



HEAL WINCHENDON CIRCL GROUP

January 16, 2020



CLARK MEMORIAL YMCA

Agenda

we have 90 minutes available

- Names and introductions (5min)
 - Introduce your name to everyone
 - “Seed Bank” idea. As the meeting unfolds, you have a notecard to write questions/thoughts that we don’t have time address during discussion. Then, we will write these down on a poster (the seed bank) and address at the end of the meeting
- Reflections from last meeting (10min)
 - Food system slide: answer “how exactly will produce/supply come from, and what are we doing to evaluate that?”
 - Sam update on producers
 - Daniel clarify role of Anchor institutions
- **Winchendon Community Maps (15min)**
 - **Important sites**
 - **What do we value?**
- **Working group breakout discussions (25min)**
 - 20 min for discussion, 5 min for sharing out?
- **Revisit Maps (10min)**
 - **Based on working group discussion, how can we utilize these locations, and what are some others we want to add?**
- What do you want to learn? (10min)
- CIRCL Group Administrators (5min)
- Announcements, evaluation, and Seed Bank (10min)

INTRODUCTIONS AND NAMES

- Names
- “Seed Bank”
 - To make sure everyone has a voice heard, write down ideas/questions we don’t get to on your notecard and we will transfer to the “seed bank” poster
 - At end of meeting we will review the list and decide as a group which items we need to address
- Volunteer timekeeper



REFLECTIONS AND UPDATES SINCE LAST MEETING

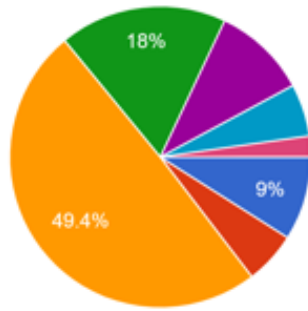
- HEAL Winchendon: A new food project where a hub-and-spoke is created, meal kits are sold and distributed, and networks formed between local farms, institutions, gardens, residents, and other organizations. Significant thoughts/questions since then?
- Assessment updates
 - Producer surveys: Sam is underway with producer surveys, having reached out to more than 80 local farms, and already had ~10 interviews with farmers
 - Market Surveys: >120 complete. Thanks Tony & Morgan, Janet L., The Winchendon School, The Senior Center, UU Church, Jane L.
 - Why are market surveys important? Support and Informs the Project



MARKET SURVEY

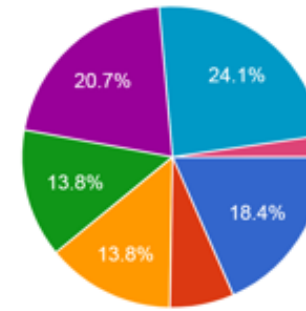
EXAMPLE OF RESULTS FROM DECEMBER 2019

20a. What is the number 1 most important value you consider when purchasing food?



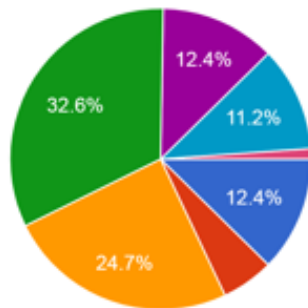
- 1 - Local
- 1 - Organic
- 1 - Fresh and High Quality
- 1 - Low Price
- 1 - Variety
- 1 - Distance to your home/convenience
- 1 - Other

20c. What is the number 3 most important value you consider when purchasing food?



- 3 - Local
- 3 - Organic
- 3 - Fresh and High Quality
- 3 - Low Price
- 3 - Variety
- 3 - Distance to your home/convenience
- 3 - Other

20b. What is the number 2 most important value you consider when purchasing food?



- 2 - Local
- 2 - Organic
- 2 - Fresh and High Quality
- 2 - Low Price
- 2 - Variety
- 2 - Distance to your home/convenience
- 2 - Other

If any of the values you selected was "other," what is it?

Ingredient needed for planned menu

Actual food. Not processed, vaccum sealed, or in a box.

