the greenfield food study
August 2013

A Project of:
Central Connecticut River Valley Institute

In collaboration with:
Farm and Food Systems Program
at Greenfield Community College

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Thank you to the creators and supporters of this document

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Ginevra Bucklin-Lane—Peace, Justice and Environmental Studies major
Olivia Holcomb—Farm and Food Systems major
Julia Moore—Farm and Food Systems major

and who worked under the guidance of internship host, project manager, and co-author,
Evelyn Lane, M.A.L.D.
Co-principal of Broadfork Permaculture

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The students in Introduction to Food Systems 2011 and 2012 classes at Greenfield Community College, who undertook much of the research presented in this food study.

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The project’s fiscal agent, Central Connecticut River Valley Institute (CCRVI).
CCRVI creates educational programs and innovative social, cultural, and economic institutions which encourage people to experience the physical, mental, emotional, social, and spiritual benefits of living intimately, and in deep connection with the natural world where they live, with themselves, and with each other.

Two of CCRVI’s current areas of focus are:
* creating bioregionally-based, sustainable, and affordable sources for basic human needs such as food, water, energy, housing, sanitation, clothing, transportation, education, etc.; and
* promoting sustainable forestry; the conservation of natural resources; the use of earth-friendly building construction materials and methods; the recycling and reuse of everything; the conservation and preservation of land; and high quality relationships between humans and between humans and animals, both wild and domestic.

And to the sponsors, without whom this project would not have fruited:
Franklin Community Cooperative
Just Roots
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Hope and Olive
Real Pickles
Peoples Pint
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Kris Walter
Cultivation: the growing of vegetables, fruits, and grains, the raising of livestock for meat and dairy, and the farming of fish and other seafoods.

Processing and Storage: the multitude of steps taken to turn raw ingredients into food products. This can include washing, peeling, cutting, cooking, canning, fermenting, packaging, freezing, and/or placing in dry, cold, or frozen storage.

Distribution: the various networks through which food is transported, sold, and accessed. The food that is distributed within the global food system changes hands many times as it travels from farm to consumer.

Waste: the by-products associated with every step of the food system. In this study, waste refers to left-over produce, half-eaten meals, and food scraps—-from homes, farms, and restaurants.

Education: the numerous ways people learn about food and the social, ecological, and economic conditions under which the food system operates. Education can include advertisements, school curriculum, films, word of mouth, workshops, farm visits, etc.

Social change: the understanding of our current food culture, and how changing our food culture can promote a more participatory and just food system.

Policy: legislation—local, state, or federal—that impacts any or all components of the food system. This can include laws, mandates, and policies that affect food access, farming subsidies, crop insurance, school lunches, and environmental protection.
A SUSTAINABLE FOOD SYSTEM

A Sustainable Food System reconciles ecological, social, and economic imperatives, and is based on:

- equitable access to local and seasonable produce
- access to local, organic produce both in local markets and local supermarkets
- access to diverse year-round local farmers’ markets
- access to local and seasonable, and organic produce sold in local supermarkets
- enriches biodiversity at all levels, micro-organisms to soil to animals
- minimizes animal suffering through local access to processing
- committed to humane treatment of all animals
- integrated into local restaurants, hospitals, schools and public institutions

– The United States Department of Agriculture, 2012
The local food movement is burgeoning across Western Massachusetts as residents become increasingly aware of the importance of re-localizing their food system (see diagram on previous page).

Greenfield, Massachusetts has a rich local food culture, including farmers markets, local value-added processing businesses, and a large-scale organic composting facility. Greenfield has a strong and growing ethic of prioritizing local businesses, local farming, and local food.

Of the roughly 14,000 acres of land in Greenfield, only about 1,000 acres are used for agricultural production. The majority of the city’s agricultural land, however, is in hay and feed corn production for local dairy farms.

How many people could be fed if all of the agricultural land in Greenfield grew a more diverse array of food for local consumption? Looking to the research done by Brian Donahue Ph.D. of Brandeis University, as explored by Franklin Regional Council of Governments’ Farmland and Foodshed Study (2012), we can make a reasonable estimate.

Assuming that people ate a USDA-recommended diet, and assuming the use of sustainable agricultural practices, the town’s current agricultural land could feed about 1,700 people. That is only a small portion of Greenfield’s 18,000 residents.

To feed all of Greenfield’s residents, Greenfield would need about 10,000 more acres of agricultural food production, or about 11,000 total acres.

However, one can also consider Greenfield’s place within the larger food system of the Pioneer Valley and beyond. Greenfield has limited agricultural land, a relatively large urban population, and is centrally located within Franklin County. It is also located at the intersection of Route 2 and Interstate 91, connecting the city to Vermont, Boston, the Berkshires, the southern Pioneer Valley and southern New England. Rail lines connect Greenfield to neighboring urban centers.

To explore how Greenfield could strengthen its contribution to the local food system, students in Greenfield Community College’s (GCC) Farm and Food Systems Program undertook service-learning research projects that focused on Greenfield’s local food system. Students worked with stakeholder groups—local food organizations and businesses. The stakeholder goals informed the students’ work, as the students investigated the assets and voids of the food system and researched case studies of positive change that could be adapted to Greenfield’s food system. The students then delivered public presentations to the community and stakeholder groups, presenting their findings and recommendations.

This research attracted community interest—Greening Greenfield, along with a few members of the Master Planning Advisory Committee for the 2012-2013 Master Planning Process, requested that the student research be compiled into a document for public use. Their goal is to distribute the document to Greenfield residents and to the Master Planning Process consultant firm, VGB, so that the study can inform relevant sections of Greenfield’s Sustainable Master Plan. Central Connecticut River Valley Institute, the 501(c)3 that sponsored the Shelburne Falls Food Security Plan, offered to be the fiscal agent for the study.
In the spring 2013 semester, three advanced GCC interns stepped forward to envision and help produce the Greenfield Food Study. Working under the guidance of Evelyn Lane, co-principal of Broadfork Permaculture, and Abrah Jordan Dresdale, instructor of Introduction to Food Systems at GCC, the interns compiled past research, interviewed residents and businesses, and participated in Greenfield’s Master Planning sub-committees.

The scope of this study is limited to the municipal boundaries of Greenfield, even though political boundaries are arbitrary within the context of a bioregion, foodshed, or food system. A geographic limit was drawn with the purpose of making this project manageable for undergraduate students to undertake in one semester. To further maintain the scope of this project, this study does not address energy usage in the local food system, does not include an analysis of prime soils or hydrology, and does not quantitatively analyze the level of food insecurity in Greenfield.

This study does not envision Greenfield as a island with an autonomous food system. Greenfield is an integral part of the local, regional, national, and global food systems. The recommendations made in this study do not attempt to replace the global food system, but rather suggest different strategies for working alongside the global food system and re-localizing where possible.

Greenfield can increase its cultivation capacity by supplementing traditional farming methods with growing more food on community and residential scales. Already there are two Community Gardens in Greenfield and many homes with gardens and chickens. This trend can be supported and increased, with additional accessible community garden plots, more residential gardens, and the addition of micro-livestock and permaculture techniques.

Greenfield has food processing and storage resources unique to the Pioneer Valley, such as the Franklin County Community Development Corporation’s Food Processing Center with cold storage facilities, value-added processors such as Real Pickles, Katalyst Kombucha, and Bart’s Ice Cream. Greenfield can capitalize on these resources and become a food processing, storage, and distribution hub for the Franklin County and the Pioneer Valley. Community attention can be focused on the town’s growing identity as a center for local food aggregation, processing, and distribution. This growing identity as a local food hub can be incorporated into Greenfield’s Master Plan and into Greenfield’s future.

**Scales of Food Systems**

- **Local**: Western Massachusetts
- **Regional**: The northeast states
- **National**: Within the United States
- **Global**: Worldwide

This study’s recommendations focus on all aspects of the local food value chain (cultivation, processing, etc.), highlighting creative solutions for individuals, the community, and local government. In summary, this study’s message is two-fold: Greenfield can increase its cultivation capacity, but not without considering and strengthening its role in the larger food system.
Agriculture in Greenfield, MA

POCUMTUCK INDIANS were the original inhabitants of the Greenfield area—Native American artifacts in this area have been dated to 7,000 - 9,000 years BCE. The Pocumtucks hunted, fished, grew field crops, and gathered wild plant foods throughout the Pioneer Valley. They were heavily impacted by early European colonization and were displaced from the area by the early 1700’s.

SURROUNDED BY HILTTOWNS, the city of Greenfield is a mosaic landscape; it contains the confluence of the Deerfield, Green, and Connecticut Rivers, an urban downtown, agricultural land, and a portion of the Pocumtuck Ridge—the location of Poet’s Seat Tower. Greenfield sits at the intersection of Route 2 and Interstate 91, and is the center of Franklin County. It is centrally located in relation to Boston, Vermont, the Berkshires, southern Pioneer Valley and southern New England. In addition, there are rail lines connecting Greenfield to other regional urban centers.

