



# HEAL WINCHENDON CIRCL GROUP

March 4, 2020



**CLARK MEMORIAL YMCA**



# Inspiration

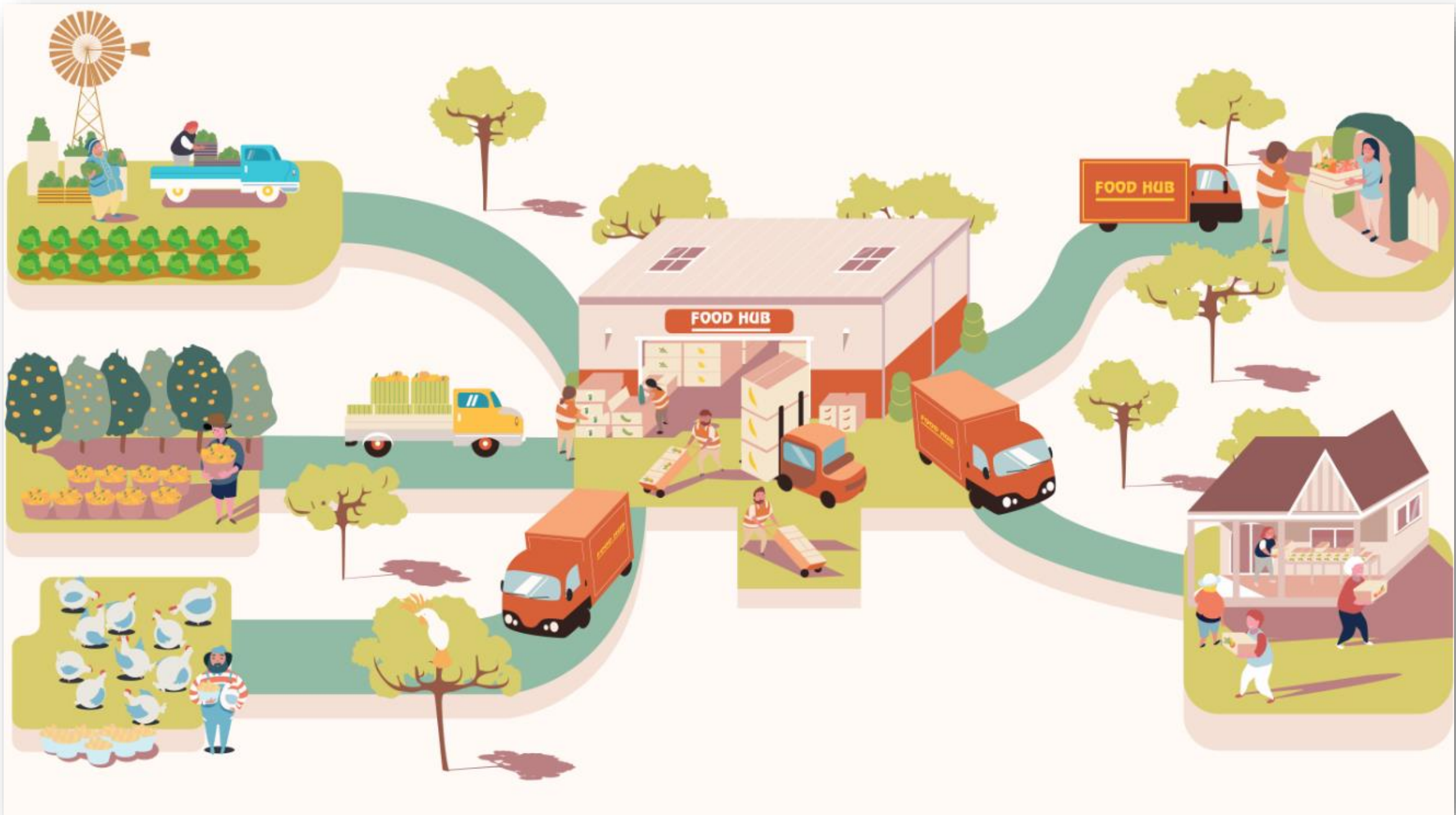
“Communities that nurture local systems of agricultural production and food distribution as one part of a broader plan of economic development may gain greater control over their economic destinies and contribute to rising levels of civic welfare and socioeconomic well-being.”

