MESSAGE FROM ASSISTANT DIRECTOR

GREG DAVIS:

Food: It sustains us. From production to family, from business to community; food ties us together. It is the focus of a new Extension Signature Program, it is integral to the colleges that support Extension outreach, and it is a fully-integrated component within three new OSU discovery themes. This issue showcases the Extension-CD professionals who are working in this area and highlights their contributions to these efforts around food.

Also provided is a sampling of efforts involving Extension-CD professionals in partnership with residents, organizations, agencies, and communities to improve the quality of life in Ohio.

We hope this and future issues of the CD Quarterly News help you better understand how Extension-CD professionals partner to strengthen lives and communities through research-based educational programming.

If you are aware of additional opportunities to partner or have specific questions about the efforts highlighted, please give us a call!

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UPCOMING EVENTS:

- **Sustainable Water Management in the Great Lakes Region**
  April 22-30
  *Distance-based short course*
- **Maps & Apps**
  April 24
  Nationwide & Ohio Farm Bureau 4-H Center
  *Mobile Media Marketing*
- **Ohio Food Forum**
  May 2
  Nationwide & Ohio Farm Bureau 4-H Center
  *Invitational event bringing Ohio’s food producers & buyers to the table*

For a complete listing of upcoming Community Development events, visit [comdev@osu.edu](mailto:comdev@osu.edu).
EMPOWERMENT THROUGH EDUCATION

EXTENSION CD PROFESSIONALS – SPOTLIGHT ON LOCAL FOODS

**Marie T. Barni**
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Marie provides senior leadership to Ohio’s largest Extension office which is emerging as a model urban Extension program, especially in the areas of local food systems, urban agriculture, food policy, health and nutrition education, and positive youth development in urban settings. Her leadership and educational efforts are mainly focused on the intersection of health and community development, with special emphasis on collaboratively addressing the social determinants of health and engaging urban and underserved audiences.

Marie is an active advisory member of Case Western Reserve University’s (Case) Prevention Research Center for Healthy Neighborhoods and serves as mentor for Case’s PEER Program (Partners in Education, Evaluation and Research). She also serves on the county’s Family & Children First Council and as a Board Member for Solutions At Work, Inc., the nonprofit affiliate of the county’s Board of Developmental Disabilities.

Prior to her position with Ohio State University, she served as the Associate Director for Invest in Children, a new public-private partnership which supports an integrated, high-quality early care and education system in Cuyahoga County. Marie spent 14 years in Alaska where she served as a regional Director of Community Development and was awarded a national Best Practice Award from the Department of Housing and Urban Development for Innovation in Resident Initiatives for her leadership in promoting self-sufficiency through new educational initiatives, including a Family & Youth Investment Center, apprenticeship training program, and a coordinated transportation system for nonprofit agencies - one of the first of its kind in the nation. Through her tenure as a K-12 public school administrator in Alaska, she created innovative educational options for all learners, including an alternative high school, Newcomer’s Center for immigrant students/families, and a culturally-congruent model of education aligned to the Native Alaskan ways of life and learning. She was also an integral part of the state’s Quality Schools/Quality Students Initiative, focused on a creative, standards-based model of K-12 education, that won the Baldrige National Quality Award in Education.

Marie holds a Bachelor’s degree in Sociology from Ohio University and a Masters in Public Administration from the University of Alaska, Southeast.

**Chester J. Bowling**
Extension Specialist, CD & Associate Professor  
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Chet started his working career as a high school teacher. In 1981 he took a job in the retail marketing division of British Petroleum where he worked for 11 years. After attending graduate school he came to work for OSU Extension. His responsibilities include working with Extension colleagues to discover and expand the vitality in Ohio’s leaders and communities. His interests include local food systems, organizational behavior and development, employee owned enterprises, and leadership.

He has done Extension work in many communities throughout Ohio. The focus of his work is around the discovery and alignment of individuals’, organizations’, and communities’ strengths and assets. He mainly uses the Strengths Finder and Appreciative Inquiry processes to help groups, organizations, and communities identify, expand, and invent positive social arrangements.

