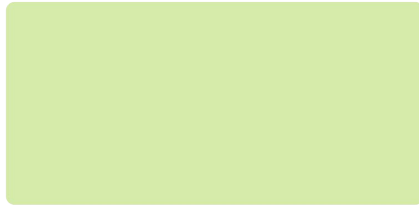
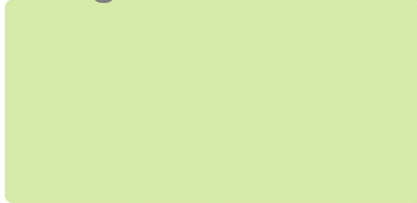
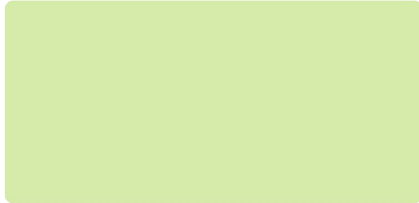




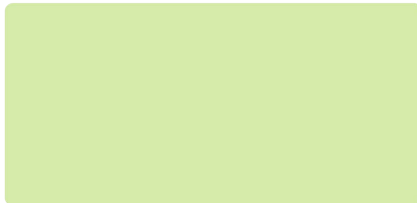
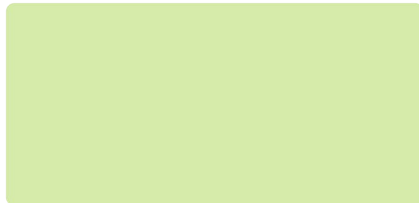
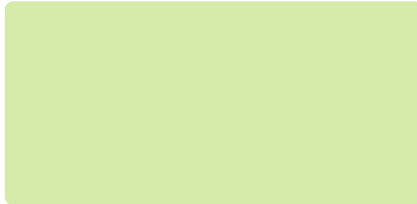
LOCAL FOODS, LOCAL PLACES

Technical Assistance Program



Local Foods, Local Places
Community Action Plan
for Appleton City, MO

23 August 2017



For more information about Local Foods, Local Places visit:

<https://www.epa.gov/smartgrowth/local-foods-local-places>

Contact Information:

U.S. Environmental Protection Agency Project Contact: **Melissa Kramer**

Office of Sustainable Communities

1200 Pennsylvania Ave. NW (MC 1807T)

Washington, DC 20460

Tel 202-564-8497

kramer.melissa@epa.gov

Local Contact Name: **Katie Nixon**

West Central Missouri Community Action Agency

106 W 4th Street

Appleton City, MO 64724

Tel 660-476-2185

knixon@wcmcaa.org

Community Story

Nestled near the western Missouri border in St. Clair County is Appleton City, a roughly 1.5 square mile city. Appleton City was founded shortly before the arrival of the Tebo & Neosho Railroad that later became known as the Katy or Missouri-Kansas & Texas division of the Missouri Pacific Railroad. Although the city was platted several times in the 1800's, it wasn't until December of 1870 that the city was officially incorporated with the name Appleton City.¹ It was named in honor of Mr. William Henry Appleton, president of the Appleton Publishing Company of New York City who gave money to open a library building and stock it with books. Today, this is the oldest library in the state of Missouri.²



Figure 1 – View of the historic train depot and Appleton City water tower. Image Credit: Renaissance Planning

The city has a rich 145-year history and has survived while many towns in rural America have declined. However, Appleton City seeks to rebuild a thriving community and is finding it difficult to keep businesses open. The West Central Missouri Community Action Agency has been working to fix the city's aging infrastructure while using the community's strong civic participation to revitalize the town through its 2009 "Re-Discovering Appleton City" vision plan. In 2015, West Central Missouri Community Action Agency conducted a "Food Opportunities Assessment," identifying 15 different projects around the nine-county region that work to alleviate food insecurity while also boosting employment and stimulating the agricultural economy of the region. Several of these projects are centered in Appleton City and have yet to reach their full potential.

The population of Appleton City has remained around 1,100 residents, and St. Clair County is home to approximately 9,800 residents in total.³ The rate of obesity in Appleton City (31 percent) is on par with the Missouri average (30 percent), reflecting a troubling trend across the community and state. Appleton City's rate of diabetes is 13 percent, higher than the state average of 10 percent.⁴ Compounding these health issues is the poverty rate in Appleton City (26 percent).⁵ Countywide, the food insecurity rate is 17 percent, while the childhood food insecurity rate is 25 percent.^{6,7} The area is part of a federally designated StrikeForce zone. Major employers in the area include West Central Missouri Community Action Agency, Ellett Memorial Hospital, United Parcel Service, St. Clair School District, and local, state, and federal governments. For the full community data profile see **Appendix A**.

