

Goal: Every Bridgeport resident has easy access to, skills to prepare, and desire to consume healthy, mostly local, foods. Bridgeport food access is driven by Bridgeport residents and opportunities for livable wage job creation for Bridgeport residents.

Area of focus	Who	Short Term Outcomes (This year)	Total cost	Available Funds	Long Term Outcomes (5 years)
Farmer's Market & Mobile Markets	Wholesome Wave –runs 2 farmer's markets	<ul style="list-style-type: none"> Link to existing SNAP Education Providers to increase SNAP participation. Link Bridgeport Farmer's Markets to standardize branding, marketing and outreach efforts. Develop Bridgeport plan development for mobile market wholesale/retail pilot and evaluate for sustainability. Find short term program funding to support doubling efforts and nutrition education. 	Doubling - \$40,000	(\$0)	<ul style="list-style-type: none"> Outreach to SNAP efforts to increase use to 20% of sales. Promote year-round living wage job creation. Develop sustainability plan for farmer's markets and interconnect with the other focus areas
	BDHSS- runs 2 farmer's markets with WW support		Marketing (\$2,000)	(\$2,000)	
	DSSD – runs downtown market		Staffing (\$27,000)	(\$27,000)	
	Black Rock /St Ann's – new 2014 market				
	Veterans Memorial Park – run by farmer				
GVI market boxes- sells boxes at Reservoir Farm					
Healthy Corner Stores	BDHSS – looking to rework 2-3 stores (perhaps 3 more)	<ul style="list-style-type: none"> Turn 3 stores into healthy corner stores and evaluate effectiveness Provide assistance to corner store owners: <ul style="list-style-type: none"> Infrastructure Tech Assistance Staffing Cmty Outreach Aesthetic improvements Coordinate with a food distributor Utilize a before and after survey, report Provide food handling training course for new employees Coupon incentive to track consumer produce purchases 	For 3 Stores (\$45,000)	(\$4,000)	<ul style="list-style-type: none"> Local food links to 20% (summer) 10%() availability foods. 3 Initial stores are implemented and sustained Ordinance to create new fund to support their efforts 25 stores in 5 years Create neighborhood jobs for youth 16-24 Form a healthy store association to purchase food collectively Create a vendor booklet to help in purchasing items based on community needs/demand City pilots low interest loans under CBGE Website on how to join healthy store initiative Develop sustainability plan for Healthy Corner
	GBCOC - providing support to initiative				

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	<p>Cicarelli Mobile Market – could source local produce for corner stores as part of business plan.</p> <p>ACHIEVE/ CT DPH</p>	<ul style="list-style-type: none"> Marketing- CT POST, Mayor Website, library, high schools 			Stores and interconnect with the other focus areas
Urban Agriculture	<p>Urban Roots – runs *** community gardens throughout city.</p> <p>Heroes Village</p> <p>Nutrition Center</p> <p>Aquaculture</p> <p>Green Village Initiative –building gardens in</p>	<ul style="list-style-type: none"> Raise public awareness on gardening initiatives Increase community awareness about where, how, what to engage in gardening (community gardens, school gardens, backyard gardening...) <ul style="list-style-type: none"> Put up signage on all community gardens with how to participate, who to contact Spring-summer community outreach + education effort through cross-promotion (all of the tactics we talked 	<p>Signage (\$2,000)</p> <p>Printing (\$1,000)</p> <p>Staffing /supplies (\$20,000)</p>	<p>(\$0)</p> <p>(\$1000)</p> <p>(\$20,000)</p>	<ul style="list-style-type: none"> Engage interested students in the vocational pathway through gardening work Work towards a community buying group to get things like soil, mulch, etc for a better price Or partner with a garden supply club/seed company, etc to get donations Website showing where community gardens are and ability to sign up for a plot or to volunteer (Christina)

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	every Bridgeport School Community garden group UCONN – education in schools re: 4H operates community gardens	about before, plus Cooking Matters, SCSU event on April 26th, farm stands) <ul style="list-style-type: none"> o City-wide "start your garden" event (use community gardens as central resource for people to learn how to start their gardens, connect each CG with a master gardener)" <ul style="list-style-type: none"> • Building collaborations/alignment among existing gardening groups through this FPC sub-group. Link to existing resources to link local businesses to food productions throughout Bpt: <ul style="list-style-type: none"> o Food Corp o School Garden Resource Center o Boot Camp Farmers o Food Digester o PIVOT Ministries 			<ul style="list-style-type: none"> • Permanent funding source/identification of way for community gardens to be financially self-sustainable (Christina) • Urban Gardening CT Resource Toolkit for Bridgeport • Have a working established partnership with Business Developers • Develop sustainability plan for Urban Agriculture and interconnect with the other focus areas
Recapture food waste	GBCOC PT Partners Food digester Community Plates	<ul style="list-style-type: none"> • Gleaning from grocery stores for food co-op model at Pt Partners (9/01/2014) • Recruit Community Plates' volunteers and launch effort with new food guidelines (Fall 2014) • Link community gardens to food pantries to donate produce; post information in all gardens (Summer 2014) 			<ul style="list-style-type: none"> • Gleaning seconds in collaboration with mobile markets- work on business plan with student group • Encourage composting with big producers
Education	Get Healthy CT BDHSS Food Day Food Service Corps Cooking Matters (All partnered colleges)				<ul style="list-style-type: none"> • Buying Local • Curriculum Tool (PT Partners & United Congressional • Cost Effectiveness growing own food • WIC/SNAP/FOOD PANTRY Budgeting Workshop

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