



**FOODWELL**  
**ALLIANCE**

Uniting Atlanta's Local Food Movement



# WE BELIEVE FOOD BUILDS COMMUNITY

A healthy food system ensures that all people have equitable access to sustainably-grown, locally-sourced food.

The five parts of the  
local food system



# THERE IS A MOVEMENT IN ATLANTA

A group of like-minded organizations united around the common goal to strengthen the Local Food System.



# The key stakeholders of the local food movement

## LOCAL FOOD ENTREPRENEUR

A local food entrepreneur provides resources to the local food movement.

## COMMUNITY ORGANIZER

A community organizer leverages local food as a conduit to strengthen the community in which they live.

## EDUCATORS

Educators teach how to play a part in the local food system.

## FUNDERS

Funders invest in organizations that strengthen the local food movement.

## FOOD POLICY DIRECTORS

Food Policy Directors influence public policy around local food systems in Atlanta



Food Well Alliance exists to connect people, ideas, leadership, and capital to build a healthy food system together.



ATLANTA'S LOCAL FOOD  
BASELINE REPORT



FULTON

COBB

GWINNETT

FULTON

DEKALB

CLAYTON

★ ATLANTA

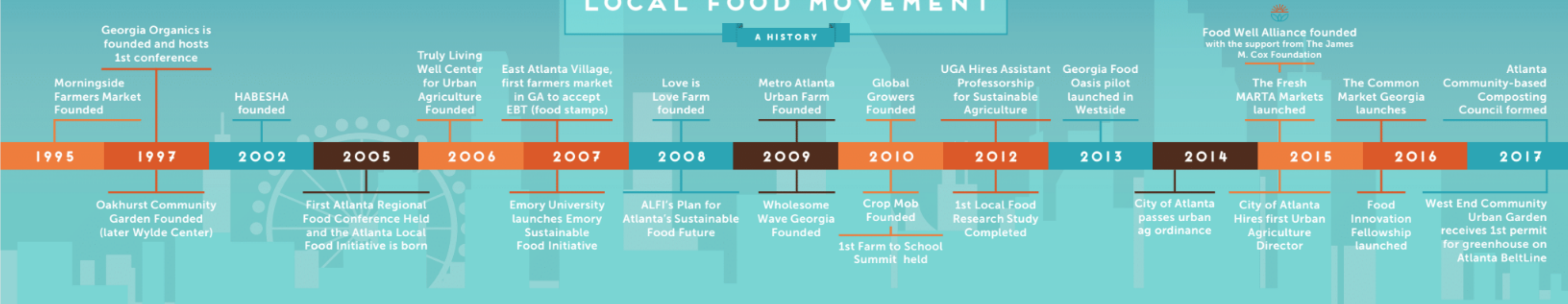


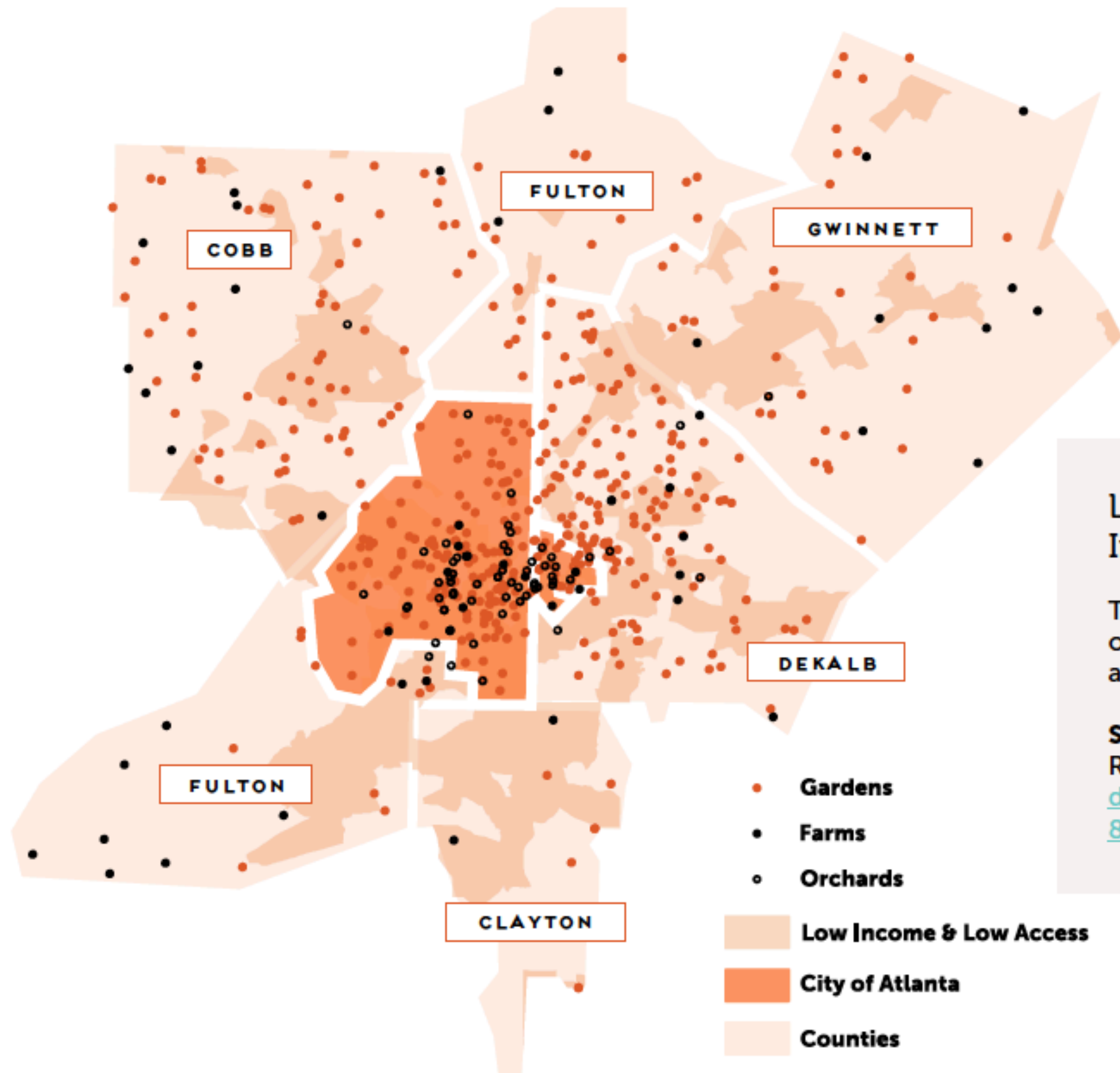


# ATLANTA'S FOOD HISTORY

## Atlanta's LOCAL FOOD MOVEMENT

### A HISTORY





## Locally-Grown Food Combats Urban Food Insecurity

This map shows community gardens, urban farms and orchards clustered in "food deserts," areas with low access to nutritious foods.

**Source:** Atlanta Regional Commission. (2017, Mar 31). Retrieved from <http://opendata.atlantaregional.com/datasets/gardens-farms-and-orchards?geometry=-85.487%2C33.587%2C-82.874%2C33.986>.



COMMUNITY HEALTH



**1 IN 3**

Metro Atlanta adults is obese.<sup>4</sup>



**3 OUT OF 4**

Metro Atlanta Adults do NOT consume the recommended 2 1/2 cups of fruits and vegetables daily.<sup>5</sup>

