

GROWING HOPE DRAFT ACTION PLAN



Cayuga County Growing Hope Draft Plan, April 14, 2024

ABOUT THE PLAN

This plan reflects input on takeaways and next steps offered during a facilitated discussion led by Ed Staehr at the March 8 Growing Hope event at Cayuga-Onondaga BOCES. Ideas were generated from Cayuga County FFA students, educators, business leaders and community supporters. Southern Cayuga FFA, Moravia FFA and Cayuga-Onondaga BOCES FFA students participated.



GROWING HOPE ACTION PLAN

DRAFT PLAN | GOALS & OBJECTIVES

Goal 1. Prepare youth to play a lead role in advancing global and local food security, human health, national security, and global prosperity through food, agriculture, and nutritional sciences.

- **Objective 1.** Develop career pathways that attract Youth to Food, Agriculture, Nutritional Health and Global Development Careers

Goal 2. Accelerate lasting solutions to hunger through Growing Hope projects, amplifying impact through collective, purposeful action.

- **Objective 2.** Support lasting solutions to global and local hunger and malnutrition
- **Objective 3.** Advance nutrition-based health solutions

DRAFT PLAN | GOALS, OBJECTIVES & TASKS

Goal 1. Prepare youth to play a lead role in advancing global and local food security, human health, national security, and global prosperity through food, agriculture, and nutritional sciences.

Objective 1 - Develop career pathways and learning experiences that attract Youth to Food, Agriculture, Nutritional Health and Global Development Careers.

Develop career pathways and opportunities for youth to access hands-on learning, mentorship and immersive experiences in food, agriculture, agribusiness, business support services, nutritional sciences and global development.

Task 1.1 - Create local workforce apprenticeships including Dairy Specialist and Crop Specialist modeled off German apprenticeships.

Task 1.2 - Increase exposure to Supervised Agricultural Experiences for Cayuga County youth

Task 1.3 - Increase field trips for students to visit area farms and experience local food production first hand.

Task 1.4 - Pilot the Global Farmer Experience with one or more youth groups to expose youth to global inequities and challenges, and the promise of international agricultural development.

Task 1.5 - Coordinate career messaging with Cayuga-Onondaga BOCES, SUNY Cayuga Community College, Cornell University, SUNY Cobleskill, SUNY College of Environmental Science and Forestry, SUNY Morrisville, Wells College, etc.

Task 1.6 - Identify and promote scholarship opportunities to support career pathways in food and agriculture (e.g. Southern Cayuga Garden Club student scholarship)

Task 1.7 - Host a fair/expo to showcase the diverse career opportunities across the value chain of the food and agricultural industry and intersectionality with the health industry through nutrition. Invite commercial, nonprofit, government, faith-based and academic participants.

Task 1.8 - Offer Growing Hope Globally presentations in the classrooms

Goal 2. Accelerate lasting solutions to hunger through Growing Hope projects, amplifying impact through collective, purposeful action.

Objective 2. Support lasting solutions to hunger and malnutrition

Engage youth in Growing Hope projects highlighting the connection between farming, food security, global health, national security and global prosperity.

Task 2.1 - Vette future Growing Hope Globally Projects in India, Africa, Central America

Task 2.2 - Convene stakeholders to discuss ideas and provide input into Growing Hope plan, 2024 local and global growing projects.

Task 2.2.1 - Identify key stakeholders including FFA, CCE, 4H, Rotary Clubs, ZClub, CAP, Youth Bureau and others affiliated with national or international networks that could be leveraged to accelerate reach. Include farmers, agribusinesses, farmers markets, restaurants, food pantries, soup kitchens, school meal providers, meals on wheels, health organizations, faith institutions, humanitarian/community based organizations, populations of focus, and the general public.

Task 2.2.2 - Host community meeting to share ideas, obtain input on the plan, interest in 2024 growing projects and beyond, identify resources needed to advance ideas and year 1 plans

Task 2.3 - Allocate resources for 2024 Growing Hope Projects; utilize centralized platform to track health impact and metrics

Task 2.4 - Connect with area ag schools that grow crops to determine interest in collaborating on Growing Hope projects (including Cornell, Cobleskill and Morrisville)

Task 2.5 - Develop and Implement Marketing Strategy with focus on how to connect with the non-farm community.

Task 2.5.1. Develop clear messaging. Got Food? Thank a Farmer. No Farms, No Food. Future Food Producers of America. Repackage the messaging, focus on global humanitarian ethic and intersectionality with the health industry and national security. Let farmers know they are supported.

Task 2.5.2. Use social media to show what FFA is actually like, helps develop leadership skills, experience in agriculture, makes people realize how important ag is to our society. Utilize Facebook, instagram, tiktok to showcase FFA & Value of Ag.

Task 2.5.3. Encourage word of mouth, talk to friends and family

Objective 3. Advance Nutrition-Based Health Solutions

Task 3.1 - Promote Sustainable Agriculture and Food Systems → Less world hunger, malnutrition

Task 3.2 - Showcase local food excellence whenever possible

Task 3.3 - Support Growing Hope Globally projects tied to nutritional outcomes.

Task 3.4 - Advance CLA human health trials for obesity, heart disease, diabetes

Task 3.5 - Cowffee → portion of proceeds to support global farm/food system development

IMPLEMENTATION CONSIDERATIONS

1. Resources. What resources are needed to implement the plan? Who are the community partners and supporters that can help move the plan forward?

- Community partnerships
- Human resources - volunteers, ag instructors, students, farm partners, implementation team
- Government
 - Teach agriculture in schools - kids need to know where their food comes from and the effort that goes into it
 - Farm Bill - What is the impact on global nutrition and ongoing food insecurity?
 - National strategy for climate change and risk management for farms
- In-Kind donations
- Individual/Group Donations
- Sponsorships, Revenue Sharing
- Foundations
- Faith Based Institutions
- Corporate discounts
- Grants - NYSDAM SNAP-Ed Community Growers Grant Program

2. Performance Measures. Establish baseline data, KPIs to measure impact and progress toward Goals and Objectives.

3. Prioritization. Establish plan implementation schedule according to necessity and priority..