OF THE ROUGHLY 14,000 ACRES of land in Greenfield, about 1,000 acres are used for agricultural production. Agricultural land is concentrated in two main areas: the “Meadows,” a relatively wet area of land in Greenfield’s northwest corner, and along Leyden Rd. 878 acres of agricultural land are permanently protected under APR (Agricultural Preservation Restriction) and CR (Conservation Restriction).

THERE ARE AT LEAST THIRTEEN FARMS within Greenfield, from Bostrom Farm to Butinski’s, the Patch to the Greenfield Community Farm (full list on page 12). The majority of the city’s agricultural land, however, is composed of fields of corn and hay, growing feed for local dairy farms. Although the corn and hay grown in Greenfield supports local dairies, the majority of the milk produced by these dairy farms is not sold locally.

Greenfield Community College

IN 2011, Greenfield Community College (GCC) offered Introduction to Food Systems as a pilot course in food and farm education. Under the guidance of instructor Abrah Jordan Dresdale, students undertook service-learning projects to assess the current assets and voids in Greenfield’s food system. Students then made recommendations for what individuals, the community, and the local government could do to help strengthen Greenfield’s role in the local and regional food system.

THE STUDENTS in 2011’s Introduction to Food Systems course hosted a community stakeholder charrette where they presented preliminary findings to the community, facilitated break-out groups to solicit attendee feedback and then summarized the goals and priorities they heard from the community. Students then identified case studies from communities near and far that could be adapted to address stakeholder goals, modified to address the specific demographics and conditions of Greenfield.

THE COURSE CULMINATED with a final public presentation where students delivered an analysis of existing conditions of Greenfield’s food system and made recommendations for potential projects that could create positive change in Greenfield’s foodscape.

BASED ON THE SUCCESS of the Farm and Food Systems pilot year, and the enthusiastic community participation in the students’ research projects, GCC created a Associate of Arts degree with an option in Farm and Food Systems. At the same time, the Greenfield Master Planning process began and the need increased for research about land-use, local economics, and public health. In response, GCC students continued to gear their research towards this end.
The students in the 2012 Introduction to Food Systems class were assigned to work with stakeholder groups: organizations and businesses involved in local food advocacy and the local food economy. During interviews, stakeholders provided their goals for Greenfield’s local food system that the students then used as guidelines for their research. Students were also instructed to read various food security plans from other communities. These plans outlined the development of healthy, sustainable local and regional food systems that aim to support and enhance the overall public, social, ecological, and economic health of a community.

The 2012 Introduction to Food Systems course culminated in another well-attended public presentation where students presented their findings and asked the 50+ attendees to rank which projects they felt were a priority for Greenfield’s future. Attendees were also asked to identify 1) a feasible next step they could take to catalyze change their food system and 2) a suggested next step for the city government to take to help strengthen the local food system. In part, these questions were designed to solicit community priorities that could help inform the Master Planning Process. (See attendee responses in Appendix A.)
Greenfield’s 2013 Master Plan

In the fall of 2012, Greenfield embarked on a Master Planning Process. This process offered residents the opportunity to vision their future and to lay out strategies to achieve that vision in the next 10-20 years.

Sustainability is the over-riding theme for the Master Plan. As noted in the ‘Request for Proposals’ (RFP) distributed to the Master Planning consultants, “Each of the required elements of the Plan shall be based on sustainable principles and shall discuss how sustainability is factored in. Moving towards sustainability will require a new consciousness and commitment to do things differently than what has been done in the past. It will require the city to: 1) develop new programs and/or change existing programs, 2) establish new priorities, 3) commit resources to sustainable causes, and 4) collaborate with other jurisdictions within the region to achieve sustainability.”

The RFP continues, “From concerns over climate change, to drought-related water shortages, to air quality, society faces serious environmental issues locally, regionally, nationally and globally. These issues will affect the quality of life today and for generations to come. There is a growing body of evidence that a major shift in human behavior is necessary to overcome the destructive tides of over-consumption and environmental degradation. Our existing economic systems, agricultural systems and automobile-oriented infrastructure are inherently unsustainable.”

Greenfield Food Study Origins

In a regional planning process held by the Franklin Regional Council of Governments (FRCOG) 2010-2012, and in two forums hosted by Greening Greenfield, “increasing local food security in Greenfield” was identified as the number one priority of city residents.

To help make this vision a reality, community stakeholders requested that GCC Farm and Food Systems students compile their research on Greenfield’s food system into a Food Study, so that the student’s work can be integrated into relevant sections of Greenfield’s Sustainable Master Plan.

This past semester, three advanced GCC interns worked under the guidance of Evelyn Lane, Co-Principal of Broadfork Permaculture, and Abrah Jordan Dresdale, Coordinator of GCC’s Farm and Food Systems program, to envision and help produce the Greenfield Food Study. The interns compiled past research, interviewed residents and businesses, and participated in the master planning forum and sub-committees.

What you hold in your hands is the exemplary result of all of their hard work, the guidance of their mentors, and the support of Greenfield’s local food businesses and organizations.
Greenfield’s Sustainable Master Plan

One of the goals of the Greenfield Food Study is to inform relevant sections of the Sustainable Master Plan: Land Use, Economic Development, and Facilities/Public Health. A chart correlating this study’s recommendations to these three sections of the Master Plan is included in Appendix C.

Sections of Greenfield’s Sustainable Master Plan Relevant to Food and Agriculture

**Land Use:** zoning, priority areas for development/redevelopment

**Economic Development:** business development, agriculture, food systems, green economy

**Facilities, Infrastructure and Energy (Includes Public Health):** education, water, sewer, buildings, energy, public health

**Other Sections Include**

**Transportation:** circulation, bike/pedestrian facilities, transit, alternative fuels

**Housing:** housing needs and diversity, fair housing, energy efficient housing

**Natural, Historic, and Cultural Resources:** water resources, air quality, cultural events, historic places, preservation of resources

For more information, go to www.greenfieldmasterplan.com
GOAL: INCREASE CULTIVATION WITHIN TOWN LIMITS

Assets

Agriculture in Greenfield
Greenfield currently operate within the Greenfield city limits. Most sell produce and meat products locally. Two of these farms have CSAs—Community Supported Agriculture—food shares.

Additional acreage grows hay and feed corn, sold mainly to local dairy farms.

Local Farming Knowledge
Organizations that specifically support farmers, such as the Natural Resource and Conservation Service (NRCS) and Regenerative Design Group—a business that offers assistance with permaculture farming techniques and management—have offices in Greenfield. Greenfield farmers and food system advocates also have access to the Northeast Organic Farming Association (NOFA) annual conference, held in the Pioneer Valley.

Greenfield Community Farm
Produce grown at Just Roots’ Greenfield Community Farm is available through a CSA. Produce is also donated to local hunger organizations. Two organizations that receive food donations are Greenfield’s Center for Self-Reliance and the Stone Soup Cafe, a “pay what you can” Community Cafe held at All Souls Church.

Greenfield Agricultural Commission
There is potential to create an active participatory culture within the Agricultural Commission, yet there are some challenges (see voids).

Green Team
In fall 2013, the Green Team—a team of rocking high school students supported by the Franklin/Hampshire Regional Employment Board and the USDA Community Food Project grant—will be available to help residents install vegetable gardens.

 voids

Protected Agricultural Land
Of the roughly 14,000 acres of land in Greenfield, only about 1,000 are in agricultural production. Of those 1,000 acres, 878 acres are permanently protected under APR or CR. Farmland is a scarce resource that needs to be protected for present and future use.

Backyard (and Frontyard) Gardens
Although many Greenfield residents have gardens (and a few have chickens!) the majority do not have home gardens.

Access to Community Garden Plots
Greenfield has two community gardens, the Pleasant Street Community Garden and the Food For All Community Garden at Just Roots’ Community Farm. However, there is a wait list to get a plot at the Pleasant Street Garden and the Food For All Garden is four miles from downtown and beyond the travel routes of public transportation.

Urban Agriculture
Urban agriculture includes the use of fruit trees, berry bushes, and vines to produce food in urban landscapes. With urban agriculture, city dwellers can grow food in areas dominated by pavement, abandoned lots, or in public parks.

Greenfield Agricultural Commission
Greenfield’s Agricultural Commission is an underdeveloped asset. Some of their members are retiring next year, and there is not a strong upwelling of interested new members to replace them. Farmers who lease land in Greenfield but live in nearby towns have expressed interest in sitting on the commission and working on Greenfield’s behalf. However, they are disqualified because they do not live in Greenfield.
**What can we do?**

**Individual Level**
- Install more home gardens
- Participate in Community Supported Agriculture (CSA)
- Buy from Greenfield farms

**Community Level**
- Organize to improve access to Community Garden plots
- Advocate for more city-owned lots to be transformed into Community Gardens

**Governmental Level**
- Locate and develop additional Community Gardens, focusing on accessibility
- Incentivize serving on and allocate resources to the Agricultural Commission
- Catalogue current agricultural land, protected agricultural land, and areas of prime agricultural soils to assess current land-use patterns
- City government and Greening Greenfield work with land trusts to permanently protect all remaining farmland

“What I’d like to see is more food grown inside the town limits. Trees, agroforestry, community gardens, food all over the place - even having animals in the city...”

