

Cornell Cooperative Extension

FSA National Urban Agriculture Pilot Kickoff

October 12, 2023
Atlanta, GA

Agenda

- Background
- Memory map
- Cornell team introductions
- Project overview
- Anticipated training topics

Break

- Curriculum demonstration
- Workshop
- Timeline and wrap up



Why are we here?











FSA:

**This will be available for you and your teams!
Let's talk...**

Cooperators, UCOCs, and producers:

Let's talk!

Get to Know You: **Memory Map**

1. **Say hi to your table** 🖐️
2. Think about where you are from
3. **Write your name and a cherished, ag-related memory from that place on a sticky note**
4. One by one, indicate where on the map you are from and share your memory with the others at your table
5. **Place your sticky note on the map where you are from when it is your turn**



Meet the Cornell project team



Judson "Jud" Reid

PI



Victoria "Vicki" Giarratano

Co-PI



Kyle Karnuta

Curriculum Development
Specialist

Meet the Cornell project team



Yolanda Gonzalez

Urban Agriculture Specialist



Sam Anderson

Urban Agriculture Specialist

Meet the Cornell project team



Makela Elvy



Kwesi Joseph



Mallory Hohl



Mike Kincaid

A response to FSA needs

A response to FSA needs

75% Had limited knowledge about programs or services that urban farmers may be eligible for.

A response to FSA needs

75%

Had limited knowledge about programs or services that urban farmers may be eligible for.

62%

Do not believe they have access to the knowledge and resources needed to engage urban producers in FPAC programs, or aren't sure if they have access to these resources.

A response to FSA needs

#1

Printed informational
handouts, like fact
sheets

#2

In-person or virtual
training for
employees

Project overview

Goals

Establish comprehensive knowledge about urban agriculture to inform effective USDA and FSA support

Foster a sense of community and collaboration between USDA employees and urban growers

