Charlotte Regional Food System Map: Connecting the General Public to the Food World

Erin Hostetler
Rivendell Farms of the Carolinas

Planning for Healthy Communities Conference
November 2019
Rivendell Farms of the Carolinas
A Common-Sense Approach to Good Food and a Better Way of Life

► Our Vision:
To encourage regular folks across the Carolinas to experience the JOY of our vibrant community through sharing good food, living healthy lifestyles and supporting local farmers.

► Our Mission:
Expressing our values through creating innovative STEM education resources, meeting the needs of local farmers and the Charlotte food community as well as ensuring clean water and proper land management in the Catawba River watershed.
3 Main Areas of Work

1. STEM Education
2. Clean Water
3. Community Building
Who is Rivendell Farms of the Carolinas?

- Jeffie Hardin, Director of Educational Programs
  - STEM Educator
- Chris Hardin PE, Farm & Field Project Coordinator
  - Environmental and geotechnical engineer
- Erin Hostetler, Program Coordinator
  - Food & farming policy (CMFPC Board of Directors)
- Patrick Martin, GIS Specialist
  - UNCC Graduate, MPH

We are a team of part-time farmers, well-connected in the food and farming world with over 20 years of experience in the Charlotte region.
Charlotte Regional Food System Map
AKA “the Map”

- Creates a sense of place for the Charlotte food world
- Promotes the visibility & accessibility of the region’s foodshed
- Is a hub or “funnel” of information
- Is a public service
- Is a web-based, mobile friendly platform
- Is a community and communication tool
What is a food system?
Food SYSTEM requires a REGIONAL approach - 16 counties, 2 states
9 Main Layers of Information

- Farms
- Community Gardens
- Farmers Markets
- Local Food Retail/Restaurants
- Food Access Information
- Nutrition Education
- Volunteer Opportunities
- Wholesale & Distribution Infrastructure
- Public Transportation
Who uses food system maps?

- General Public/Consumers
- Non-Profit Service Agencies
- Farmers and Food Producers
- Healthcare and Public Health Professionals
- City/County Planners and Local Government
- Economic Development Offices
- Small Businesses, Corporations
- Others ...
MAP Project Task Force

- Kris Reid, Piedmont Culinary Guild
- Julie Covington, Charlotte Mecklenburg Food Policy Council
- Laura Lauffer, Center for Environmental Farming Systems
- Krista Morgan, Carolina Farm Stewardship Association
- Erin Hostetler, Rivendell Farms of the Carolinas (convener)

- Group has convened since May 2018 to provide leadership, guidance and direction to the project
- Group continues to meet bi-monthly
Community Collaboration

Letters of Support

- The City of Charlotte - Community Engagement
- Congresswoman Alma Adams
- Mecklenburg County Health Department
- Sustain Charlotte
- Piedmont Culinary Guild
- Charlotte Mecklenburg Food Policy Council

Current Data Sources

- NC Local Food Infrastructure Map
- Piedmont Culinary Guild
- UNC Charlotte Geography
- Cabarrus Health Alliance
- CEFS NC 10%
- Got to be NC
- NC Works
- Second Harvest Food Bank - Metrolina
- The Bulb Mobile Markets
- Charlotte Area Transit System (open source)
- NC Fruit & Vegetable Outlet Inventory (open source)
- NC SNAP & WIC Vendors (open source)
The Map Project Team

Project Management - assembled a community vision and driving force!

GIS Expertise - recruited dedicated staff to the project to ensure QUALITY and robust product

“Seed” funding - private donors and community partnership to kick off project development and help create a “demo” map

Karen Karp & Partners: Ben Kerrick, Senior Consultant, is the lead Project Advisor - GIS capabilities, design, user-ability. Ben has extensive food mapping experience.

Here’s one of his completed projects:

- Rhode Island Food Access Map
A first glance at “look” and “function” for what this resource will look like
Farms
Community Gardens
Farmers Markets
Local Food - Retail & Farm-to-Table
Food Access
Wholesale & Distribution
Gastonia, 10-Mile Radius
Zipcode, 28208, 5-Mile Radius
## Next Steps

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<tr>
<th>Timeframe/Deadline</th>
<th>Description</th>
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<tbody>
<tr>
<td>September 12, 2019</td>
<td>2nd Annual Harvest Moon Mingle - Project Fundraiser</td>
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<tr>
<td>Early Fall 2019</td>
<td>Beta Testing, Troubleshooting &amp; Community Insight</td>
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<tr>
<td>Mid/Late Fall 2019</td>
<td>Branding, Naming &amp; Logo Design</td>
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<td>Spring 2020</td>
<td>Soft Launch!</td>
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<tr>
<td>Mid/Late 2020</td>
<td>Continued Build-Out on County Level</td>
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<td><strong>Ongoing</strong></td>
<td><strong>Data Collection, Maintenance</strong></td>
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<td><strong>Building Partnerships</strong></td>
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<td><strong>Fundraising/Support Seeking</strong></td>
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Contact

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