



MAKING A DIFFERENCE in Cuyahoga County

March 2005

City Fresh – A Community Food Project

The OSU Extension Community Gardens unit is proud to announce a new project, "City Fresh!" The project goals are to 1.) provide access to fresh food for targeted inner-city residents, 2.) create entrepreneurial opportunities and training for urban residents, and 3.) develop new urban marketing opportunities for rural farmers and emerging urban growers by clustering demand for fresh produce. The program will have three main components: market gardens, community food centers, and regional food marketing.

MARKET GARDENS

City Fresh will develop a market gardener training program and recruit interested residents to participate. Training will include:

- Growing produce for sale
- Growing specialty crops
- Intensive growing techniques
- Extending the growing season
- Business planning
- Business skills
- Marketing produce
- Sales
- Entrepreneurship

City Fresh staff will provide on-going guidance for the new growers by assisting them to identify land and local markets. There will be a farmer mentoring program and the development of a growers' association. Learning circles will provide opportunities for continued learning. A revolving loan fund will be developed so new growers will have access to capital resources for the new businesses.

Call the Market Garden Coordinator at 216-397-6045 to learn more.

COMMUNITY FOOD CENTERS

There are neighborhoods in the City of Cleveland that are considered food deserts. In these neighborhoods, residents have limited access to fresh produce. A community food center will be established in the Clark Metro area in 2005 and in the Detroit Shoreway area in 2006.

At a Community Food Center you can:

- Buy shares of fresh produce grown by local farmers.
- Learn how to improve your nutrition.
- Learn how to properly store fresh produce.
- Learn how to prepare fresh produce.
- Receive printed information on nutrition and cooking to use at home.
- Volunteer to help package produce from local farms into shares to sell to the community.

A share in this program will be a bag of fresh produce on a weekly or bi-weekly basis. The cost of the share will be the same each week and you will get a variety of the produce that is in-season at that time. Share payment will be based on the ability to pay, making it possible for people of all income levels to participate. Call 216-849-8224 for more information.

REGIONAL FOOD MARKETING

Residents of Northeast Ohio spent between \$6.2 and \$6.9 billion on food in 2002 and only a small fraction of those food dollars were for locally grown food. Buying locally-grown food helps our regional economy.

Our goals are to:

- Develop local food "market clusters" to concentrate demand and make the distribution of local food more cost-effective for farmers.
- Identify restaurants, corner stores, and grocery stores that will purchase and sell locally grown food.
- Link businesses with the Community Food Centers to expand the market for locally-grown food.
- Create new opportunities for growers both in the city and in the countryside.

To learn more about City Fresh, call 216-397-6045. Please share this information with those who should know about this program.

Nutrition is “Heart Smart”

OSU Extension’s Expanded Food and Nutrition Program, called EFNEP for short, teaches more than 2,600 adults each year in Cuyahoga County how to plan and prepare healthy, low-cost meals in a safe, hygienic manner. 85% of the adults participating in the program adopt at least one healthy eating behavior.

EFNEP also teaches 2,800 3rd and 4th grade youth in Cleveland Municipal Schools and summer camps about healthy eating habits and appropriate physical activity. The youth learn to make healthy choices by participating in fun, hands-on activities. This curriculum ties closely to Ohio’s 4th grade proficiency test.

Our educators are working with the health departments of Cleveland and Cuyahoga County, as well as with Cleveland Municipal School District, ParkWorks, and community organizations to get the word out to people that healthy lifestyle choices are a long-term investment to prevent chronic diseases such as diabetes, heart disease, obesity, and cancer.

At a recent heart-health event, Cleveland Mayor, Jane Campbell did her part by making a healthy fruit & yogurt smoothy for employees and guests at City Hall. Recipes were distributed with each sample.



Mayor Campbell whips up a yogurt smoothie for city employees.

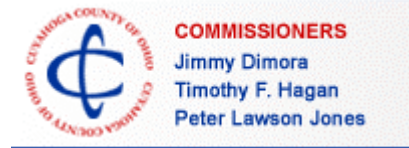
Yogurt Smoothie

- 1 cup frozen strawberries
 - 1 medium banana, cut up
 - 1 (8 ounce) container low-fat vanilla yogurt
 - 1 (6-8 ounce) container pineapple juice
- Blend in blender until smooth

If you are interested in volunteering for any Extension programs, call 216-397-6000.

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