¹ "St. Clair County Place Names, 1928-1945." The State Historical Society of Missouri.

² Eaton, David Wolfe (1918). *How Missouri Counties, Names, and Streams Were Named*. The State Historical Society of Missouri. P. 357

³ U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

[https://factfinder.census.gov/bkmk/cf/1.0/en/place/Appleton City city, Missouri/POPULATION/DECENNIAL_CNT](https://factfinder.census.gov/bkmk/cf/1.0/en/place/Appleton%20City%20city,%20Missouri/POPULATION/DECENNIAL_CNT)

⁴ Healthy Food Access Portal, "Research Your Community."

<http://www.healthyfoodaccess.org/access-101/research-your-community>.

⁵ U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

[https://factfinder.census.gov/bkmk/cf/1.0/en/place/Appleton City city, Missouri/POPULATION/DECENNIAL_CNT](https://factfinder.census.gov/bkmk/cf/1.0/en/place/Appleton%20City%20city,%20Missouri/POPULATION/DECENNIAL_CNT).

⁶ Healthy Food Access Portal, "Research Your Community."

<http://www.healthyfoodaccess.org/access-101/research-your-community>.

⁷ The USDA defines food insecure households as having limited or uncertain access to nutritionally adequate and safe food.

<https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/>.

In 2016, Appleton City requested assistance through the Local Foods, Local Places program to develop an action plan for promoting local food systems and healthy, walkable, economically vibrant communities. The goals of the Local Foods, Local Places program are to create:

- More economic opportunities for local farmers and businesses.
- Better access to healthy, local food, especially among disadvantaged groups.
- Revitalized downtowns, main streets, and neighborhoods.

The Local Foods, Local Places program is supported by the U.S. Environmental Protection Agency, the U.S. Department of Agriculture (USDA), the U.S. Department of Transportation, the Centers for Disease Control and Prevention, the Department of Housing and Urban Development, the Appalachian Regional Commission, and the Delta Regional Authority. Appleton City was one of 24 communities across the United States selected to participate in the program in 2017.

A variety of community partners came together in Appleton City to form a Local Foods, Local Places steering committee in preparation for this technical assistance award (see Figure 2). The Committee intends to formalize their group through regular meetings, community events, and partnership on projects to implement the goals and actions outlined in this report.

In their request for Local Foods, Local Places technical assistance, the West Central Missouri Community Action Agency and the steering committee named maintaining community engagement in local foods, building upon their existing food related projects, generating support and defining a purpose for the Food and Agriculture Regional Enterprise (FARE) Center, and developing a food system plan for the local area as their local food priorities.

The remainder of this report and appendices document the engagement process, the workshop activities, and most importantly, the action plan and next steps for achieving the community's goals. Over the course of three planning calls and workshop discussions, the community's goals evolved from those in the initial request for technical assistance to the five shown later in this report. They reflect the holistic, collaborative approach to community development already underway in Appleton City, Missouri.

Engagement

The technical assistance engagement process for Local Foods, Local Places has three phases, illustrated in Figure 3 below. The assessment phase consists of three preparation conference calls with the steering committee to establish the workshop goals, agenda, logistics, and stakeholder invitation lists. The



LOCAL FOODS, LOCAL PLACES STEERING COMMITTEE MEMBERS

Katie Nixon, West Central Missouri Community Action Agency

Sheridan Garman-Neeman, Kaysinger Basin

Annie Johnson, Local Organic Farmer

Leroy Strope, St. Clair County Commissioner

Joyce Carr, West Central Missouri Community Action Agency

April Collins, Show Me Herbs

Figure 2 – LFLP steering committee (April 2017) in Appleton City, Missouri.

convening phase includes the effort’s capstone event—a two-day workshop in the community. The next steps phase includes three follow up conference calls as well as process reporting and documentation.

