Background
Local Food for Local People

Promoting food democracy in Appalachian Georgia
Lumpkin County, Georgia
How strong is our local food system?

- Farmers Markets
- Community Supported Agriculture (CSA)
- Food hubs
- Farm to School Programs

Source: Locavore Index
Georgia ranks 40th

Lumpkin County’s local food

- One farmers market
- One CSA
- No farm to school
- No food hubs

Source: Locavore Index
Question

• What can we do to help Dahlonega Farmers Market create a better local food system?
Research

1. Q/A sessions with partner
2. Informal survey among students
3. Seed shares at Farmers Market
1. Research: Q/A meetings with partner

- Sponsor determines mission
  - Downtown Development Authority (DDA)
  - Mission is to promote local and downtown commerce
  - Tourism
2. Research: Pilot Study

UNG Student Survey
n=262

- 75% Have Not Been to the Farmers' Market
- 25% Have Been to Farmers' Market

(Colors: blue for 'Have Been to Farmers' Market', green for 'Have Not Been to the Farmers' Market')
Why students don’t shop at Farmers Markets

Popular responses:
- Awareness
- Time and location
- Schedule conflicts
- Price
- Variety/Seasonality
- Convenience
- Campus living
Odd Responses

Odd reasons were:

- It’s not something that interests me.
- I never had a ride.
- I am not a farmer so I don’t need a market.
Our personal favorite

I don’t need fruits or vegetables!
3. Research: Seed Swaps
3. Research: Seed Swaps
How to raise campus awareness?

Blast the campus with a farmers market art campaign!
Integrating Art & Research
Letterpress & Broadsides Defined
Letterpress Process
Process
Process
Broadside Aesthetic
Results

How can we best help the FM?
- Continue participating in the market
- Raise awareness on campus
- Blast the campus with broadsides!
Unexpected Discoveries along the way

For future ATP
Yet...

Socioeconomic Status and Food Access: Lumpkin County Georgia

This tract **DOES NOT HAVE** a relatively high number of households (81 of 2,698 total households (3%)) without vehicles that are more than 1/2 mile from a Supermarket.

According to
**USDA Food Access Research:**
- **Low Income Tract**
- **Low Vehicle Access**
- **Supermarkets**

This tract **DOES HAVE** a relatively high number of households (113 of 2,734 total households (4.1%)) without vehicles that are more than 1/2 mile from a Supermarket.

Map Drawn By: Andrew Linker
Data: U.S. Census, DASPR, USDA, and other contributors.

UNG UNIVERSITY OF NORTH GEORGIA
Would you walk here?
Positional Relationship
Other poverty indicators

• 66% of Lumpkin students qualify for free or reduced lunch
• Homeless population is not eligible for food bank
• Residents of domestic violence shelter lack adequate fresh food
Recommendations for future ATP

Organize community collaboration among those working with marginalized residents.

- Work with Dahlonega Farmer’s Market to deliver left over produce at reduced price to food bank or shelter
- Work with churches in low-income areas to become food depositories for anyone who wants to donate extra produce
Thank you to these classes!

• Summer 2014
  – Special Topics- Saving Appalachian Gardens and Stories

• Fall 2014
  – Intro to Appalachian Studies
  – Intro to Letterpress
These students!

- Kaity Brackett
- Avery Alexander
- Elizabeth Guzman
- Ethan Weeks
- Emily Kauwell
- Cori Ann Hosch
- Katie Teal
- Ellie Lacey
- Harlie McCurley
- Rance Brown
- Zach Whigham
- Megan Pillatzki
- Stephen Dean
- Brendon Wilson
- Sace Leverett
- Chad Doss
- Amelia Ankerich
- Raluca Rodile
- Lauren Brown
- Daniel Ford
- Katharine Jones
- Christine Dickson
- Hannah Gioiosa
- Toby Westberry
- Kerby Wilkes
- Chelsea Webb
- Sarah Martin - studio assistant
These professors!

- Rosann Kent
- Chris Dockery
- Karrie Ann Fadrowski
These Community Volunteers

• Frank Brannon, Southwestern Community College & Speakeasy Press
• Andrew Linker
This partner!
And ARC
Questions?