

Michigan Food Councils Network Leadership and Engagement

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MAP, ENP and CRFS and the Michigan Local Food Councils Network

Connect – Engage – Network - Learn

- Support the MLFCN List Serve (regular information pushed out)
- Electronic newsletter
- Training webinars
- Meeting convening support, targeted learning for the network members

Mission of the Food Council Network

The Michigan Local Food Council Network brings together food councils to **build their individual and collective capacities** to work on food and food policy issues, operate effectively, and **engage their communities**, through peer-to-peer learning.

Role of the MI Food Council Network

- Provide a space for local councils to network with one another
- Connect local councils to statewide policy information, issues, and actions
- Assist local councils in building capacity
- Provide hands-on training to local food councils
- Connect local policy information, issues, and actions to other parts of the state
- Connect local councils to national policy information, issues, and actions

Survey results

For on-line meetings, a number of the 11 councils responding expressed interest in the following topics:

- Role of local food council in the community (6 councils)
- Council/Board member training & leadership (5 councils)
- Fundraising (4 councils)
- Organizing and engaging community members (4 councils)

Webinar Objectives

- To help MLFCN members organize local efforts and better engage community members
- To provide tips and techniques to support leadership development within and outside of the local network
- To help with tactics and strategies to market and promote the MLFCN and increase awareness of the initiative within the community and the region

Introductions and Background

- Who is on the call?
 - Name and Council

And Answer **ONE** of these Questions

- Top priority or goal of *YOUR* local food council in 2016
- What is your biggest challenge
- What was your most successful activity in 2015

We'll be asking these questions throughout the webinar

- What types of activities or approaches has your LFCN done to outreach beyond the council?
- What agency or organization is your most unexpected ally?
- Have you done intentional outreach, and what methods have you used?
- Do you use social media? Which type? Has it been effective? FB, Pinterest, twitter, etc?
- Have you developed a relationship with local government?

Michigan Food Councils are Locally Focused

Food policy councils are usually focused on **community food systems** (city or village, county, region), with some issues reaching up to the state – and to a lesser degree to the federal level...

This means the primary audience for council activities is LOCAL

A Food Council's Greatest Value

- As a source of information for the policy makers in government.
- A Council can help government agencies see how their actions affect the food system.
- A Council can be a bridge between the public and private sectors on food issues.
- Councils can be a primary source of food education for residents and business owners.
- And perhaps most importantly they can foster communication and civic action at the grassroots level.

Your Food Council

Strategic Plan or Work Plan

- Vision
- Mission Statement
- Goals and Objectives
- Strategies and Actions
 - Building the Local Council
 - Grooming Leaders
 - What do you want to do (programs, initiatives)
 - Making it meaningful to stakeholders
 - Giving stakeholders something to do

Do you have a Work/Strategic Plan?

