

# GROW LOCAL SOUTH TEXAS

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3 YEAR STRATEGIC PLAN: 2020



## BACKGROUND

Grow Local South Texas is a 501(c)3 non-profit formed in 2013 in Corpus Christi, TX.

Corpus Christi, and the greater Coastal Bend region, is particularly challenged in the areas of health, nutrition and nutrient dense food access, with above-average rates of diabetes and obesity. Grow Local South Texas addresses these challenges directly through:

- Training and technical assistance to producers of fresh, healthy, nutrient-dense foods
- Gardening, nutrition, and culinary education and outreach for school-aged and public audiences with a focus on underserved and at-risk populations
- Cultivation of healthy, fresh nutrient-dense foods and points of access to such foods



THE MISSION OF GROW LOCAL SOUTH TEXAS IS “TO GROW A HEALTHY LOCAL COMMUNITY BY IMPROVING ACCESS TO, EDUCATION ABOUT AND ADVOCACY FOR AFFORDABLE NUTRIENT DENSE FOODS.”

## Strategic Goal 1:

### Foster healthy life choices through EDUCATION about growing, preparing, and eating fresh, nutrient-dense foods.

*Programs include classroom & school garden programs, school-to-market programming, weekly after-school programs, and youth summer programs.*

#### OBJECTIVES:

1.1 Create and sustain two educational programs with recurring, weekly classes about growing, preparing, and/or selecting fresh, healthy, nutrient-dense foods per calendar year for the next three years, targeting school age audiences in food deserts and at-risk neighborhoods, increasing contact by 100 children each year over the preceding year's total.

1.2 Provide outreach programming targeting public audiences about growing, preparing, and/or selecting fresh, healthy, nutrient-dense foods as a guest in at least one pre-existing venue (i.e. offered by a partner organization) per month.

1.3 Over the next three years, support the creation/implementation of one school-to-market program that integrates gardening, food preparation, and direct-to-consumer sales/marketing.

1.4 Produce and distribute a new outreach product\* (about growing, preparing, and/or selecting fresh, healthy, nutrient-dense foods) each month for the next three years. \*Print or video media

1.5 Host monthly outreach booths from local non-profits/organizations at the Grow Local Farmers' Market that provide relevant information and a children's activity that promotes a healthy lifestyle.

**Strategic Goal 2:  
Improve ACCESS to fresh, healthy foods produced by local farmers and small business owners.**

*Programs include a weekly Farmers' Market and children's Veggie Vouchers.*

OBJECTIVES:

2.1 Secure sufficient funding per year to support a SNAP (or equivalent) program, and simultaneous incentive plan, to increase accessibility of farmers market offerings to low-income audiences.

2.2 Provide at least four Veggie Voucher events per year and increase the reach of Veggie Vouchers to at-risk children through targeted program marketing.

2.3 Host at least one cooking demo per month (including making recipe cards available for attendees) at a Grow Local Farmers' Market to increase understanding of low cost ways to incorporate locally available food options.

## **Strategic Goal 3: GROW our local food system.**

*Programs include a yearly producers' conference that provides education to farmers, ranchers, small food-related businesses, and gardeners about subjects relevant to agriculture, food systems and small business operations in our area, garden management programs, and gardening guides.*

OBJECTIVES:

3.1 Organize and host an annual Producers' Conference each year for the next three years.

3.2 Publish a weekly digital newsletter targeting vendors with information about training, funding, and marketing opportunities.

3.3 Establish one new contract per year for the next three years to provide fee-for-service technical assistance to an independently-owned garden.



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