



# **PLANTING A SEED WORKSHOP**

**MARCH 16, 2010**

## **PARTICIPANT IDEAS AND NEXT STEPS REPORT**

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# EXECUTIVE SUMMARY

## Seven Categories of Initiatives Proposed By Workshop Participants:

- Connect Growers and Consumers
- Educational Initiatives Aimed at a Broad Range Of Audiences
- Financing/Business Planning/Business & Job Development/Training Coordination
- Policy Changes by Governments and Institutions to Promote Healthy Food Production and Consumption
- Community and School Garden Creation and Expansion
- Certified Kitchen(s) Development
- New Organizations/Structures

**Participants:** Approximately 80 people from Kenosha and Racine Counties involved with and interested in promoting business and job development through local agricultural production and consumption attended the Planting a SEED Workshop on March 16, 2010. A copy of the participant list is attached to this report on pages 17-19.

**Purpose:** Build Regional Partnerships to promote a broad range of initiatives related to sustainable, edible economic development.

**Program:** There were two main elements to the program:

1. Keynote Panel consisting of David Kozlowski owner of Pinehold Gardens, a producer of local agricultural products; Peter Sandroni, owner and Head Chef at LaMerenda Restaurant, a consumer/user of local agricultural products; and, Tera Johnson, Owner and CEO of Tera's Whey, who uses local agricultural by-products in a new business she recently started. Each of the speakers did an excellent job in discussing the opportunities and challenges of starting and running businesses built around the production and consumption of local agricultural products.
2. Small Group Discussion Process was led by Professor Annie Jones of UW Extension. With the help of Table Facilitators participants discussed the following three topics related to sustainable, edible economic development:
  - a. What are your goals in the next 5 years regarding healthy and sustainable food production and consumption in our region?

- b. What do you see as current barriers and challenges regarding healthy and sustainable food production and consumption in our two counties?
- c. What are the one or two SEED/ideas you want to plant and grow for the future?

**Capturing the Input:** There are two elements which make up the input from the participants. The first is input from the small group discussions as recorded by the Table Facilitators. This information is listed on pages 4-11 of this report. The second is input from participants who placed post-it notes on the bulletin board at the front of the meeting room at the conclusion of the small group discussions. This information is listed on pages 13-16 of this report and forms the basis for the seven initiatives listed at the beginning of this Executive Summary.

**Summary of Input:**

1. The ideas of participants covered a broad range of topics related to sustainable, edible economic development.
2. There is a need to collaborate and develop partnerships to achieve the goals and overcome the barriers related to sustainable, edible economic development.
3. The energy, enthusiasm, and commitment which the participants brought to the discussion are reflected in the comments set forth on the following pages.

**Next Steps: General Approach:**

1. KEEP DOING WHAT YOU ARE DOING. It is not the intention of SEED to interfere in any way with the efforts of individuals, groups and organizations which are already pursuing the goals set forth in this report. Individuals and organizations already engaged in some of the activities set forth in this report should continue their efforts. Hopefully, the ideas which were discussed at the Workshop and the connections we all made will provide all of us with opportunities to partner with each other to achieve our common goals.
2. IF YOU THINK SEED CAN HELP. SEED is prepared to meet with any individuals or groups who wish to pursue one or more of the goals contained in this report. SEED's role would depend on what individuals and groups wish to pursue and what resources we could bring to bear to make progress toward achieving those goals.
3. DEVELOPING A STRATEGIC PLAN. Over the next 6 weeks, the Steering Committee of SEED will develop a strategic plan to determine which of the many ideas that were proposed by workshop participants can be pursued and implemented in both the short run (next 6 months) and the longer run (1 to 3 years). We will send a report to program participants when this plan is developed.

If you have any comments, suggestions, and/or questions regarding the results of the Workshop or what you would like to collaborate on in the future relative to Sustainable, Edible Economic Development, please contact Robert Beezat at: [rbeezat@rkcaa.org](mailto:rbeezat@rkcaa.org) or 630-747-5028 (C)

**Thank you for your interest in and support of SEED!**