

2018 Homegrown Minneapolis Highlights



Homegrown Minneapolis
healthy food. healthy city.

Homegrown Minneapolis is a City-Community partnership started in December 2008 by the City of Minneapolis to expand the community's ability to grow, process, distribute, eat and compost more healthy, sustainable, locally grown foods.

Food system snapshots

>300 community gardens, market gardens and urban farms

187 food trucks

29 farmers markets

3 mobile grocery stores

5 incubator kitchens

369 backyard chicken coops

123 beekeepers

7 food retail co-ops

46% of residents participated in organics recycling

4,400+ tons of organics collected



Increased access to fresh, healthy food through policy and partnership success

- Supported successful adoption of Minneapolis Park and Recreation Board Community Garden Policy.
- Supported successful adoption of Minneapolis Staple Foods Ordinance Amendments.
- Supported successful inclusion of Minneapolis 2040 Comprehensive Plan food and agriculture-related content.
- Supported successful adoption of amendments to the Mobile Food Stores Ordinance.
- Hosted Community Supported Agriculture (CSA) program for City employees in partnership with two local farms and City of Minneapolis Employee Wellness Committee.
- Co-led wellness walks for 117 City employees to four downtown farmers markets in partnership with City of Minneapolis Employee Wellness Committee.
- Leased 58 vacant City-owned lots for community and market gardens, in partnership with Minneapolis Community Planning and Economic Development (CPED) and Public Works Departments.
- Conducted garden sponsor outreach and site visits to City lots in partnership with Minneapolis Community Planning and Economic Development (CPED) and Neighborhood and Community Relations (NCR) Departments.
- Supported garden plot referrals in partnership with Gardening Matters.

Supported food business development and Farmers Markets of Minneapolis

- Launched new website on behalf of all of the 29 farmers markets operating in Minneapolis in partnership with Health Department, supported by the Statewide Health Improvement Partnership. Visit www.farmersmarketsofmpls.org.
- Activated support for Farmers Markets of Minneapolis through a marketing campaign supported by City of Minneapolis Great Streets.
 - Implemented social media campaign for Farmers Markets of Minneapolis, resulting in increase in followers to >6,000 and hundreds of thousands reached through posts.
 - Launched ad campaign on multiple local radio stations and a citywide bus shelter marketing campaign for the Farmers Markets of Minneapolis.
- Distributed 5,000 "Homegrown Minneapolis edition" copies of the 2018 Minnesota Grown directory, in partnership with Minnesota Department of Agriculture.
- Hosted First Taste media event with Farmers Markets of Minneapolis.
- Supported engagement of more than 25 farmers markets in collection of vendor, customer and market manager surveys and released 2016-17 metrics report in partnership with University of Minnesota Department of Applied Economics.
- Co-hosted fall Regional Market Manager Forum in partnership with Farmers Markets of Minneapolis and University of Minnesota.
- Co-hosted capacity building trainings for farmers market vendors and managers on MN Cottage Food Law and food safety, food business finance and Farmers Market Nutrition Program certification.

Improved the environment for pollinators, plants and people

- Distributed more than 1,000 wildflower seed balls at more than 25 farmers markets in honor of Pollinator Week in partnership with Minneapolis Environmental Health.
- Distributed more than 1,000 seed packets to community gardeners.
- Distributed more than 80 Garden-in-a-Box kits with soil, compost and plants to community gardens on City lots in partnership with Health Department and Minnesota State Horticultural Society, through support from Statewide Health Improvement Partnership.
- Distributed more than \$10,000 of tools and equipment to community gardens on City lots in partnership with Minneapolis Health Department, through support from Statewide Health Improvement Partnership.
- Partnered with Minneapolis Solid Waste and Recycling to distribute 412 cubic yards of free and low cost compost to 52 community gardens.
- Supported successful passage of Hennepin County Recycling Ordinance amendment.

Shared information and received recognition about local food systems efforts

- Received University of Minnesota Local Government Innovation Award for Farmers Markets of Minneapolis collaborative.
- Presented information about the Farmers Markets of Minneapolis collaborative and Homegrown Minneapolis at the Minnesota Farmers Market Association, Urban Food Systems Symposium, and Place-Based Food Systems Conferences and through a Sustainable City Network webinar.
- Distributed monthly e-newsletter to more than 3,800 subscribers.
- Hosted a Food Policy Forum with more than 100 attendees.
- Welcomed more than 110 community members at monthly Food Council meetings.

minneapolismn.gov/homegrown

2018 Food Council members include:

Alyssa Banks • Amy Maas • Beth Dooley • Caroline Devany • Dana Boyer • Deb Brister • DeVon Nolen (Co-Chair) • Ellen Kennedy • Heidi Ritchie • Jaime Harris • Jason Walker • Kate Seybold • Kim Havey • Kristen Klingler • Latasha Powell (Co-Chair) • Mai Yang • Mary Vorndran
Council Member Phillippe Cunningham • Rachele Pass • Rogue Farmer • Sophie Wallerstedt • Suado Abdi • Zainab Youngmark

Staff: Tamara Downs Schwei, Food Policy/Homegrown Minneapolis Coordinator; Claire Baglien, Food Policy Program Aide; Cheryl Townsend, Urban Scholar

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Para asistencia 612-673-2700, Yog xav tau kev pab, hu 612-673-2800, Hadii aad Caawimaad u baahantahay 612-673-3500.

