

Learning About Food in Urban Communities

Educational Plan for the Food District at Weinland Park



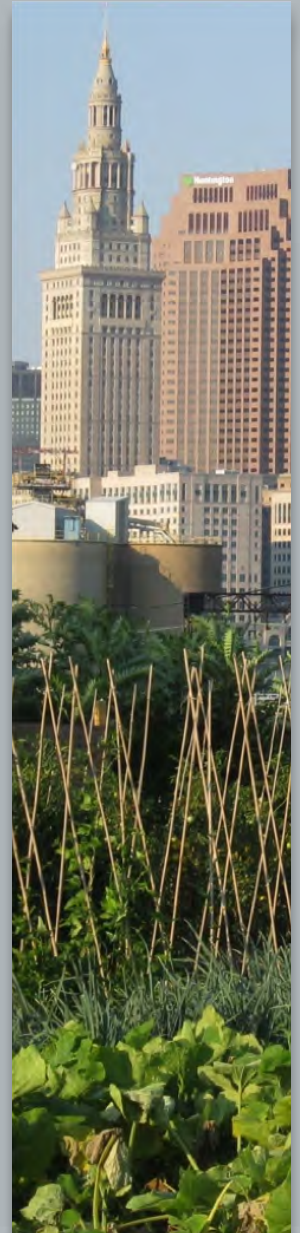
Food Production



Food & Business



Food & Family



Food & Community



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OSU Extension Project Collaborators
*Susan Colbert, Julie Fox, Stacy Haught,
Michael Hogan, Marilyn Rabe, Christie Welch*

go.osu.edu/urbanag

An Educational Plan For The Food District at Weinland Park

This publication was developed by an Ohio State University Extension team as part of an Urban Agriculture Overlay Project and supported by a U.S. Department of Housing and Urban Development (HUD) Community Challenge Grant.



The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.

Project Contributors

Susan Colbert

Susan currently serves as Community Development Program Director for OSU Extension in the University District, located in Columbus, Ohio. She began her employment with OSU Extension in 2000. Susan possesses a Bachelor of Science dual degree in Psychology and Sociology and a Master of Science degree in Social Sciences with a focus on Applied Public Affairs Studies. She has over 20 years of experience in Community/Economic Development in the states of New York and Ohio.

Julie Fox, Ph.D.

Dr. Fox serves as a Program Director and Marketing Specialist for The Ohio State University, College of Food, Agricultural, and Environmental Sciences. She is based at the OSU South Centers and provides leadership for a statewide team to advance economic and community development through research and Extension.

Michael Hogan

Mike is an Extension Educator and Associate Professor with OSU Extension. Hogan also serves as the statewide Sustainable Agriculture Coordinator for OSU Extension and state coordinator in Ohio for the USDA SARE program (Sustainable Agriculture Research and Education). In Weinland Park, Hogan has developed partnerships which enabled him to teach urban local food system training programs for more than 800 urban residents.

Marilyn Rabe

Marilyn is an Extension Educator for Family and Consumer Science and the County Director for OSU Extension, Franklin County. She has been with OSU Extension for over 20 years. Her educational background is a B.S. in Elementary Education and a M.S. in Human and Community Resource Development with an emphasis on Extension Education. Her focus in this project has been to identify educational opportunities for adults and youth in relation to food and wellness.

Christie Welch

Christie has been with the OSU South Centers Business Development Network since 2003. In this role she has worked with a variety of small businesses to provide information and education in these areas of business; money, marketing, and management. Christie currently serves as farmers' market specialist and business development specialist with the Ohio Cooperative Development Center.

Stacy Haught, AmeriCorps VISTA

Stacy is working with the OSU Extension Community Development team thanks to a service term with AmeriCorps VISTA. Her contributions to the project include researching existing Extension programs and other educational resources to support the sustainability of the Weinland Park Food District.

The Ohio State University Extension, Franklin County gratefully acknowledges the continued support provided by the Franklin County Board of Commissioners.



Ohio State University Extension embraces human diversity and is committed to ensuring that all research and related educational programs are available to clientele on a nondiscriminatory basis without regard to age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, or veteran status. This statement is in accordance with United States Civil Rights Laws and the USDA.

Keith L. Smith is the Associate Vice President for Agricultural Administration; Associate Dean, College of Food, Agricultural, and Environmental Sciences; Director, Ohio State University Extension; and Gist Chair in Extension Education and Leadership.

