, energy, local food, outdoor recreation, transportation, waste reduction and watershed). By making measurable improvements in these areas, our region will become one of the nation's top metro areas for sustainability by 2020. Our Local Food Action Team specifically is working to double the production and consumption of local fruits and vegetables by 2020.



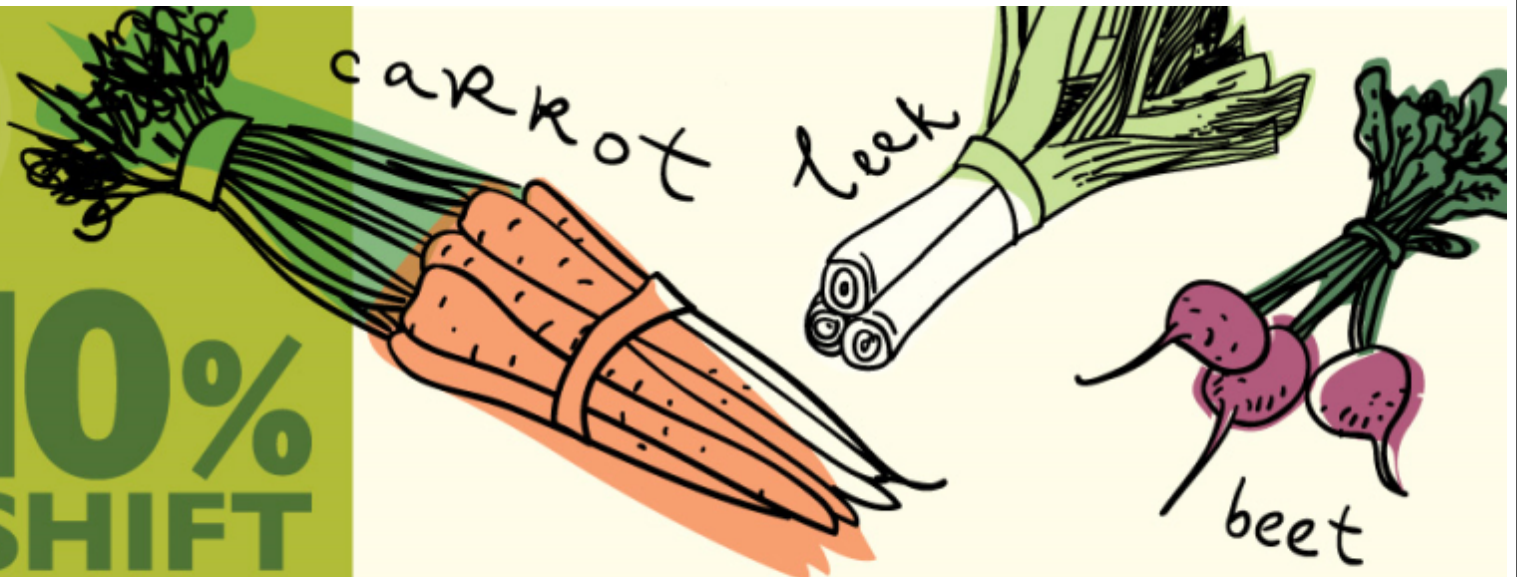
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LOCAL FOOD

Action Team



10%
SHIFT
EAT
LOCAL

Take the Local Food Pledge

www.GreenUmbrella.org/10shift



10% Shift at Work – Green Umbrella

- 10% Pledge for Individuals -
<https://greenumbrella.org/10Shift>
- 10% Shift to Local Food at Work
<https://greenumbrella.org/Workplace>
 - List of caterers who source local foods
 - Worksite CSA Toolkit
 - Rationale
 - How – tips, local links
 - Policies to consider
 - Resources



10% Shift at Work – Green Umbrella

- 10% Shift to Local Food at Work

<https://greenumbrella.org/Workplace>

- 10% Shift logo use
- Central Ohio River Valley (CORV) Local Food Guide
 - Print and downloadable
 - Updated annually



CSA Drop-off

- Employer
 - Identifies CSA(s)
 - Marketing
 - Space
 - Promotion
- Farmer
 - Contracts
 - Production
 - Delivery



Integrated System

Coordinating agency

- Enrolls and matches farmers and worksites
- Centralized online ordering
 - Farmers indicate what's available each week
 - Opt-in for box
 - Order ala carte



"When the farm truck drives up to the front of the building and unloads 50 crates of fresh produce, people tend to see that. It's in-your-face awareness."