Currently he is helping create a new local foods cooperative and an incubator kitchen as part of creating a local food hub, teaching a Strengths Based Local Government Leadership Academy, establishing a network organization focused on government shared services and collaboration, developing a new leadership curriculum, creating an innovative specialty crop farm improvement process, and working on a multi-state rural CD economic development project.

Chet uses learner focused experiential education as the foundation of his teaching. The goal is help participants in his programs draw questions from the real world, explore multiple answers, connect their answers to their goals, objectives, strengths, and assets, and turn what they have learned into action in their own life, the life of their organization, and community. The goal is to understand that we are the creators of our social system and its arrangements and that the only thing holding us back from creating more of what we hope and dream for is what we imagine is possible.

Chet holds a Bachelor of Science degree in Education from Central Michigan University and a Ph.D. from Case Western Reserve University, Weatherhead School of Management.
bears and others involved in the food industry (http://directmarketing.osu.edu); and the Ohio Farm to School program (http://farmtoschool.osu.edu).

Fox holds a Bachelor of Science degree in General Studies from Ohio University, a Masters of Business Administration in Global Management from the University of Phoenix, and a Ph.D. in Human & Community Resource Development from The Ohio State University.

Erika Meschkat is a Program Coordinator of Community Development for OSU Extension, Cuyahoga County in Cleveland. Partnering with residents, community groups, and service providers in one underserved neighborhood, Erika is pursuing improvements in school nutrition and food access. As a member of the Cleveland-Cuyahoga County Food Policy Coalition, Erika is working to connect low-income families to healthy, affordable, and local food by coordinating an Electronic Benefits Transfer (EBT) Incentive program at farmers’ markets where shoppers utilizing food stamps can receive additional dollars to purchase fruits and vegetables.

Erika has been with Ohio State University Extension since November 2011. Before her work with Extension, Erika worked on urban agriculture and neighborhood stabilization initiatives in Cleveland through vacant land programming at a leading community development funding intermediary. Her professional experience in Cleveland began with an internship at a community development corporation on the City’s east side where she assisted with sustainability practices to benefit residents and local businesses.

Erika holds a Bachelor of Arts degree in Sustainability with a minor in Sociology from Baldwin-Wallace College.

Brian Raison’s primary focus is on bringing together resources—people, information, ideas and processes—to positively affect outcomes larger than otherwise possible. This is accomplished by building partnerships and conducting targeted research-based programming and facilitation. His specializations are in Organizational Development (process facilitation; strategic planning; vision-to-action; small business, co-op, and non-profit assistance) and Urban Audiences (local food systems; individual and community health; building networks).

Raison has over 20 years of experience in community and economic development. He also volunteers with several faith-based service and youth development organizations across the U.S. and in Haiti. He has more than 50 peer-reviewed scholarly presentations and published works, and has won several national awards for his teaching and programs.

Extension’s diverse clientele do not always have access to traditional classroom settings. Geographic, economic and social boundaries often exist. Raison works to fill formal education gaps (in rural and urban areas) by developing and delivering quality, purposeful, and needed programs to clientele. He draws upon resources and colleagues at Ohio State to assist in this endeavor.

In 2012, Raison led the assembly of the new eXtension CoP (Community of Practice) focused on Community, Local and Regional Food Systems. He co-wrote a $50,000 grant that created a new National Leadership Team with 28 participants from 17 states who are developing processes for contribution, setting scope of work, and action items. Over 120 collaborators have joined.