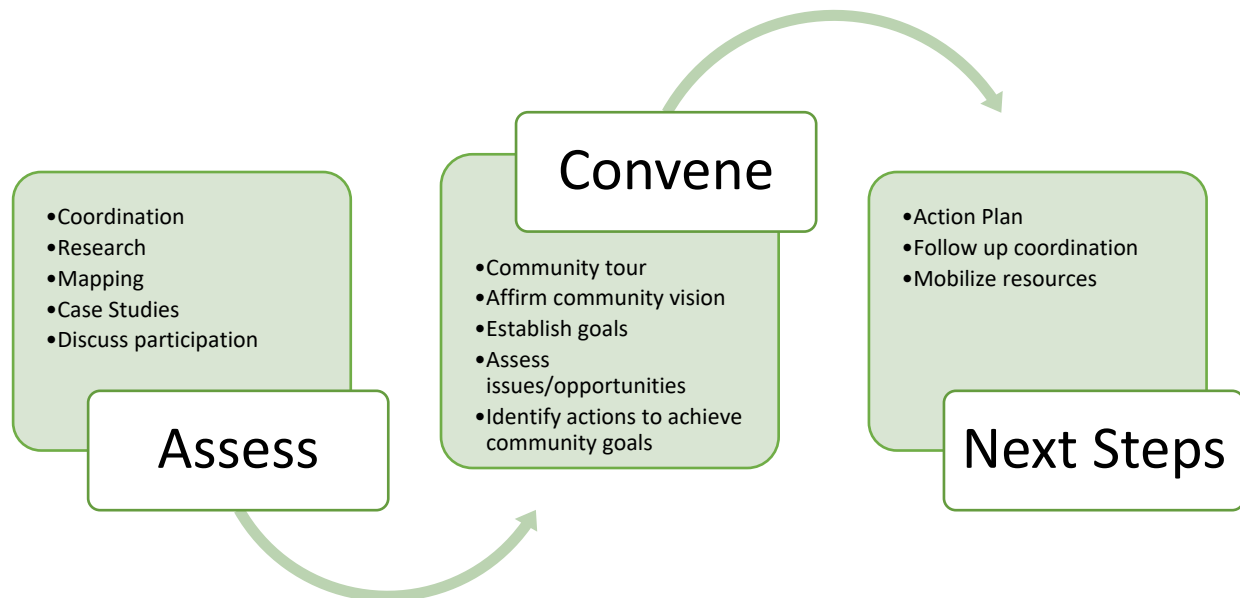


Figure 3 – Local Foods, Local Places technical assistance process diagram.

The community workshop was held on May 24-25, 2017. It included a small lunch gathering at the Farmhouse Kitchen Restaurant with the steering committee members and regional, state, and federal partners; a tour of the community; and an evening community meeting at the First Christian Church (Day 1); and an action-planning session at West Central Missouri Community Action Agency (Day 2). The community meeting and all-day working session were well attended by key stakeholder groups, residents, and local leaders. The workshop sign-in sheets are provided in **Appendix B**.

Community Tour

The Local Foods, Local Places steering committee organized a luncheon on May 24th with key stakeholders at the Farmhouse Kitchen Restaurant to introduce the project and the local leadership committee, consultants, and federal agency representatives. Following the luncheon, the steering committee led a tour of key places and projects in the Appleton City area including the Show Me Herbs property, the Food Fair Supermarket, the Appleton City Feed Store, the Johnson’s organic farm, the Oberly Livestock Farm, and the downtown area including the West Central Missouri Community Action Agency’s food pantry and future café/commercial kitchen space. The tour provided an overview of the challenges and opportunities and allowed for informal discussions about the local food system and place-making efforts. Several of the locations visited are shown in pictures here and in **Appendix C**.

Vision and Values

The first night of the workshop was attended by over 20 Appleton City residents and several regional partners representing state and federal agencies. Katie Nixon with the West Central Missouri Community Action Agency and organizer of the Local Foods, Local Places steering committee welcomed attendees to the event and spoke about the community's efforts related to local food initiatives. The consultant team introduced the topics and program overview with a short presentation. Community members and other attendees were asked to write out their vision of success 20 years from now, an example of an opportunity or asset, and one challenge or barrier related to building the local food system and bringing new life to Appleton City. Those ideas are summarized in Figure 4 and presented in **Appendix D —Workshop Visioning Exercises and Additional Documentation**.

The themes shared during the opportunities and challenges revealed many of the group's aspirations for economic revitalization, improved health, entrepreneurship opportunities afforded by local foods, community pride, and increased coordination among partner organizations. It was against this positive, forward-thinking backdrop of values and visions for the future that the remainder of the workshop was built upon. The first day concluded with a discussion about the direction for action planning to follow the next day. These goals were further refined, evolving into the action plan implementation tables that are detailed at the end of this report. In addition to creating the action plan, the second day of the workshop included presentations of case studies by the consultant team covering civic agriculture best practices, commercial kitchens, incubator kitchens, and ways to connect local farmers.

Action Plan

The culminating product of the workshop was a strategic action plan to guide implementation. The plan is organized around five goals and includes actions the participants brainstormed at the meeting and during follow-up calls. The action plan matrix helps to further clarify, prioritize, and define roles and responsibilities for moving forward on these actions. The goals and actions that are part of this plan are in full detail below. A list of funding resources (**Appendix E**) and references (**Appendix F**) are provided to aid the community in implementing the goals and actions.