- Andrew Smiley, Sustainable Food Center, Austin, TX

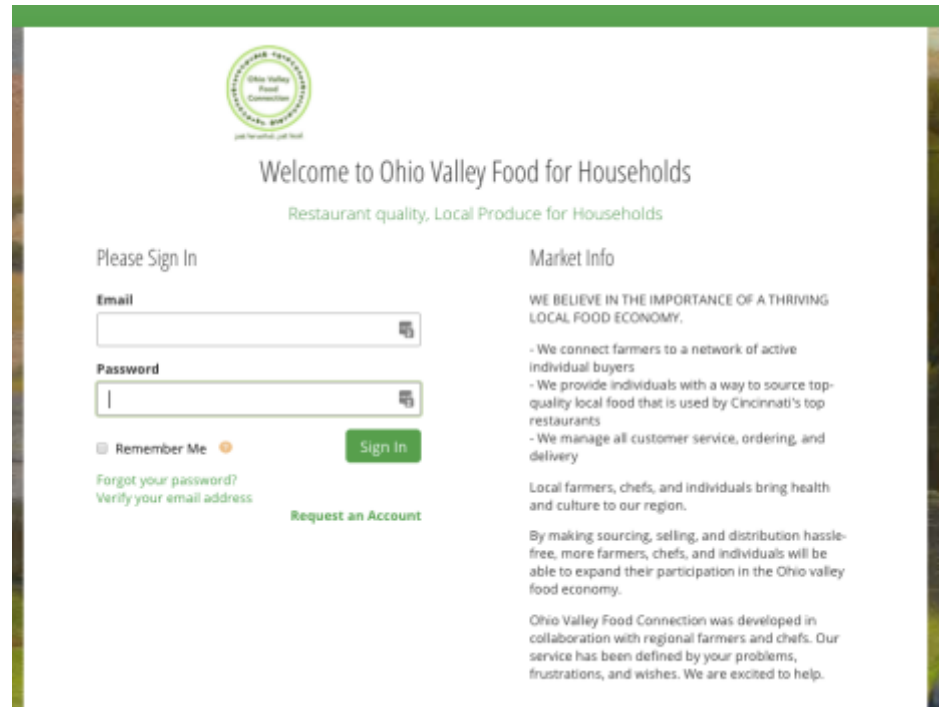
Source: [NPR, October 22, 2015](#)




Ohio Valley Food Connection

Wellness Services

- Online ordering software: The “Amazon.com” for local food – Order from home or office. – **Local food is harvested for your order.**
- Delivery to the office 24-36 hours post-harvest twice per week to take home after work.
- In a hurry? Choose an “Essentials Basket” - a pre-selected variety of produce, milk, bread, eggs ALL LOCAL for \$30 per week – VEGAN option available OR go “a la carte.”




Welcome to Ohio Valley Food for Households
Restaurant quality, Local Produce for Households

Please Sign In

Email

Password

Remember Me

[Forgot your password? Verify your email address](#)

[Request an Account](#)

Market Info

WE BELIEVE IN THE IMPORTANCE OF A THRIVING LOCAL FOOD ECONOMY.

- We connect farmers to a network of active individual buyers
- We provide individuals with a way to source top-quality local food that is used by Cincinnati's top restaurants
- We manage all customer service, ordering, and delivery

Local farmers, chefs, and individuals bring health and culture to our region.

By making sourcing, selling, and distribution hassle-free, more farmers, chefs, and individuals will be able to expand their participation in the Ohio valley food economy.

Ohio Valley Food Connection was developed in collaboration with regional farmers and chefs. Our service has been defined by your problems, frustrations, and wishes. We are excited to help.