Raison holds a Bachelor of Science in Business from The Ohio State University, a Master of Arts in Sociology from Ohio University, and a Ph.D. candidate in Extension Education at The Ohio State University.
LOCAL FOODS PROGRAM OVERVIEW
By Chet Bowling, Extension Specialist, Community Development

According to the U.S. Food Market Estimator at the Leopold Center for Sustainable Agriculture, Ohioans consume just under 1.1 billion pounds of fresh vegetables annually; but according to the U.S.D.A., Ohio farmers only produce 4.9 million pounds of fresh produce. The 1.095 billion pound deficit comes mostly from the top producing states of California, Florida, Arizona, Georgia, and Washington. Ohio’s 4.9 million pounds of fresh produce was valued by the U.S.D.A. at $128.7 million dollars. All of those numbers mean that a tremendous opportunity waits for local food producers in Ohio. If Ohio fresh vegetables growers tripled their production, they would still only be capturing 1.3% of the total fresh vegetable market in Ohio. A tripling of production would yield an additional $257 million dollars in revenue. And remember, so far we are only talking about fresh vegetables. We have not included dairy, fruits, meats, nuts, or grains.

The OSU Extension Local Foods Signature Program is designed to focus on that opportunity in multiple ways. Food systems are diverse and complex. No simple or single answer will be enough to meet the need. That is why Extension Educators and Specialists from all four program areas are working together to address the opportunity. The goal of the signature program is twofold. The first goal is to help food producers in Ohio capture a larger share of the food market, especially the local fresh market. The second goal is to make sure every resident of Ohio has enough high quality food to be healthy. The combined impact of increasing producers’ revenues by increasing their local food market share and decreasing health care costs by improving citizens’ health through improved nutrition will be significant.

The OSU Extension Community Development program area has several tools it is using to help Ohio residents take advantage of or expand food production in the state. Julie Fox is leading a statewide Farm to School effort that makes connections between farmers and their local schools. Julie, who is the Direct Marketing expert at OSU, has also been instrumental in the MarketMaker program which respectively gives producers and buyers an efficient way to find markets for their products or find products for their processing business. On the urban front Marie Barni and Erika Meschkat are innovatively working both sides of the street by increasing the number of producers and then making sure their produce is available to low resource audiences in Cuyahoga County. Brian Raison is working hard to make a connection between hospitals and local food producers assuring that the highest quality fresh food gets to people who are trying to get better. Brian has also been actively working with a food co-op that makes locally grown food available to members in the Dayton area. Chet Bowling is working with Tom Snyder at the Ohio Cooperative Development Center to increase the number of local food co-ops, including co-ops for new growers, which lower the high cost of barrier to entry. He has recently helped form an umbrella co-op in Lorain County which will serve as an incubator home to multiple projects in the county.

Newsletter readers will find contact information for the above-mentioned Community Development professionals on pages 2 and 3. Any of them would be glad to speak to you about a local program or project that you have interest in doing. For more information about the OSU Extension Local Foods Signature Program, visit: localfoods.osu.edu.

… make sure every resident of Ohio has enough high quality food to be healthy.
LOCAL FOOD: THE INTERSECTION OF HEALTH AND COMMUNITY DEVELOPMENT
By Marie Barni, Program Director, CD and Erika Meschkat, Program Coordinator, CD (Cuyahoga County)

It is now a known fact that one’s health and life expectancy can be predicted by one crucial factor: a zip code. It is not uncommon for there to be a 5 to 10 year life expectancy gap between people living only a few miles apart. Yet this reality has become the topic of much discussion and action in Cuyahoga County where there exists a 24-year life expectancy difference in two communities, one in the city and one in the suburbs, separated by just eight miles. Three times the rate of vacant housing, ten times the poverty rate, very limited public transportation, and two-thirds of residents living in a ‘food gap’ community (defined as residents living at least one mile from a full-service grocery store) all contribute to the lower rate of life expectancy and are all considered to be social determinants of health.

Addressing the social determinants of health and creating social and physical environments that promote good health for all has become a shared mission of the Greater Cleveland community. And OSU Extension (OSUE) has played and continues to play an important role in advancing initiatives that merge the health and community development sectors on a common, overlapping track as opposed to separate, parallel tracks. Increasing residents’ access to healthy, affordable local food is one example of the merger of these two sectors that is showing much promise in improving the health of residents and their neighborhoods.