Limited soy, no fructose corn syrup, no GMOs

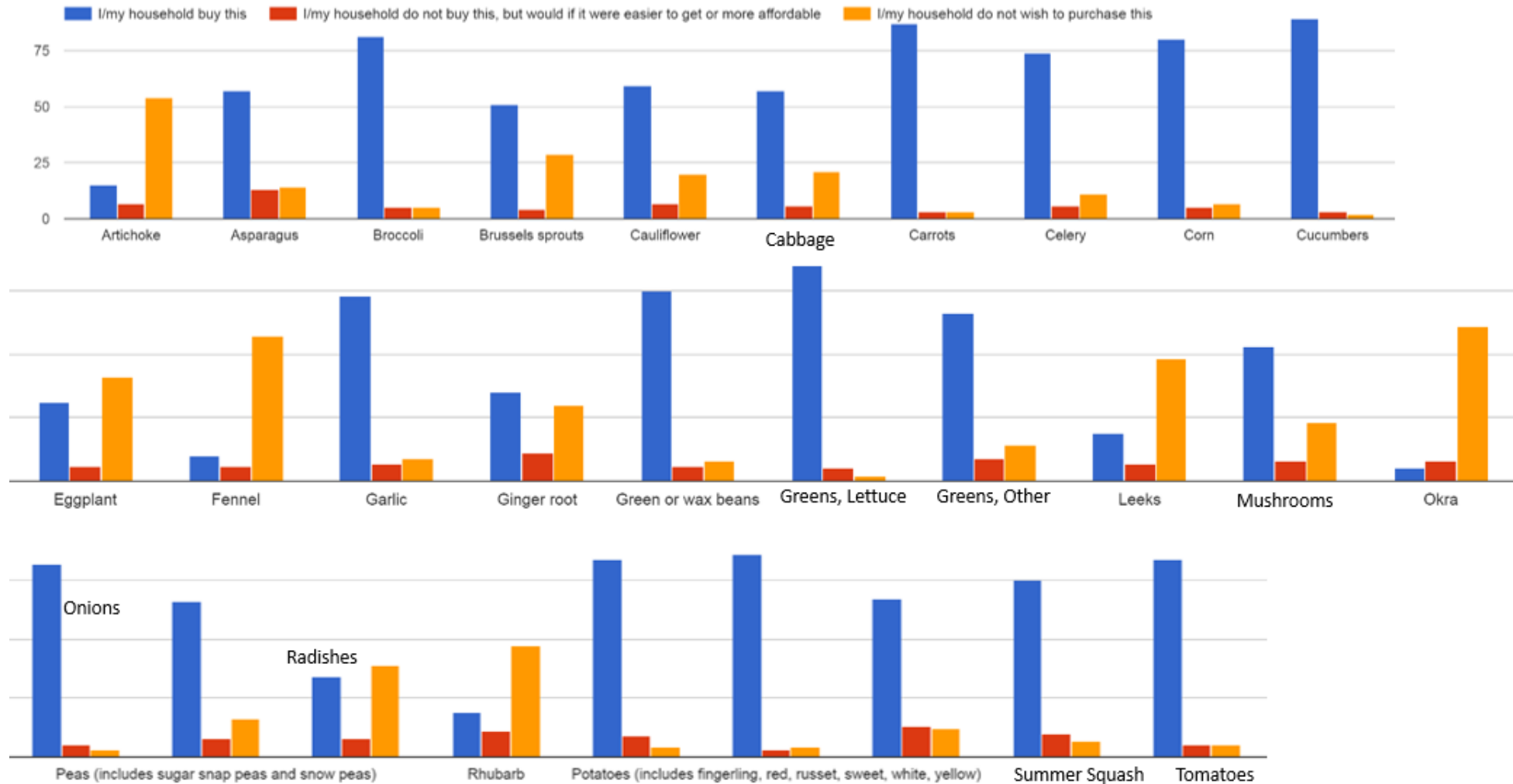
If I am somewhere if I can cook it

I rarely pay full price for anything other than produce, as I shop sales & stock my pantry.

MARKET SURVEY

EXAMPLE OF RESULTS FROM DECEMBER 2019

Fresh Vegetables Purchasing Habits



COMMUNITY AT LARGE

Community Gardens
Home Gardens

Senior Center
Churches
Winchendon CAC
Etc.

