

Educational and community events we host, support, and participate in around food security and educating our community

Recent FY 2015 and Q1FY2016

Events/programs co-op staff have organized or participated in or sponsored or supported:
(most recent listed first)

- Tuesday Market/GCC internship program, in partnership with CISA, that increases community access to healthy food and encourages youth entrepreneurship in the service of providing healthy food to our community (unsold market goods are discounted to community service providing partners for use in their free lunch programs). A key component of the recent grant that was awarded to this program is the further development of similar partnerships in local food desert areas (Springfield and Holyoke).
- In-store education programs, weekly/monthly in the form of Meatless Monday and DIY Wednesdays, whose focus is on affordable, healthy meal and body care preparations.
- Co-op participated in the *Local Food Procurement Training*, sponsored by FRCOG, this fall, that addressed the issue of getting local food into our schools and community-based support for the expansion of federal and state programs designed to support this initiative
- December, Voted First Place in Greenfield Recorder's *Franklin Favorites* in multiple categories
- 12/1: Giving Tuesday: Started 'Fill our Farm Wagon' campaign for donations to Survival Center
- October 30, 2015 *Food For Good* conference, cultivating sustainable solutions to hunger in Massachusetts, state-wide. Primary sponsor, table presentation, co-op Healthy Food Access presenter, participant.(<http://www.communityaction.us/food-for-good-conference.html>)
- October 2015, International Food Day at the YMCA (healthy food access and education event)
- Community Action Family Lunch program (once a month, we are cooking a meal for this program)
- October, Provided support/promo for Non GMO Film Screening at 170 Main.
- Greening Greenfield forum advisory planning meeting (Suzette participant)
- Saturdays in Aug & September, Farmer's Market pop up events in Greenfield and Shelburne Falls (healthy snacks for kids, tabling about Food For All program)
- Store Tour program, monthly, designed to help new members and those curious about membership understand the benefits of belonging to the co-op, the Food For All program, and ways to shop on a budget. (September start, ongoing)

- August 5, Healthy Food Access Audit, NFCA, staff, member and staff from Project Bread did assessment and shared results.
- Each Wednesday during CSA season, food demonstrations (during pick-up time) for farm share members and general public (Co-op Cooks program, June-October)
- June RiverFest, Shelburne Falls, Children's activities and sampling from multiple producers at MCC w/ focus on food education.
- Monthly (March-July) dinner in conjunction with Sheriff's office and Winslow House (provided cook and food April and May)
- April 4, Participant in Raw Milk Cheese Day, both stores
- April 2015, completed year one of *Food For All* program, reached goal of 100 participants (149 participants to date)

Organizations we actively contribute participation to:

- Participated in *Mass Food System Plan* creation (Suzette on advisory committee)
www.mafoodplan.org
- Franklin County Food Council (Suzette serves), supporting equal access to healthy food in our community
- North Quabbin Food Alliance (Sarah Kanabay serves on this) designed to strengthen and improve the healthy food access network in the North Quabbin region
- Northeast New Farmer/Young Farmer Network (Sarah Kanabay serves on this)

Additional Items Currently In Development:

- Partnership with the Greenfield PTA to provide food education support for our community in the form of workshops for kids and cooking classes.
- Expanding member work opportunities via the Just Roots Snack Market program, and community cooking events for the recipients of the Tuesday Market veggies
- Working with the regional transportation authority to explore better local transportation options to farmer's markets/the Co-op/other outlets for healthy food for those with limited mobility or access to main bus lines (Sarah partnering with Rachel Stoler at FRCOG on this project)
- Working with the Adams Grant committee to jointly launch a student-created public art project for the Tuesday Market designed to reflect our community's commitment to healthy food access for all.
- Twin Pines Co-operative Foundation/Franklin Co-op Community Fund initiative, will generate

funds to be donated to non-profits of co-op choice.

Operations (FY 2015)

- Update of *Product Purchasing Guidelines and Ingredients Statement* (reflecting Non-Gmo and cost accessibility concerns)
- Re-joined Non-GMO Project
- Radio advertisements promoting *Food For All* program
- Switch to utilizing NCG new branded Co-op Basics signage to highlight products
- Quarterly recipe card program (NCG created)
- Hired new staff position for events, communication, Healthy Food Access focused (initially part-time, now full-time)
- 170 Main Street space available for accessible classes and presentations, developing educational resources
- June 2015 Healthy Food Access at our co-op featured in Greenfield Recorder's "The Good Life"
- Regionally sourced frozen vegetables through NFCA, utilization of informational materials.