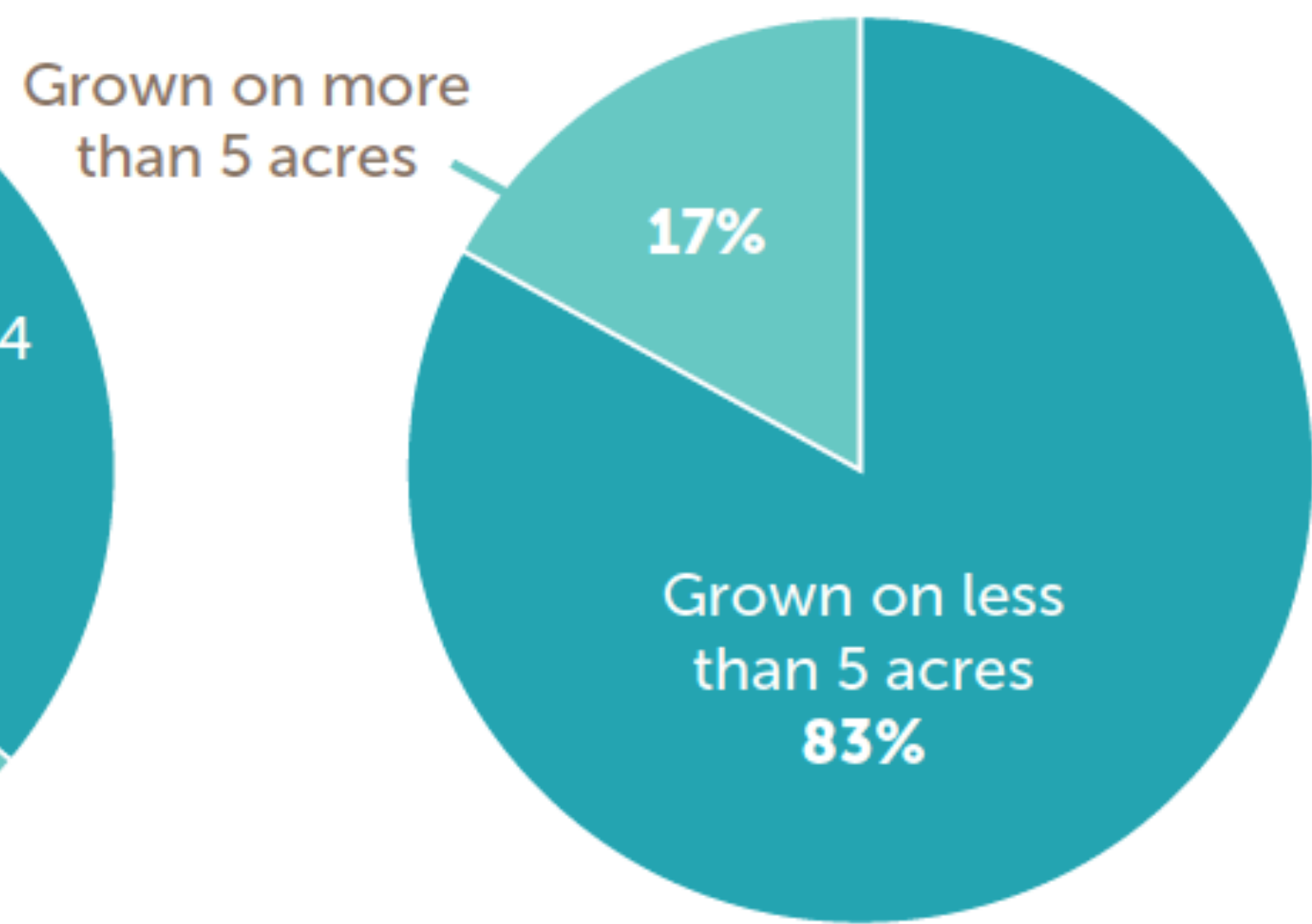
