



Friday March 9, 2018  
12:00-1:00 PM EST

***Walking the Path towards Community Ownership:  
Lessons from the D.C. Food System***

**CFN Webinar Featuring:**

**dcgreens**

**Resource Experts**

**Lauren Shweder Biel** *Executive Director & Co-founder*

**Asha Carter** *Community Engagement Specialist & CFN Steering Team member*

**Mary Alice Reilly** *Volunteer Coordinator*

**Dominique Hazzard** *Community Engagement Specialist*

**QUESTIONS ASKED DURING THE WEBINAR**

**Funding & Compensation**

1. How is Produce Plus funded?
2. Curious how produce checks are funded?
3. Are volunteers compensated or paid in any way?
4. I'm super interested in this idea of customer volunteers, and it sounds like it's working really well, but it seems to fly in the face of a lot that I've learned recently about compensating people for their time--do you find that customer volunteers want to get paid for their time? How do you ensure that they feel appreciated and acknowledged for their work if your not paying them?
5. Where do you get the funding to pay market champions? Have you faced challenges in getting funding for these positions? Any tips on making the case to funders that they should fund these types of positions?
6. Wondering how you determine how much to compensate the champions.
7. How and when does compensation take place?
8. How is the PP check cashed/used and how do the farmers redeem the value they receive? Through DC Greens or the Farmers Market?
9. Do other cities fund similar Produce Plus programs? Curious if those are mostly large cities...



## **Trainings & Resources**

1. It's fantastic that all staff do anti-racism trainings. Have you been able to engage the farmers' market managers and vendors in any of that work as well? How have existing markets received the new customers coming to the market through Produce Plus inreach?
2. Is the community leader training curriculum available to other organizations? Would love to create something for our program.
3. Would love to hear more about any other resources you've come across that are also applicable to other settings? (like cstores, supermarkets, etc)
4. What about videos from you all? This would be helpful for community members.
5. Fantastic presentation! Can you share the information (consultant, curriculum) for the training you plan to hold for farmers market managers and vendors this season? I'd love to bring it to our Ag. Marketing Specialist who holds trainings for farmers market managers in PG.
6. Who is your anti-racism contractor?

## **Technical & Logistical**

1. Does Produce Plus have an impact on FMNP redemption rates? How does DC FMNP redemption rate compare to national rate?
2. What percentage of purchasers with Market Champions and FM Brigade are EBT recipients?
3. What's the rationale for produce plus with the mandatory requirement for volunteers, Can't the staff do the same thing?
4. Is your advocacy work done as a 501c3?
5. How long has the leadership program been going? Will it be ongoing?
6. Are you all looking to replicate your model?
7. Do you plan another Grocery walk this Fall?
8. Are there other farmers market benefits programs in DC (such as snap matching/double up bucks or FMNP)? If so, how do you educate customers about the different programs available?

## **Evaluation**



1. It sounds like DC Greens has been successful at supporting significant leadership roles for community members in your programs. Have community members been involved in planning and evaluating DC Greens' program? If so, can you describe this?
2. I appreciate the presentation - what a great organization! In terms of evaluation being beyond just traditional metrics, has your organization used / encountered the Principle-Focused Evaluation model, which is geared towards the systems change efforts your team described?

### **Change processes**

1. How have efforts toward community ownership of programs been received by existing markets and vendors? What kind of farmers' market coalition already existed? How do do ambassadors communicate with customers?
2. Some people on the lower rungs of our organization, which works on market-based food access programs, are hoping to move towards a more community-based model, but we're having trouble getting leadership and donors on board, especially for the stipends and wages we'd like to give to ambassadors/champions. Do you have advice on how to get higher-ups on board?
3. What were the biggest barriers in getting community residents to trust your organization and work?
4. Thank you! I'm working on the Healthy Incentives Program in MA, which has brought thousands of new customers to markets. Vendors have complained that their previous (cash) customers have left because of long lines and cultural differences. Has that happened in DC?
5. Looking forward it! Joining to get some insight as the District moves to enact the Urban Farming and Food Security Act, in particular, the process by which the Government makes public property available for Urban Agriculture uses.
6. What about funders?