DEFINING SUCCESS, OPPORTUNITIES, AND CHALLENGES

Defining Success:

- Thriving Main Street
- More food related businesses
- Farmers market
- Younger population involved in food related initiatives
- More jobs

Opportunities:

- Health and wellness through recreation
- Education on growing/preparing local foods and business marketing
- Getting youth more involved in local food initiatives
- Helping those who are in need

Challenges:

- Funding
- Finding the right resources
- Economic conditions
- Getting people to buy in and be involved
- Keeping up with federal and state regulations

Figure 4 – Workshop participants' summarized thoughts on the success, opportunities, and challenges present in the local food system and downtown revitalization efforts.

GOAL 1: Community Participation – Increase community engagement in local foods and opportunities

The West Central Missouri Community Action Agency is doing a lot to improve the lives of Appleton City’s residents through various local foods and health related activities. Workshop participants identified communications with community members as a challenge to including and engaging new community members as active participants in existing and emerging local foods-related initiatives. Appleton City is considering creating a food coalition and developing a cohesive message about their local food hopes and initiatives in order to spread the word to the community.

Action 1.1: Design a presentation for community organizations, churches, and other clubs to inform citizens about local food opportunities	
What this is and why it is important	It is important to reach out to the community with consistent messages related to local food opportunities. It also is a way to gain exposure and community support for projects and programs.
Measures of success	<ul style="list-style-type: none"> • Information about local food projects and programs seems broadly known within the community • Representatives will be asked to give presentations on outreach progress
Timeframe	0-6 months
Lead	Appleton City Food Coalition, West Central Missouri Community Action Agency
Supporting cast	Patty Cantrell, Katie Nixon
Costs and/or resources needed	Time to develop presentation material, printing, tools to get the word out.
Possible funding sources	TBD

Action 1.2: Create a food coalition composed of farmers and community members interested in supporting local food actions	
What this is and why it is important	A food coalition could create a support system for local food actions and help spread the message throughout the community. It is also an opportunity to engage more people in the area.
Measures of success	<ul style="list-style-type: none"> • Initial first community meeting held informing people of what is currently going on in the community • Regular attendance by food coalition members
Timeframe	0-6 months
Lead	Katie Nixon, West Central Missouri Community Action Agency
Supporting cast	
Costs and/or resources needed	Volunteer time to send out invites to farmers and community members. This could be done by word-of-mouth, social media, email, or hardcopy invites.
Possible funding sources	N/A

Action 1.3: Create a cohesive media message about local food actions in the community

What this is and why it is important	It is important for everyone involved in local food actions to have a core message and the same information so that there is a consistent story for community outreach efforts.
Measures of success	“Who are we? What do we want to accomplish” story developed
Timeframe	6-12 months
Lead	Gina Ensor, West Central Missouri Community Action Agency
Supporting cast	Patty Cantrell, Katie Nixon, Kristle Sunshine
Costs and/or resources needed	Admin support
Possible funding sources	N/A

Action 1.4: Create a variety of food- and farm-related workshops and classes for the community

What this is and why it is important	Workshops and classes can get the community engaged in the local food experience. It is a way to draw people who do not normally go to meetings. Examples of classes include: noodle making, herb cooking, organic growing, and business marketing. A lot of great people within the community could teach what they practice in their everyday lives.
Measures of success	<ul style="list-style-type: none"> • Workshops/classes scheduled • Positive feedback from attendees • Local farmers’ sales increase (medium-long-term measure)
Timeframe	6-12 months
Lead	Annie Johnson, April Collins
Supporting cast	Katie Nixon
Costs and/or resources needed	Supplies and promotional advertising. Workshop locations will need to be secured. Workshops could range from \$20-\$30 / person.
Possible funding sources	USDA Agricultural Marketing Service – Local Foods Promotion Program

Action 1.5: Host a farm tour and dinner where participants can learn more about the local food initiatives occurring within Appleton City and the region

What this is and why it is important	It is important for people to be informed and know how they can get engaged with projects within their community.
Measures of success	A date, time, and location are selected for a meeting
Timeframe	Event in Sept or Oct. 2018; planning in months leading up to event
Lead	St. Clair County Economic Development
Supporting cast	West Central Missouri Community Action Agency
Costs and/or resources needed	Costs for rental space, food and drinks; Volunteer time to arrange guest speakers and set the program agenda
Possible funding sources	TBD

GOAL 2: Food System Assessment – Assess the local food system for Appleton City and surrounding areas, engaging new partners

Food Systems Assessments (FSAs) are a tool used to evaluate the food system cycle from inputs to production, distribution, processing, consumption, and waste management. FSAs typically aid in measuring the assets and needs in a community with regard to food security, productivity of land, and economic development. FSAs are a valuable way to identify opportunities for improving the food system with community intervention. FSAs can also be useful in creating a common understanding of the food system and a shared vision and plan for developing a more sustainable food system.

