

Equitable Food Oriented Development (EFOD) Stakeholder Work Group – Grant Subcommittee

Electronic meeting held during state of emergency due to novel coronavirus (COVID-19)

August 12, 2020
10:00 a.m. – 12:30 p.m.

AGENDA

10:00 a.m. Grant Making Decisions Discussion

- **Available Funding**
Jewel Bronaugh, Commissioner of Agriculture and Consumer Services

- **EFOD Self-Assessment and Criteria**
Jennifer Perkins, Office of Agriculture and Forestry Development, VDACS

- **Grant Considerations**
Jewel Bronaugh and Jennifer Perkins
 - Program Development
 - Eligibility of Applicants
 - Grant Administration

- **Next Steps**
 - Finalize grant proposal and funding rubric and prepare to present to full work group
 - Next Subcommittee meeting – Thursday, August 27

12:00 p.m. Public Comment Period

12:30 p.m. Adjourn

PUBLIC PARTICIPATION

Members of the public may listen to the meeting via the Cisco WebEx platform using the link, access code, and password below.

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Should any interruption of the broadcast of this meeting occur, please call (804) 382-6305 or email Anna.Seymour@vdacs.virginia.gov to notify the agency. Any interruption in the broadcast of the meeting shall result in the suspension of action at the meeting until repairs are made and public access is restored.

10. If there were any presentations (PowerPoint, etc.), were you able to hear and see them?

Poorly
1 2 3 4 5
Clearly

COMMENT _____

11. Were the members as attentive and did they participate as much as you would have expected?

Less
1 2 3 4 5
More

COMMENT _____

12. Were there differences you noticed in how the members interacted?

With the other members present:

Very Different
1 2 3 4 5
No Difference

With members participating from other locations:

Very Different
1 2 3 4 5
No Difference

With the public:

Very Different
1 2 3 4 5
No Difference

COMMENT _____

13. Did you feel the technology was a help or a hindrance?

Hindered
1 2 3 4 5
Helped

COMMENT _____

14. How would you rate the overall quality of this meeting?

Poor
1 2 3 4 5
Excellent

COMMENT _____

THANK YOU. Please send your completed form by mail, facsimile or electronic mail to the FOIA Council using the following contact information:

Virginia Freedom of Information Advisory Council
General Assembly Building, Second Floor
201 North 9th Street, Richmond, Virginia 23219
foiacouncil@dls.virginia.gov/Fax: 804-371-8705/Tele: 866-448-4100

Potential Considerations for the Virginia Food Access Investment Fund and Program (VFAIF)

Program Development:

- What is the goal of the fund and program?
- How do we identify “underserved” and “marginalized” audiences?
 - (Ex: geography, income designation, census track, poverty rates)
- Will there be prioritized locations or communities?
- What types of eligible businesses or projects should be considered?
- What types of projects should not be considered?
- What is the role of the work group in community engagement, outreach and marketing?

Grant Administration

- Rolling applications vs grant rounds
- Grant award amount
- Accountability for unsuccessful grant projects
- Grant period
- Metrics to define success

Applicant Eligibility:

- Should there be a percentage requirement of fresh food sourced from Virginia?
- How do we determine what types of businesses to take a risk on?
- Should there be a portfolio requirement for applicants?
- Should there be a presentation requirement for applicants?
- Should there be a wage requirement for employees?
- Provide a path to sustainability



Equitable Food Oriented Development (EFOD) Sub-Committee Meeting

Wednesday, May 12, 2020

Jennifer Perkins, Office of Agriculture and Forestry Development
Jewel Bronaugh, VDACS Commissioner



EFOD Sub-Committee Meeting
Wednesday, August 12, 2020
10:00 a.m. - 12:30 p.m.

