

Grassroots Organizing 101

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November 19, 2011





Presentation Outline:

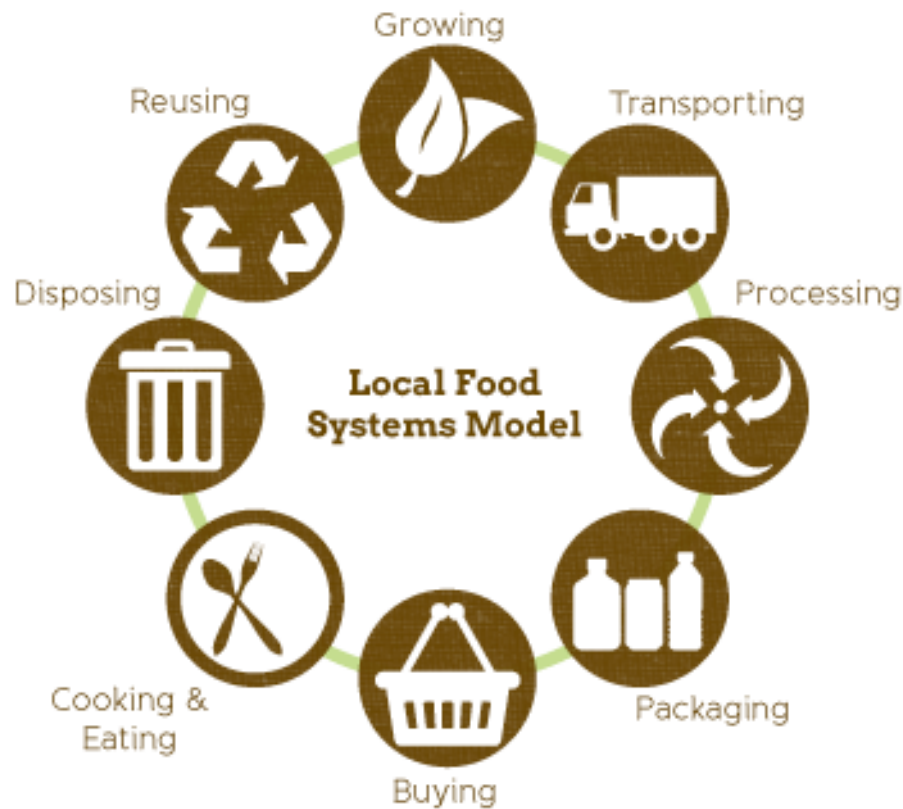
1. Grassroots organizing for a local food system
2. Lessons learned from Douglas County Food Policy Council
3. Lessons learned from Our Local Food

What Is Grassroots Organizing?

- Ordinary people doing extraordinary work to improve the world we live in.
- Recruiting, training and mobilizing people to raise awareness and advocate for positive change.
- Change accomplished through many hardworking people distributing flyers, holding town meetings, going door-to-door
- The single commonality is that grassroots means the work of many toward a mutual goal.
- (-- courtesy of Farm Aid)



The basics of organizing for local and regional food systems:



Joint lesson: Understand individual motivations

- people are joining the movement -- crossing traditional “lines”
- provides basis for partnerships, language and messaging
- can tailor efforts to what people in your community are most interested in (OLF model)



Lessons Learned: Douglas County Food Policy Council

1. Leverage partnerships for maximum impact.
2. Focus on messaging that includes all stakeholders.
3. Go where people already are.

The Douglas County Food Policy Council:

- Established by the County Commission in 2009.
- Works to identify the benefits, challenges and opportunities for a successful food system.
- Represents a wide range of stakeholders in food system.

