



[Partner  
Name]

# PROJECT PRESENTATION

**The problem:** People who are not actively engaged in healthy food systems and urban farming suffer from physical and mental health problems, lack a positive presence and belonging in a community, and are unaware of how to properly harvest and use healthy food.

**Our solution:** We need opportunities for people to actively participate in the [Partner] community through classes and events, while simultaneously ensuring that these behaviors don't just stay within [Partner] but carry over into their lives in an accessible, affordable, and enjoyable way.



## PROJECT OVERVIEW

### COMMUNITY COOKBOOK

- We will form a culturally representative cookbook that fosters the use of produce and healthy eating.
- Cookbooks prove very effective for community engagement, food education, better health, and cultural representation.
- It will establish relationships between participants and staff.
- It will allow participants to represent their own cultures.
- It will promote the other aspects of Partner including classes, events, and food shelf access. It will
- develop their cooking skills in a way that is tailored to a middle to low income, working family.



## OBJECTIVES

- 1) Increase class participation by 25%
- 2) Increase the amount of produce distributed by 10%
- 3 Increase cooking knowledge and skills
- 4) Educate the community on urban farming

We seek to help low-to-moderate-income families who lack efficient, affordable, healthy, and culturally representative recipes. By launching this project, participants will gain a detailed experience and understanding of the benefits of [Partner] and the community cookbook, resulting in higher class participation and increased produce distribution.



## LITERATURE REVIEW AND STATISTICS

- Minnesota currently ranks the 7th worst state for food deserts in the country (Kamal, 2017).
- A lack of access to nutritional foods can result in a myriad of health problems, meaning that a well-balanced diet is key for fighting disease and remaining healthy (Hendrickson, 2006, p.372).
- Cookbooks are biased against the lower social classes due to the cost of purchase, thus leaving lower income families less equipped with essential knowledge and practice that cookbooks offer (Caraher. pp. 27).



## TIMELINE AND IMPLEMENTATION

We anticipate that the development, creation and distribution of the cookbooks will transpire in a ten month time-span, beginning with the month that we are awarded the funds. This timespan will be split into five sections as seen below in Figure 1.

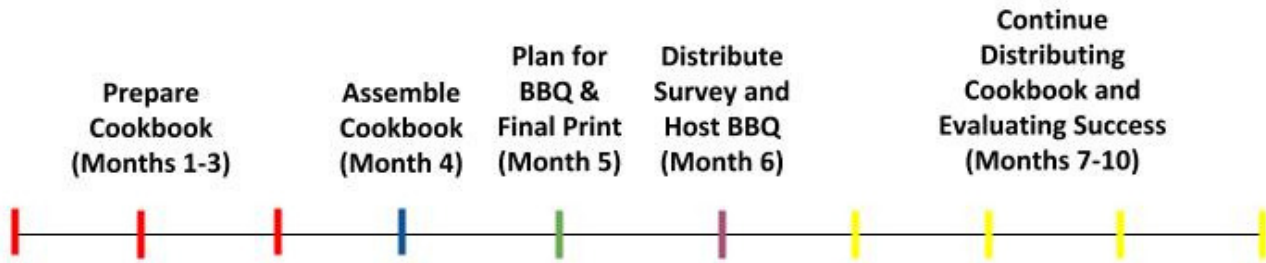


Figure 1

### **Preparation of Cookbook (Months 1-3):**

Month one will be designated to hiring an intern and creating the first survey we plan to distribute. Month two we'll recruit and schedule our community panel. At this time we'll also begin accepting submissions for recipes. During month three recipes will be sorted through and chosen for the cookbook.

### **Assemble Cookbook (Month 4):**

In month four, the intern will use the recipe selections and put the book together in our computer program. The date of the BBQ will also be carefully selected by Michele. The intern will begin creating the invites and marketing materials to ensure a high turnout. We plan to also translate the recipes into a few languages during this month - in hopes of appealing to all cultures in our community.

### **BBQ Planning & Printing of Cookbook (Month 5):**

In month 5, all logistics of the BBQ will be decided. This is also the time in which the cookbook will be given final approval and sent to print.

### **BBQ and Initial Distribution (Month 6):**

This month will include final preparations for BBQ. The initial distribution of the cookbooks will take place at the community BBQ.

### **Continue Distribution and Evaluate Impact (Months 7-10):**

Any remaining cookbooks will be distributed to those who utilize the Waite house or the food shelf. During this time we will also mail out a survey for those who received a cookbook to fill out, in order for us to measure its effectiveness.