--Ryan Richards, Greenfield

LOCAL MEAT IS RAISED AT BOSTROM FARM AND SOLD IN GREENFIELD

**stakeholder goals:**

Greening Greenfield supports local food by encouraging sustainable land use. (GG)

The new Greenfield Community Farm is financially sustainable while offering sliding scale Community Supported Agriculture shares through Common Wealth CSA. (JR)
Agricultural Land

There are approximately 1,000 acres of farmland remaining in Greenfield. In addition to the thirteen farms listed, there are hay and corn fields. These fields are often owned or leased by dairy farmers living in nearby towns.

There are only about 600 acres of prime soils in Greenfield, shown below.

A good next step for understanding agriculture in Greenfield might be to compare current locations of farms and farmfields with the locations of prime soils, and areas where land is already legally protected for agricultural use. This analysis can inform where to invest resources to protect Greenfield’s remaining pieces farmland.

Meat Farms
- Bostrom Farm - 701 Colrain Rd.
- CSA shares available
- Tantaafl Farm - 389 Adams Rd.

Dairy Farms
- Noyes Farm - 397 Barton Rd.

Hay Farms
- Menard Farm - 637 Colrain Rd.

Compost Farm
- Martin’s Farm - 373 Plain Rd.

Vegetable Farms
- Butinski’s - 370 Colrain Rd.
- Potter Farm - 580 Colrain Rd.
- The Patch - 171 Plain Rd.
- Rainbow Harvest Farm - 400 Adams Rd.
- Just Roots’ Community Farm - 34 Glenbrook Dr.
- CSA shares available
- Wandering Brook Farm - 446 Country Club Rd.

Legend
- Water
- Prime Soils (516 acres)
- Farmland of Statewide Importance (144 acres)
Urban Agriculture

What is Urban Agriculture?

Urban agriculture is the use of vacant land in an urban environment for the production of food. It can be used as a method of intensive food production within a small area of land.

Where Can Urban Agriculture be implemented?

Spaces that can be utilized:
- Unused land
- Pavement
- Rooftops
- Balconies
- School yards
- Parking strips
- Store fronts

Growing in these areas includes:
- pavement-side tomatoes
- planting edible and productive species of trees and shrubs (apple, pear, nut, berries)
- vertical farming along sides of buildings

Urban agriculture adds to a community’s resilience by offering food that is accessible to all. Practicing urban agriculture can foster inter-generational teaching and learning food-related skills and knowledge.

Help Yourself! is a volunteer organization in Northampton dedicated to planting edible tree and gardens for public use. Currently, they are exploring opening a chapter here in Greenfield. Learn more at: www.helpyourself.noho.tk
GOAL: PROCESS & STORE LOCAL FOOD FOR YEAR-ROUND AVAILABILITY

ASSETS

COMMERCIAL KITCHENS
The Community Development Corporation (CDC) Food Processing Center is ideal for start-up small businesses and community organizations that want to processes food in bulk. However, the kitchen is not designed for smaller-scale processing.

Guiding Star Grange has a newly upgraded, well-equipped, and code compliant kitchen available for community use. This space can be utilized for education, community events, and small-scale home processing. The Grange offers half-day and full-day kitchen and dining space use for a reasonable rate.

FOOD ENTREPRENEURS
Greenfield is rich with value-added food processors. Businesses such as Bart’s Ice Cream, Real Pickles, and Katalyst Kombucha (the last two of which were incubated at the CDC’s Food Venture Center) work with area farms to source local ingredients. They also serve as successful models for food entrepreneurs looking to start new niche value-added food businesses in Greenfield.

FOOD PROCESSING CLASSES
Last year, Greenfield’s Market held a Food Processing Series at the Greenfield Grange. Participants brought their own ingredients and materials and a lead person was there to field questions and help people through the process.

Greenfield Community College now offers a Food Preservation and Storage class every summer.

VOIDS

COLD STORAGE
The CDC has approximately 400 square feet of combination freezer/cooler space, and just received funding from a USDA grant to quadruple their cold storage due to high demand. To make Farm-to-Institution viable in the Greenfield area, cold storage will need to be expanded to secure enough volume for institutional buyers.

In fall 2012, Just Roots donated 9,000 lbs of squash to the Center for Self-Reliance (CSR). However, CSR did not have access to cold/dry storage and could only store the produce the basement, which did not have proper storage conditions. After four weeks, half of the squash went bad!

ROOT CELLARS
Many Greenfield residents harvest vegetables and storage crops from their gardens. However, homes and apartments without root cellars have no place to store food for over-winter.

slaughterhouses
Adams Farm in Athol, MA is one of only two USDA-inspected slaughterhouses in Massachusetts. There is also a slaughterhouse in Westminster, VT.

Fluctuating seasonal demand and low economic viability are barriers to new slaughterhouses opening more locally. There is often public backlash, as well, to proposals for siting small, local slaughterhouses.

However, farmers would benefit from more nearby slaughterhouses to reduce need for transporting animals long distances to slaughter and to alleviate seasonal bottlenecks.

“There is plenty of food in-season. The problem is in January.”

–Dino Schelle, Center for Self-Reliance, Greenfield
WHAT CAN WE DO?

INDIVIDUAL LEVEL
• Practice home food-processing with friends

COMMUNITY LEVEL
• Install centrally-located community root cellars
• Organize events that allow for inter-generational collaboration and teaching
• Greening Greenfield organize workshop for Real Pickles to share best energy efficiency practices for cold storage
• Increase public use, including farmer use, of food-processing facilities
• CISA encourage “Grown in Greenfield” co-packing and co-branding in order to access larger consumer markets
• Develop a stronger relationship between the CDC’s Business Incubator and Greenfield Community College’s graduates from the Farm and Food System program

GOVERNMENTAL LEVEL
• City government and CISA support ‘Scaling Up’ food processing infrastructure in Greenfield
• Remove barriers to local poultry processing using MPPUs. See this chapter’s ‘Case Study.’

stakeholder goals:

CISA works with the farming community to improve and help scale up local food system infrastructure. (CISA)

Greening Greenfield supports the creation of clean, local, and renewable energy for community needs, such as cold and frozen storage for local produce. (GG)
In Need of a Freeze?

The CDC is looking to expand its cold storage capacity for community use.

Help them understand their market by emailing the answers to these questions to John Waite: johnw@fccdc.org

1. Space available in 4x4 pallets. How much space do you need?

2. What seasons do you need storage for (Fall, Winter, Spring, Year-Round)?

3. How much would you pay per pallet ($25/mo. or less with pick-up and drop-off fees)?

4. Do you need dry storage (room temp), refrigerated storage (38 – 40 degrees), frozen storage (0 degrees), or all three?
In order for small-scale poultry producers to process birds on their own farms, they need to get a licence from the Massachusetts Department of Public Health’s (MDPH) Food Protection Program.

Licensure requires:
1) completion of a training program
2) approval from local Board of Health
3) site and flock health inspection from MDAR
4) Annual payment to MDPH of $225/year for licence fee

Under this licence, farmers are still limited to slaughtering only 2,500 birds per year.

New England Small Farms Institute (NESFI) is piloting an idea called “Community Processing Days” on a Neutral Site—a location where no poultry is being raised—to avoid the Health Inspection. A person who has the licence can serve as a crew leader to supervise the Community Processing Day using the MPPU. People raising poultry for home consumption can also bring their birds here.

There are only two approved MPPUs in Massachusetts; both are owned by New England Small Farms Institute.

Next Steps for Greenfield
1) identify a neutral site
2) consider renting the PV unit
3) identify a licensed potential crew leader.

For more information, contact:
Judith F. Gillan
Founding Director, New England Small Farm Institute
Belchertown, MA 01007
http://www.smallfarm.org/
413-323-4531
GOAL: BUILD CAPACITY FOR LOCAL FOOD DISTRIBUTION

ASSETS

SUMMER & WINTER FARMERS MARKETS

The Greenfield Farmers Market is held every Saturday from April to November in downtown Greenfield. This market accepts SNAP benefits (foodstamps) and is accessible by foot to downtown residents.

The winter Farmers Market is held once a month, December through March at Greenfield High School. It also accepts SNAP benefits. For more information contact Devon Whitney-Deal at CISA.

RESTAURANTS SOURCING LOCALLY

See this chapter’s ‘Spotlight on Greenfield.’

GROCERY STORES SOURCING LOCALLY

Foster’s Market sources directly from approximately 80 local farms! When farmers have something in-season, they drive it to Foster’s and drop it off. However, Foster’s doesn’t always know when produce will be delivered, so they occasionally double-buy.

At Franklin Community Cooperative (owner of Greenfield’s Market), 40% of purchases (in dollars) come from local sources.

Big Y, a family-operated business, is a member of CISA’s Local Hero program and supports over 50 local farmers. Big Y’s produce warehouse is centrally located in Springfield, MA. In season, many local farmers deliver their produce to this facility on a daily basis. Also, farmers deliver directly from their fields to Big Y stores.