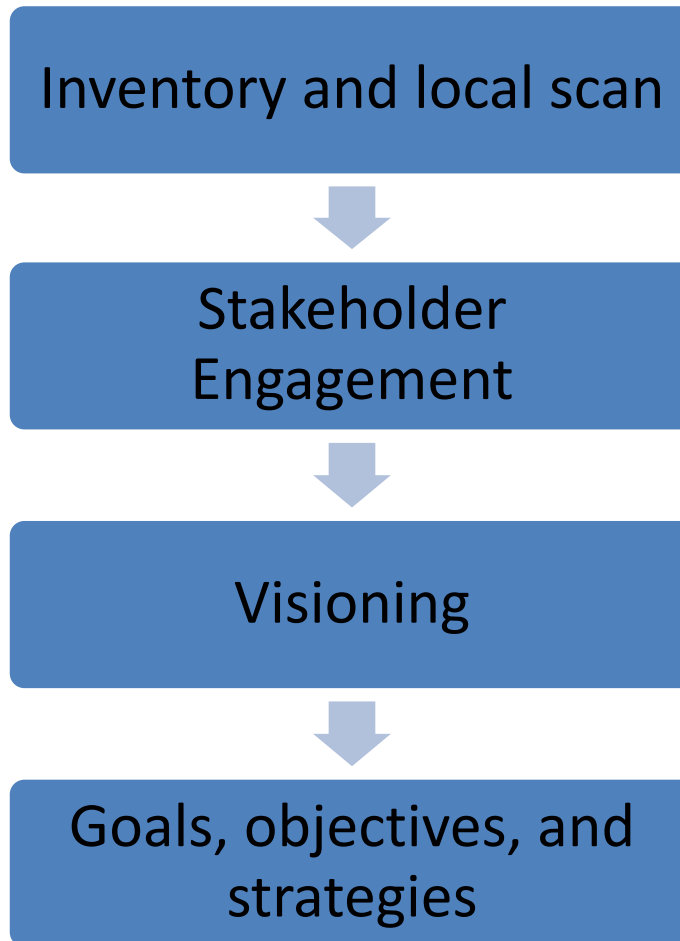


Purpose of the Work/Strategic Plan

- Provide a common vision
- Give direction to new and existing leaders
- Best use of limited resources
- Provide a strategic focus
- Be ready for emerging opportunities
- Capacity building: Seek grants, sponsorships, pro bono and in-kind contributions and support

