



HEAL WINCHENDON CIRCL GROUP

Community Innovating Resiliency and Change Leadership
(Learning, Mutual Aid, Social Action)



MEETING TIMELINE

WE'LL GET YOU OUT
IN AN HOUR



Background and
Information

15min



Questions and
Discussion

25min



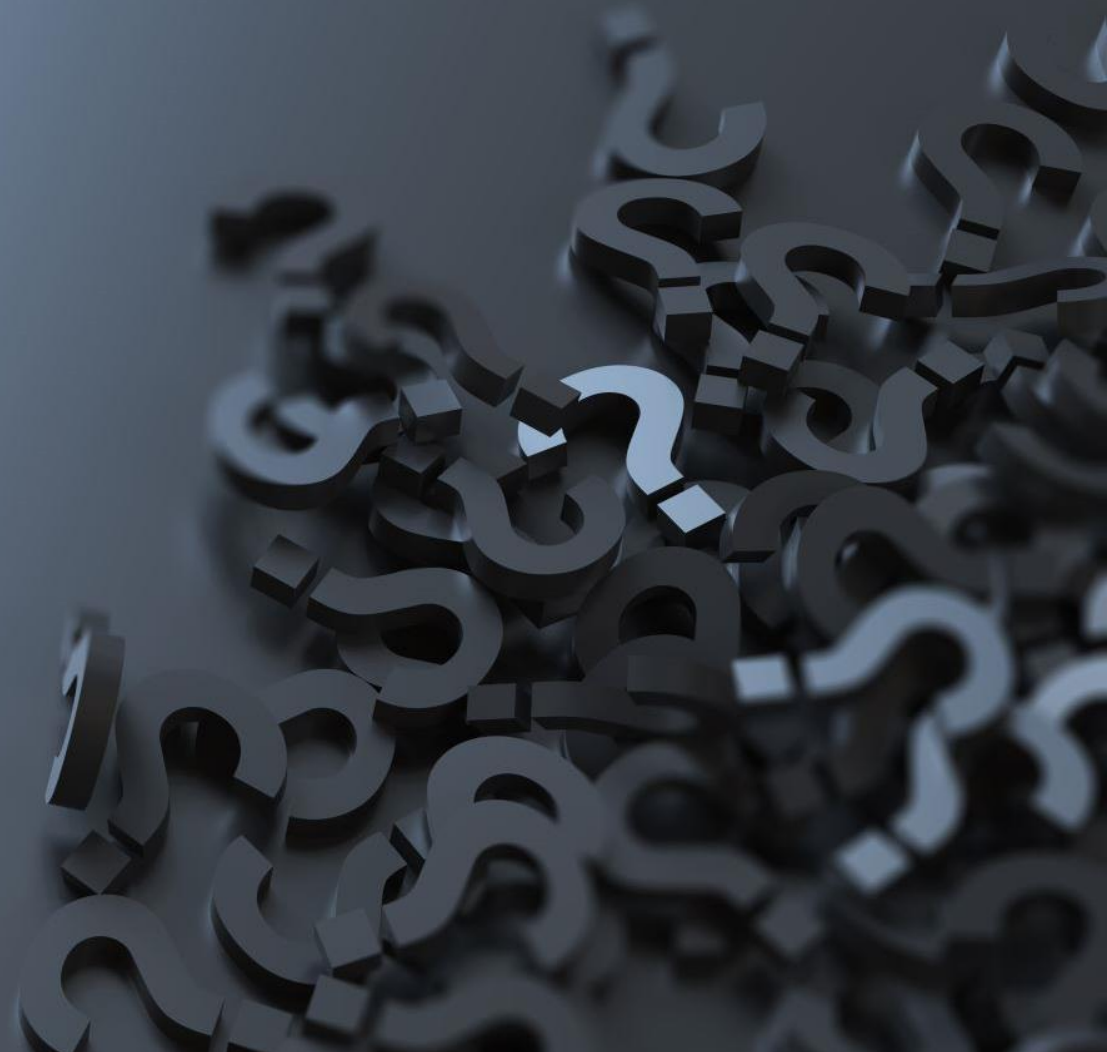
Next Steps (Working
Groups)

15min



Next meeting date and
sign-up sheets

5min



What is the food project?
Why not a grocery store?

BACKGROUND AND INFORMATION (15 MIN)

How did it come about?
Why Winchendon?