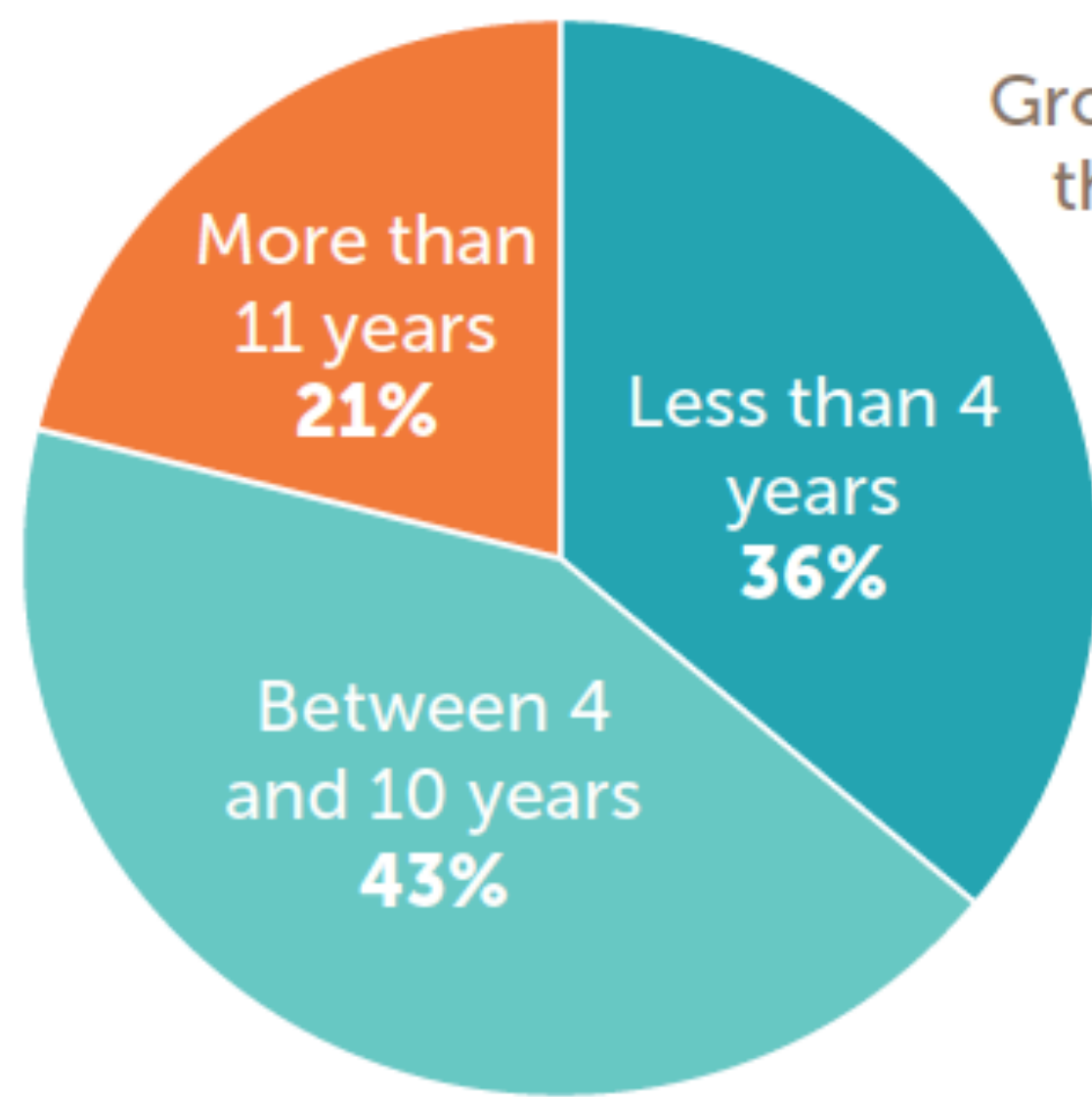