Action 2.1: Create and distribute a local food system survey	
What this is and why it is important	It is important to know what people think and identify people who would be willing to help in local foods efforts.
Measures of success	<ul style="list-style-type: none"> • Survey questions are prepared and survey template is drafted • Survey is administered and completed
Timeframe	0-6 months
Lead	West Central Missouri Community Action Agency
Supporting cast	Local Foods, Local Places steering committee
Costs and/or resources needed	Paper supplies, time to create survey, postage and/or volunteer time at a community event to distribute survey, potential gift or compensation for those who complete the survey
Possible funding sources	TBD

Action 2.2: Establish a shared library of local and regional food system project models and development approaches.	
What this is and why it is important	It is important to build the coalition and community knowledge of successful models and approaches in local and regional food system development. This kind of information can be gathered through online research, personal networks, and collaboration with other organizations.
Measures of success	<ul style="list-style-type: none"> • A working coalition library set up with categories and basic descriptions (re. kitchen incubators, farm incubators, community gardens, food hubs etc.), as well as some examples that involve linking to existing resources and compilations such as reports, studies. • Regular discussion as a learning exercise (e.g. one category per coalition meeting) plus addition of agreed examples. • The library is ready to convert into a section on a resources page for a future project Web site.
Timeframe	0-6 months
Lead	Patty Cantrell-West Central Missouri Community Action Agency, Appleton City Food Coalition
Supporting cast	University of Missouri Extension, Kaysinger Basin

Action 2.2: Establish a shared library of local and regional food system project models and development approaches.

Costs and/or resources needed	Minimal costs, mostly time and willingness to coordinate library building using program like Google Docs or Evernote.
Possible funding sources	N/A

Action 2.3: Host a Local Food Networking Summit

What this is and why it is important	A summit would be an opportunity to give farmers and consumers information and build local and regional food and farm networks.
Measures of success	<ul style="list-style-type: none"> • A date, time, and location are selected for a meeting • Agenda completed • Invitations sent, and guest list completed • Event completed
Timeframe	1-2 years
Lead	Food Summit Steering Committee
Supporting cast	West Central Missouri Community Development Corp, Potential speakers: US EPA Region 7 Brownfields program (using brownfields for community gardens, urban ag, etc.)
Costs and/or resources needed	Costs for rental space, food/drinks; volunteer time to arrange guest speakers and set the program agenda
Possible funding sources	

GOAL 3: Market Outlets – Identify and build new markets for local farmers including value-added agricultural opportunities

Currently, there is no farmers market located within Appleton City. In the past local producers would occasionally sell their goods on corners to customers. Appleton City residents would like to develop a robust market outlet for local farmers and producers to get their goods to their customers. There is potential to have pop-up type markets throughout Appleton City in parks and near downtown. A longer-term strategy would be to have a more permanent farmers market and a value-added processing facility.

Action 3.1: Create a direct-to-consumer market

What this is and why it is important	Creating a direct-to-consumer market will give local farmers and producers a way to get their products out to the community. These direct-to-consumer markets could be pop-up food stands, a farmers market, or a mobile market.
Measures of success	<ul style="list-style-type: none"> • New market outlet created • Certain number of events created per year for local producers • New vendors at markets
Timeframe	1-2 years
Lead	West Central Missouri Community Action Agency

Action 3.1: Create a direct-to-consumer market

Supporting cast	Existing farmers
Costs and/or resources needed	Finding a person to be a market coordinator, need to create a market budget for location and marketing materials
Possible funding sources	USDA Agricultural Marketing Service – Farmers Market Promotion Program

Action 3.2: Create a branding program for local and regional branding

What this is and why it is important	Selling the story and value of local and regional food products (direct, wholesale, value added) is essential to the market differentiation needed for success. A branding strategy is very important to spread the message of local food far and wide. There should be one cohesive message that for use in Appleton City and the region, e.g., “Doing Business Together”
Measures of success	<ul style="list-style-type: none"> • We have created the brand, message, and ancillary products to spread the message • Local food sales have started or increased • People recognize the branding as a trusted source
Timeframe	<ul style="list-style-type: none"> • 0 - 12 months – work on developing the message • 1 -2 years – businesses are using the branding and spreading the message
Lead	Patty Cantrell, West Central Missouri Community Action Agency
Supporting cast	K-State University Cooperative (Arthur Copper, Cooperative Center)
Costs and/or resources needed	Marketing and creative expertise; funding and resources for photography, materials production; marketing research
Possible funding sources	TBD