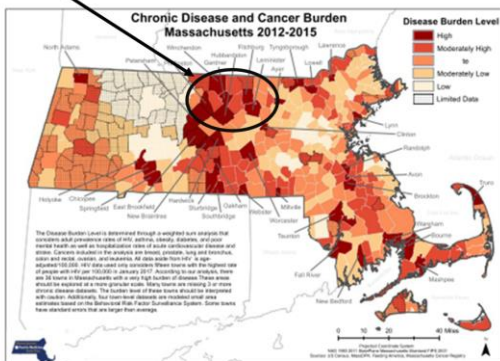
WHY WINCHENDON? WHY ARE WE HERE?

- Supermarket closed
- >1,000 food access surveys
 - 33% of individuals identify as **food insecure**
 - 15% of individuals are shopping at **dollar stores** and **convenience stores**
 - 50% of individuals **do not have cars**
 - 66% reported 1-2 servings per day of fruits/veggies (20% of guideline)
- High chronic disease



Disease Burden Summary

NORTH CENTRAL MA



WHAT IS THE WINCHENDON FOOD PROJECT?

- Hub-and-spoke model that brings in produce from the surrounding community:
 - Local farmers
 - Large institutions
 - Community gardens
- CSA Meal Kits
 - Produce is prepped (diced, cut, etc.) and organized into meal kits
 - Meal Kits are delivered to “spokes:” locations in the community residents can get to





TRADITIONAL CSA: WHAT'S MISSING?



Growing Places | 325 Lindell Ave., Leominster, MA 01453 | p/f 978.598.3723
 staff@growingplaces.org | www.growingplaces.org

BUTTERNUT SQUASH SOUP

Ingredients

- 1 tbsp olive oil
- 1/2 cup thinly sliced shallots
- 1 tbsp minced garlic
- 1 tbsp minced peeled fresh ginger
- 2 cups water
- 1/2 cup canned coconut milk
- 1 tsp salt
- 1/4 tsp ground red pepper (optional)
- 1 fresh cubed butternut squash
- 1 tbsp fresh lime juice
- Cilantro leaves

Directions

Heat a large heavy saucepan over medium-high heat. Add oil to pan; swirl to coat. Add shallots; sauté 3 minutes or until softened, stirring occasionally. Add garlic and ginger; sauté 1 minute. Add 2 cups water, coconut milk, salt, red pepper, and squash; bring to a boil. Cover, reduce heat, and simmer 20 minutes or until squash is tender, stirring occasionally.

Place squash mixture in a blender. Remove center piece of blender lid (to allow steam to escape); secure blender lid on blender. Place a clean towel over opening in blender lid (to avoid splatters). Blend until smooth. Stir in juice. Garnish with additional pepper and cilantro leaves, if desired.

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WHAT ARE POTATOES GOOD FOR?

1 serving size is about 1/2 of a large potato, or 1 cup mashed

GOOD FOR THE HEART LOWER CHOLESTEROL	GLUTEN FREE HIGH IN IRON	AIDS DIGESTION HIGH IN VITAMIN C
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USE CAUTION IF YOU HAVE KIDNEY DISEASE OR HIGH BLOOD SUGAR

EAT THIS

SWEET POTATO

FRENCH FRIES

NOT THAT

POTATO SKINS

POTATO CHIPS

WHAT ARE BEANS GOOD FOR?

GOOD FOR THE BONES LOWER CHOLESTEROL	HIGH IN PROTEIN GOOD FOR REGULARITY	GOOD FOR THE HEART HIGH IN FIBER
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EAT THIS

BEAN DIPS

FRIED/BAKED BEANS

NOT THAT

DRIED BEANS

CANNED BEANS

TRADITIONAL CSA: WHAT'S MISSING?

WHY NOT ANOTHER GROCERY STORE?



- Market Basket recently considered the former IGA building. They decided not to open business based on:
 - Traffic
 - Income
 - Population
- Another Grocery store chain was invited to Winchendon and declined
- The IGA went out of business for a reason

THE WINCHENDON FOOD PROJECT IS (LIKE A) GROCERY STORE



- The “Hub” will be a physical space where residents can visit to purchase:
 - CSA Meal Kits
 - Food on shelves
 - Other products that come from the local community

THERE ARE MANY MODELS FOR GROCERY STORES

Model 1: Traditional Grocery Store

- A company introduces a business model with no input from the community
- Purchases support a company outside your community

Model 2: Community Hub-and-Spoke

- The community itself is organized to design a model that works for THEM!
- Impact of dollar: purchases support local farmers and workers who then:
 - Pay taxes to your schools
 - Support other businesses in your community, etc.