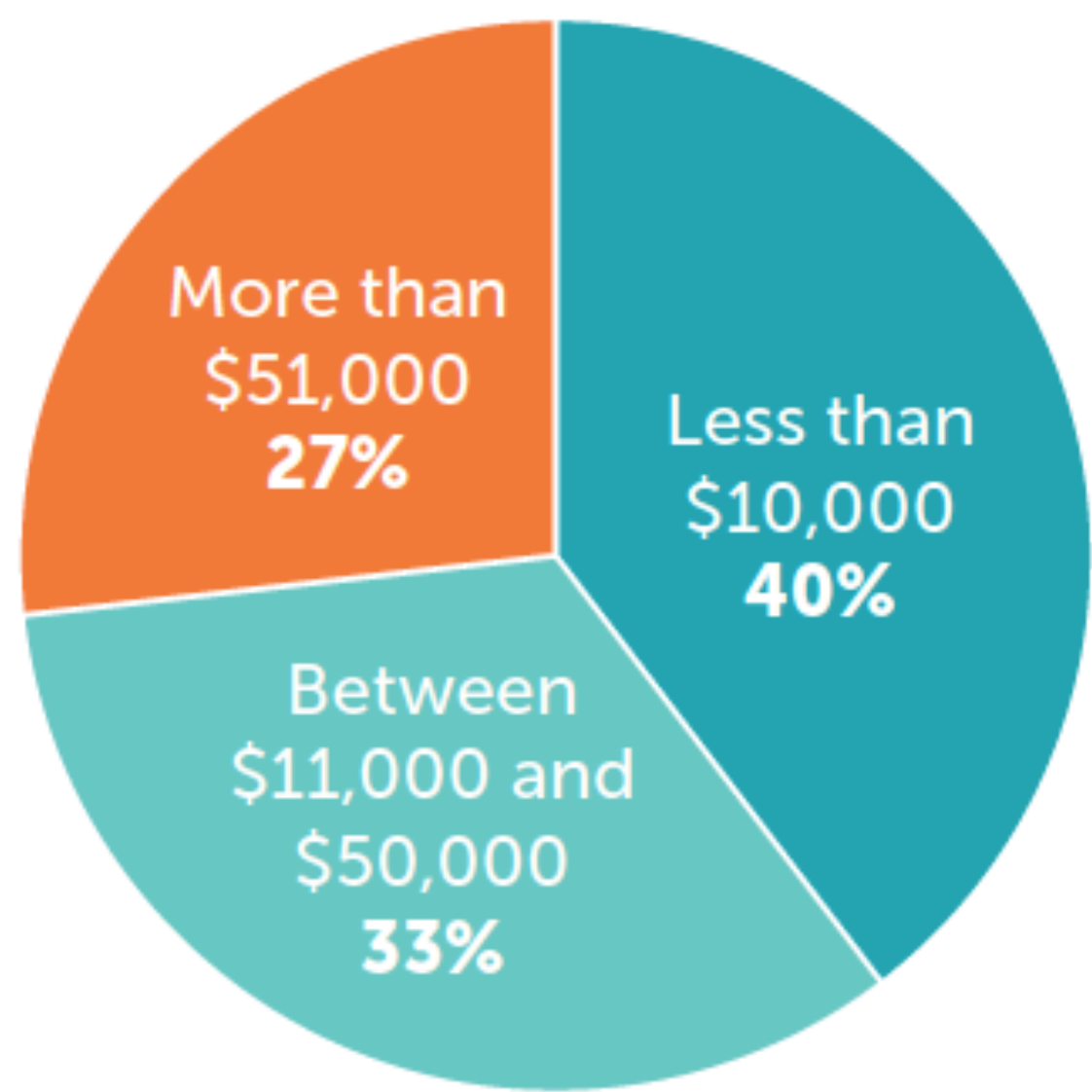


