

A New Model for Mason County:





**LAKESHORE FOOD
CLUB**

What is the Food Club?

Non-profit income-based grocery store providing choice and access to healthy food



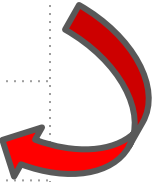
How It Works

- \$10 = 30 day membership
- Points based on household size
 - 60 for 1 person
 - 150 points for 7+ people
- Membership = access to nutrition & health education workshops & trainings



How It Works

Baby Food	1 point		Lunchmeat	4 points
Beans	1 point		Milk (gallon)	6 points
Bread	2 points		Peanut butter	4 points
Can/frozen/fresh fruit	1 point		Prepared meals	3 points
Can/frozen/fresh veggies	1 point		Snacks	4 points
Eggs	3 points		Yogurt (4 pack)	2 points
Condiments	2 points		Frozen meat	6 points
Juice (large)	4 points		Non-food items	0 points



Why a Food Club?

Membership Model

- ↓ stigmas and ↑ sense of responsibility and self-esteem
- Small fee ↑ sense of dignity by contributing toward one's own needs
- Conveniently choose own food

What We Know

- Stats: Oct. 2017 - August 2018
 - Fresh/frozen/canned fruit items: 27,700+
 - Fresh/frozen/canned vegetables: 32,400+
 - 91.4% consume more fruits/veggies
 - 78.2% understand more about healthy eating



Access to Nutrition & Health Education

Workshops & Classes for LFC Members & the Community

- Gardening Classes
- Food Preservation Classes
- Cooking & Nutrition Classes



Increase Nutritious Food Choices

- Dried Bean Demonstration
- Grow A Row Campaign
- Taste Test Demo



A vibrant collage of various fresh vegetables including bell peppers, tomatoes, cucumbers, onions, garlic, and potatoes. The text "Mason County Food Council" is overlaid in the center in a large, bold, black font.

Mason County Food Council



Executive Committee

Food Council

Tobacco Work Group

Food-Focused
Network

Accessibility

Education

Support Group

How did we get here?



A Food Council, huh?

Inspiration:

