



ARCADIA

CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

www.arcadiafood.org

Director of Farmer Training

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Agroforestry Horizons Meeting 2016

Making Positive Changes To The Region's Food System

Program Areas:

- Sustainable Agriculture & Farmer Training
- Mobile Markets
- Farm and Nutrition Education

Mission:

To create a more equitable and sustainable local food system that will improve the health of our community, the viability of local farmers, and preserve our environment for future generations.



Arcadia's Programs
Integrated and Mutually Supportive of Our Mission

**Sustainable
Agriculture**

We grow and
buy healthy
food from
local
sustainable
farmers

We turn kids
and families
on to healthy
food

**Farm & Nutrition
Education**

We teach
them how to
make it
delicious

We train
more local
farmers to
meet the
demand

We make fresh
food affordable
and convenient

Food Access



Arcadia Farm

Demonstrates environmentally and economically sustainable growing practices to engage new farmers, consumers, and youth in a sustainable model of agricultural production

At the Woodlawn Estate
Alexandria, VA

Two Components:

- **Growing food sustainably** and for the region's people
- Farmer Training in the form of our newly launched **Veteran Farmer Training Program**

Goal: Education and community engagement

Goal: Environmental stewardship

Goal: Healthy food access



Arcadia Mobile Market:

Distributes fresh, affordable food to underserved DC-area neighborhoods.



Goal: Food Access

Goal: Nutrition Education

Goal: Community engagement



Mobile Market



Goal: Food Access

- Distribute affordable, fresh food at regular stops
- Accept SNAP, WIC, and Senior FMNP
- Offer “Bonus Bucks”
- 19 stops across DC and VA in 2015
- 2 Mobile Market Vehicles

OUTCOMES!

- ◆ 4,864 Food Assistance customer transactions at the Mobile Market in 2014.
- ◆ **20 tons**, and **\$147,000** worth, of local fruits and vegetables sold in low-food access neighborhoods in 2014.
- ◆ SNAP Customer transactions **increased 127%** from 2012 to 2014.



Mobile Market



Goal: Community engagement

- Partner with neighborhood groups, to do outreach and gain community support
- Provide recipes and cooking demonstrations
- Arcadia Mobile Market Seasonal Cookbook

OUTCOMES!

- ◆ **66%** of food assistance transactions were made by repeat customers
- ◆ **1,350 Mobile Market Cookbooks** given to low-income, repeat customers
- ◆ Includes over **40 recipes** involving local, seasonal fruits and vegetables





Arcadia Farm & Nutrition Education

Connects schools with healthy, local food for school meals and provide hands-on food & farm education.

Goal: Nutrition Education

- Arcadia Farm Field Trips
- Mobile Market School Visits
- Arcadia Farm Camp
- Farm-in-the-Classroom Visits

Goal: School meal reform

- Provide resources and networking opportunities to connect food service programs with local sources

Goal: Community engagement

- Host public events at Arcadia Farm
- Work to build coalitions which prioritize regional farm to school programs





Arcadia Farm Field Trips

- PreK-5th grade during Spring and Fall seasons
- Curriculum is aligned with **grade-specific SOLs**
- Have educated over **5,000 students** since 2011

OUTCOMES!

- ◆ Served **1,332 students** through **28 trips** in 2015
- ◆ **56%** of students hailed from school with Title I or **70% Free & Reduced Price Lunch**
- ◆ 62% of teachers say students are **more likely to eat seasonal fruits and veggies** after trip
- ◆ Work with **4 of 9 Title 1 Elementary** schools in the Mount Vernon and West Potomac Pyramids



*Farm in the Classroom Visits began in 2015!





Arcadia Farm Camp

- Aim to create the next generation of sustainable **Farmers, Chefs, and Eaters.**

OUTCOMES!

- ◆ **152** Farm Campers in 5 weeks of camp
- ◆ **35** Scholarship Farm Campers on full scholarship
- ◆ **89%** of **Farm Campers** reported that they would try more fruits & vegetables after camp
- ◆ **90%** of **families** agree that their child understands where food comes from and that food production is part of the natural cycles of the earth.
- ◆ **75%** of **Scholarship families** agree that without Farm Camp, their child would not have had the same opportunity to learn about agriculture, food preparation, and local food.