The team of professional Extension staff in Cuyahoga County both leads and participates in many collaborative strategies related to the broad field of local food, with many of these initiatives aligned to the Healthy Cleveland legislation and Cuyahoga County Health Alliance:

**Increasing Access:** OSUE supports 240 community gardens that net nearly $3M in fresh produce annually, with 70% of gardens donating a portion of their harvest. OSUE facilitates the county’s Electronic Benefits Transfer (EBT) incentive program at local farmers’ markets, “Produce Perks,” offering incentives to food assistance customers while also supporting local growers.

**Informing Policy Change:** The Cleveland Cuyahoga County Food Policy Coalition, convened by OSUE, continues to lead the way in creating a just, equitable and sustainable local food system by using data, research, and best practices to drive local policy change. ([www.cccfoodpolicy.org](http://www.cccfoodpolicy.org))

**Advancing Employment Opportunities:** OSUE provides hands-on training programs annually to teach residents, including refugees, immigrants and adults with developmental disabilities, agriculture and business topics. These training programs have supported residents in creating 50 new local food businesses over the past five years.

**Conducting Research & Measuring Impact:** OSUE is an active partner member of the Prevention Research Center for Healthy Neighborhoods, an initiative of Case Western Reserve University, to jointly develop, test, and implement effective and sustainable strategies to prevent and reduce chronic disease.

**Empowering Residents:** Through neighborhood partnerships like the Central HEAL Initiative (Healthy Eating, Active Living), OSUE trains residents on topics such as leadership skills, asset mapping, and advocacy strategies so they are able to actively help inform needed change within their community, including their public schools.

**Collaborating for Change:** OSUE partners regularly with residents, local government, nonprofits, community development corporations, schools, post-secondary institutions, churches, philanthropic entities, and many others to achieve the collective vision of a healthier future.

Health begins with where one lives, learns, works and plays. OSU Extension’s ability to contribute a multi-disciplinary approach, such as the blending of the health and community development sectors, can provide partner agencies and communities with research-based expertise and quality educational programming that achieves healthy outcomes. Cuyahoga County’s story is a promising example of this and one that can be replicated in other communities committed to promoting good health and improved quality of life for all residents.

A graduate of OSU’s Refugee/Immigrant Farm Training Program proudly displays his harvest at one of the many new farmers’ markets in the county. Specialty, cultural crops are in high demand at these markets.
Ohio State University Extension, with the support of the Ohio departments of education, health, and agriculture, hosted Let’s Grow! Farm to School, on Wednesday, March 13 at the Nationwide and Ohio Farm Bureau 4-H Center on the OSU Columbus campus. The statewide Farm to School Conference brought 300 educators, farmers, food producers, businesses, and community organizations together to learn how to start and maintain Farm to School programs throughout the state.

“Farm to School works to increase students’ access to healthy foods and to help them learn more about food, health, nutrition and agriculture,” said Julie Fox, director of the Ohio Farm to School program. “The beauty of the Farm to School conference is that it brings a variety of different types of people together under one roof. It takes champions throughout the community to build successful Farm to School programs at both state and local levels.”

The conference featured three keynote presentations, ten panel sessions, a curriculum showcase, a salad bar showcase, and other displays designed to illustrate opportunities farmers, schools, and community leaders have to work together to increase students’ knowledge and access to healthy foods. The keynote presentations highlighted three national experts: Anupama Joshi, executive director, national Farm to School Network; Deborah Kane, national director of the US Department of Agriculture (USDA) Farm to School Program; and Debra Eschmeyer, director of policy and partnerships, FoodCorps.

For conference highlights, and for more information on Ohio’s Farm to School Program, visit farmtoschool.osu.edu.

“*It takes champions throughout the community to build successful Farm to School programs*...”