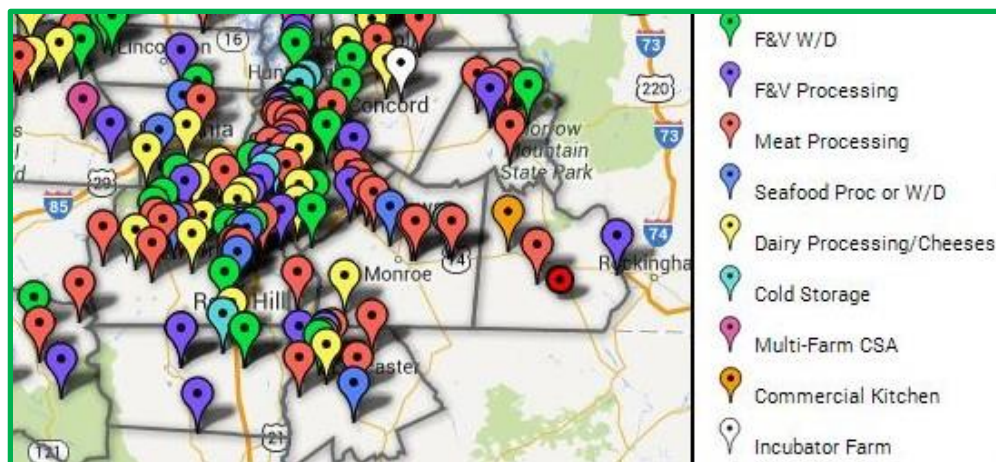


Elements of the Work/Strategic Plan



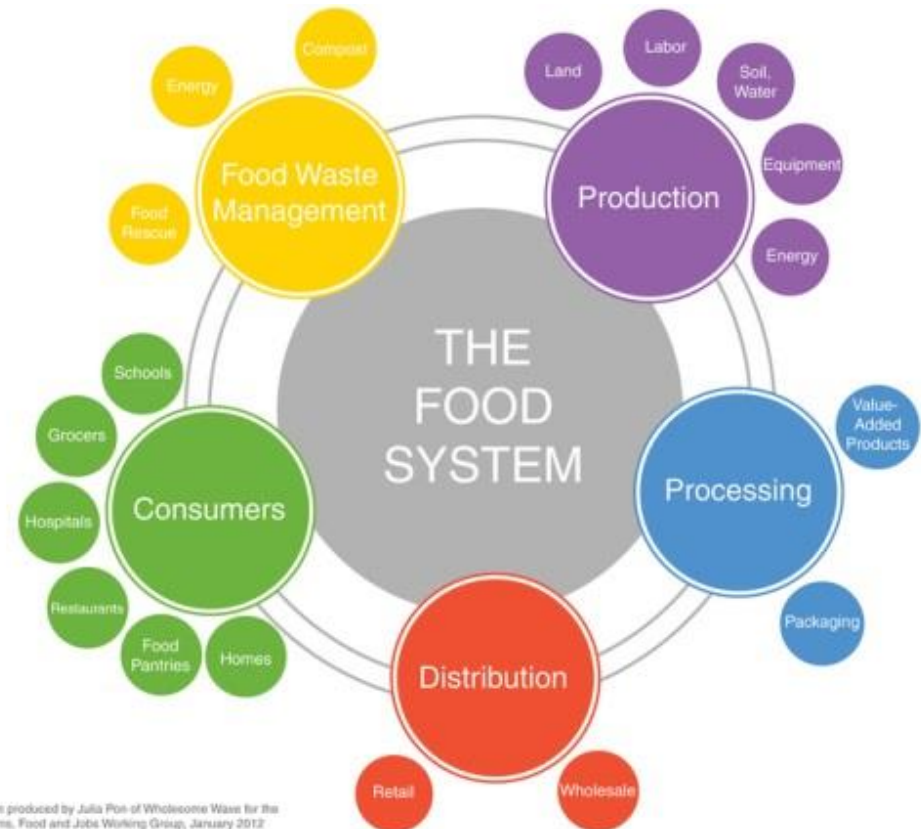
Inventory and Local Scan

- The geographic boundaries of your council reach
- An inventory (list and map) -- of all food related entities (from farms to markets to processors to consumers)
- Comprehensive Stakeholder List
- Use student interns to conduct the assessment
- Community Food Assessment: description of your local food system



Local Food Systems

- How and where food is grown
- The processing of food – where and what type
- The distribution of food
- Food consumption
- What happens to the waste created by the other four processes.



Have you inventoried your local food system?



Stakeholder Engagement and Outreach



- Who do you serve?
- How do you serve them?
- What do you want from them?
- How do they add fullness to YOUR Council and its policies?
- What strengths and gifts do they bring to your initiative?
- How do you include them in meaningful ways that add value to the council AND provide personal/professional satisfaction to the volunteer?

Stakeholder Engagement and Outreach

Who are stakeholders?

- The Work/Strategic Plan identifies key stakeholders, including those not normally at the table.
- Includes people in the community who represent a diverse range of groups or organizations – both food advocates and others - who can make changes and have a difference in the process.
- Identify and include hard to reach and vulnerable populations

Outreach and Engagement

- Farmers
- Market Vendors
- Grocery store owners
- Convenience stores
- Health Departments
- Community Farms
- Users /consumers
- Schools, universities, anchor institutions
- Financial institutions
- Major employers
- Local Government



Local Government Should Be Part of the Team

Policies and environments that affect peoples' health are determined by a variety of local government entities, including:

- City Councils/County Commissions
- Planning Commissions and Zoning Boards
- School Districts
- Planning and Transportation departments
- Farmers Market Managers and Market Governing Boards
- Parks and Recreation departments

Have you developed a relationship
with local government?



Endless Stakeholder Possibilities



Food Policy Coalition/Council
Anti-hunger advocates emergency food providers
Health-care professionals
Religious and faith based organizations
Neighborhood/community organizations
Community development institutions
Community gardeners
Farmers
Operators of farmers' markets/stands
Sustainable agriculture interests
Environmentalists
Food retailers of all sizes
Business leaders
Labor organizations
Food-processing industry representatives
Local and regional government officials
General public

Ensure that all
levels of food
experts and
stakeholders are
engaged at every
turn

- What agency or organization is your most unexpected ally?
- Who are you involved with who is missing from this list?



Stakeholder Engagement Plan

- The plan identifies key stakeholders, including those not normally at the table.
- The plan describes public outreach methods you plan to use and the appropriate venue for each method.



Community Open House

Different Approaches



Public participation goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision

There are many different types of engagement. The five that the P3 Guide discuss are:

- Inform
- Consult
- Involve
- Collaborate
- Empower

Build a **Friends of Local Food** Contact List

- Provide sign in sheets at every event, ask for emails and phone numbers, and create a comprehensive Food Council Contact List. Build the list at every event.
- Add fields in the sign in sheets for: I want to volunteer...
- Create and distribute volunteer application forms, and FOLLOW UP!
- Provide “join” button on the Local Food Council Web page
- Provide email “newsletters” regularly
- Share twitter feeds and Facebook comments
- Count participants at all meetings and summarize comments

Make participation meaningful!