Action 3.3: Develop a wholesale market

What this is and why it is important	Selling products at wholesale prices provides an opportunity for local farmers and producers to sell to grocery stores, schools, hospitals and other institutions.
Measures of success	More local products in local stores, schools, hospitals, and other institutions
Timeframe	1-2 years
Lead	Patty Cantrell, West Central Missouri Community Development Corp.
Supporting cast	Katie Nixon, West Central Missouri Community Action Agency and Fresh Farm HQ

Action 3.3: Develop a wholesale market	
Costs and/or resources needed	<ul style="list-style-type: none"> • Time and materials to recruit and build sales with early grocery and institutional buyer partners (pilot locations) • Potential support to Fresh Farm HQ for planning and evaluating logistics • Technical assistance to producers and buyers as well (e.g. handling and displaying local farm produce and other items) • Value chain exploration workshops and follow up
Possible funding sources	TBD

GOAL 4: FARE Center – Build support and define the purpose of the Food and Agriculture Regional Enterprise (FARE) Center

The West Central Missouri Community Action Agency (WCMCAA) has completed a business plan and general architectural design for the FARE Center that is to be located in the east side of the WCMCAA building on 4th Street. However, much of the general public—as well as potential food entrepreneurs who could utilize the kitchen—are not aware of the project and purpose. Additionally, there are some programming aspects to the FARE Center that could benefit from more input to identify unmet needs and untapped opportunities to build the economy of Appleton City, St. Clair County, and the region through new food, agricultural, and farming business. This goal seeks to build public knowledge and support for the FARE Center while engaging more residents in its programming and use.

Action 4.1: Publicize the FARE Center to the community, focusing on strategically engaging new potential project partner organizations, Appleton City schools, and youth organizations	
What this is and why it is important	While the overall purpose and design of the FARE Center has been detailed by WCMCAA through business and design plans, publicizing the project to the broader community and seeking their engagement could help to demonstrate community involvement to funders, ensure that the facility will be broadly utilized, and identify opportunities for future growth and development. While only a portion of Appleton City residents will have <i>direct</i> involvement with the FARE Center, if its purpose and progress is <i>widely</i> known, chances are greater that future entrepreneurs and project participants will find their way to the Center. This outreach could take many forms: “coffee breaks” in the new space to foster networking and conversations, hosting a FARE Center booth at the Appleton City Fair, community meetings, regular updates and information sent to media outlets, and direct outreach to organizations like the FFA. The immediate first step is to create a one-page description and drawing of the FARE Center to distribute widely.
Measures of success	Success would be asking shoppers at the Food Fair if they have heard about the FARE Center and having one out of every 5 respond affirmatively.
Timeframe	Short term—6 months.
Lead	West Central Missouri Community Action Agency
Supporting cast	Kaysinger Basin Regional Planning Commission, Appleton City schools, local media

Action 4.1: Publicize the FARE Center to the community, focusing on strategically engaging new potential project partner organizations, Appleton City schools, and youth organizations

Costs and/or resources needed	Staff and volunteer time to create outreach materials and to host meetings and attend community activities
Potential Funding Sources	N/A

Action 4.2: Identify and meet with stakeholders that could use the FARE Center to help refine the purpose and programming of the facility, seeking opportunities for mutual support

What this is and why it is important	In addition to a broad public outreach effort, hosting directed meetings with known and potential stakeholder organizations could help to refine and improve the programming and final designed elements of the FARE Center to ensure that it is used as much as possible. This action includes brainstorming potential partnering organizations and reaching out to them, interpreting the project, and seeking input and opportunities for participation.
Measures of success	Having letters of support from a variety of partner organizations that detail how they would use the facility
Timeframe	Short term—three months
Lead	West Central Missouri Community Action Agency, Kaysinger Basin Regional Planning Commission
Supporting cast	Organizations that could be partners in the FARE Center and/or who can suggest others: Appleton City schools, St. Clair County Economic Development
Costs and/or resources needed	Staff time to reach out to potential stakeholder organizations and to host/facilitate meetings and any necessary follow-up
Possible funding sources	USDA Rural Development Community Facilities Program, Strategic Economic and Community Development (SECD) Program

Action 4.3: Develop a value-added innovation program

What this is and why it is important	Value-added products are important for expanding product markets and increasing sales for local farmers and producers. It is also a way to reach out to more customers who may be unsure of how to use certain products in their raw form.
Measures of success	<ul style="list-style-type: none"> Value-added facility available for use by local farmers and producers List of available value-added products developed
Timeframe	<ul style="list-style-type: none"> 0 - 12 months – identify value-added producers and potential partner opportunities 1 -2 years – identify potential facilities for value-added production
Lead	Director of the FARE Center (for now Katie Nixon)
Supporting cast	TBD