Restaurant quality, Local Produce for Households

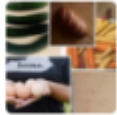
[Order](#) [Suppliers](#) [About](#)

Welcome to Ohio Valley Food for Households

Order For: **Abby Lundrigan**

Please choose a pick up or delivery date:

- Pick up:
Tuesday October 3, 2017
Between 3:00PM and 10:00PM
The Gruff
The Gruff - 129 E 2nd St.
Covington , KY 41011
- Pick up:
Tuesday October 3, 2017
Between 4:00PM and 11:00PM
Oakley
Oakley Wines - 4011 Allston Street
Cincinnati, OH 45209
- Pick up:
Tuesday October 3, 2017
Between 4:00PM and 8:00PM
Growing Trade Pet and Plant (ex
Northside Grange)
Growing Trade Pet & Plant 4116
Hamilton Avenue
Cincinnati, OH 45223
- Pick up:
Tuesday October 3, 2017
Between 3:00PM and 7:00PM
The Farmstand Market & Cafe
The Farmstand - 9914 Old Union
Road
Union, KY 41091
- Pick up:
Tuesday October 3, 2017
Between 3:00PM and 10:00PM
Bauer Farm Kitchen
Bauer - 435 Elm Street
Cincinnati, OH 45202
- Pick up:
Tuesday October 3, 2017
Between 4:00PM and 8:00PM
For AMIG Employees Only
AMIG Employees, 7000 Midland
Boulevard



Essentials Basket Cheese Option -- Once per Week for 4 Weeks (Cancel Anytime for Refund)

From: Essentials - Cheese Weekly + Milk and Eggs Rotate

Local cheese + organic produce + eggs/milk rotate



Who How Where

Standard, 1 basket/wk, 4 wks

2 Available



Essentials Basket, Milk Option - Once per Week for 4 weeks worth - cancel anytime for refund

From: Essentials - Milk Weekly + Eggs and Cheese Rotate

Milk + bread + organic produce. Eggs/cheese rotate

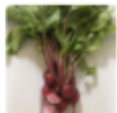


Who How Where

Standard, 1basket/wk, 4 wks

5 Available

Potatoes & Root Vegetables



Who How Where

Bunches

12 Available

Details

Every week you'll have a wonderful artisan bread (fresh-frozen for you to have when you're ready at home) and a half-gallon of milk. One week you'll have a dozen eggs, the next week a wonderful local cheese -- then back again. Organic produce from Elmwood Stock Farm -- around 2 or 3 high-quality, just picked items that vary each week!



From: Dark Wood Farm

Small butternut squash, sweet flavor

Who How Where

Pounds

20 Available

\$2.86

0



Squash - Winter, Carnival

From: Legrand Vegetables

A cross between the Acorn and Delicata squashes

Who How Where

Pounds, +-or- 1/2 #

40 Available

\$2.86

Min 2

ORDER QTY

0



Squash, Winter - Carnival

From: Dark Wood Farm

Long-storing, multi-colored, acorn-like squash

Who How Where

Pounds

30 Available

\$2.86

0

ORDER QTY



Squash - Winter, Delicata

From: Legrand Vegetables

\$2.87

ORDER QTY

Wellness Services

- Employer to-do's
- Set up refrigerated and freezer space (to hold grocery bags)
- Do weekly reminders in HR newsletter or other weekly employer communications media.



Visit Ohio Valley Food for Households →

"Restaurant quality, Local Produce for Households"

Order by 8pm for Grilled Meats, Fresh Seasonal Vegetables, Wholesome Milk and Much More!





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Example of Company Wellness Program – Lunch Special *Local Insurance Company*

FARM TO TABLE



Roasted Vegetable Power Bowl

Roasted Organically Grown Vegetables served over Creamy Polenta
and Topped with a Organic Fried Egg

*Ingredients are Organically grown and harvested

\$6.60

2,000 calories a day is used for general nutrition advice, but calorie needs vary.
Additional nutrition information available upon request.



Our Harvest Cooperative



Our Harvest Farm-to-Work



Weekly Harvest Box Program



Weekly Harvest Boxes

- **SMALL:** ~4 items for \$12/week
- **MEDIUM:** ~8 items for \$20/week
- **LARGE:** ~12 items for \$28/week





Online Sign-Up



Sign Up : CSA

< Back Next >



Select an available Pick-Up Location from the list or map.