AGENDA

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- **EFOD Self-Assessment and Criteria** - Jennifer Perkins, Office of Agriculture and Forestry Development
- **Grant Considerations** – Jewel Bronaugh & Jennifer Perkins
 - Program Development
 - Eligibility of Applicants
 - Grant Administration
- **Next Steps – Jewel Bronaugh**
 - Finalize grant proposal and funding rubric and prepare to present to full work group
 - Next Sub-committee Meeting – Thursday, August 27th

12:00 p.m. Public Comment Period

EFOD Stakeholder Work Group Subcommittee Members

Delegate Delores
McQuinn
District 70

Amy Rose Foll
Spotted Pig Holler
and Virginia Free
Farm

Chad Martin
Vice Mayor,
Martinsville, VA

Chelsi Bennett
VA Government
Relations Director,
American Heart
Association

Dr. Patricia Gould-
Champ
Assistant Professor,
VUU

Elizabeth Borst
Executive
Director, Virginia
Community Food
Connections

Jeanette Abi-
Nader
Director, Cultivate
Charlottesville

Norm Gold
President,
The Market at 25th

Shantell Bingham
Food Justice
Network Program
Director, Cultivate
Charlottesville

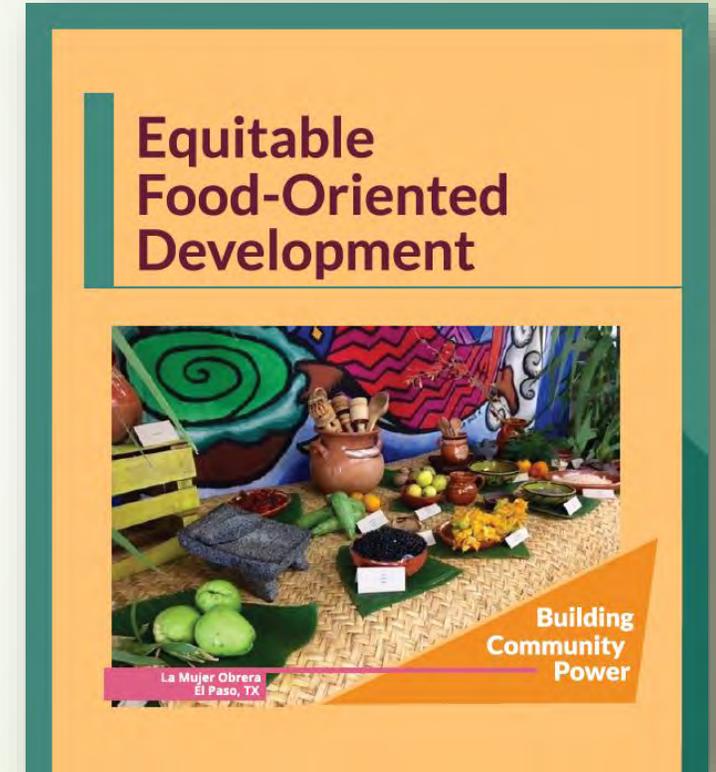
Michael Carter
Farmer,
Black Church
Food Security
Network

Equitable Food-Oriented Development

- A development strategy that uses food and agriculture to create economic opportunities, healthy communities, and explicitly seeks to build community assets, pride, and power by and with historically marginalized communities.

Key Considerations:

- Primarily focused on underserved and historically marginalized communities
- BIPOC (Black, Indigenous and People of Color) owned businesses and establishments are priority
- Community engagement is a core piece of the evaluation process



EFOD Criteria

	INDICATORS OF EFOD	CONTRADICTION OF EFOD
Equity- and justice-first	Equity & justice are part of mission, unapologetically represent a historically marginalized community, clearly working on systems change, power change & accountability in operations; ongoing commitment to teaching/including larger transformation; involved in other organizing, advocacy, or policy work – it's not just about food	Language and mission is general or just development or food related (i.e. "all lives matter"); community transformation is an intention but not yet in practice
Place- and People-based	Embedded in a community or regional network with strong community identity; prioritize culture and artistic and cultural expression; a history of work in this community; leadership has historical connection to social justice in that community	Not connected to community; national or regional without accountability to particular community with distinct identity
Use market-based/ business strategies	Developing new markets and enterprises, creating real economic opportunities, sustainable	Exclusively education, policy, or awareness building; no direct service programming; solely community gardens, no sales or marketing aspect
Community leadership development/ community organizing	Board of Directors and top leadership is representative of the community organization serves, often People of Color-led; work is by & for community members; critical convener role in development projects, serving to maintain community sovereignty, local/county planning involvement	Community served has no real power, decision-making, living-wage jobs in organization
Community ownership	Building community-member assets, equity. often uses alternative economic structures and decision-making processes so community members can have ownership (i.e. co-ops); representative board membership	Outside capital, business owned by outside institutions or people; primarily job creation or training