**NEARLY 1 IN 4**

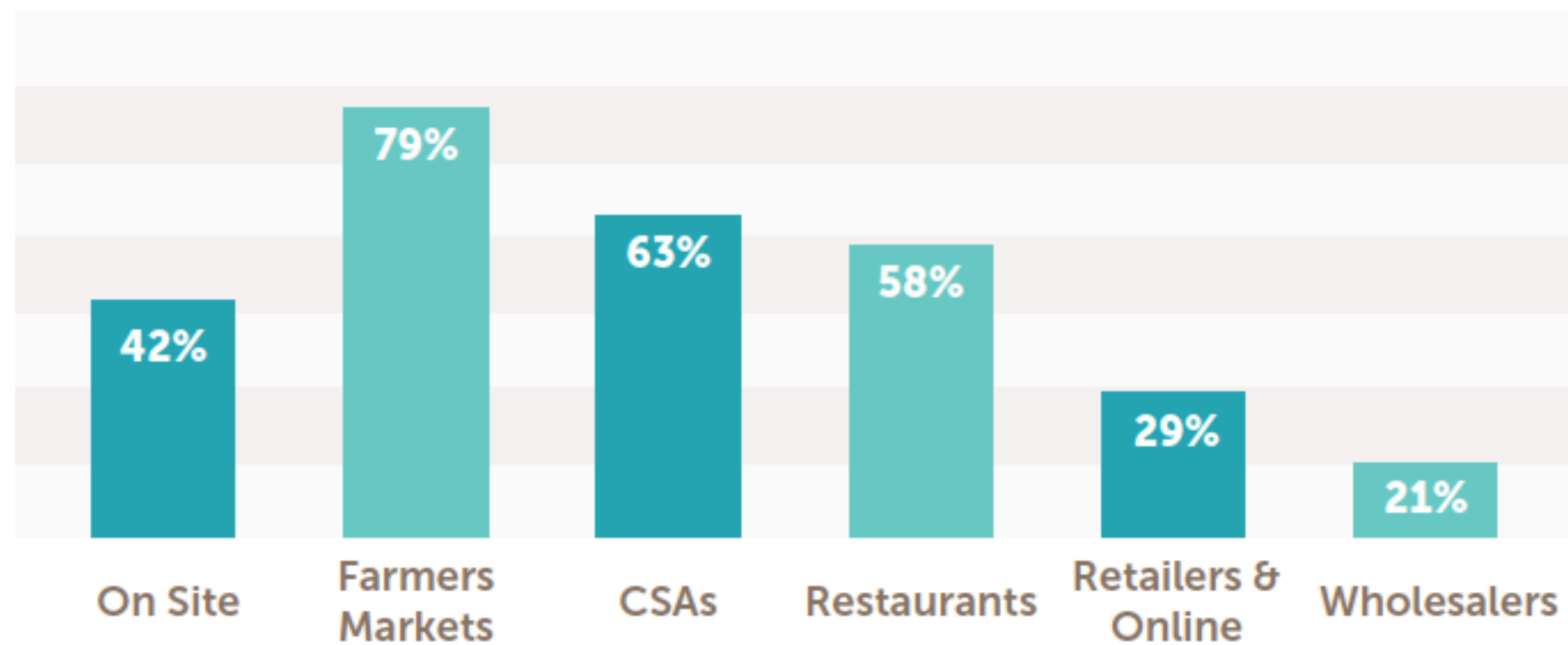
Metro Atlanta families with children are food insecure.<sup>6,7</sup>