Audience

FSA staff

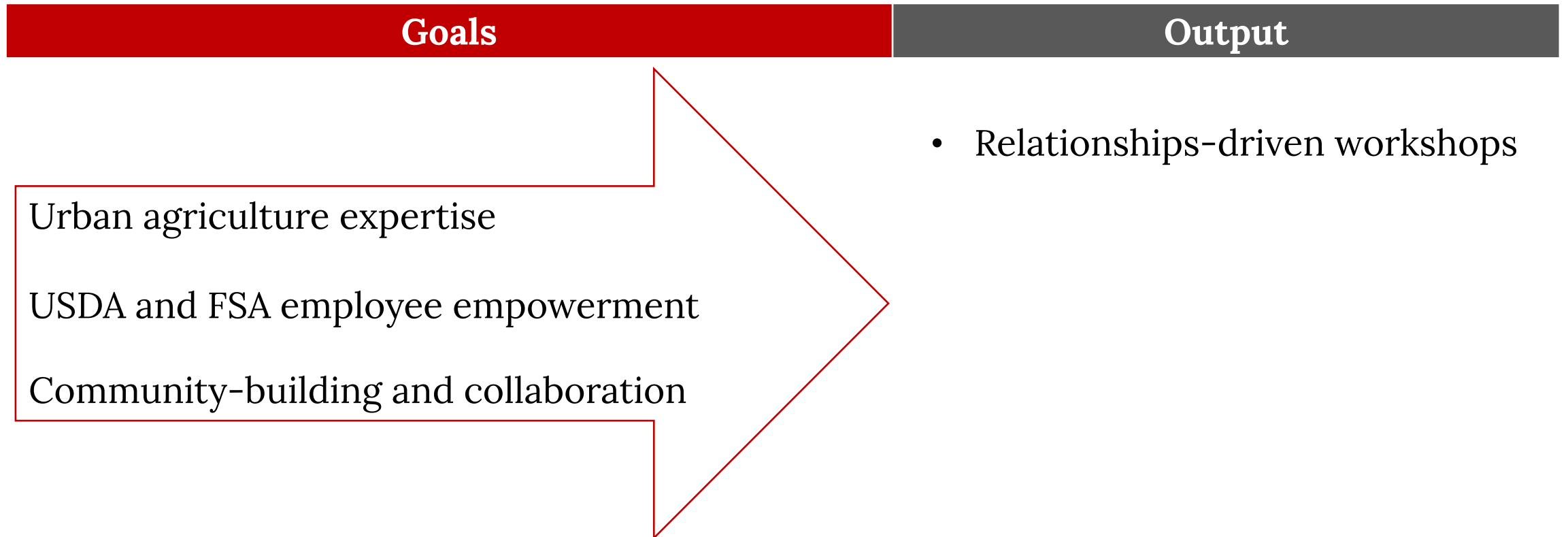
FSA partners

Timeline

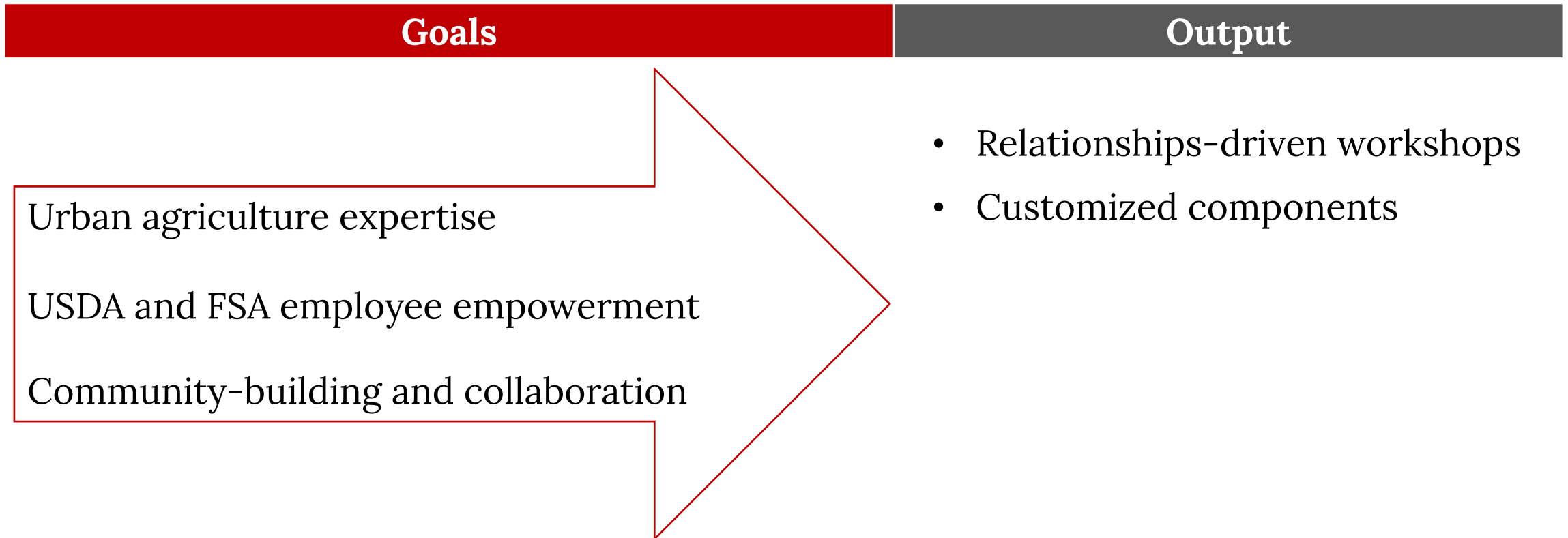
4-year project

July 2023 – June 2027

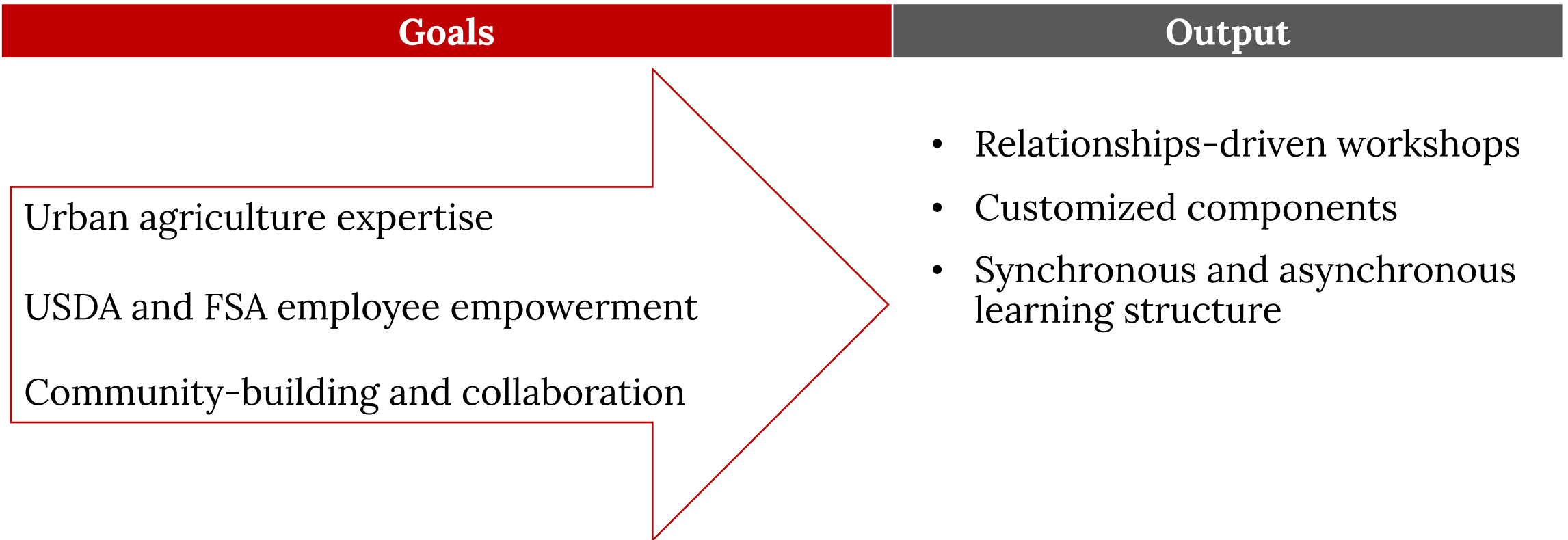
Project output informed by goals



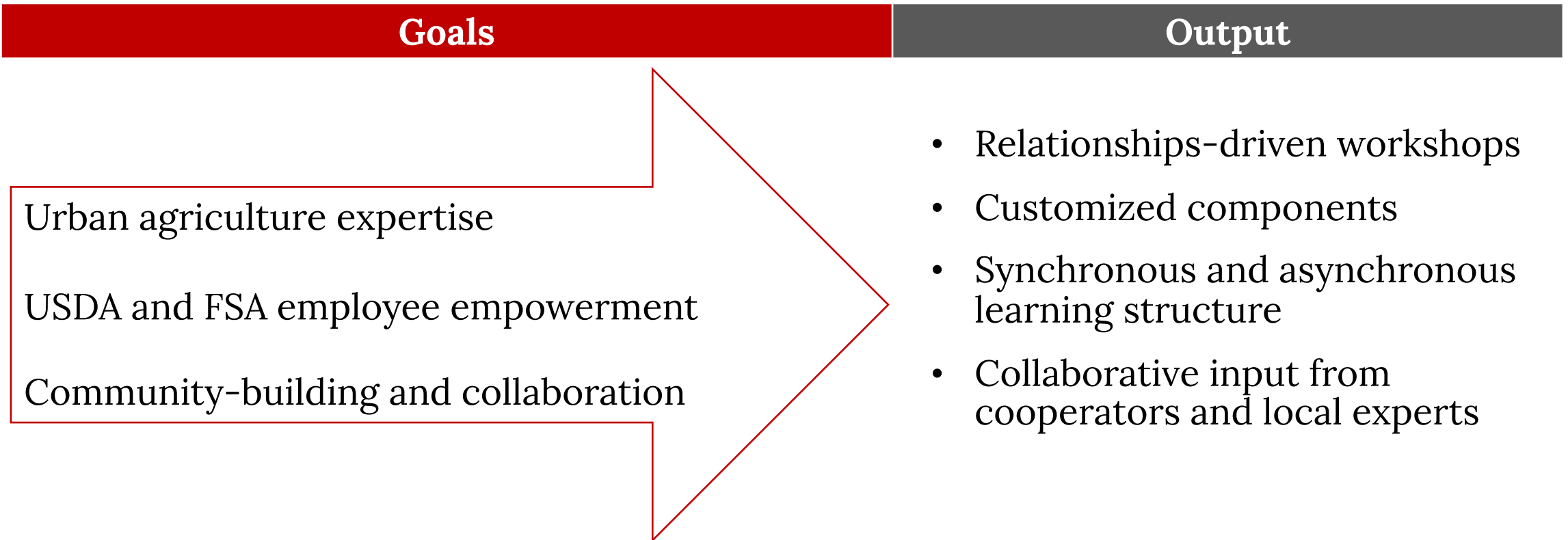
Project output informed by goals



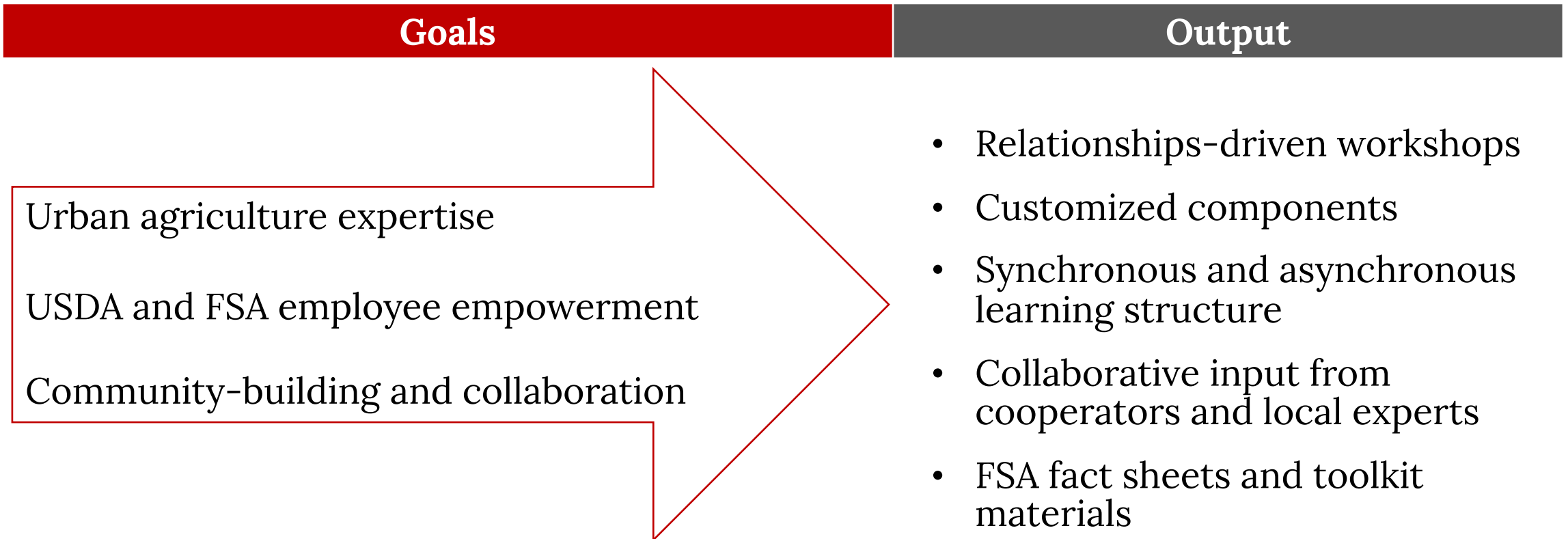
Project output informed by goals



Project output informed by goals



Project output informed by goals



A response to FSA needs

#1



Printed informational
handouts, like fact
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#2



In-person or virtual
training for
employees

What motivates you?



Course Plan Addresses FSA Needs

The ability to **identify urban ag production**, including innovative production

Familiarity with **stakeholder engagement** principles and the ability to develop strong and meaningful partnerships (across all levels, including across government agencies)