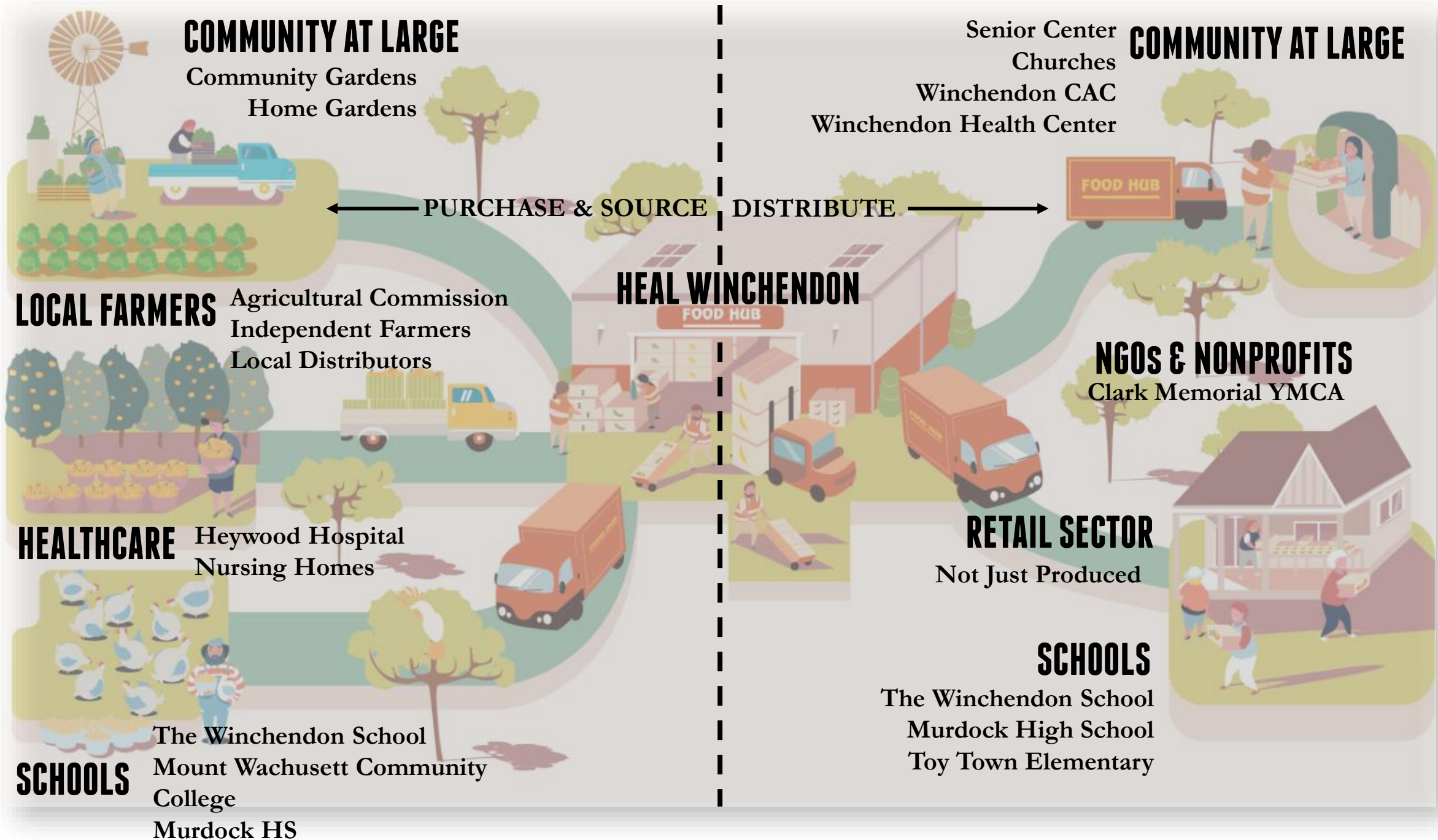
– Thomas A. Lyson *Civic Agriculture and Community Problem Solving*




# Agenda

- 10min – Dinner plates and introduction
- 65min – Vision exercise
- 40min – Work group breakout discussions
- 5min – Evaluation form and adjourn










If we are  
successful,  
what will they  
write in the  
newspaper in  
10 years?

- **Producer Headline:** “Winchendon Residents Can Now Find Products on Shelves From 30 Local Farms”
- **Consumers & Residents Headline:** “Chronic illness rates now lower than the MA average”
- **Distributors, Spokes, and Retailers Headline:** “Winchendon Job Growth High as Businesses Try Keeping Up With Local Demand for Healthy Foods”
- **Town Government & Policy Makers Headline:** “Winchendon’s Food Policy Framework Adopted by 5 Worcester County Municipalities”



# Building a food system in Winchendon that works for all

Is there a common theme among all these headlines? Can we weave these things together to create a vision statement for HEAL Winchendon?

Once we know our vision statement:

- What will it take to get there?
- How will we know we're there?

*e.g. What tangible things might exist in 5 years to show we are getting there?*

# 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



## Advocacy for System Change

- Compile data on policies that prevent barriers to healthy eating and living in Winchendon
- Organize ways to make residents' voices heard at municipal level