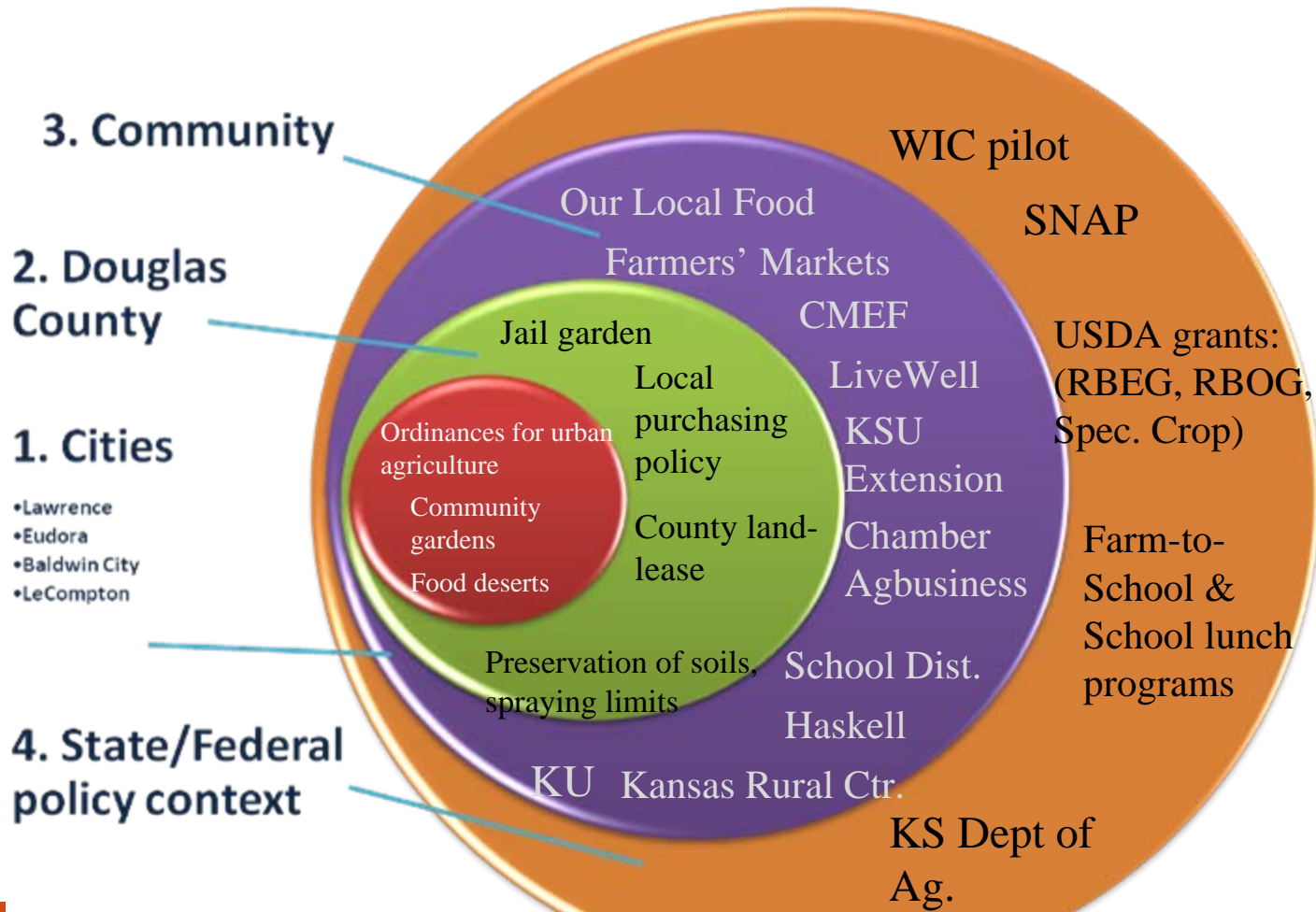


1. Leverage Partnerships.

- Partner with the likely and not-so-likely entities:
 - KSU Extension
 - 4-H
 - Producers
 - Health providers
 - Nutrition advocates
 - Public library
 - Grocery stores
 - Chamber of Commerce
 - Farm Bureau
 - Others?



1. Leverage Partnerships.



2. Language Matters.

- **Economy:** Economic development and entrepreneurial opportunities in local food production = jobs.
- **Wellness:** Improved health outcomes with access to wholesome foods.
- **Environment:** Improved environmental quality.
- **Equity:** Increased access to healthy food for all residents, regardless of income.