COMMUNITY AT LARGE

LOCAL FARMERS

Agricultural Commission
Independent Farmers
Local Distributors

NGOs & NONPROFITS

Clark Memorial YMCA

HEALTHCARE

Heywood Hospital
Winchendon Health Center

RETAIL SECTOR

e.g. Not Just Produced

SCHOOLS

The Winchendon School
MWCC
Murdock HS

The Winchendon School
Murdock High School

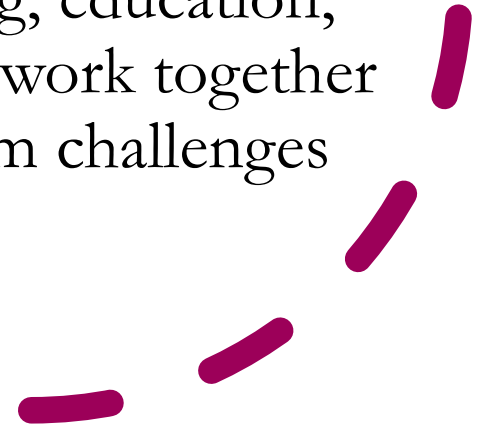
SCHOOLS



**HOW CAN WE
SUPPORT YOU?**

THINK ON FOR NOW

- This group support Winchendon through its ideas, leadership, and labor. But that's not all this group is for
- It's also for each other. A way for the everyday struggles that you face to be discussed so that neighbor and friend can lend support
- At the end of today's meeting we'll ask, "how can we best support you?" This is your group and we want to give you the support, training, education, that you want so that you can better work together on solving Winchendon's food system challenges

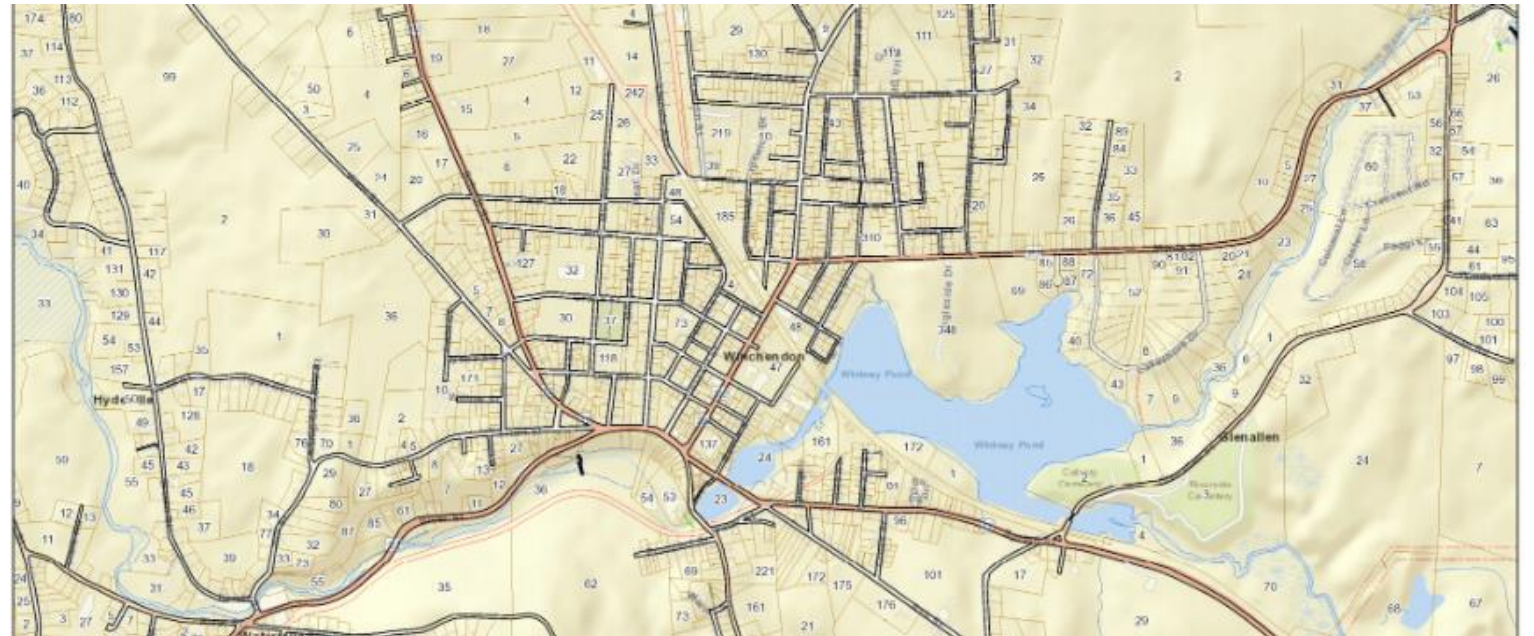


Inspiration

“Communities that nurture local systems of agricultural production and food distribution as one part of a broader plan of economic development may gain greater control over their economic destinies and contribute to rising levels of civic welfare and socioeconomic well-being.”