Available Location	Delivery Day	Comments
<input type="radio"/> Avondale [Civic Garden Center] 2715 Reading Rd.	Monday 4pm - 6pm	
<input type="radio"/> Blue Ash [WholeCare Chiropractic] 4434 Carver Woods Dr.	Tuesday 4:30pm - 8pm	
<input type="radio"/> Bond Hill [Freestore Foodbank] 1250 Tennessee Ave	Monday 1pm - 4pm	Only open to Freestore Foodbank employees
<input type="radio"/> Clifton [Cincinnati State] 3520 Central Parkway	Thursday 4pm - 6pm	
<input type="radio"/> Clifton [Ludlow Wines] 343 Ludlow Ave	Wednesday 5am - 7am	

Summary Secured Payment & Privacy Protection

Pick-Up Location

Please select Pick-Up Location

Local Product Add-Ons





Features

- **Make changes to your order and put your box on hold when you go out of town!**
- **Weekly local product add-ons like eggs, jam, and cheese to tailor your box to your liking**
- **Weekly payment options are available**
- **No commitment is required**
- **Weekly e-newsletter with farm updates, box contents, and recipes + extra recipe support via our Veggie Guide**



Getting Started + Local Examples

- o Identifying a champion
- o Locating a space
- o Surveying interest
- o Spreading the word
- o Choosing a start date



INTERACT
FOR HEALTH



MERCYHEALTH



LERNER SAMPSON & ROTHFUSS



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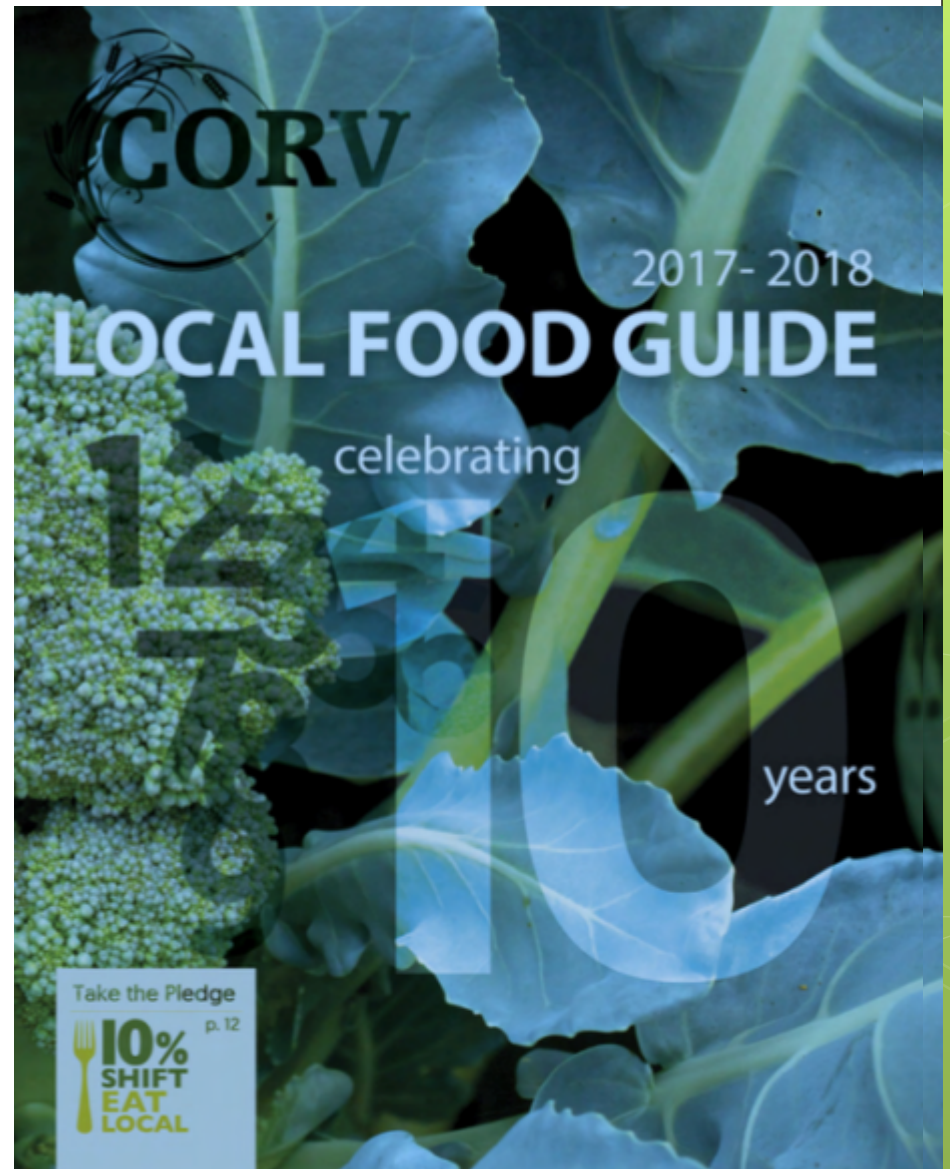