GCC DINING COMMONS

During the growing season, the GCC dining commons sources 20% of its food from local farms as well as from the on-campus permaculture garden, where students grow and harvest herbs, berries, and vegetables.

VOIDS

GREENFIELD’S INVOLVEMENT IN FARM TO SCHOOL

The CDC’s Food Processing Center currently sources and processes local produce for distribution to Farm to School Programs throughout Franklin County, such as Mohawk High Regional High School, Deerfield Academy, and Northfield Mt. Hermon.

However, the Greenfield public school system has not found adequate funding to source from the CDC.

LACK OF PUBLIC TRANSPORTATION

The Franklin Rural Transit Authority (FRTA) does not have bus roots that serve the northern, more rural neighborhoods of Greenfield. For those without a car, access to places of distribution such as grocery stores or the Farmers Market is a perpetual challenge.

Furthermore, Just Roots’ Community Farm and Community Garden are just beyond Leyden Woods—the furthest north stop on the FRTA route.

FRESH AND HEALTHY LOCAL FOOD ACCESS

Greenfield’s Main Street offers multiple locations to purchase fresh local food. However, Federal Street, the primary north-south artery through Greenfield, does not offer the same variety. Federal St. is dominated by fast food chains, pharmacies, and gas stations.

Currently, FRCOG—Franklin Regional Council of Governments—is working with Mass in Motion’s Healthy Market Program to help convenience stores offer fresh fruits, vegetables, yogurt, water and 100% juice. (More info at www.mass.gov/MassinMotion/HealthyMarkets)

MOBILE MARKET

A “mobile market” is a farmers’ market on wheels. They bring fresh, local food to residents who cannot leave their homes or who do not have access to vehicles. If there was a “mobile market” in Greenfield, it could visit central locations such as senior centers, the YMCA, and low-income housing projects.
WHAT CAN WE DO?

INDIVIDUAL LEVEL
• Patronize businesses that source food locally

COMMUNITY LEVEL
• Develop strategies that enable all Greenfield grocery stores to offer local food choices
• Just Roots develop a mobile market for Greenfield to expand opportunities for equitable local food distribution
• CISA work with the hospital, Franklin County House of Corrections, and other Greenfield institutions to promote institutional purchasing of local food
• FCC create a website with a map highlighting what products are being sourced locally, to educate and inspire consumers

GOVERNMENTAL LEVEL
• Work with FRCOG on Mass in Motion program to encourage business owners to introduce local, fresh food into convenience stores and gas stations
• Support Greenfield public schools to work with the MA Farm-to-School program

“Whenever we can purchase something local, we do it over anything else.”

--Jason Deane, Co-owner of Foster’s Market

stakeholder goals:

CISA works to strengthen the connection between farms and schools to increase the market share for local agriculture. (CISA)

Greenfield’s Market and McCusker’s Market commits to working to provide 50% of its products from local farms (FCC)
Greenfield Restaurants Sourcing Local Ingredients

The People’s Pint, Hope and Olive, Magpie, & Taylor’s Tavern are four restaurants that boost the local food system by highlighting locally grown food in their menus.

According to Cheryl Johnson, head chef at Taylor’s Tavern, the biggest obstacle to offering local food is the challenge of sourcing from multiple farms. The time needed to traveling to multiple farms for their top pick of produce is not a luxury they have.

The People’s Pint carries local food all year round, often highlighting seasonal options. Their biggest struggle is also the time and effort involved in sourcing from multiple farms.

If the Pint were to dream big it would be would be for a local food distributor to aggregate and deliver their local food purchases, says Josh Breitner, head chef at the Peoples Pint.

“Local food to me is very important. It services the entire area not only monetarily and financially, but it keeps the area going...Having come from New York City [to Greenfield], it’s obviously terrific that you can go to any farm. I always buy from the farms in the summer and go to the co-op, or you can go to the Farmers Market every Saturday [in the summer].”

--Meryl Sacchins, Greenfield
Black River Produce is a Vermont-based wholesale distributor. The business delivers organic and conventional produce, meat, seafood, and dairy across a 150-mile radius to more than 2,000 stores, schools, restaurants, clubs, camps, ski areas, hospitals, nursing homes, and farm stands.

They source from over 100 Vermont farms, even though these sales make up only 10% of their revenue. Black River Produce looks first to Vermont growers to fill their orders, then regionally to New Hampshire, and only then to larger, distant wholesale markets and growers.

They have been in business for over 30 years, started with $600 in the bank and a used Volkswagen bus. Today, Black River Produce now has 30 refrigerated trucks and 6 climate-controlled warehouses. Orders are called in, or entered online, and delivered the following day.

Black River Produce took in $5 million in meat sales in 2012, and there is increasing demand for Vermont-grown meat. To continue to meet and encourage demand, as well as support local farmers, Black River Produce has bought a failing ice cream factory in North Springfield, Vermont. They will transform it into a meat-processing center by this summer, where locally raised lamb, beef, pork, and venison will be trimmed, packaged, and stored. Learn more at: http://www.blackriverproduce.com
GOAL: CYCLE NUTRIENTS FROM GARDEN & FOOD WASTE

**Assets**

**Professional Composting Facility**

*Martin’s Farm* has been in operation for 40 years, selling compost and mulch made on site. Martin’s Farm accepts food waste from local businesses, restaurants, and schools, trucked in by *Triple T Trucking*, a Vermont company specializing in compostable waste collection. Martin’s minimum drop-off amount for food waste is 1 ton, or a single dump-truck’s worth.

**Transfer Station**

The *Greenfield Transfer Station* offers Earth Machine Compost Bins—small scale compost bins for home compost—for $40. The low cost is possible through a *Massachusetts Department of Environmental Protection (MassDEP)* recycling equipment grant program.

The Greenfield Transfer Station accepts (at a small fee) yard and garden waste, such as brush, leaves, and grass. Once broken down, it is mixed with loam and sand, and it is used for town projects. Note: the Transfer Station does not accept food waste.

**2014 Statewide Composting Mandate**

Regulations proposed by the *MassDEP* will ban commercial businesses and institutions that produce more than 1 ton of food waste per week from throwing it away (rather than composting). The mandate’s goal is to divert waste from landfills and instead use it for energy production and finished compost. Regulations are expected to pass by 2014.

**voids**

**Municipal Composting Facility**

There are ten towns in Massachusetts that accept food waste at their local transfer station (and four of them are in Franklin County—Whately, Northfield, New Salem, and Orange). These transfer stations use Triple T Trucking to bring the food waste to nearby professional composting facilities (Martin’s Farm, Bear Path Farm, and Clear View Farm).

**Curbside Pick Up for Food Scraps**

Many Greenfield residents do not have space or time to compost. If residential food waste could be collected and aggregated similar to garbage, the volume would be large enough to send to Martin’s Farm, less than three miles from the center of town.

**School Composting**

*Fifteen schools in Franklin County* compost all of their food waste, collecting it in dumpsters behind the schools. Triple T Trucking brings the food waste to a professional composting facility. None of these schools, however, are in Greenfield.

*Greening Greenfield* is currently working with Greenfield Public Schools Superintendent Hollis to apply for a MassDEP Grant that would fund a similar composting program for *Greenfield Public Schools*. 
What can we do?

**Individual Level**
- Compost kitchen food scraps and yard/garden waste
- Buy finished compost from Martin’s Farm, Greenfield’s organic-approved composting facility

**Community Level**
- Work with Greening Greenfield to advocate for school and residential compost collection
- Reach out to Pedal People in Northampton to see if they would be interested in expanding or mentoring a bicycle-powered compost pick-up service in Greenfield
- Support more Greenfield businesses, restaurants, and schools sending their compost to Martin’s Farm

**Governmental Level**
- Tax-rebate to incentivize composting
- License the Greenfield Transfer Station to accept food scraps and coordinate with Martin’s Farm
- Plan for the 2014 Statewide Composting Mandate by identifying a final location for commercial food waste to become finished compost or to be used for methane digestion

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**Stakeholder Goals:**

Greening Greenfield collaborates with individuals, groups, businesses, and the city government on sustainability initiatives such as school and residential compost collection. (GG)
Martin’s Farm

Martin’s Farm already accepts food waste from many schools, restaurants, and supermarkets throughout Franklin County and beyond. Within Greenfield, Martin’s accepts food waste from large supermarkets such as Foster’s and Big Y.

Martin’s Farm accepts food waste from neighboring school systems such as the Deerfield and Montague school systems, but not from Greenfield (Greenfield public schools do not yet have a composting program in place).

Food waste is trucked in by Vermont-based Triple T Trucking, a trucking company that specializes in food waste pick-up and delivery.

The minimum load that Martin’s can accept at one time is one ton (2 thousand pounds).

Compost Bins for Sale

Only $40

At the Greenfield Transfer Station
Pedal People is a cooperative business that picks up household trash, food waste, and recycling by bicycle. Originators Ruthy Woodring and Alex Jarrett created this niche business for human-powered waste removal services in part to prepare for a post-oil economy and in part because it’s fun!