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**Maps & Apps**

*Mobile Media Marketing*

April 24, 2013

Nationwide and Ohio Farm Bureau 4-H Center

At this full day hands-on workshop, local producers can see how a growing number of food businesses are benefiting from free listings on Internet maps, in GPS systems, in maps linked to social media, and in mobile applications. Maps & Apps helps businesses take advantage of free mobile listings and teaches them how to make corrections or consistently get listed on popular sites. Visit the website at: go.osu.edu/MapsAndApps.

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**Ohio Food Forum**

*An Invitational Event Bringing Ohio’s Food Producers and Buyers to the Table*

May 2, 2013

Nationwide and Ohio Farm Bureau 4-H Center

The Ohio Food Forum pairs qualified producers with interested buyers for a brief one-on-one business meeting in an effort to get more Ohio products on store shelves, restaurant menus, school meals and other food service operations. Producers who are ‘MarketReady’ can apply to participate. Visit the website at: go.osu.edu/OhioFoodForum.
Everybody eats. Period. Some of us prefer hamburgers. Some like veggies. But what we eat is only the beginning. Increasingly, interest in where our foods are grown and processed has emerged. As numerous grass roots organizations proffer information on local foods, it becomes critical for research-based youth programs to also encourage study on this topic.

This new 4-H curriculum Self-determined Idea Starter (365.10) aims to help students learn about what we eat, where it comes from, and how it impacts the environment. The main goal is to help participants understand the concept of local food systems, how they operate, and how students and their families can be involved in creating positive changes. It targets students in grade school through high school. By stimulating their interest at an early age, we can encourage their participation in the local food systems movement.

The curriculum is available as a self-study guide at no cost. For additional information, contact Brian Raison (raison.1@osu.edu). Download the curriculum at www.ohio4h.org/selfdetermined/.

...we can encourage their participation in the local food systems movement.
URBAN AND RURAL FOOD DESERTS RESEARCH

By Thomas W. Blaine, Associate Professor

“Living in a community that is a food desert places residents at risk of a host of health problems…”

Communities throughout the United States where there is a lack of retail access to healthy foods - particularly fresh fruits and vegetables - have come to be called “food deserts.” Living in a community that is a food desert places residents at risk of a host of health problems including obesity, heart disease and diabetes. Research on the relationship between these health problems and a community’s lack of reasonable food options is growing. Understanding how residents cope with living in food deserts is likely to be useful to policy makers and to outreach educators who are interested in finding ways to assist people in adopting practices that contribute to better nutrition and health.

In 2009, I began my work on how people cope with living in food deserts by conducting applied research with student interns in the Ohio Research Internship Program (ORIP). Dr. Parwinder Grewal heads up ORIP, and asked me to survey participants in the Community Gardening program in Cleveland. With the assistance of OSU Extension Cuyahoga County, the interns and I obtained a phone list of gardeners and conducted the survey. We subsequently published the results of the study in the Journal of Extension.

In 2012, Dr. Grewal asked me to lead interns in a study of a rural food desert. A good deal of previous research has focused on urban food deserts, and in fact the concept of rural food deserts at first seems counter-intuitive because so much agricultural activity takes place in rural communities. But much of this agricultural production is centered around livestock and grains, and therefore does not afford community residents with food options.

The 2012 study involved a survey of 184 residents in a rural food desert that has conditions similar to many rural communities in the US. The results reveal that the average one way distance to the closest retail outlet for fruits and vegetables is 11 miles, and mean household expenditures for round trip travel to the retail outlet is $735. A total of 74% of respondents live in a household that produces some of its own fruits and vegetables in a family garden. Most of these households preserve a portion of their production for consumption throughout the year and as a result achieve mean annual household self-sufficiency in fruits and vegetables of 22%. Logistic regression reveals that factors influencing household self-sufficiency include income (-), number of people in the household (+), age of respondent (-) and occupation of breadwinner (farm = +). The results of the survey demonstrate that while residents of rural food deserts are resilient and pro-active in meeting the challenges they face, outreach educators and policy makers who wish to build healthier communities face barriers that they may be able to help residents overcome.