Active supporter and contributor for multiple years

- **NOFA MA**, summer and winter conference sponsor, 3-5 members and staff attend each, participant on panels and workshops
- **New England Farmer's Union**, members, sent staff to farming & co-op conference
- **CISA**, member/sponsors, Local Hero program, meet the farmers social, P.O.P. signage
- **Domestic Fair Trade Association**, members
- **Organic Trade Association**, member
- **Organic Consumers Association**
- Sponsor of **Bee Week and Syrup Days** theater programs about food
- **Food Bank of Western Ma**, sponsor of Monte's March raising multiple thousands of dollars each year, Check-Out Hunger register donations---our Co-op is in the top 5 contributing stores in the valley.
- **Free Harvest Supper**, Greenfield (national recognition by National Cooperative Grocers 2007 Concern For Community best practices)
- **Food For Change** movie showing/promotion. Initiator, major sponsor, organized showings at Greenfield Garden, Academy of Music, Pothole Pictures. International recognized by United Nations in 2012 as part of the Year of the Co-op as well as other awards. Has been shown at hundreds of locations nationally (40 in 2015), internationally and locally. Has contributed food system and co-op education to thousands. <http://foodforchange.coop/>
- **Donation of over 2000 lbs** of food annually to food relief organizations (conservative estimate). Center For Self Reliance, Turners Falls Survival Center, Greenfield Homeless Shelter, Salvation Army meal program, Stone Soup Cafe, Franklin County Community Meal, West County Community Meals
- Responsible for **Franklin County Community Meal**, once-a-month, Wednesday meal, organized by member-workers, food donation too.

Member-Work Hours

Each month **140 hours** are performed as member-work hours in the areas of food access, food security,

health and nutrition, community education. This includes donated food delivery, classes and workshops, organizations and annual events (with food security component). (That's 1,680 hours each year just in those areas)

In 2015 added organizations/opportunities to fulfill work hours connected to food security

- Just Roots/Greenfield Community Farm
- Weldon House communal meal and cooking demonstrations

In 2014 added

- Stone Soup Cafe
- Red Gate Farm, Ashfield

At every working member orientation and included in the working-member sign-up book, there is an invitation for proposals for new ideas, text: *Proposals--Got a Great Idea?* If you have an idea about a way the co-op could serve the community with member hours in the areas that work towards our Ends (our mission) make a proposal! Particularly in the areas of Food, Nutrition, Health and Hunger issues, Co-operative Economy, serving Franklin County, Sustainable Agriculture, Recycling, Conservation, Preservation of Habitats.

Historical Support

FY2014

Healthy Food Access

- Ongoing Co-op Basics Program
- October, 2013 at GFM we showed the film *A Place at The Table*. A number of co-ops (through NFCA) collaborated on publicity and materials for discussion. 15 attend.
- April, 2014 Rolled out new *Food For All* program

Donations/Sponsorships

- Contributed to over 50 different organizations, ranging from \$25 gift card to \$1,000 sponsorships. We prioritize Franklin County, promotion of co-operatives, fitness & good nutrition, hunger, food safety, environmental protection and sustainable agriculture promotion.
- Alleyway Mural

Events

- Slow Living Summit, June 2014, Sponsor and Suzette on Healthy Food Access in Co-operatives panel

Engagements w/Educational Institutions (focused on food access)

- Suzette guest speaker at UMass Course on Co-operatives, May 2014
- Co-Hosted w/ NFCA UMass Economics Intern, Summer 2014 (focus was on small co-op stores survival)
- Four Rivers Public Charter School, Food Systems Class, Farmer Profiles, Fall 2013
- Four Rivers Public Charter School, Spanish Language Class collaboration on coffee growers/co-operatives.
- Green Fields Market site for Center School Class food study, Spring 2014

Additional Items from past years

- **December 2014**, Support Letter for Just Root's "Just Soup" programing
- **2004-2015** "Green Fair"/ "Little E" sponsor and tabling with emphasis on organic, local, healthy food access and co-op principles. Initiated in 2004 by co-op staff in conjunction with GBA.
- **c.2009-2015** Annual Seed Swap at co-op (member organized, co-op supported)
- **2011, 2014** Composting with worms workshop