Local Food Resources



Green Umbrella
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CORV Guide





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REGIONAL SUSTAINABILITY ALLIANCE

Green Umbrella Local Food Action Team + Website



Search site

Email

Password

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[EVENTS •](#)

Local Food: Resources

[/ Eat Local Food /](#)

[/ Central Ohio River Valley Local Food Guide- \(CORV Guide\) /](#)



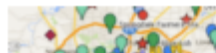
The most comprehensive annual listing of local farms, farmers markets, CSAs, restaurants and more! Released every year on Earth Day.

[Edible Ohio Valley](#)

edible
OHIO VALLEY

Beautiful quarterly magazine celebrating Ohio River Valley Food Culture, Season by Season.

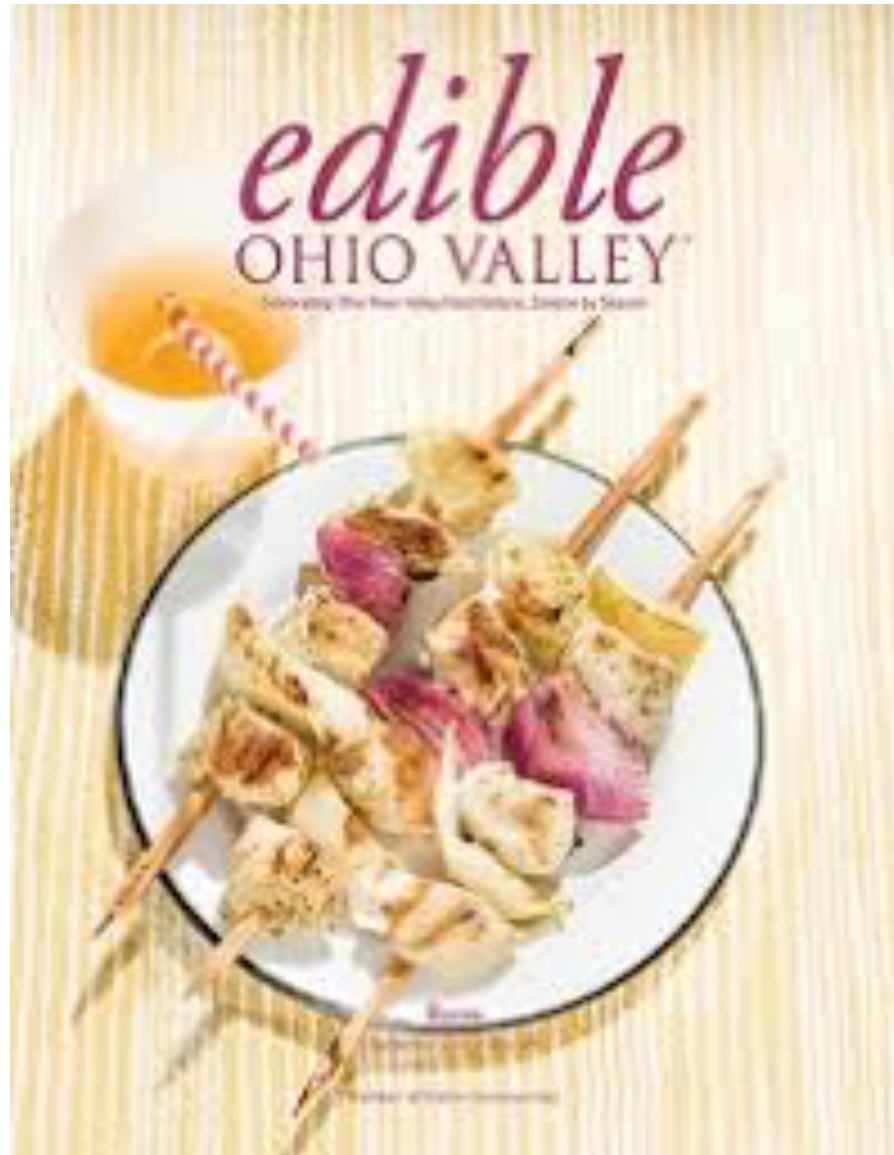
[Map of Cincinnati Region Local Food](#)



