

GFCLA  
You get what you measure exercise notes  
March 13, 2014

I will know that:

1) Healthy food is available, accessible and affordable to all Lewiston Auburn residents when...

\*\* More institutions in L/A make policy changes/commitments to increase purchase and offering of healthy, local foods

\*\* Increase in retail stores offering culturally appropriate, healthy foods

2) Lewiston Auburn residents have healthy food knowledge and skills when...

\*\* Increased enrollment and availability of nutrition ed programs for all ages

- Increased demand indicates knowledge and skills
  - Restaurants, institutions, grocery
- Income and affordability - not purchased = pantry
- Assumption: knowledge and skills increase consumption of good food
- Breaking the cycle
- Nutrition ed is at the top of pyramid: highest effort, fewest people
- "easy and fun"
- Embed into other programs
- Stimulate demand
- People feel "foodie" or not
- Uniting and empowering
- Focus on the base of the pyramid
- Fun facts about nutrition
- What's in season
- Gaps but lots of groups doing awareness
- Farmer guests a supermarkets
- Get to know your farmer
- How to reach the store owners, institutions, get them to set local food goals
- Those who do as success stories
- Prepare – need to understand first, what are the challenges, opportunities
- Aggregation, cost
- Support food hub project
- Meet the buyers – farmers and institutional buyers like Oxford County
- Education, logistics and realism
- Support legislation to provide \$ to schools to buy
- What is happening w/nutrition ed, is it a lot? Is it underutilized? Can we help get the word out?
- Increase demand at personal choice level – start here
- Crown of Maine.
- Are we ready to decide? More opportunity to identify opportunities
- If choose, a 6 month timeline – not endless

- YCC, increasing variety in school lunches
- Intersection of personal and institutional
- Support other projects
- Increase awareness about the council
- Policy – support legislation
- Presentations to other groups

I will know that healthy food is accessible, affordable, available when...