- **2013, 2014, 2015**, Educational Staff Tour of Organic Valley Farms
- **2013**, GCC food systems students study co-op as food hub
- **2013**, Bulletin board display at GFM on GMO information
- **2012**, Educational Staff Tour of Equal Exchange
- **2012**, UMass class on co-ops studies Healthy Food access of our co-op
- **March 2011**, first edition of the Franklin County Food Resources booklet, MPCircle organized and supported by staff and co-op resources. Hundreds of copies distributed throughout Franklin County, 2 updated editions, on line versions available on our website (now dated)
- **2011**, Suzette moderator for GCC sponsored “Farm-Hers” program
- **c.2010-2014** Co-op Month celebrations emphasizing co-op producers
- **April 2010**, Food Drive with New England Natural Bakers
- **January 2010**, Food Diversity quilt project for youth and adults
- **2009-2010** Teen Garden program at the Brick House, Turners Falls
- **2008**, Dean Cycon talk on fair trade and co-ops
- **c.2008**, Hosted talk by Percy Schmeiser, Canadian Farmer, who has battled Monsanto. In 1997, Percy and his wife Louise won the Right Livelihood Award for their courage in defending biodiversity and farmers’ rights.
- **2008**, *New Beet* article on “shopping on a budget”
- **2007-2013** Winter Fare. Local eating sponsor and participant
- **2007**, Co-op 30th Birthday Party theme of local and co-op producers
- **2004, 2006**, conducted member surveys
- **2006**, staff talk at Bernardston Senior Center on supplements
- **2006**, high school student intern from Wilmington, VT in our bakery
- **2006**, Equal Exchange members give presentation at All-Staff meeting.
- **2006, 2007**, staff presentation at FCCDC, information about what local, start-up producers can do to market and prepare their product for vendors.
- **2005-2011**, co-op purchased advertising wall space at YMCA, utilized to promote healthy eating options available at the co-op
- **2005**, Winner of Fair Trade Month Display, national event by Trans Fair (study tour of Costa Rica Fair Trade farms, Suzette)
- **2005FY**, 14 articles in *The New Beet* which fall into the category of “education will highlight the co-op’s effort to provide alternatives to unhealthy products.” They have covered GMO information, gluten free recipes, vegan recipes, nutrition, healthy eating and properties of herbal remedies.
- **2005**, Partnered with Community Health Center of Franklin County, in a voucher program for low income people, encouraging healthy choices and providing a downtown location and an outreach program where we provide instruction on cooking vegetables, done off site, to encourage healthy eating. (The health center’s target audience is diabetics)
- **2004-2006**, Greenfield High School Wellness Fair, healthy snack theme
- **2004-2006**, member store tour to inform the Merchandise Policy.
- **2004**, sample of talks given, organized by co-op: Amanda Crutcher, member, held a discussion and film showing on traditional cultures, Brian Wilson, nutritionist, held talk on fats, and one on osteoporosis, Jeffery Smith, author, held talk and book signing on “Seeds of Deception” (G.M.O.), Sandy Redemske, local person, did a series of 4 talks, including: raw milk, mercury dental amalgams, creating a safe and healthy environment in the home and workplace.

- **2004**, The Co-op Cookbook initiated, member committee organized.
- **2004**, Co-op member committee, The E.A.T. (education action team) committee sponsored a free video series held at the Greenfield Library. Shown were: "Deconstructing Supper"- where food really comes from, Vandana Shiva's "Globalization and Nature", "Grains of Truth" and "Atlantic Salmon", both about the impact of GMO crops, and, "David Suzuki" on pollution, transnationals, and biodiversity, and a film on RBGH in the milk supply.
- **2004-2006**, co-sponsored Vegetarian Barbecue with Putney and Brattleboro Food Co-ops .
- **2004-2011**, Hallmark Photography students will receive a brochure about us in their welcome packets.
- **2004**, The July winner of the Mass Department of Agriculture calendar was a photo of our produce display.
- **2003**, In-Store postings of Merchandize Policy
- **2003-2014** twice annually "Member Days" also called "Co-op Days" multi-tabling opportunity for organizations, producers and member committees. Food and food issues themed.
- **2002**, Poetry writing contest, theme focused on food, event and high member participation
- **2002**, Young Entrepreneurs Society (Y.E.S.) staff presented at Brick House, GirlVenture program.
- **2002**, GCC Eco Fair tabling, organic and local food focus
- **2002-2004** Monitoring of Merchandize Policy, results shared in bod report
- **2001** The GMO-food issues committee continues to meet monthly, looking at how to get information to members and shoppers about GMOs (initiated 4/2001 by staff in conjunction w/members). Tabled for Fall Festival and collected signatures for the Organic Consumers Assoc. Food Agenda 2000-2010 petition.
- **2000-2015** Youth group tours of the co-op (1-2 annually), Greenfield Center School, YMCA PreSchool, Girls Club after school program, Girl Scout Troops, Academy of Charlemont, Four Rivers Charter School, GCC Students, Umass students
- **2002**, went all organic in produce department
- **2002**, Report on space use: There have been 95 meeting held throughout the year including social service agencies, meditation groups, art receptions, other co-ops, and individuals. Some of the groups that use the space on a regular basis include the Deerfield River Watershed Association, the Master Gardeners, Nurses Association, Western Mass Stop the War, VCLT, and River Valley Market. The co-op has sponsored twenty talks in 2002. These include acupuncture, homeopathy, herbal supplements, organic land care, organic standards, GMO information, diet and nutrition, and Thai massage demo.
- **2001**, Initiated meeting room space use for community use.
- **2000-2015** rotating bulletin board displays (multiple topics annually) have included: local producers, co-op basics, action alerts for food security, summer reading on food topics, Franklin County CSAs (annual display), dangers of GMOs, multinational "Who Owns Organic?" chart, recycling & composting options
- **An example of our Co-op Newsletter:**
- **June 2000 to June of 2003**, Co-op Newsletter contained 10 articles on fair trade & cooperative economics, 3 on supplier information, 9 book reviews, 26 on health related topics (food or supplement), 3 on farms, 23 on "food politics" (including gmos, organic standards, irradiation), 6 about seeds &/or agriculture, and 5 on biodiesel.
- Annually there are multiple articles on producers, committee work, community partners and ways the co-op is engaged in food security issues.