– Thomas A. Lyson *Civic Agriculture and Community Problem Solving*

10:15 – 10:30



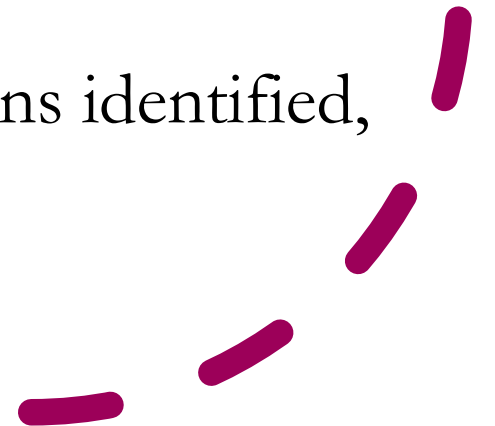
WINCHENDON TOWN MAPS

Why is understanding the community important?

WINCHENDON TOWN MAPS

A WAY TO SEE YOURSELF IN THE COMMUNITY

1. What places, buildings, and locations are important to the Winchendon community?
2. Why are these sites valuable to the community? What value or function do they serve? For example:
 - Social gathering
 - Health services offered
 - Storage potential
 - Access
3. Based on the values and functions identified, have we missed any places?





BREAKOUT DISCUSSIONS AROUND WORKING GROUPS

- Facilitators:
 - Community Engagement: Daniel
 - Healthy Food Access & Distribution: Sam
 - Nutrition & Wellbeing: Ayn
 - Local Production: Janet
- Once discussion is over, each group reports back ideas and key takeaways
 - Consider, “what’s your working style?” and what are some next steps this working group should pursue and how?

OVERVIEW OF WORKING GROUPS



Healthy Food Access & Distribution

- What produce goes in CSA Meal Kits?
- Where will they be distributed?
- Mobilizing volunteers to prep produce and deliver
- How are we and supporting local farmers? (e.g. creating a network of farmers and hub creates bulk-purchase opportunities for reusable packaging)



Nutrition & Wellbeing

- Nutrition education and info packets to go in CSA
- Developing recipes around CSA Meal Kit contents
- Organize cooking classes and other workshops
- How are we supporting local producers? (e.g. directing people to access points for produce during cooking classes)



Local Production

- Garden workshops in Winchendon
- New gardens constructed and managed to grow produce
- How should we stimulate and engage home growers' network?
- How will we manage/recruit volunteers for gardens?
- How are we supporting local farmers?

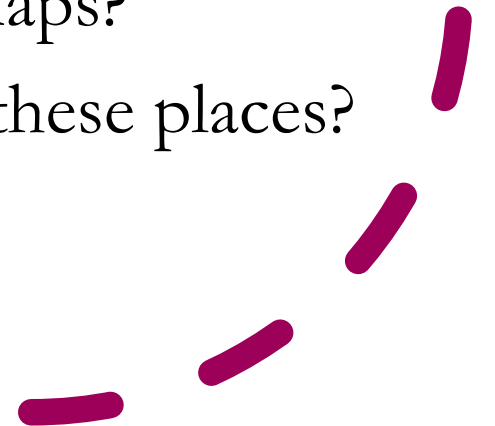


Community Engagement

- Where to bring the mobile market?
- Collecting resident stories (videos, interviews, etc.)
- Publishing articles and social media posts
- Market Surveys
- How are we supporting local producers?
- How can we encourage CIRCL Group membership

RE-VISIT MAPS

- Share takeaways from discussions
- Based on your breakout discussions of working groups, how can the sites identified on the map best be utilized? e.g. storage space, refrigeration, spokes, gardens, events & cooking classes, source of recruiting volunteers.
- Are we missing anything on the maps?
- What are the next steps to utilize these places?



HOW CAN WE SUPPORT YOU?

Ideas

- Field trips
- Marketing workshop
- Gardening workshop
- Visit local farms
- Advocacy training (learn about SNAP, HIP, WIC, and how to talk to legislators?)



11:15 – 11:20

CIRCL GROUP ADMINISTRATORS

We will hire one to two people to help facilitate meetings

If you are interested, or know someone who is a good fit, let us know. We will share job descriptions

Then, we will arrange job interviews between us and a HEAL Steering Committee member

We will make our recommendations and present to CIRCL Group for vote



ANNOUNCEMENTS

EVALUATION

REVIEW SEED BANK

The Winchendon School

- Groups: CSA Meal Kits, Market Surveys, Cooking & Nutrition Education, Community Gardens
- Any mentors who would like to connect with them for collaboration?
- How can we maximize the potential of this partnership?

Food Vision Prize, Robinson Broadhurst, and other opportunities

- We are and will continue to seek additional funding and support for this project so that Winchendon can have the resources it deserves. This is why market surveys, other assessments, and stories are important. They give us the leverage we need to attract more resources for Winchendon

Community dinner at Catholic Church is TONIGHT at 5 pm

Any other events in the community we should know about?

