

A top-down view of a purple plastic basket filled with fresh vegetables. The basket is placed on a bed of dry straw or mulch. The vegetables include several bright red tomatoes, a white onion, a purple onion, several orange carrots, a yellow bell pepper, a green cucumber, and a red chili pepper. The text is overlaid on the center of the basket.

# Local Food Literacy Initiative

Pikes Peak Urban Gardens



The background of the slide is a close-up photograph of green leaves, likely from a vegetable plant, with several small water droplets resting on their surfaces. The leaves are vibrant green and have a slightly serrated edge. The lighting is soft, creating a natural and fresh atmosphere.

# Local Food Literacy Initiative Mission

The Local Food Literacy Initiative of Pikes Peak Urban Gardens seeks to foster a resilient and vibrant local food system through engagement with local farmers and food producers, education and outreach to consumers and buyers, and strategic partnerships that further the goal of increasing local food production and consumption.





# Local Food Literacy Landscape

- What challenges have local food literacy programs faced in the past?
- How can collaboration and consolidation efforts build upon past programs?
- What can PPUG bring to the conversation?
- Who are the key stakeholders we have yet to identify?
- What types of media/communication/calls to action will our community respond to?
- How can we influence policy/decision-making/buying habits?



# What will the Local Food Literacy Initiative seek to accomplish?

- Increase public awareness and knowledge of local food and its availability (outreach to school groups, youth groups, community leaders, businesses, and the general public)
- Foster and encourage local production and consumption, including backyard and community gardening
- Encourage public discourse about local food supplies
- Increase farmers' ability to communicate the value of their products to retailers, foodservice operators, and consumers
- Explore barriers to local food consumption (price, access, awareness)



# How will the Local Food Literacy Initiative work toward these goals?

- Farmer/local food producer engagement: learning more about challenges faced, successes, opportunities
- Educational outreach: school and youth programs and resources, including farmer/local food trading cards, tasting fairs, field trips
- Consumer outreach: social media campaigns, website directory of local food sources, video production, local food calendar (2020)
- Partnerships: Local Foodshed Forum at UCCS, local farmers/food producers, sustainability offices, sustainability/food nonprofits and social enterprises, local businesses
- Participation and hosting of Local Food Week activities





# Next Steps and Engagement

- Local Foodshed Forum
- Community assessment/farmer & producer engagement
- Volunteer recruitment
- Collaboration exploration
- Farmer/local food profiles
- Media development
- Educational tool development
- Community events