EFOD Organizational Self-Assessment

Use this form to assess your organization's alignment with the criteria for Equitable Food Oriented Development. This is meant to be a tool for learning and reflection, and not to discredit the work of any organization or group. To find out more about EFOD, or the criteria, visit www.efod.org, where you can read our brown paper.

Note that responses will not be collected; if you are curious to learn more or discuss your assessment, please reach out to trisha@dalsaenterprises.com.

Is the work of your organization **EQUITY- AND JUSTICE-FIRST**?

How much does your work aim to dismantle historic inequities? Is there a connection to local organizing? Does your organization or business coordinate with other systemic actors? How transformative is the vision of your work?

- Our work's focus is food: accessibility and health/the nutritional value of food.
- Our work's focus is on "food systems, without any mention of disparities in impact. Our work has developed trusting relationships with local governmental institutions. Our work has yet to engage with connected systemic actors.
- We advocate for community involvement in development and understand and apply knowledge of historic marginalization. Our work involves organizers on staff, or staff whose responsibilities include organizing.

Is the work of your organization **PLACE- AND PEOPLE-BASED**?

How connected is your organization to a specific community? How long has it been active in that community? Does the organization respect and build on all aspects of that community's cultural expression?

- We are a national or large-regional organization. New organization or program.
- We have had only one cohort so far. Our accomplishments are aspirational (i.e. no documented successes yet).
- We represent a specific community and reference the culture and pride connected to that community; we organize and/or participate in events that celebrate that culture. Our organization has a history of community involvement leading up to the organization's founding.

Does the work of your organization **USE MARKET-BASED AND BUSINESS STRATEGIES**?

Is your organization actively creating economic opportunity? How much does your work or programming reflect the challenges community businesses face? How aware is the organization of the inherent inequities in capitalism, and how much are you doing to mitigate those?

-  We are a business or commercial kitchen incubator, or workforce development/training program. We do not provide or partner with wraparound services or other community connections, and our work does not include youth development.
-  We are an organization-owned enterprise(s). We provide a pipeline to small business development agencies.
-  We offer enterprise development programming with a goal of supporting community-owned businesses, offering intermediary lending or capital support. Savvy about program funding and/or self-funded. In-house & long-term culturally-relevant technical assistance. We use non conventional business models.

Is the work of your organization **COMMUNITY-LED**?

How engaged are community members in the organization's work? How much organizational decision-making power do community members have?

-  We have limited or no opportunities for community participation in programming or decision-making.
-  We plan to transition leadership over time to be more reflective of our community. There may be additional opportunities for community participation, and we have a documented history of community engagement.
-  Our Board of Directors and top leadership are representative of the community that our organization has served since founding. Programming includes leadership development, and is effectively co-designed.

Is the work of your organization COMMUNITY-OWNED?

What type of capital is created, and who benefits from that capital? Is there a liberatory or consciousness-changing aspect to business development programming? How much emphasis is placed on broadly-defined community resilience?

- We rely heavily on volunteer labor and our focus is on attracting outside capital, investors, patrons, etc.
- Our work is based on an externally-created market study or needs assessment, and includes community meetings, forums, or charrettes as community-facing opportunities.
- We are committed to building community assets and/or equity and/or ownership. We utilize or promote a cooperative ownership model. The community is motivated to participate because there is a sense of ownership. Business development is tied to larger ideas of community ownership (i.e. mindset). Professionals only serve in consultative and supportive roles.

Thank you!

We hope this has been a useful and informative exercise for you and your organization.

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Potential Considerations cont.

Grant Administration

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Potential Considerations cont.

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- ▶ Should there be a presentation requirement for applicants?
- ▶ Should there be a wage requirement for employees?
- ▶ How do we provide a path to sustainability?