Action 4.3: Develop a value-added innovation program	
Costs and/or resources needed	K-State University Cooperative (Arthur Copper, Cooperative Center)
Possible funding sources	TBD

Action 4.4: Complete the design and identify and obtain funds to complete the construction and programming of the FARE Center	
What this is and why it is important	The West Central Missouri Community Action Agency has completed a business plan and initial cost estimate for the FARE Center and now needs to raise the funds through grants, loans, and partnerships to build the facility. Additionally, while a general design for the FARE Center has been created, detailed construction drawings are needed to refine the cost estimate and obtain funding.
Measures of success	Architectural designs are completed and funding to cover all costs of the FARE Center is obtained.
Timeframe	Begin now; identify and obtain funding commitments by the end of 2017
Lead	West Central Missouri Community Action Agency (Katie Nixon and Debbie Vickers), Kaysinger Basin Regional Planning Commission (Sheridan Garmin)
Supporting cast	TBD
Costs and/or resources needed	Staff time to apply for grants and loans and to build relationships with local and regional funding partners.
Possible funding sources	USDA Rural Development Community Facilities Program, Strategic Economic and Community Development (SECD) Program, USDA Architect (Ron Batcher) for conceptual design of the facility, USDA Rural Development Community Facility Technical Assistance and Training (TAT) Grant (deadline July 24, \$150,000), Missouri State Architect (Sara Loe),

Action 4.5: Develop a plan for programming and promoting the FARE Center once it is completed.	
What this is and why it is important	Once the FARE Center is complete, a plan for utilizing the space will help to ensure that it enjoys full and active use from as many people and organizations in the community as possible. Immediate next steps include ensuring that all units at the West Central Missouri Community Action Agency know about the FARE Center.
Measures of success	Written plan of programming is in place
Timeframe	6-9 months
Lead	West Central Missouri Community Action Agency (Katie Nixon and Patty Cantrell)
Supporting cast	Kaysinger Basin Regional Planning Commission (Sheridan Garmin)
Costs and/or resources needed	Staff time to craft a plan for programming the facility, and potentially money to initiate programming

Action 4.5: Develop a plan for programming and promoting the FARE Center once it is completed.

Possible funding sources	TBD
---------------------------------	-----

GOAL 5: Youth Involvement – Create opportunities for youth to learn and participate in the local food system – healthy lifestyles, career exploration, civic engagement

Appleton City workshop participants identified getting more youth involved in local food initiatives as an important aspect in achieving long-term success with local food and farming. Youth who do not have access to gardening at home or who may be interested in a career related to local foods would benefit from a series of agriculture-related practical experiences and education. Not only would getting youth more involved develop their personal skill sets, it could also help expand community food access. As the youth grow up, they can take on leadership roles that prepare them to become the next generation of leaders in the food movement or any other field they choose to pursue.

Action 5.1: Identify youth organizations including under-represented and underserved youth within the local community

What this is and why it is important	Several youth-centered activities and organizations already exist in the community, and identifying them will help to find the youth who may benefit from and may be interested in food- and farming-related projects.
Measures of success	List of youth organizations is completed and updated as needed
Timeframe	0-6 months
Lead	Annie Johnson, April Collins, St. Clair County / Appleton City Public Schools
Supporting cast	Home school group, 4H, FFA, Church Youth Groups
Costs and/or resources needed	Volunteer hours to gather youth organizations information and paper/printing supplies for directory
Possible funding sources	TBD

Action 5.2: Identify existing youth programs centered around local foods, both locally and within the region

What this is and why it is important	It is important to understand the current programs available so that they are not duplicated. Seeing a complete list of current youth programs might allow the steering committee to identify additional partner organizations to join projects. The list can also be made available to community members, schools, and others to encourage participation in the programming.
Measures of success	List of youth programs is developed and number of youths participating in programs is tracked over time
Timeframe	0-6 months
Lead	Annie Johnson, April Collins, Extension Office
Supporting cast	Health department, Local Foods, Local Places steering committee, schools, West Central Missouri Community Action Agency

Action 5.2: Identify existing youth programs centered around local foods, both locally and within the region

Costs and/or resources needed	<ul style="list-style-type: none"> • Extension/4H offers “Cooking Matters,” a six-week program that is free; University of Missouri Extension website has other programs available; “Eating from the Garden” program • Volunteer hours to organize and run youth programs • Space to hold programs • Method of advertising programs in the community
Possible funding sources	N/A