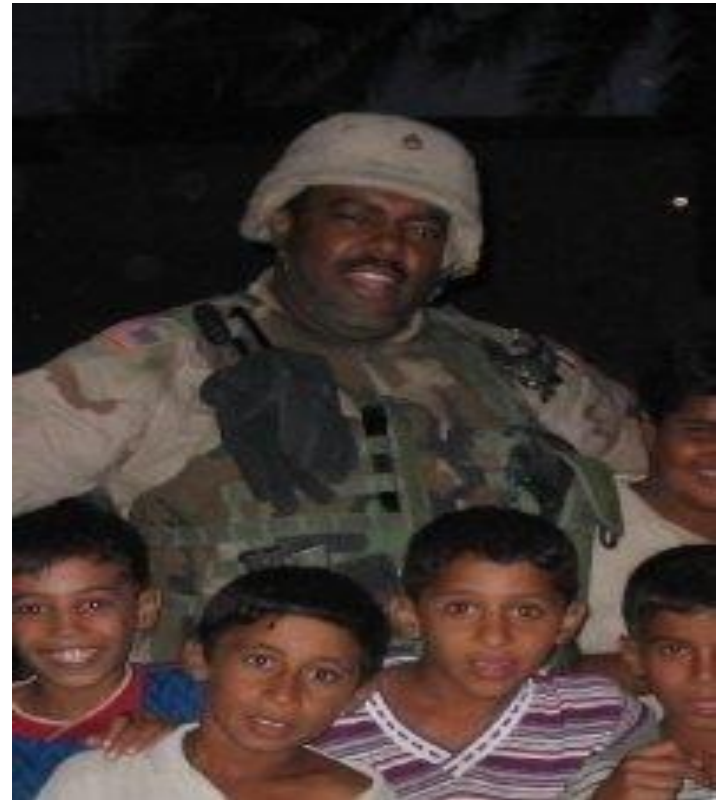
Training military veterans to be farmers on land George Washington once cultivated.

VETERAN
FARMER
PROGRAM



The Challenge

- The average American farmer is 58 – even older in Virginia – and is nearing retirement.
- The USDA estimates the nation needs 100,000 new farmers to replace them over the next decade.
- Hundreds of thousands of American veterans are separating from the military every year, seeking meaningful careers in the civilian sector.



THE OPPORTUNITY

- Americans are increasingly purchasing local and organic food – the market grew more than 10 fold in the last decade, despite a major recession.
- Veterans are 45 percent more likely to start their own businesses than other Americans.
- Veterans have the physical and mental toughness to forge successful careers in agriculture.
- They have honed their ability to lead; to work independently or as part of a team; to plan, adapt, and overcome crises; and to accomplish whatever mission is before them.

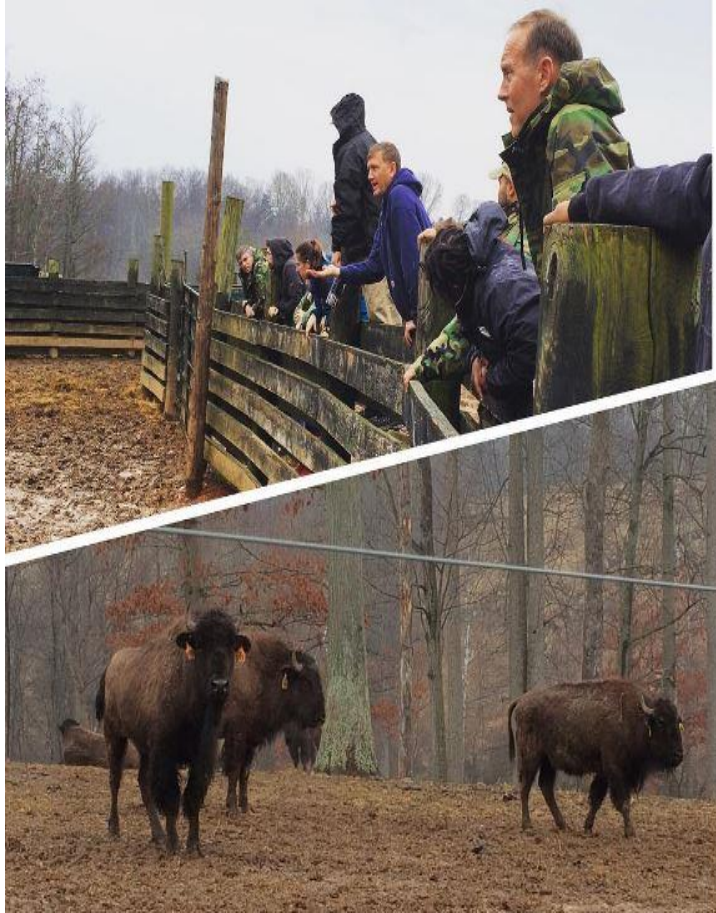


THE SOLUTION

- Arcadia teaches veterans to farm just outside Washington, D.C.
- We help them find affordable land.
- We provide easy market access for the food they produce to satisfy the robust and growing public demand.
- We reinvigorate the farm sector with skilled new growers, eager to begin their next phase of life.



Studying farm models, building greenhouses...



Cultivating the land, and planning their businesses



Agroforestry Opportunities

- Demonstration farm – 20+ acres of former horse pasture + woods– farmer training campus
- Field assessment and implementation
- Incorporation into farmer training curriculum – sustainable agriculture
- Knowledge (vegetable production), train the trainer
- Funding options



126 acres total

(20 acres for
vegetable farming)

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