

CIRCL Group Meeting #3

March 4, 2020

Thank you, Beals Memorial Library for hosting this meeting in the auditorium!

We had a packed room with 35 members of the community present and several kids engaging in ideas for implementing the HEAL Winchendon project. During the meeting we discussed ideas for a vision statement, and breakout discussions were formed around vision and working group projects.

See the meeting presentation here: <http://growingplaces.org/wp-content/uploads/CIRCL-Group-March-4-Meeting-Presentation.pdf>

HEAL Winchendon webpage with more info:

GrowingPlaces.org/ProgramOverview/Heal-Winchendon/

WORDS FROM GROUP VISION EXERCISE

- Accessible
- Intergenerational
- Healthful
- Community-driven
- Youth Involved
- Affordable
- Easy access
- Healthy
- Access
- Equality
- Fresh products
- Fresh produce
- Convenient
- Town wide
- Farm to fork
- Community working together
- Food system that works for all
- Everyone on board
- Community compost
- Seed to succeed: HEAL Winchendon brings together an intergenerational group of local residents to build an affordable and sustainable food system
- Other communities look to Winchendon as model
- Unified
- Intergenerational
- Creating food security
- Long-term sustainability
- System
- Lifestyle change
- Winchendon becoming a can-do community together

VISION HEADLINES

Each group was asked to come up with themes and ideas they would want to see in a newspaper 10 years from now about HEAL Winchendon. Groups were asked to think from the perspective of consumers, town government and policy makers, producers, and distributors and retailers.

CONSUMERS

- Seasonality Chart - presentation, plenty, healthy, cost/affordable/price, sustainable, affordable, healthy organic, non-GMO, farm fresh, accessible (easy to get to) local, homemade, farmers markets, different variety and info to prepare it properly, communication
- Health insurance
- Image: colorful, summer with garden, intergenerational, volunteers, bring community, kids learning, partnering with the high school to educate kids similar to Monty Tech builders/construction and paid youth work

TOWN GOVERNMENT & POLICY MAKERS

Headlines:

- Come see a new and innovative food model in Winchendon
- Winchendon comes together to create a working food system for all
- Intergenerational and youth civic participation up
- Consumers outside town are visiting Winchendon to shop and gather
- Winchendon has reinvented itself; it's a town where youth and older generations want to live and age
- Families and individuals of diverse incomes all eating quality local food

Tangible Outcomes to get there:

- Policy framework to support entrepreneurship
- Regular field trips and nutrition education for youth and young adults, and opportunities for youth to garden, grow, and learn cooking
- Vocation training
- Pricing structure supports diverse customer base
- Town of Winchendon supports resident access to additional food benefits (like SNAP but a Town initiative)

PRODUCERS

Headlines:

- From seed to succeed
- Winchendon gardeners work together to successfully fill the need created when the grocery store closed in 2015
- Winchendon models self-sufficient food production for residents
- Food kits for all - successful options

Tangible Outcomes:

- Successful communication and teamwork
- Neighbors helping neighbors (through) home gardens
- Central location for sales and distribution
- Reliable market
- Financially self sufficient
- Pay farmers
- Education about food

- how to cook healthy choices
- Intergenerational teaching
- Freezing and canning
- Healthy choices
- Teach about food budgets

DISTRIBUTORS & RETAILERS

Headline:

- All income levels have accessible food options
- Chronic disease drops as local economy thrives in a small town
- Winchendon food system proves healthy food doesn't have to be expensive
- Winchendon is "HIP" with "SNAP"

Tangible Outcomes:

- Shopper's workshops with cooking demo at Not Just Produced and tie into 'Our Neighbor's Kitchen' and The Winchendon School cooking classes
- Store that is designed to make healthy food affordable
 - and nutritional requirements for what is in the store
 - Having prepared healthy food
 - Recipe card with the source of food listed
- "Soda tax" on unhealthy food with revenue used to support local producers
- Support for EBT/HIP/WIC/Senior Coupons to be used at all food retail stores, any retail location
- Network of recipe cards and information showing availability of supply, how to cook with ingredients, nutrition info to small steps towards health

THE WINCHENDON SCHOOL MEAL KIT PROTOTYPES

Students from The Winchendon School presented two prototypes of meal kits that they created.

What do people like:

- Dividers and compartments
- Reusable containers --> have two that people can switch out
- Don't want herbs getting crushed
- Resource: New England Wooden Ware for reusable packaging

WORK GROUPS

Each group was asked to revisit the project ideas that had been discussed in [January's meeting](#).

NUTRITION & WELLBEING

- Youth
 - Food and people you know
 - Teens create it
 - Integrate into school
 - intergenerational --> teens cook and community judges
- Sponsorships
 - Not Just Produced
 - Product Sponsorships
 - Donation --> HEAL General Donation account
- At Commercial Kitchen
 - Catholic Church
 - Series of topics (tie into sponsorships)
- People
 - Kathy
 - Jean
 - Heather
 - Emily
 - Stephanie

LOCAL PRODUCTION AND SUPPLY

- Project priority: Home Garden Evaluation
 - Help promote the Home Grower's invitation to compile data on how many home gardens there are in Winchendon, and what their capacity is.
 - Bedding Plants
 - Identify what home growers want to grow / outreach
 - Pinpoint back up
 - Connect with spokes
- Workshop interest: Bedding Plants
- People
 - Livvy: Connecting to wholesaler, providing bedding plant
 - Sherry: Connecting to wholesaler, providing bedding plant
 - Morgan: Scouting out home growers
 - Andy: Connecting with Gardner Mayor, price list iteration

- Deb: Awareness and finalizing price list, price feedback
- Inanna: Building database of home growers, newsletter
- Chuck: Wholesale work
- David: Liaison between

HEALTHY FOOD ACCESS & DISTRIBUTION

- Project priority: determining the location of the hub
 - Keep it simple; only one hub as opposed to multiple or rotating them
 - Determine equipment that is needed and available budget
 - Create a standard criteria for choosing
- People
 - Steve
 - Marvin
 - Jill