A GROCERY STORE FOR WINCHENDON

- Education and community engagement will weave through all:
 - Nutrition
 - Recipes
 - Cooking skills and demonstrations
 - Other workshops
 - Mobile Market

Which all connect the community to itself!



Why are you excited?

What do you think will get others excited?

Who else needs to be excited?

What can we do to get them
excited/involved?

What challenges do you foresee?

What are the opportunities?

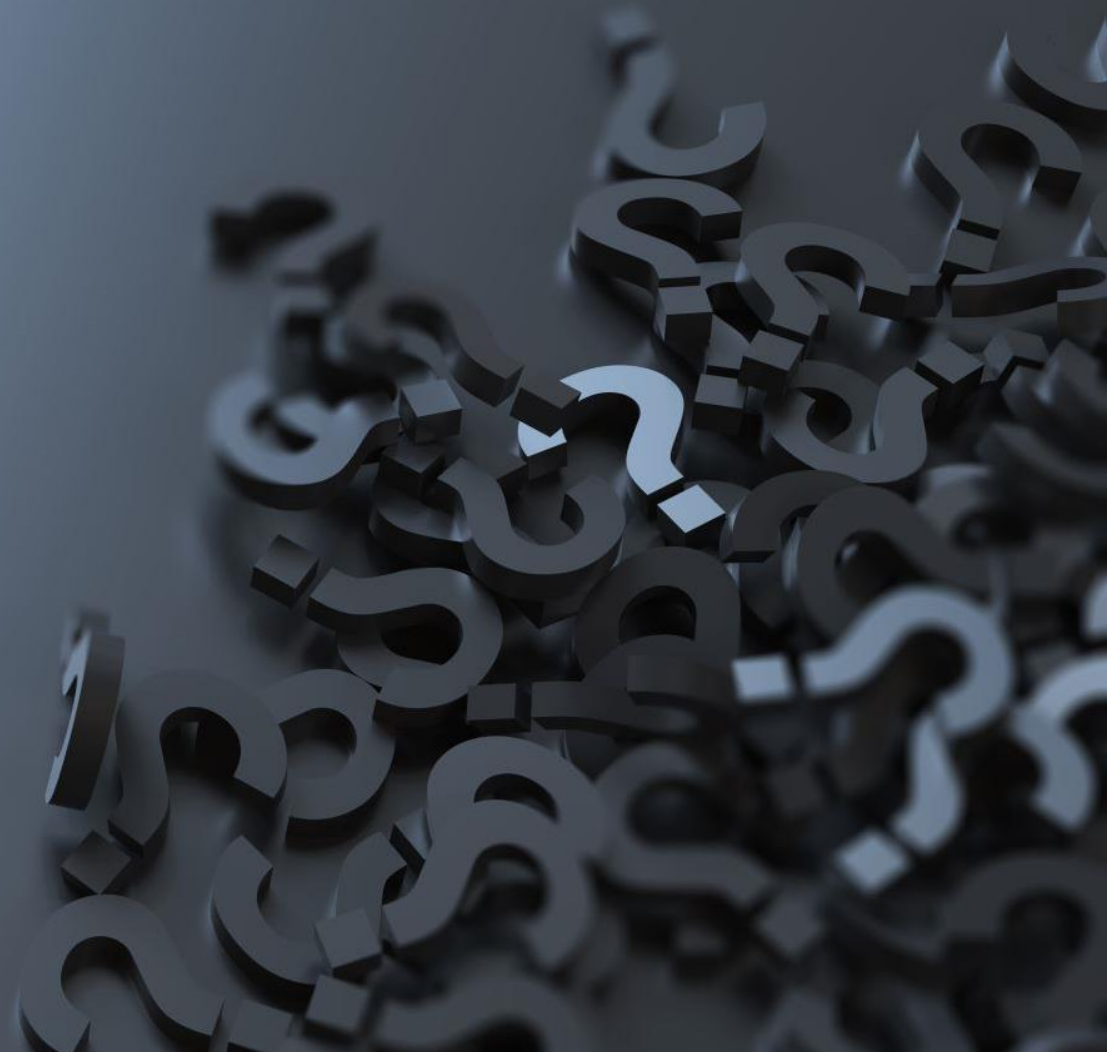
What assets are available in the community?

What can we do for you?