The centrally-located Transfer Station in Northampton accepts food waste, aggregates it, and trucks it to a professional composting facility outside the city.

Pedal People are often spotted biking across town with loads of up to 300 lbs. The worker-owners are on bikes rather than up high in dump trucks, with prominent signs and exposed trash. This display makes the waste stream visible, raising awareness about the life cycle of our food waste.
GOAL: INCREASE LOCAL FOOD & FARM EDUCATION

**Assets**

**Farm and Food Systems at GCC**
Greenfield Community College offers courses in sustainable agriculture, permaculture design, and food systems. Students can now enroll in an Associate of Arts degree with an option in Farm and Food Systems, and learn hands-on skills in the new permaculture garden and greenhouse on campus.

**Greenfield Elementary School Gardens**
At Four Corners Elementary, Mrs. Naughton and her class care for twelve raised beds and a butterfly garden. At Newton Elementary, Miss. Robinson and her class are planning a vegetable garden in the courtyard. At Federal Street Elementary, Miss Potter has applied for a micro-grant to fund several 1’ x 3’ mobile raised beds that can be wheeled outside during warmer weather.

**Greenfield Charter School**
Four Rivers Charter School has a half-acre permaculture garden, and their Gardening Club grows annual vegetables in raised beds.

**Food Preparation Classes**
Greenfield’s Center for Self-Reliance, in conjunction with the Recovery Project, holds free meal preparation courses at All Souls’ Church. Known as the “Budget Gourmet,” the program receives food from the Center for Self-Reliance.

**Stone Soup Cafe**, a pay-what-you-can cafe, is open Saturdays at All Souls’ Church. The Cafe is currently developing food preparation classes and an internship program.

**Nutrition Classes**
The Greenfield YMCA offers nutrition classes to parents, seniors, and people at-risk for diabetes.

**Voids**

**Greenfield Middle School & High School**
Currently, the Middle School and High School do not have courses in farming or food systems. However, Greenfield Public Schools Superintendent Hollis is exploring the possibility of agriculture-based classes for high school students.

**Garden Support for K-12 Teachers**
If all K-12 teachers had access to continuing education to learn more about gardening, local agriculture, and food systems, they could incorporate more gardening and local food curricula into their classes. Students of all ages could become critical thinkers about where and how food is grown.

Also, well-intended school gardens sometimes fail because a lack of management during the summer break. Systems can be developed to ensure school garden success.

**Food System Visibility**
Usually, the food system—from how our meat is raised to where we dispose of our food waste—is not readily visible to the consumer.

Consumers can learn about the benefits of local food as well as the unseen impacts of the global industrial food system through films such as Food Inc., informal discussions, educational classes, and hands-on experience.

Food and farming education helps make the food system transparent and keeps consumers informed, which may result in more people becoming active participants in shaping their food system.
**What can we do?**

**Individual Level**
- Play with children in the garden; help them cultivate their own plot
- Attend seed-swaps, workshops, and community building events at Greenfield’s Market and at Just Roots’ Community Farm
- Seek out classes at Greenfield Community College, Communities Involved in Sustaining Agriculture (CISA), or Northeast Organic Farming Association (NOFA)

**Community Level**
- Create a permaculture garden at Greenfield Community College to teach the community about perennial crops and land regeneration
- Re-purpose underused, highly visible, and accessible land for demonstration food gardens, that could be tended by Master Gardeners and Greenfield Garden Club
- Sponsor organizations and events that teach adults and children how to prepare and preserve seasonal produce

**Community Level (Cont’d)**
- Organize summer support for school gardens
- Create an educational garden at the YMCA for children in the Day Care and Camp programs
- Connect Greenfield public school teachers with Seeds of Solidarity teacher trainings, and with professional development opportunities at Greenfield Community College’s SAGE (Sustainable Agriculture and Green Energy) Education Center

**Governmental Level**
- Help fund food and farm educational collaborations between Greenfield Public Schools and Greenfield Community College for high school students to gain skills and college credit
- Require that academic subjects cover food issues
- Support continuing education for K-12 teachers in farming and food systems

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**Stakeholder Goals:**

Through honest marketing and community-building events, Franklin Community Cooperative spreads knowledge of healthy food and healthy living. (FCC)

Local-food based workshops and programming bring together and educate a diversity of people in the community. (JR)
Farm and Food Systems @ Greenfield Community College

Farm and Food Systems Program
The Farm and Food Systems Liberal Arts option at Greenfield Community College provides students with an interdisciplinary understanding of the ecological, economic, political, and social systems as they relate to food and farming. Through additional applied courses and internships, students learn hands-on skills such as food cultivation, processing, techniques for propagation and season-extension, and design of annual and perennial production systems. Students engage in community partnerships and participate in bioregional efforts to support food security, local economies, and planning for resiliency.

GCC Permaculture Garden
In the 2011 Introduction to Food Systems class, students recommended that GCC install a permaculture garden on campus to raise community awareness about food cultivation and land regeneration. With approval from the College Administration, students gathered community input, designed, advocated for, and installed a ‘Living Laboratory’ permaculture garden on campus.

Environmental Studies
EVS 101: Issues in Sustainability (3 cr)
EVS 118: Introduction to Food Systems (3 cr)

Science
BIO 102: Botany (4 cr)
BIO 124: Introductory Horticulture (4 cr)
SCI 137: Permaculture Design (4 cr)
SCI 138: Soil Science (4 cr)

The Re-Skilling Series*
EVS 152: Organic Gardening (1 cr)
AGR 110: Beekeeping (1 cr)
AGR 111: Four Season Farming (1 cr)
AGR 112: Food Preservation & Storage (1 cr)
AGR 113: Mushroom Foraging & Cultivation (1 cr)
AGR 114: Creating a Cooperative Food Economy (1 cr)
AGR 115: Permaculture Landscape Mgm’t & Install (1 cr)
AGR 116: Wild Foods (1 cr)

*Can be taken for credit or not-for-credit through Community Education

www.gcc.mass.edu/farmandfoodsystems

farm & food systems liberal arts option enrolling for fall 2012!

Permaculture blog
Our students document their efforts to build a permaculture garden at GCC

Classes
Beekeeping, organic gardening & more. Hands-on classes for our community, not just enrolled students!

Farm and Food Systems option
An associate degree program with studies focusing on a sustainable food economy

The time is ripe!
GCC instructor Abigail Brandel and EVS 118 are featured in the Greenfield Recorder
Seeds of Solidarity has 25 years of experience helping schools and community centers establish vegetable gardens. School vegetable gardens engage students in developing life-long skills of food self-sufficiency and health. School gardens are also a core element of the growing ‘Farm to School’ movement.

Seeds of Solidarity offers workshops for school and community educators at their farm each August. They will also bring workshops to you, at your school or site. In addition, their website includes helpful resources on topics such as using produce from school gardens, composting, and growing salad greens. Learn more at: http://seedsofsolidarity.org/

“Seeds of Solidarity awakens the power of youth, schools, and families to grow food everywhere, transforming hunger to health and creating resilient lives and communities.”

- Deb Habib, Co-Founder
Seeds of Solidarity
GOAL: FOSTER COMMUNITY PARTICIPATION IN LOCAL FOOD SECURITY

ASSETS

JUST ROOTS & GREENFIELD COMMUNITY FARM
In 2011, Mount Grace Land Trust and the City of Greenfield partnered with Just Roots to establish a Greenfield Community Farm on Leyden Road. The farm now offers educational workshops, a sliding-scale CSA share, and donates food to the Center of Self-Reliance and Stone Soup Cafe.

USDA COMMUNITY FOOD PROJECT
See this chapter’s ‘Spotlight on Greenfield.’

COMMUNITY MEALS

Stone Soup Cafe is a pay-what-you-can cafe open to and staffed by the public, serving lunch every Saturday at All Souls’ Church. The cafe sources as much food locally as possible, up to 70% of its ingredients for the last Saturday meal of the month.

Greenfield Free Harvest Supper is a volunteer effort that serves a community meal with locally sourced ingredients to hundreds of community members every August in downtown Greenfield. The money donated during and before the meal goes to the Farmers Market Coupon Project run by the Center for Self-Reliance.

Meals on Wheels, a volunteer organization that delivers meals to the homes of people in need, stores their food at the CDC’s dry storage.

KIMBALL HOUSE RE-ENTRY PROGRAM
Just Roots has partnered with the Kimball House Re-entry Program to provide vocational work-training for men in the low-security Kimball House program.

LOCAL MEDIA

The Recorder has done a wonderful job of capturing the enthusiasm of Greenfield’s localvore community.

VOIDS

CHRONIC HUNGER & FOOD INSECURITY
According to the 2010 census, Greenfield’s median household income is $33,000, and 14% of residents live below the poverty line. In 2010, 62% of students in the Greenfield Public Schools were classified as low-income and received free or reduced school lunch.

According to the Food Bank of Western MA, over eight thousand Franklin County residents are food insecure, and nearly two-thirds lack access to healthy food.

LOCAL CURRENCIES

There are four local currencies underway in Franklin County: Greenfield Dollars, rCredits, Valley Time Trade, and the Wendell Pound (working title).