Have you done intentional outreach,
and what methods have you used?



Outreach Methods

Proactive Practices:

- Individual mailings
- Charrettes
- One-on-one interviews
- Canvassing
- Community workshops
- Focus groups
- Social networking (Facebook, Twitter)
- Crowdsourcing
- Surveys



Outreach Methods

Basic Methods Include:

- Newsletters (electronic and hard copy)
- Website postings
- Fliers about upcoming events at farmers market, grocery stores, food pantry
- Post card mailings
- Boost Face Book posts
- Tweet daily

**Millennial and GenCen Friendly Approaches:
Pinterest – Texting – Gaming – SnapChat**

Do you use social media? Which type? Has it been effective? FaceBook, Pinterest, twitter, etc?



Media Relations

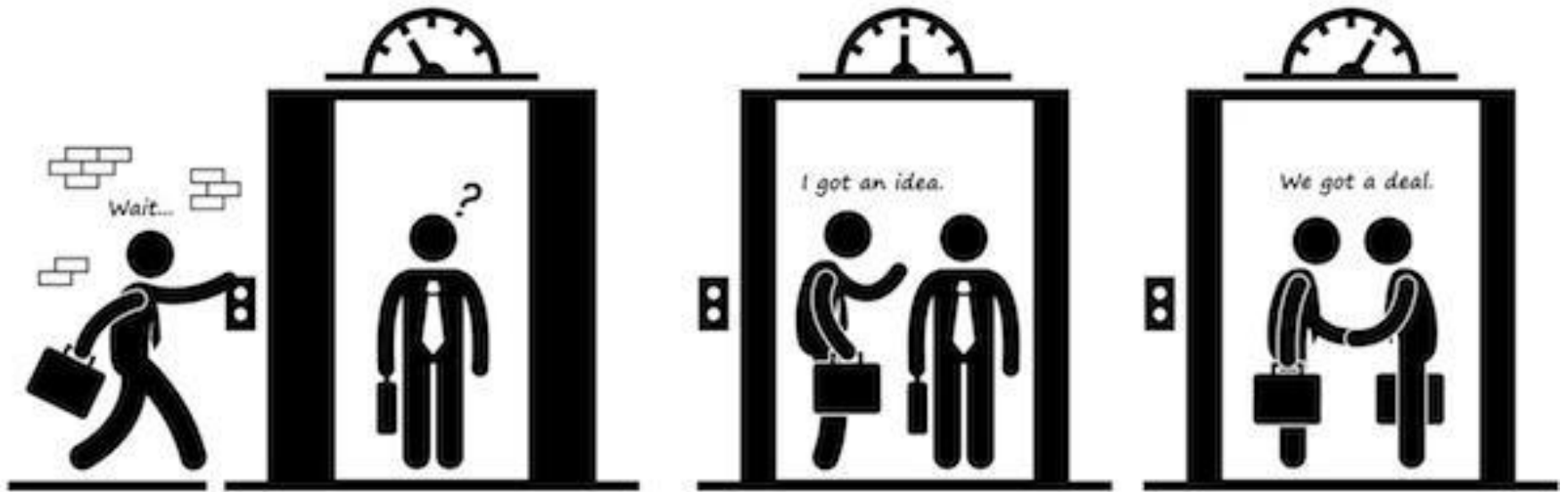


Make friends with local media

- Introduce yourself, your council and your priorities
- Offer to write article for local paper
- Help media understand value of local food systems and enlist their empathy and help
- Invite to all local food council events
- Send press releases about events or initiatives
- Develop “**elevator speech**” about value of local food



Elevator Speech



General Messaging and PR

- Create one page informational “tear sheets” on various topics for distribution at events
- Customize message to audience
 - Local government [policy change]
 - Institutions like hospitals and schools [buy and source fresh and local]
 - Residents [come to the farmers market, buy local, participate in a community garden, buy into a CSA]
 - Bridge card holders [get double bucks at the Farmers Market]
- Brand your local food council



Brand Your Effort



Washtenaw
Food Policy Council

healthy. fair. affordable. sustainable.