Gardening promotes a healthy lifestyle in two ways: by providing nutritious food options and also discouraging sedentary habits. But our results show that senior citizens, high income residents and those with lack of agricultural knowledge are significantly less likely to engage in gardening. Outreach efforts and policies that encourage community members to share their knowledge and labor with their neighbors should be considered in order to help members of communities cope with living in rural food deserts.

You can watch my presentation on a summary of the two food desert studies at my YouTube channel or download the slide presentation here.

Results of this 2009 urban food desert study are published in the Journal of Extension.
The Ohio Land Use Conference (Linking Land Use and the Economy: our land, our water, our quality of life), sponsored in part by OSU Extension Community Development, was held on January 11, 2013, at the Nationwide and Ohio Farm Bureau 4-H Center on the OSU campus in Columbus. More than 150 representatives of local, county, regional, and state level government, agencies, universities, and businesses from all over Ohio attended.

Keynote speaker was Scott Bernstein, President and Co-Founder of the Center for Neighborhood Technology, Chicago. Plenary speaker was Carson Bise, Principal of Tischler-Bise of Bethesda, Maryland. Concurrent sessions featured local government successes, state revitalization programs, agricultural economic development planning, and local governments addressing the energy boom. Session presentations are posted at the conference website.

End of the conference surveys indicated that 87% of respondents were either very satisfied or satisfied with the overall conference content. In addition, 89% of survey respondents indicated that it would be helpful for a conference on this topic to be repeated every two or three years.
COMMUNITY DEVELOPMENT EVENT SUMMARIES (CONTINUED)

ENERGIZE OHIO WORKSHOP
By Eric Romich, Field Specialist, Energy Development (OSU Marion)

On March 14, 2013, OSU Extension Community Development professionals Nancy Bowen (Field Specialist, Community Economics) and Eric Romich (Field Specialist, Energy Development) conducted a workshop titled Energize Ohio Business and Manufacture Workshop - Developing and Financing On-Site Renewable Energy Projects. The half-day workshop was held at Owens Community College in Findlay, Ohio and was sponsored by JobsOhio and OSU Extension.

The program provided participants details about Ohio energy policy and renewable energy development strategies implemented by businesses in northwest Ohio. The ultimate goal of this workshop was to provide Ohio business the tools and knowledge to make informed decisions on energy investments, allowing them to prosper, grow, and provide stabilized employment opportunities for Ohioans.

In total, there were 49 participants in attendance representing 22 businesses. Following the event there was positive feedback from attendees, noting the workshop provided outstanding resources and speakers to address both general and advanced questions. Click on the link to view the video of the workshop.

BIO-ENERGY WORKSHOP
By Eric Romich, Field Specialist, Energy Development (OSU Marion)

On April 8, Ohio State University OARDC and Extension collaborated to organize a Bio-Energy Workshop at the OSU South Centers at Piketon. In total, 38 participants from around Ohio traveled to the South Centers Campus to learn about opportunities for growing bioenergy crops in Ohio, energy policies that impact this activity, and potential markets for biomass. Following lunch, Rafiq Islam, soil, water and bioenergy specialist, guided participants on a walking tour of bio-energy crops on the South Centers Campus. The tour featured different varieties of Miscanthus giganteus, Arundo, warm-season native grasses, hybrid Willows, and Guayule plantation sites.

The workshop covered a wide variety of topics including:
- Energy Trends and Policy Overview
- Bioenergy Crop Opportunities in Ohio
- Development & Deployment of Alternative Aviation Fuels in Ohio
- Michigan State University Bioenergy Crop Production and Research
- Case Study: Ashtabula County Miscanthus
- Land Capacity in Southern Ohio
- Guayule Crop Production in Ohio
- Bioenergy Crop Field Tours

Bio-energy crop field tours were conducted by RafiqIslam.

Contact us for more information about OSU Extension Community Development programs at: 614-292-6232, or visit us on the Web at: comdev.osu.edu.