U R B A N F A R M E R S



### Sales Channel



**Source:** Food Well Alliance. (2016). *We Are Farmers survey*.



MEASURING IMPACT



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Local Food Impacts  
**Community  
Vitality**

Building a Strong Community  
Identity & Spirit

By eating local, city dwellers connect with local farmers. And by growing food in their community, they connect with neighbors in shared green spaces.

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Local Food Impacts  
**Environmental  
Stewardship**

Creating a More Environmentally  
Sustainable Food System

Local food production encourages sustainable land-based practices that conserve our urban landscape, support biodiversity and return critical nutrients from food scraps back into our soil.

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Local Food Impacts  
**Health and  
Nutrition**

Increasing Consumption of Sustainably  
Grown, Local Food

Health-focused organizations are collaborating with sustainable, local farmers and urban growers to meet the need for fresh, nutritious foods.

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Local Food Impacts  
**Economic  
Development**

Generating a Robust Local  
Food Economy

A sustainable local food economy is driven by healthy production on thriving farms and markets that provide equitable access to affordable, fresh, locally grown food.





# COMMUNITY VITALITY



City of Norcross  
Sustainable Norcross  
Dichos De La Casa

# ENVIRONMENTAL STEWARDSHIP



Love is Love Farm  
Freewheel Farm

# HEALTH AND NUTRITION



Wholesome Wave  
Open Hand

# ECONOMIC DEVELOPMENT



Friends of Refugees  
Willow Branch Apartments



DATA DATA DATA

## SHARE YOUR DATA AND IDEAS AT [FOODWELLALLIANCE.ORG/LOCALFOOD](https://foodwellalliance.org/localfood)

If you believe that access to sustainably grown, local food improves health and nutrition, let's work together to demonstrate the value of this to individuals and organizations that can bring resources to our city.

How can we collectively measure local food's impact on health and nutrition in Atlanta? Are you capturing this data? This health and nutrition data is critical to galvanize investment and major policy change to strengthen Metro Atlanta's local food system. Please share your metrics and ideas about innovative ways to collect data together on [FoodWellAlliance.org/LocalFood](https://FoodWellAlliance.org/LocalFood).

This is the health and nutrition data we encourage you to share:

- # of pounds of locally-grown food produced by the farm/garden
- # of farmers market sales doubled through Georgia Fresh for Less
- # of schools and hospitals sourcing from local farms and gardens
- # of garden-based education classes
- # of participants consuming locally-grown vegetables and fruits



ATTIL