**Food Policy
Council**



MacombFood.org



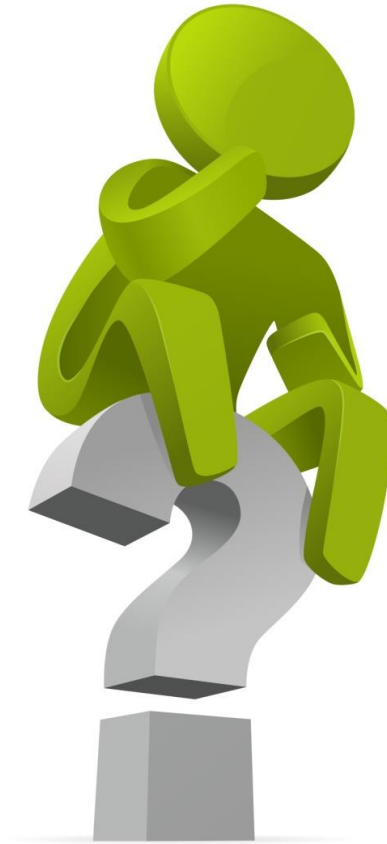
Detroit Food
POLICY COUNCIL

Value to “Members”

- Opportunity to network and learn with like-minded local food advocates
- A sense of “belonging”
- Contribute to the local food movement, to make a difference
- Have their voice heard
- Opportunity to serve as ambassador or messenger about local food
- Grow as an emerging leader
- Contribute expertise and knowledge to local initiative
- Make meaningful connections in the community

Community Volunteer Work Feels Good!

What other values or benefits does participation with the local food council offer?



Consider “Membership” in the Council

- Low dues or free (if nominal dues, stress that investment helps the council do more)
- Sponsorships for private, corporate and institutional entities (anchor institutions, BCBS)
- Create a simple membership brochure, summarize membership benefits (see last slide)
- Highlight member benefits including regular updates through list serve, email or newsletter about Council activities and events
- Participation on a committee or as a volunteer
- Network and learn
- Connections to other advocates and local leaders

CO-OP MEMBERSHIP

Own a Piece of Your Local Economy

For Just \$20/year you receive:

- Ownership of the Co-op
- A voice in Co-op elections
- An annual patronage dividend when the Co-op is profitable
- Member Deals
- Discounts at Co-op Connection Businesses

Flip Over To Join!

Find Out More at middleburycoop.com

Open Daily 8am-7pm
802 388-7276

MIDDLEBURY NATURAL FOODS CO-OP

First Name _____ Last Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone Number _____

E-mail Address for your Co-op Newsletter _____

Date of Birth _____

Please return this form with your payment the next time you are in or send to:

Middlebury Natural Foods Co-op
1 Washington Street
Middlebury, VT 05733

New Member
 Renewal

Office Use Only

Member # _____ Purchase Date _____

Visioning

- A vision statement defines the expectations, hopes, and aspirations of the Food Council
- Should be based on community input and interaction.

What do we hope and want for our Food Community?

Where do we want to be?

Washtenaw Food Policy Council Vision

To have a healthy community and thriving local food system that:

- Provides access to healthy and culturally appropriate food for all residents
- Values and preserves community land for food production
- Maximizes the use of local, regional and seasonal food
- Meets the needs of the present generation without compromising the needs of future generations
- Promotes a food system that promotes economic development and a local economy within and around the Food System

Ottawa Food Policy Council Vision

It is the vision of the Ottawa Food Policy Council that there is an available supply of well balanced meals for all.



Goals and Objectives

Washtenaw Food Policy Council Goals

- Ensure the preservation of funding, and respond to changes to eligibility guidelines to reduce enrollment barriers for food assistance programs. (Policy Agenda Item #8)
- Recommend and support that institutions within the county establish policies and implement environmental and organizational changes that increase the availability, affordability and sensory appeal of nutritious and, when possible, local and sustainable food. (Policy Agenda Item #13)
- Encourage municipal planning offices to consider food access in transportation decision making, while encouraging transportation providers to provide coordinated and connected transportation to food access sites (including, but not limited to, grocery stores, farmers markets, and food pantries etc.). (Policy Agenda Item #15)
- Advocate for school boards' adoption of policies and practices that increase participation in and utilization of school nutrition programs. (Policy Agenda Item #22)