DISCUSSION (25 MIN)

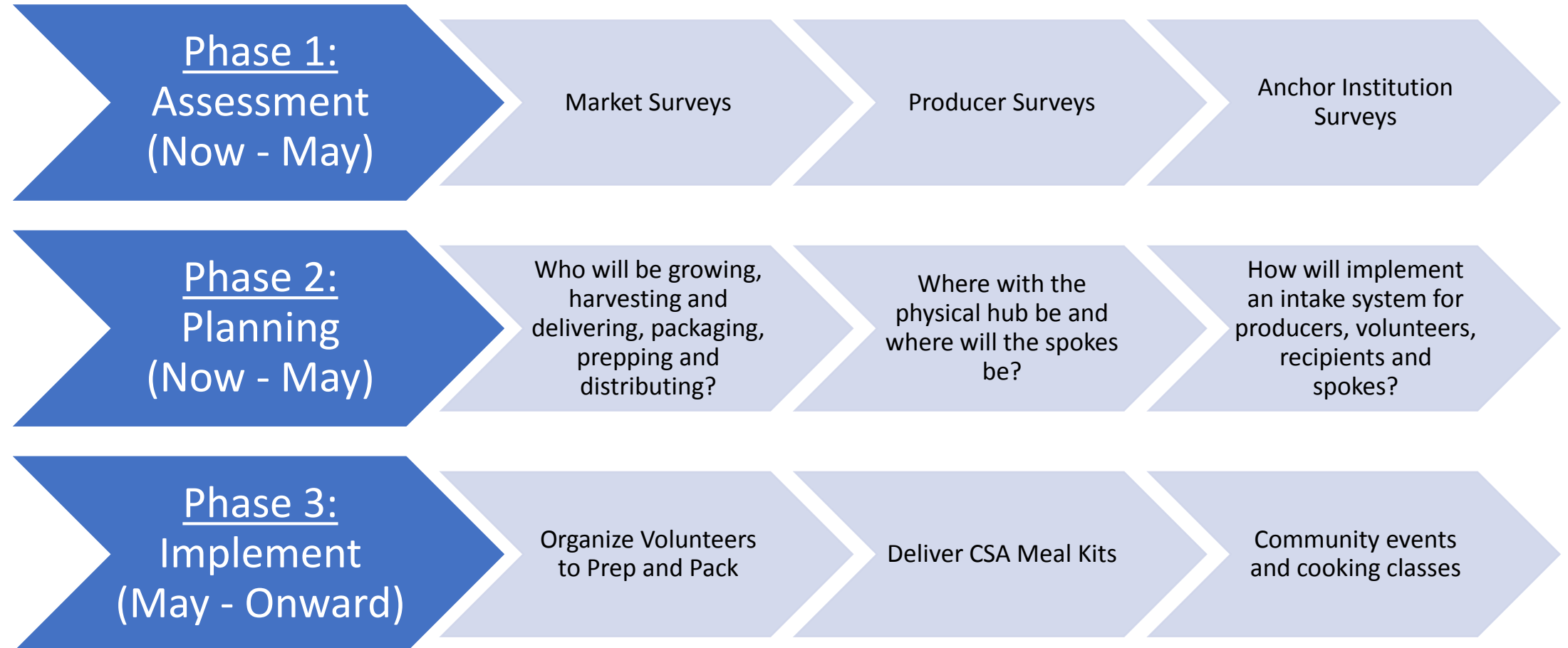
- Field trip to the Worcester County Food Bank?
- Field trip to the Franklin County CDC?
- Farm tour?
- Marketing workshop?
- Nutrition education?
- Policy advocacy 101, talk to your local leader!

WHAT CAN WE DO FOR YOU?



NEXT STEPS (15 MIN)

WINCHENDON FOOD PROJECT TIMELINE



WAYS TO GET INVOLVED WE NEED YOU



CSA Meal Kits

- What produce goes in them?
- Where will they be distributed?
- Mobilizing volunteers to prep produce and deliver



Nutrition & Cooking

- Nutrition education and info packets to go in CSA
- Developing recipes around CSA Meal Kit contents
- Organize cooking classes and other workshops



Community Gardens

- Garden workshops in Winchendon
- New gardens constructed and managed to grow produce
- Volunteers recruited to help harvest and deliver produce to hub



Community Engagement

- Where to bring the mobile market?
- Collecting resident stories (videos, interviews, etc.)
- Publishing articles and social media posts
- Market Surveys



CIRCL GROUP ADMINISTRATORS

Winchendon must lead Winchendon

- Point-of-Contact between CIRCL group and HEAL Partners
- Assist with CIRCL group meetings
- Represent group to the community (communication feedback)
- What tasks do you envision?
- If interested, let us know!