2. Language Matters.

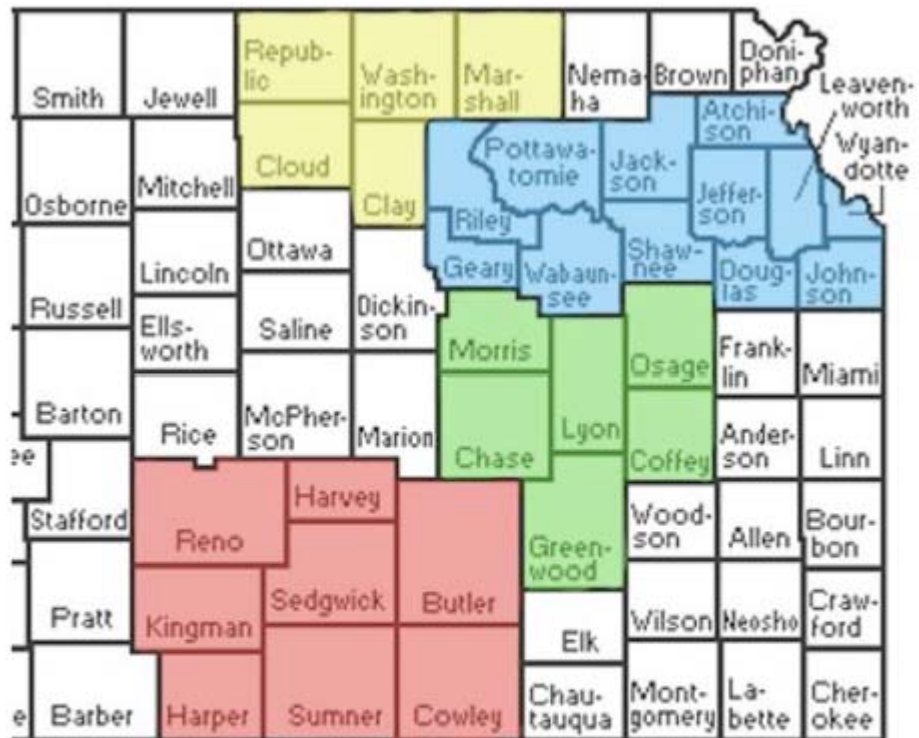
- “Traditional” Agriculture
- “Hobby” Farming
- Food Sovereignty



3. Meet People Where They're At:



Our Local Food



Blue: Kaw River Valley Chapter

Red: South Central Chapter

Green: Twin Rivers Chapter

Yellow: Independent Buy Fresh North Central

Lessons Learned: Our Local Food

- 4. Choose something achievable.
- 5. Ask for help -- money, manpower, in-kind or other -- to build durable coalitions.



4. Choose something from this list

- farm tours
- local food meals
- feasts
- film screenings
- speakers
- classes/how-to's
- farmers markets
- local food challenge
- "Tweet-Ups"
- expo's
- cook-offs/contests



Think your salsa is the best? Bring it to the Riley County Fair on Saturday, July 23 from 10:00 a.m. to 11:00 a.m. and find out.

Contest Rules:

1. Limit one entry per person.
2. Recipe must include at least 2 fresh ingredients grown locally in Kansas.
3. All entries must be made fresh and brought in standard pint canning jars.
4. Salsa MUST be refrigerated at all times, including transportation to the fair. If salsa feels warm, it will not be accepted.
5. Recipe is required.

Sponsored by:



www.ourlocalfoods.org

The Kask River Valley Chapter encompasses Atchison, Douglas, Geary, Jackson, Jefferson, Johnson, Leavenworth, Pottawatomie, Riley, Shawnee, Wabasha, and Wyandotte counties.

Call 785-537-6350 for more information, or go to: www.rileycountyfair.com



4. Choose something achievable

- baby steps are okay
- planning step 1: what is your objective? awareness, fundraising, other?
- create budget + timeline
- have a point person for each part of planning
- don't forget promotion / media

Manhattan: Local Food Feast

- Carol Barta, co-organizer
(photos courtesy of Odin Olson: OdinOPics@gmail.com (785)236-0495)



Wichita area -- OLF South Central

- Janzen Family Farms
Potluck Picnic
and Farm Tour



- Old Town Farmers Market
Iron Chef Competition



- Our Local Food Local Connections Workshop



Emporia area -- OLF Twin Rivers

- Grilling at the Market with the Barbecue Queens



- Flint Hills Tech Sustainability Fair



- Tomato and Pepper Tastings, Emporia Farmers Market



6. Ask for help -- money, manpower, in-kind or other

- Creative venue options
- Volunteers -- # per group
- In-kind matches: i.e. manpower time
- Donations: supplies, bottled water, shopping bags
- Discounts: t-shirt printing, printing, signs, tents
- Social media, list-sharing, publicity -- instead of paid advertising
- Other tips: support local businesses; beware relying on farmers to donate!
- Bonus: build stronger coalitions!



Recap:

keys to successful organizing

- First: Understand individual motivations.
- 1. Leverage partnerships for maximum impact.
- 2. Focus on messaging that includes all stakeholders.
- 3. Go where people already are.
- 4. Choose something achievable.
- 5. Ask for help -- money, manpower, in-kind or other -- to build durable coalitions.