Local currencies can help support local food production. All local currencies incentivize buying and trading locally. In addition, Valley Time Dollars pays people to trade skills such as canning or gardening. The Wendell Pound, a currency under construction in the town of Wendell, is a food-based currency that is exploring the viability of a local currency based on people in town donating home-grown food to the local food pantries (wendellpound.wordpress.com).

LOCAL MEANS

The Recorder has done a wonderful job of capturing the enthusiasm of Greenfield’s localvore community.
What can we do?

**Individual Level**
- Patronize local businesses that use or sell local food
- Grow at home and share your skills (gardening, canning, composting, etc) to build community food security
- Use local currency
- Volunteer at free community meals
- Read the Greenfield Recorder to learn new recipes and keep up-to-date on local food events and classes

**Community Level**
- Organize skill-shares at the Energy Park (in the summer) and First Congregational Church (in the winter)
- Expand on the success of social-mission driven hunger-related projects
- CISA and Greenfield Businesses Association incentivize use of Greenfield Dollars to build demand for local food purchasing
- Develop an easily accessible local food-based currency
- FCC partner with GCC’s SAGE Education Center to offer workshops on food and energy

**Community Level (Con’t)**
- Just Roots offer programs for SNAP and WIC recipients to learn fresh food preparation skills
- Just Roots partner with the Kimball House Re-entry Program and GCC’s Farm and Food Systems program to continue working with unemployed people who have a recent history of incarceration, homelessness, and/or substance abuse. (See this chapter’s Case Study)

**Governmental Level**
- City government and CISA work to create an Agritourism website and brochure (similar to the Renewable Energy Atlas of Vermont, but for local agriculture) for Greenfield area farms and food entrepreneurs to stimulate the local economy

“Buying local is an emotional and psychological experience, leaving me feeling full and happy.”

—Kevin McVeigh, Franklin County resident

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**Stakeholder Goals:**

CISA expands projects that build demand for local food. (CISA)

By the implementation of environmentally sound practices, Franklin Community Cooperative commits to working toward a sustainable future for our stores and our world. (FCC)

Just Roots increases access to and demand for healthy local food through donations to soup kitchens and food pantries. (JR)
USDA Community Food Project Grant

In 2012, four Greenfield-based local food economy stakeholders received a USDA Community Food Grant, “Growing Together.” This three-year grant is designed to increase food access and job-training skills in farming and food systems through joint collaborations among its stakeholders.

The Franklin County Community Development Corporation received funds to quadruple their existing 400 square foot cold storage unit. Just Roots hired a full-time farmer for the Greenfield Community Farm and is establishing an outdoor classroom for K-14 students. The Franklin and Hampshire Regional Employment Board is forming an agricultural youth employment program, “The Green Team,” for high school students. Greenfield Community College will continue to develop its Farm and Food Systems program, as well as place college students at farming and food systems internships throughout the area.

Collectively, the grant recipients launched a Franklin County Food Council in July, 2013. (See “Spotlight on Greenfield” in the Policy Chapter)
Based in Chicago, IL, Growing Home offers job training and transitional employment for individuals who have had difficulty obtaining employment due to histories of incarceration, homelessness, or substance dependence.

Individuals learn specialized skills in sustainable farming, horticulture, landscaping, food service, and/or customer service.

Work at urban farms and gardens is supplemented by classroom time, where individuals learn basic workplace skills such as job searching, interviewing, communication and conflict resolution, computer use, personal finance, and healthy living.

Learn more at: http://growinghomeinc.org
GOAL: CREATE POLICY TO SUPPORT A HEALTHY FOOD SYSTEM

**ASSETS**

**Greenfield Right-to-Farm**
In 2011, Greenfield’s Town Council passed a Right-to-Farm ordinance for the city of Greenfield, where “it is determined that whatever impact may be caused to others through the normal practice of agriculture is more than offset by the benefits of farming to the neighborhood, community, and society in general.”

**Massachusetts Chapter 7, Section 23B**
In 2010, the Massachusetts state government amended Chapter 7, Section 23B of its General Laws to require state colleges and universities, as well as state agencies, to preference the purchase of foods grown or produced within the state.

**2014 Massachusetts Waste Mandate**
In 2014, MassDEP will issue a new mandate for food service operations that generate 1 ton or more of commercial food waste per week. This includes large-scale food manufacturers and distributors, grocery stores, large restaurants, hospitals, universities, and other institutions.

The goal is to save space in landfills and reduce methane emissions (a greenhouse gas more potent than carbon emissions), which is produced through the anaerobic digestion of organic matter when locked underground. Composting allows aerobic micro-organisms to cycle nutrients from the organic matter, transforming it into finished compost.

By 2020, officials hope to divert one-third of the nearly 1.4 million tons of food waste produced each year. (From: The Boston Globe, “Commercial Food Waste to be Banned” May 4, 2012)

**VOIDS**

**Food Policy Council**
When students undertook research at GCC in 2011 and 2012, there was no Food Policy Council in Greenfield. Since that time, the USDA Community Food Project Grant has been awarded, requiring that a Food Policy Council be formed in the Greenfield area.

The Franklin County Food Council creates community leverage to advocate for changes related to food security, farmland preservation, etc. at the local and state level.

**Cuts to the Farm Bill**
As of June 20, 2013, the House of Representatives has failed to pass the new Farm Bill. If passed as is, the bill will cut SNAP (Supplemental Nutrition Assistance Program, previously known as food stamps) benefits by $400 million a year.

The bill also limits funding to the Conservation Compliance program. Additional cuts will compromise the success of small, non-commodity crop farms.
WHAT CAN WE DO?

INDIVIDUAL LEVEL
• Write to the state and federal government to advocate for policies in the Farm Bill that support small and mid-size farms (see nefood.org as a resource)
• Contact Franklin County Regional Council of Governments (FRCOG) to learn about the upcoming Franklin County Farm and Food System Project

✓ COMMUNITY LEVEL
• Start a Food Policy Council

GOVERNMENTAL LEVEL
• Serve on city council and leverage change for food security initiatives, such as farmland preservation
• Attend Master Planning Sub-Committee meetings to learn about food and economic development, food and infrastructure, food and public health, and farming and land-use

stakeholder goals:

Greening Greenfield advocates for local, regional, state and federal policies that support our vision of a sustainable Greenfield. (GG)
The Franklin County Food Council’s (FC)² first quarterly meeting was held in July 2013 at the downtown GCC center. A Food Council was proposed in the application for a USDA Community Food Project Grant, entitled ‘Growing Together,’ received by four Greenfield food economy stakeholders in September 2012.

The Food Systems Security Working Group of the Franklin Community Cooperative (the owner of Greenfield’s Market) served as (FC)²’s steering committee. They formulated criteria for inviting council members, drafted invitations for local organizations and businesses to serve on the council, and articulated provisional goals. Low-income representation and a diverse cross-section within the fields of agriculture, food-related businesses, public health, and nutrition are high priorities for (FC)².

(FC)² seeks to collaborate across scales—federal, state, regional, and local—while serving all groups in the local food value chain, from producers to consumers. The following provisional goals have been identified:

1. Households and institutions in Franklin County can affordably access abundant local food.
2. Farms and food businesses increase economic viability throughout Franklin County.
3. The Council effectively communicates and collaborates with existing food and farming organizations within the Pioneer Valley, while avoiding the duplication of efforts.
4. The Massachusetts Food Policy Council and the Franklin County Food Council exchange ideas and information that mutually reinforce work efficacy on the state and county levels.
The Holyoke Food Policy Council formed in 1995 to address issues of food access in Holyoke. In 2007, the W. K. Kellogg Foundation awarded a planning grant to the Holyoke Food Policy Council to become the Holyoke Food and Fitness Policy Council and coordinate the facilitation of a collaborative city-wide effort to promote and sustain a healthier and more vibrant Holyoke.

HFFPC collaborates with farms and organizations to ensure access to local, state, and federal level decision-making, building the networks and capacity to develop statewide policy change and support the formation of the Massachusetts Food Policy Alliance.

The programs of the HFFPC make their mission come to life. The Food Education Empowerment Sustainability Team engages Holyoke’s youth in food policy change. School wellness groups offer continuing food-based education for schools and teachers. The Food Task Force is organizing and implementing Farm-to-School programs.

Learn more at: holyokefoodandfitness.org
FOOD AND AGRICULTURE PUBLIC FORUM  
HOSTED BY GCC’S INTRODUCTION TO FOOD SYSTEMS CLASS, DEC. 6 2012

QUESTION POSED TO ATTENDEES TO THINK ABOUT DURING STUDENT PRESENTATIONS:
“In your opinion, what do you think are priorities that the students [in Introduction to Food Systems class at GCC] should recommend for Greenfield to achieve?”