Action 5.3: Create a one-on-one youth mentorship program with guidelines

What this is and why it is important	A mentorship program, similar to a Boys and Girls Club, would provide valuable skills to youth and increase their self-sufficiency. It would give a chance for youth who are not currently exposed to healthy and active outdoor activities to get outdoors and be a part of nature. Farmers would more likely be interested in this type of one-on-one mentorship if simple program guidelines are provided.
Measures of success	Number of mentor matches; number of youth participating (5-10 pairs)
Timeframe	6-12 months
Lead	Annie Johnson, April Collins, West Central Missouri Community Action Agency
Supporting cast	Farmers/mentors, University of Missouri Extension, schools, youth organizations
Costs and/or resources needed	<ul style="list-style-type: none"> • Volunteer hours from organizations to set up the program and develop a mentorship guide • Volunteer hours from farmers to serve as mentors • Farming supplies
Possible funding sources	Could use existing CRAFT program in the area

Action 5.4: Create an educational program for youth centered around local foods

What this is and why it is important	A new local foods education program could provide a series of classes and workshops on different food- and health-related topics. It would provide an opportunity for youth to learn important life skills and could also contribute to their overall health. Additionally, there could be opportunities to host a youth farmers market.
Measures of success	<ul style="list-style-type: none"> • Number of new programs created • Schedule of available programs is available for public distribution • Number of participants is tracked over time
Timeframe	12 – 24 months
Lead	Annie Johnson, April Collins, Schools and Mentors
Supporting cast	4H, Caudle Family, Missouri Farm Bureau

Action 5.4: Create an educational program for youth centered around local foods

Costs and/or resources needed	Volunteer hours to create programs and marketing materials
Possible funding sources	Missouri Department of Agriculture (Specialty Crop Funds; Marketing Funds)

Action 5.5: School- and local food-related project/program teams should meet on a regular basis

What this is and why it is important	It is important to collaborate on projects occurring concurrently within the community and pool resources when available.
Measures of success	Regular meeting schedule established
Timeframe	0-6 months
Lead	Annie Johnson, April Collins, Katie Nixon (West Central Community Action Agency), Appleton City schools (Ryan Middleton)
Supporting cast	West Central Missouri Community Action Agency (Katie Nixon)
Costs and/or resources needed	Time only
Possible funding sources	N/A

Downtown Appleton City Design Concept

Ron Batcher, architect for the USDA's Agricultural Marketing Services division, presented a quick conceptual plan that he drew during the workshop that shows the potential for a historic walking trail and streetscape improvements that could help to slow vehicular traffic through Appleton City. Ron's drawing sparked enthusiastic discussion and new ideas.



Figure 6 – Design concept to identify opportunities to revitalize downtown Appleton City through various streetscaping and recreational treatments

Implementation and Next Steps

Three post-workshop conference calls were held during June, July, and August 2017, following the workshop. The calls were held with the Local Foods, Local Places steering committee and a few additional stakeholders whose interest was cultivated during the workshop. They worked to refine the action plan and add clarifying language. Some of the key actions and post-workshop developments included the following:

- Katie Nixon has been in contact with Ron Batcher (USDA AMS Architect) to work on layout for the FARE Center and has received the full design and drawings for the space.
- The West Central Community Action Agency has held funding meetings to explore options for the FARE Center.
- The West Central Community Farm in Appleton City has been planted.
- Show Me Herbs (April Collins) has been doing informal marketing while working to establish and grow her businesses.
- Sheridan Garman-Neeman (Kaysinger Basin) has worked on a regional economic development plan (seven counties), specifically looking toward agricultural business opportunities.
- Sheridan Garman-Neeman gave Appleton City Council members updates about feedback from the Local Foods, Local Places workshop.
- The steering committee continues to meet and established an ongoing, working committee called the Appleton City (AC) Food Coalition that will work to implement and champion these

efforts. Additionally, a new member has been added to the coalition: Patty Cantrell, WC Community Wealth Building Specialist.

- April Collins (Show Me Herbs) has been busy working on a business plan with the help of Ms. Garman-Neeman, bartering with Annie Johnson (produce for herbs), and selling herbs to Jamie Oberly for use in her restaurants.
- Sheridan Garman-Neeman has met with the grant writer for the West Central Missouri Community Action Agency to renew the process of applying for funding for the FARE Center.
- Katie Nixon attended the U.S. EPA Local Foods, Local Places Peer Exchange in Washington DC, where she interacted with over 37+ past and present communities in the program.
- The AC Food Coalition is planning a September community event to release the Local Foods, Local Places Action Plan.
- Patty Cantrell has started a conversation with Agri-Missouri about using their statewide local food directory in a more regional way.

Appendices

- Appendix A – Community Data Profile
- Appendix B – Workshop Participants
- Appendix C – Workshop Photo Album
- Appendix D – Workshop Visioning Exercises and Additional Documentation
- Appendix E – Funding Resources
- Appendix F – References