Competency **working with urban producers** and enough understanding and empathy to meet them where they are

Familiarity with **urban food systems** and their role building local **resiliency** and addressing emerging issues

The ability to identify and defend the diverse **benefits of urban agriculture** and apply to **systems-level problem solving**

The ability to identify the **challenges facing urban growers**, including local zoning, and to proactively **conceptualize challenges through a solutions-based framework**

**As outlined in Training Topic Ideas for Service Center*

Additional Core Concepts Addressed

- **Justice, representation**, celebrating and building resilience
- **Social benefits**
- Building resiliency among **immigrant communities**
- **Climate** adaptation and mitigation
- Distinguishing between **farms and gardens**
- Distinguishing between **business structures**
- Land control/ **land ownership models**
- The **urban to rural pipeline**

Case studies to illustrate all core concepts



Background & Application

Background

- Virtual
- 0. Introduction
 - 1. Food Systems Fundamentals
 - 2. Introduction to Urban Growers
 - 3. Recognizing Urban Agriculture
 - 4. Urban Agroecologies
 - 5. Benefits of Urban Agriculture
- Live Zoom Session

Application

- In-Person Workshop
- Virtual
- 0. Pre-work
 - 1. Challenges Facing Urban Growers
 - 2. Dig Deeper: Capital and Land Access
 - 3. Stakeholder Engagement
 - 4. Local, State, and Federal Policy Considerations
 - 5. Application to FSA
- Wrap Up

Anticipated training topics

Background

1. Food Systems Fundamentals
2. Introduction to Urban Growers
3. Recognizing Urban Agriculture
4. Urban Agroecologies
5. Benefits of Urban Agriculture



Anticipated training topics

Application

1. Challenges Facing Urban Growers
2. Dig Deeper: Capital and Land Access
3. Stakeholder Engagement
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We'd love your input.