ATTENDEE RESPONSES:

+ Urban Agriculture—identify potential land downtown for food cultivation; one idea: consider an ‘GPR’—Garden Preservation Restriction (x5 votes)
+ Farm to School—at least 25% in local schools (x4 votes)
+ Agritourism—making Greenfield and the Pioneer Valley an agritourism destination (x3 votes)
+ Rooftop Gardens Downtown—specifically above the Greenfields Market (x3 votes)
+ On-line Resource Guide—all sites related to local food and renewable energy (x3 votes)
+ Extend Bus Route 21 up to the new Community Farm (x2 votes)
+ A local currency for Greenfield designed to promote a local food economy (x2 votes)
+ Mobile Meat Processing—coordinated by CISA (x2 votes)
+ Northern Pioneer Valley Food Processing & Distribution Center (x2 votes)
+ Mobile Vending—to low-income neighborhoods, schools, etc; could use bicycle power (x2 votes)
+ Composting Efforts—for institutions and residents; vermiculture at Greenfields Market (x2 votes)
+ Branding of Franklin County Local Foods (x2 votes)
+ Develop a Network of Youth Gardening Educators (x1 vote)
+ Hands-on Food Preparation Education at the Farmers Market—CISA could coordinate (x1 vote)

AFTER THE PRESENTATIONS, ATTENDEES WERE ASKED THESE FOLLOW-UP QUESTIONS:

1. What was the most important recommendation?
2. What could the city of Greenfield do to help implement it?
3. What next steps could you personally take to help implement it?

NOTE: The answers to attendee questions are outlined in the next several pages, and are organized by Groups (Group A, Group B, etc) and noted by Person 1, Person 2, and Person 3.
GROUP A

Person 1
- Support infrastructure development (including zoning changes) was the most important recommendation
- We’re going to need a change from what we have, and that will take infrastructure
- The City of Greenfield can fund projects of groups that are already underway
- I can get involved in Just Roots or an advisory council

Person 2
- Local food in schools was the most important recommendation
- Prevents diseases; healthy food can prevent behavior problems
- City of Greenfield could make sure public schools have food service directors that will work to implement local food in the cafeterias
- I can attend board meetings, support youth in agriculture, support the projects of the USDA grant that provides GCC interns to Just Roots and Green Team to high schools

Person 3
- FRTA Bus Route Expansion—to various agricultural sites was the most important recommendation
- This relates to increased sustainability, social justice and food access issues
- The City of Greenfield can lean on FRTA route designers to reach both agricultural sites and (low-income/non vehicle owning) residential areas
- I can write a letter to FRTA; I can write in my column to have everyone call FRTA

GROUP B

Person 1
- Urban Agriculture was the most important recommendation
- Urban agriculture is highly accessible to a wide variety of people
- Can lead to empowerment/self-motivation
- The City can help by giving Just Roots as many resources as possible
- Use bus route to build community at the Community Farm
- The Master Plan can encourage other urban agriculture initiatives
- Share agriculture knowledge with school children
- City of Greenfield could help with zoning, money, and other support
- I could work at/work for a Franklin County Food Council; I can help implement

Person 2
- Greenfield could create a food plan; this recommendation was the most important
- Greenfield has enormous potential
- People are aware/knowledgeable
- The City of Greenfield could become a good example for other towns
- Increase awareness of healthy, local food in a sustainable community

Person 3
- Farm to School was the most important recommendation
- Shape the vision of tomorrow
- The City controls public schools so we could strongly encourage public schools to incorporate farm-to-school
- I can write to City Council and Government Officials about farm-to-school
appendix A

GROUP C

Person 1
- A local currency for Greenfield to promote a local food economy was the most important recommendation
- Encourage the buying of everything local
- Farms can post local activities
- I can volunteer to help get it started

Person 2
- An updated website for Franklin Community Cooperative was the most important recommendation
- Website can be used to connect everything ‘local’
- Interns can maintain website
- Also, municipal composting was very important—waste in inefficient
- Consider giving some food scraps to livestock such as goats; use their manure for growing food

Person 3
- Urban Agriculture along with Bus Route increased access was the most important recommendation
- This will increase access to local food
- The City can provide funding and political support
- I can get involved in volunteer gardening and transforming public spaces into food production

GROUP D

Person 1
- Improving food systems infrastructure was the most important recommendation
- Greenfield is the County Seat and the center of Franklin County
- Leverage the infrastructure in place (meat processing; mobile slaughterhouse)
- Also, future courses or food studies could consider the production capacity of our area

Person 2
- Rooftop gardens in downtown was the most important recommendation
- This one was most notable because of emotional, aesthetic, and energy efficiency reasons
- I could personally help support the initiative (as a professional in the field of renewable energy/energy efficiency)
- Also, mobile vending seemed like an equally important recommendation
- Target high density work places like big companies like Yankee Candle, Corporate Centers, Industrial Parks with mobile vending

Person 3
- Urban Agriculture was the most important recommendation
- We can look to models like the community-engaged ‘City Repair’ projects in Portland, OR
- They strategically locate gardens for production at intersections and other high-traffic areas—it will allow more people to connect to the land
- This model also encourages collective volunteerism, displacing consumerism
- Additionally, mobile vending can increase convenience of local healthy food
- Mimic methods of convenience: food companies with ‘real’ food
Group E

Person 1
- Combining Farm-to-School with Compost Pick-Up (dropped off at Just Roots Farm) was the most important recommendation
- The City of Greenfield can support Just Roots even more with resources needed
- One idea is to work with FRTA to have the bus route be able to access the Community Farm—it would help more people participate and learn food cultivation skills
- I can volunteer with Just Roots

Person 2
- Urban Agriculture was the most important recommendation
- There is an extreme need to access healthy food for poorer people in the community
- The City of Greenfield can find land or spaces available to implement gardening programs that involve all ages of the community to create
- I can help locate land in Greenfield's urban areas; I can teach gardening; I can get involved in the Master Planning Process

Person 3
- The most important recommendation was to utilize the existing structure and principles of the Co-op to implement programs that educate, inform, and allow access to locally grown, affordable, nutritious food, as well as education about how to implement these foods into a healthy, sustainable diet
- The City of Greenfield can support this type of initiative through funds to help lower the price of food
- I can participate in the forming ‘Food for All’ committee to explore ways to quickly implement community-engaged gardening programs

Group F

Person 1
- A re-localized food distribution system is the most important recommendation
- This is important because distribution of local food is currently difficult
- The City of Greenfield could rent a space for a distribution center as a way to support farmers
- I could be a purchaser of local food; I could help distribute donated food

Person 2
- Farm-to-School, then Schools that Compost, then it could be a whole Agritourism System—these ideas were the most important recommendations
- This educates eight year-olds, etc to learn about food systems
- The City of Greenfield could require 30% of food be local in the public schools and require farming and school gardens become part of the curriculum and student clubs
- I could get GCC to compost its food scraps

Person 3
- Many: Mobile vending using bicycle power; vermiculture composting systems; urban agriculture projects—all were important recommendations
- Mobile vending can become an appropriate low-tech worker-owned co-operative—offers a new business and employment on a doable scale
- The City of Greenfield can support these initiatives by promoting bike lanes, encouraging composting efforts, etc.
- I can offer to help with Co-op development
**GROUP G**

Person 1
- Farm-to-School was the most important recommendation
- The goal would be to supply 25% of school food with local produce, meats, fruits, etc
- The current conditions of school lunches are wrapped up in commodity subsidies
- Local farms and schools could start with small contracts and renegotiate
- Also, the Northern Pioneer Valley Food Distribution Center was an important recommendation
- The City of Greenfield could undertake a feasibility study to see if a distribution center is viable

Person 2
- Convenience Stores vending local food was the most important recommendation
- The City of Greenfield could help to create a network that encourages/promotes this recommendation; they could seek ways to make it profitable for all
- I could ask store owners to participate and support this idea

Person 3
- Taking the Greening Greenfield model, and spread a campaign of ‘Greater Greenfield Greening’—this is the most important recommendation
- It opens up the doors!
- Also, encouraging Farm-to-School with curriculum that encompasses regional understanding of food
- The City of Greenfield can ask other towns to pitch in to pilot Farm-to-School here first
- I can support by coordinating with schools to volunteer my gardening expertise and help coordinate the effort

**GROUP H**

Person 1
- Maps of farms, CSAs, farm stands, and places to access local food, combined with a website, is the most important recommendation
- This is low-budget
- It’s easy to implement
- It can serve as a stepping stone to other things

Person 2
- Rooftop Garden was the most important recommendation
- The City of Greenfield can support it by amending zoning and supporting urban agriculture projects
- A map and website of spaces to garden and farm would be useful
- Greening Greenfield can compile data; the City can support them to compile data

Person 3
- Getting this information presented today to the Master Planning Committee is the most important recommendation
- I can push for these recommendations to happen in Greenfield
- I can stay connected to the stakeholder groups the students worked with
- I can volunteer to research data
**GROUP 1**

Person 1
- Agritourism was the most important recommendation
- It educates people about farming and food systems
- It stimulates the local economy
- The City already is and can continue to involve food products and art projects together—increases excitement and visibility

Person 2
- The ‘Green Umbrella Theory’ is the most important idea, not presented today, but pertinent
- Having a hub center that distributes food out to rural places; establishing trading routes
- I can buy local and stop eating meat

Person 3
- Convenience Store Makeovers! are the most important recommendation
- Relatedly, the City of Greenfield can incentivize restaurants to support local food networks with their purchases
- I can support farms and local food businesses
- I can connect more people, farmers, and businesses I know together: Firefox Farm, Wheelview, The People’s Pint
VISION FOR GREENFIELD, 2050
Written by Abrah Jordan Dresdale for Greening Greenfield’s 2013 Spring Forum

After decades and decades of trial and error, hunger and obesity, struggle and innovation, the people of Greenfield triumphed. It was the year 2050, and everyone, everyone had enough food to eat. How did this come to be, you might ask? Not only did the people change their ways of growing food, preparing food, and cycling nutrients from food, but more notably, there was a shift in the hearts, minds, and world-views of the people.