Food Council Leadership

**FUTURE
LEADERS**

- Identify
- Engage
- Teach
- Empower
- Let go



Characteristics of a Good Leader

- Inclusive
- Understands vision and can clearly articulate value:
Can tell the story of the Council
- Creates common bond
- Not afraid to make mistakes (social entrepreneurship and forgiveness)
- Empathetic
- Prescient (intuitive about connecting people and initiatives and tasks)
- Flexible and nimble
- Gladly shares responsibility
- Influential



How to Build Leadership

- Create a committee system – aligned with the goals of the strategic/work plan?
- Hold meetings!
- Ask for volunteer committee chairs, a great way to groom emerging and future leaders
- Step aside and let volunteers work, try their ideas, support their energy
- When reaching out to stakeholders, always have an “ask”: Come to our event, sponsor an activity, donate fresh food, become a member, sit on a committee, write a short article for the newsletter, share your expertise, tell your story



Many Leaders Make Light Work

- Leaders will identify resources, uncover unknown issues, and become advocates for your Council's issues.
- Leaders can help determine how the local food message will be conveyed, to whom, and get stakeholders involved.
- Leaders can help create a local food culture through every level of the community, including all those involved in decision-making.

Leaders often come in UNEXPECTED packages. Be open!

LEADERSHIP
IS ABOUT MAKING OTHERS
BETTER AS A
RESULT OF YOUR PRESENCE
AND MAKING **SURE**
THAT IMPACT LASTS IN YOUR
ABSENCE.

Coalitions, Partnerships and Networking

Who is on your team?

How can you help connect them?

What will they do?

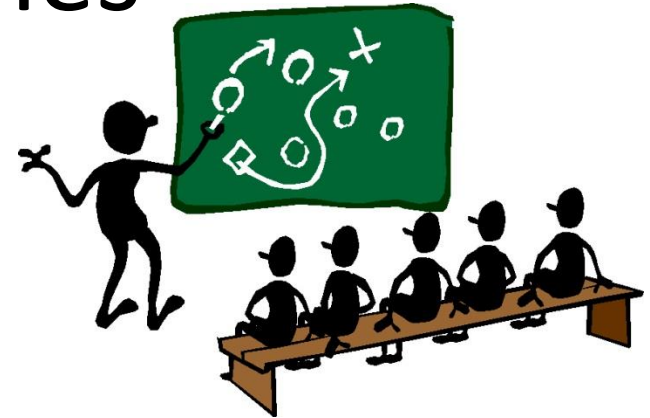
- People, agencies and organizations that are part of the food system already, and active
- People, agencies and organizations that are part of the food system and SHOULD be active
- People not yet connected to the food system, or the council, but would be strong allies

Team Building

- Strong, empathetic leadership
- Consistent and open communication
- Mutual respect/sense of equality
- Understanding roles and strengths of members
- Willingness to take initiative and be creative
- Flexibility

Leadership Styles

- Formal vs. informal
- May change depending on the task
- Coach vs. manager
- Different types needed throughout the organization
- Recruited from throughout the community
- Can be shared



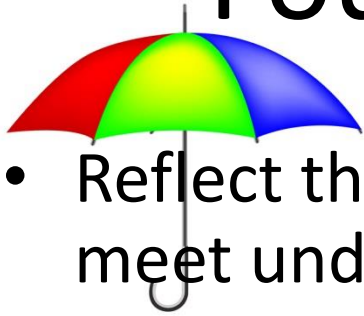
Common Reasons Teams Don't Win

Players:

- Don't understand the vision
- Don't see their place in the scheme of things
- Are not properly equipped to execute their duties
- Don't follow-up and are not held accountable
- Don't play nice together
- Are missing key players



Foundations of Food Councils



- Reflect the diverse interests and needs of the people who meet under their umbrellas
- Reflect a food system comprised of many components and with many different stakeholders
- May at times face the challenging task of finding consensus on issues
- But working together, council members and the public can pinpoint the most pressing food needs for their community to devise solutions, prioritize them, and take action



Questions & Comments