1. Food Systems Fundamentals
2. Introduction to Urban Growers
3. Recognizing Urban Agriculture
4. Urban Agroecologies
5. Benefits of Urban Agriculture
6. Challenges Facing Urban Growers
7. Dig Deeper: Capital and Land Access
8. Stakeholder Engagement
9. Local, State, and Federal Policy Considerations
10. Application to FSA

SCAN ME



BREAK

15 minutes, see you back here soon

Learning platform demonstration

What is urban agriculture?

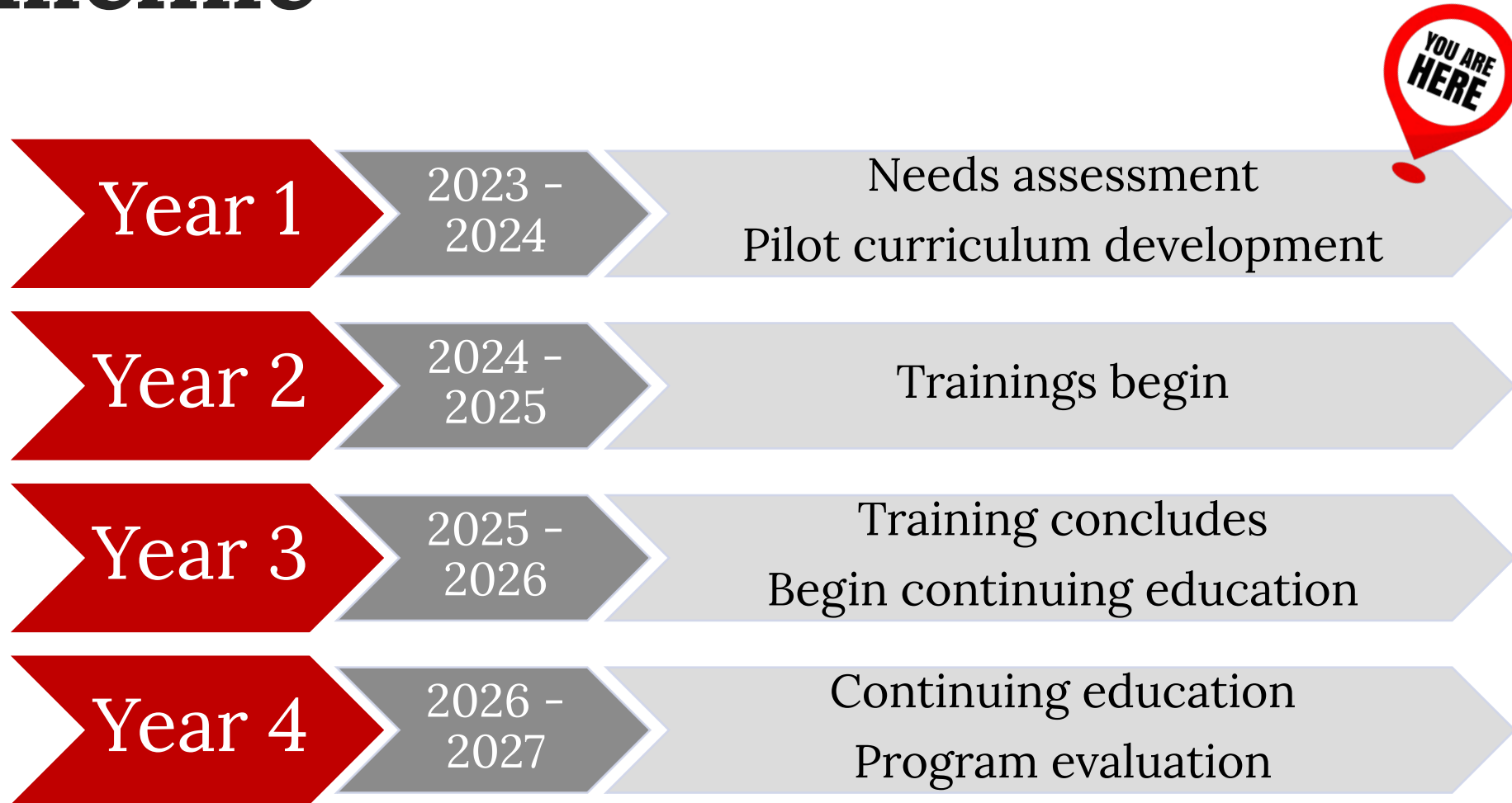
[PollEv.com/kylekarnuta230](https://pollev.com/kylekarnuta230)



Workshop: 4 x 4 Build



Timeline



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