An ever-growing Google map of all the places in the greater Cincinnati area where you can find local food.



Edible Ohio Valley





Food Mapping



ART MURALS AND GRAFFITI



COMMUNITY CENTERS AND SOCIAL SERVICES



CONVENIENCE STORES



GREEN SPACES / PRIVATE / PARKS



MEAT DISTRIBUTION



PICNIC TABLES



RESTAURANT



CAMP



CHURCHES



COMMUNITY GARDENS AND URBAN FARMS



CULTURAL CENTERS



HARDWARE STORE



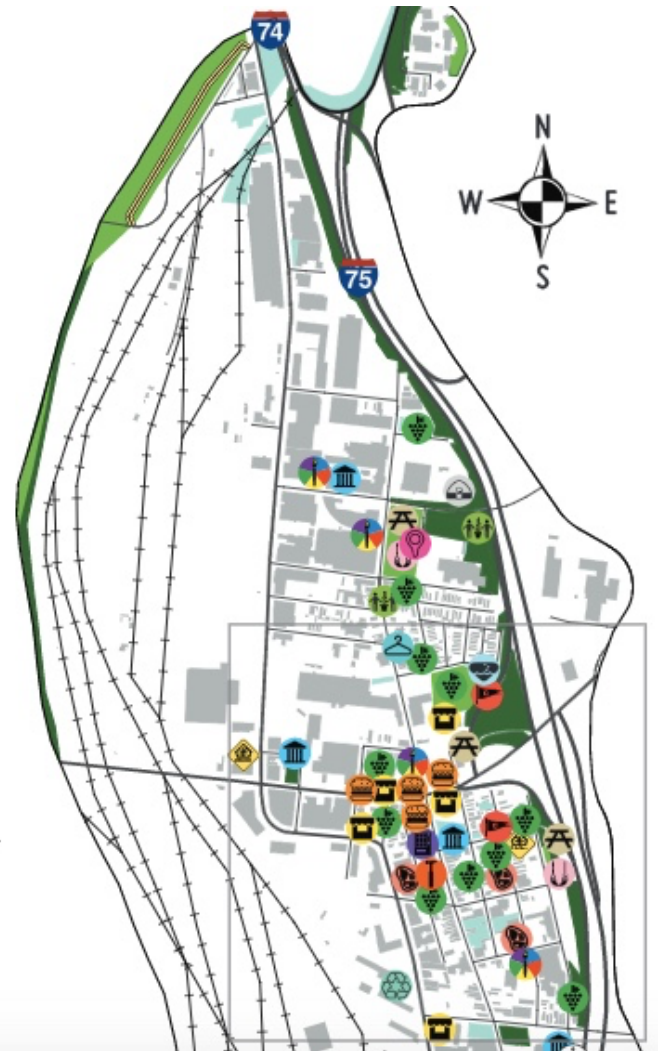
METAL RECYCLING



RAILROAD TRACKS



SAFE PLACE





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State of Local Food Report

THE STATE OF LOCAL FOOD

In the Central Ohio River Valley



Prepared by the Green Umbrella Local Food Action Team

December 2013

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Progress Highlights



- 55% increase in farmers' markets since 2013
- 39% increase in points of access to local food for all residents since 2013



Summary

- Local Food = good health + good business
- Many ways to engage
 - Organization
 - Individual
- Resources are plentiful



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