Lake County Community Food Council

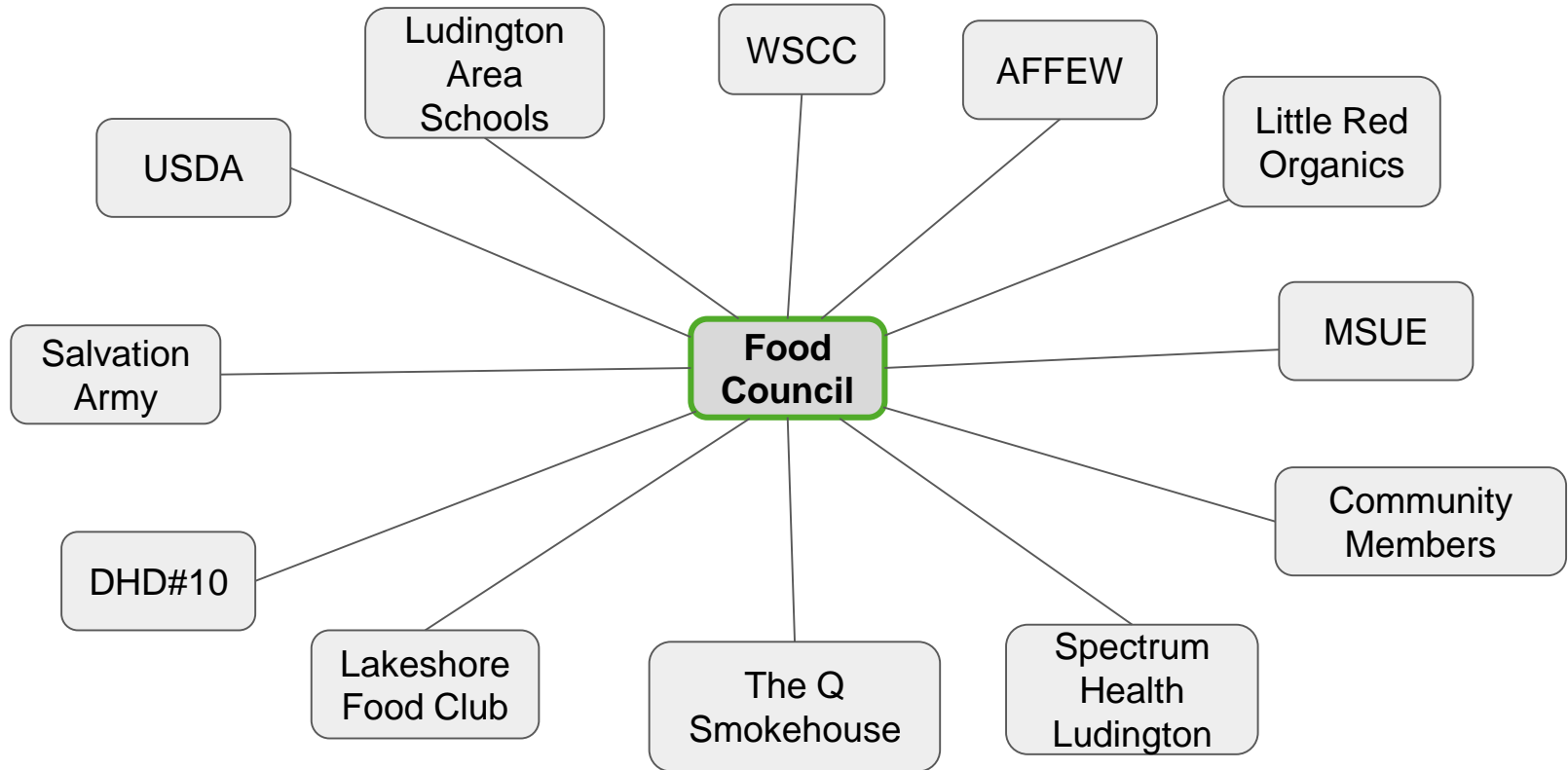
Random Google Searches

Local Foodies

Find your
champions!



Gather the People!



Meeting Breakdown

- **June meeting**
 - First meeting
 - Consensus workshop
- **July meeting**
 - Review food focused community needs assessment data
 - Prioritize goals and created mission statement
- **August meeting**
 - Prioritized strategies/efforts
 - Formed objectives



Meeting #1 (June)

What do you want the Food Council of Mason County to accomplish?

Question: What would you like to see the Food Council of Mason County accomplish?

Create Hands on Food Education Opportunities	Generate Food Accessibility	Support and Expand Public Food Spaces	Identify Food Focused Needs and Resources	Address Food Waste	Engage the Community
<p>Food/Agriculture Curriculum in Schools</p> <p>Food Literacy</p> <p>Adult Food Education</p> <p>Youth Food Education</p> <p>Food Preservation Classes/Education</p> <p>Food Transparency – Locality, Nutritional Value (Restaurants)</p> <p>Cooking Classes for Special Diets</p> <p>Medicinal Benefits of Food</p>	<p>Food HUB</p> <p>Food Accessibility</p> <p>Distribution and Transportation Issues</p> <p>No One Goes Hungry</p>	<p>Enlarge/Enhance Community Gardens (canning classes, school gardens, farm to school)</p> <p>Edible Landscaping</p>	<p>Grant Writing Support</p> <p>Awareness of Resources – Create Inventory</p> <p>Food Focused Community Needs Assessment (include youth)</p> <p>Large Capacity Freezers (freeze excess crops, gleaning opportunities)</p>	<p>Make Sharing Easier (liability issues)</p> <p>Food Sustainability/Food Waste</p> <p>Compost</p> <p>Closed Loop Food System</p> <p>Food Waste, Food Access, Food Education</p> <p>Change the Lingo in Schools (landfills vs trash)</p>	<p>Outreach (social media, promotion)</p> <p>Engage Families</p> <p>Youth – Food Scarcity, Risky Behavior, Youth Involvement</p> <p>Cooperative Programing</p> <p>Strong Partnerships</p> <p>Create Social Eating Opportunities</p> <p>Include Diverse Populations</p> <p>SNAP + DUFB at Farmers Markets</p>

Canning Classes					
Food Safety					
Educational Tools (tower gardens, school gardens)					
Fish and Wild Game for Food (classes, donations)					
Students Grow and Prepare Own Food					
Gardening Education for Working People					
Farm to School Opportunities					

Mission Statement

To be a unified force in developing intentional, positive strategies for a healthy, affordable, equitable food system that nourishes our community and respects the environment.

Goals:

1. Create and expand food focused networks in Mason County.
2. Increase food accessibility in Mason County.
3. Engage the community on food focused efforts in Mason County.

Meeting #1 (August)

Goal 1:					
Objective 1:					
Strategies	Activities	Lead Person or Partner	Timeframe: start/finish	Date Accomplished	Output/Measure

Goal 2:					
Objective 1:					
Strategies	Activities	Lead Person or Partner	Timeframe: start/finish	Date Accomplished	Output/Measure

Goal 3:					
Objective 1:					
Strategies	Activities	Lead Person or Partner	Timeframe: start/finish	Date Accomplished	Output/Measure

Objectives

- Objective 1.1: By September 2020, LiveWell Mason Food Council will expand their outreach platform from 0 to 15 outlets.
 - Profile success stories and others utilizing a website and blog.
 - Create directory/platform of organizations, classes, resources, activities and events.
 - Partner with Food for Thought event.
- Objective 1.2: By September 2020, create and implement comprehensive food focused community health needs assessment.
 - Access community needs across all sectors within Mason County.
- Objective 2: By September 2020, increase Mason County's food accessibility score from ___ to ___ (values to be determined). Increase number of families utilizing resources and programs. Increase and expand community gardens in Mason County. Increase distribution and transportation.
- Objective 3: By September 2020, develop and offer standardized nutrition and food literacy education two times a year throughout the community. Youth Education Family Engagement Medicinal benefits of food

Challenges and Barriers

- Keep an open mind
- Find neutral facilitators (with time)
- Finding your people
- Community burnout
- Funding
- Keep Going!!



What's Next:

- Finalize action plan.
- Selection of officers.
- Create media space on LiveWell website.
- Seek funding sources.
- Keep calm and carry on!



Questions?

Next Meeting: September 24th @ 1:00 pm
(Lakeshore Resource Network)

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