The words ‘local’ and ‘sustainable’ slowly left the people’s lexicons. They were living and eating only sustainably and locally, so there was no need to differentiate. Likewise, being food secure was no longer a primary goal, since the people went beyond food security and became food sovereign.

From the students at the schools, to the employees at the hospital, to the farmers living in the meadows, everyone decided how, where, and what food was grown and eaten. People were no longer considered ‘consumers,’ passively munching along at the end of the value-chain, but rather they had all become active decision makers and producers within their food system. Young ones no longer ask, “does salsa grow on trees?” or “does milk come from a cow?” The songs the children learned and sang were about their place, and its rich agrarian, innovative history. At a young age, everybody learned how to capture their own rainwater for drinking and irrigation, how to grow their own vegetables and raise their own meat, how to process and preserve fruits and dairy, how to hunt and how to fish, for the fish returned to the streams to spawn once again and the elk and moose multiplied in abundance. Everyone knew the story of how their people triumphed in the face of peak oil, economic collapse, and environmental crisis. The shift arrived when people stopped seeing the world as outside themselves, as ‘other.’ The people were humbled and listened to the fierce warnings of Mother Nature. They wisened up and decided to study the ways of their ancestors and the ways of the people indigenous to the land on which they now were living.

No longer was there a psychological divide between areas rural, urban, and agricultural. Land was seen as land, all of it prospectively bountiful and inherently important. Food was grown on marginal land. Conventional farming gained companions as people learned about perennial agriculture, agroforestry, forest farming, rotational grazing of livestock, and bio-intensive cultivation. The town of Greenfield became a town in a farm rather than a few farms in a town. The people were swimming in food just as they were swimming in the Green River, and the food was flowing all year round.

And how did they arrive in such a foodscape, rich with community and renewed natural resources? They first acknowledged they needed to reflect on their own hurts, and notice how their hurts propelled them to turn around and perpetrate more hurt. Harm towards the land, harm towards marginalized members of their community, harm towards themselves and their loved ones. The people started waking up and taking responsibility for their hurts and their own healing, and then realizing their power to become creators of their collective destiny.

And following this first wave of healing and cultural repair, they started getting active. They received a Community Food Project grant from the USDA; they formed a Franklin County Food
Council (FC2) which guided new efforts and new ways of thinking about food; they reached for the Greenfield Food Study compiled by Greenfield Community College students and began to implement recommended changes to strengthen their food system; School children became involved and demanded fresh food in their cafeterias and micro-farms on the sprawling lawns of their school grounds; Doctors proscribed whole grains, fermented foods, and pasture-raised meat as preventative medicine; Corner stores became cornucopias of fruit and eggs and herbal teas; GCC became a revitalized grange where people could come learn how to homestead, start farms, and form value-added food businesses; the Franklin County Cooperative or the ‘Co-op’ expanded to offer multiple cooperative enterprises such as human-powered food distribution, downtown aquaculture for production of fish and aquatic plants, roof top garden installation, and decentralized compost collection.

CISA invested in a permanent marketplace for the new daily farmer’s market to be housed, where people could shop and farmers could vend, rain or shine, June or December. Greening Greenfield partnered with the City’s Street Tree Committee and planted fruit and nut trees on the medians to offer public produce for all.

The Town Planning Board changed zoning to allow for chickens, turkeys, and goats, oh my. The Mayor offered new tax incentives for residents to transform their chemical and fossil-fuel guzzling lawns into victory gardens to show their allegiance to Greenfield’s prosperous future. Just Roots expanded their operations to downtown where their new urban farm allowed people without cars to learn farming skills and gain access to fresh food.

Big Y and Stop and Shop became cooperatively owned and the worker-owners, who were invested in their community, made a contract to source food from within a 50-mile radius and eliminate all packaging from their products sold in the store.

In order to be resilient in the face of drought, Regenerative Design Group invested in a keyline plow and veggie-oil-run earth-moving equipment, and installed ponds on hillsides and managed landscapes to infiltrate water.

The Community Development Corporation acquired new properties up and down Wells street and expanded cold storage using passive cooling methods. The CDC continued to offer business advice to start ups who were committed to using healthy food produced in the Connecticut River Valley. And food was shipped and traded up and down the valley and into the hills using waterways and electric train transport.

And in this green jewel of a town, Greenfield saw the bees returning from Colony Collapse Disorder, the children and their parents recovering from diabetes and heart conditions, and the flourishing of new businesses, nonprofits, and community projects that cut across race, class, and political divides. People now lived in a beautiful, walkable, bikeable, publically transportable community where food, water, fresh air, and a culture of respect and reciprocity abounded. The people of Greenfield remembered the hard times, the scary times when they thought they didn’t have a chance. And they will continue to live to tell about how they transformed a broken world into a new Eden.
Recommendations relevant to specific sections of the Sustainable Master Plan are highlighted below, separated into Individual, Community, and Governmental levels.

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>Economic Development</th>
<th>Land Use</th>
<th>Facilities / Public Health</th>
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</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL LEVEL</strong></td>
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<tr>
<td>Install more home gardens</td>
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<td>Use local currency</td>
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<td><strong>COMMUNITY LEVEL</strong></td>
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<tr>
<td>Organize to improve access to Community Garden Plots</td>
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<tr>
<td>Advocate that more city-owned lots be transformed into Community Gardens</td>
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<tr>
<td>Install centrally-located community root cellars</td>
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<tr>
<td>CISA encourage “Grown in Greenfield” co-packing and co-branding facilities for economic benefit</td>
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<tr>
<td>Develop strategies that enable all town grocery stores to offer local food choices</td>
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<tr>
<td>CISA work with hospital, Franklin County House of Corrections, and other Greenfield institutions to promote institutional procurement of local food</td>
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<tr>
<td>Re-purpose underused, highly visible and accessible land for demonstration food gardens, tended by Master Gardeners and Greenfield Garden Club</td>
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<tr>
<td>Sponsor organizations and events that teach adults and children how to prepare and preserve seasonal produce</td>
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<td>Create an educational garden at YMCA for children in the Day Care and Camp programs</td>
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<tr>
<td>Connect Greenfield public school teachers with Seeds of Solidarity teacher trainings and with professional development opportunities at GCC’s SAGE (Sustainable Agriculture and Green Energy) Education Center</td>
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<td>CISA and Greenfield Business Association incentivize use of Greenfield Dollars to build demand for local food purchasing</td>
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<td>Develop an easily accessible local food-based currency</td>
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<tr>
<td>Just Roots offer programs for SNAP and WIC recipients to learn fresh food preparation skills</td>
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<tr>
<td>Just Roots partner with the Kimball House Re-entry Program and GCC’s Farm and Food Systems program to continue working with unemployed people who have a recent history of incarceration, homelessness, and/or substance abuse</td>
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## Recommendations

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<td>Locate and develop additional Community Gardens, focusing on accessibility</td>
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<tr>
<td>Allocate more resources to the Agricultural Commission and incentivize serving on the Commission</td>
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<td>Catalogue current agricultural land, protected agricultural land, and areas of prime agricultural soils to assess current land-use patterns</td>
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<tr>
<td>City government and Greening Greenfield work with land trusts to permanently protect all remaining farmland</td>
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<tr>
<td>City government and CISA support Greenfield in ‘Scaling Up’ food processing infrastructure</td>
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<tr>
<td>Work with FRCOG on Mass in Motion program to encourage business owners to introduce local food into convenience stores and gas stations</td>
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<td>Support Greenfield Public Schools to work with the MA Farm-to-School program to gain consulting on how to use locally sourced ingredients</td>
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<td>Tax rebate to incentive composting</td>
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<td>License the Greenfield Transfer Station to accept food scraps and coordinate with Martin's Farm</td>
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<tr>
<td>Plan for 2014 Statewide Composting Mandate by identifying final location for commercial food waste to become finished compost or to be used for methane digestion</td>
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<tr>
<td>Help fund food and farm educational collaborations between Greenfield Public Schools and GCC for high school students to gain skills and college credit</td>
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<tr>
<td>Require that academic subjects cover food issues</td>
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<tr>
<td>Support continuing education for K-12 teachers in food and farm</td>
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<td>City government and CISA work to create an Agritourism website and brochure for Greenfield area farms and food entrepreneurs to stimulate the local economy</td>
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</table>