For Deaf and Hard of Hearing, please contact Ohio State University Extension using your preferred communication (e-mail, relay services, or video relay services). Phone 1-800-750-0750 between 8 A.M. and 5 P.M. EST Monday through Friday. Inform the operator to dial 614-292-6181. © Copyright OSU 2013

TABLE OF CONTENTS

SECTION 1: Introduction	2
SECTION 2: Learning About Urban Food Production	5
Growing With Your Family & Community	6
Growing For Profit	15
Food Production Health & Wellness	21
Safe Food Production & Harvesting	22
SECTION 3: Learning About Food & Business	23
Business Planning & Management	24
Workforce Development	29
Employee Health & Wellness	31
Food Safety Business Practices	31
SECTION 4: Learning About Food & Family	33
Accessing, Planning & Preparing Healthy Meals	34
Preserving Food For Your Family	38
Family Health & Wellness	42
Serving Safe Food To Family & Friends	44
SECTION 5: Learning About Food & Community	45
Planning & Supporting Community Food Developments	46
Leadership & Community Development	49
Community Health & Wellness	51
Community Food Safety	51
SECTION 6: Summary	52
SECTION 7: Appendix	54
SECTION 8: Acknowledgements	64

Introduction

“Ohio State University Extension has been an incredible opportunity for residents in Weinland Park,” said Joyce Hughes, president of the Weinland Park Community Civic Association. “They provide education, training, job fairs, money management and so much more.”



Susan Colbert, left, and Joyce Hughes in Weinland Park.

This *Educational Plan*, developed for the Food District @ Weinland Park, is a comprehensive guide that draws upon a foundation of national, state and local Extension research-based programming, as well as the literature, urban agriculture resources, existing community assets, and more than a year of engagement with community residents.

Weinland Park

Weinland Park is an urban neighborhood located between downtown Columbus, Ohio and The Ohio State University (Census tracts 16 & 17). It is home to approximately 4,500 residents, many of whom confront unemployment, poverty and crime on a daily basis. Weinland Park’s average household income (\$18,613) is well below the average for Columbus (\$48,544), and Weinland Park also has a disproportionate percentage of households earning less than \$10,000 a year (39.87%) as evidenced by the high concentration of Section 8 housing units. Despite the challenges of this community, residents and businesses have demonstrated resiliency. With the help of community, corporate, civic, church and university partners this community is being revitalized.

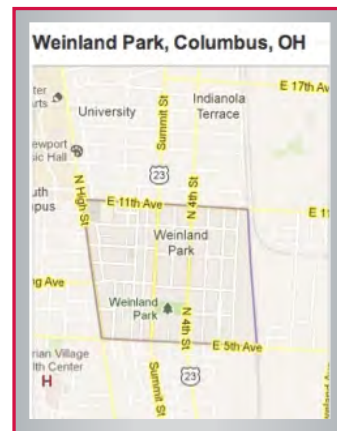
Urban Food and Agriculture

This community decided to use food as a focus for transformation. Food systems are intentional, collaborative efforts between consumers in cities, decision makers, and food producers in a region to build more locally-based, self-reliant food economies—where sustainable food production, processing, distribution and consumption are integrated to enhance the economic, environmental and social health (Feenstra 2002). Urban agriculture has been defined as the growing, processing, and distribution of food and other products through intensive methods in and around cities (Brown and Carter 2003). Agriculture is a critical part of any movement towards sustainability because it can have profound effects on the environment, human health, and the social order (Horrigan et al., 2002).

To explore how the Weinland Park community could make the production, processing, distribution, preparation and celebration of food a catalyst for urban neighborhood development, Ohio State University researchers teamed up with the Mid-Ohio Regional Planning Commission (MORPC), Godman Guild, Wagenbrenner Companies, Local Matters, and the Weinland Park Civic Association. With funding support from a U.S. Department of Housing and Urban Development (HUD) Community Challenge Grant, the team invested in a two-year *Urban Agriculture Overlay Planning Project*.

A Focus on Education

This *Educational Plan* builds on existing education and infrastructure. It remains flexible based on emerging interests related to specific developments (food production, food & business, food & family, food & community). The goal of the plan and this resource is to cultivate community through food-related education and sustainable economic development. Sustainability must extend to every stage in the life cycle of food, ranging from farming practices to distribution to consumption (Gopalan, 2001).



Central Ohio Food Assessment and Plan, 2010

Connected to Regional Food Systems

This project aligns with other central Ohio, statewide and regional food system development, such as the Food Policy Council Network, <http://glennschool.osu.edu/food> and Central Ohio Food Assessment and Plan, www.morpc.org/pdf/CentralOhioLocalFoodAssessmentAndPlan2010.pdf, as well as the associated regional website, <http://centralohiolocalfood.org> and county food council website, <http://franklincountylocalfoodcouncil.org>.

As part of the *Educational Plan*, the Food District at Weinland Park can benefit from staying connected to and collaborating with area food system developments in order to attract a broad range of educational resources and link specialized instructional expertise to serve priority needs identified in Weinland Park.

Built on a Foundation of Community Connections

For more than ten years, Ohio State University (OSU) Extension has provided a consistent presence and innovative education in the Weinland Park community. OSU Extension is the community outreach arm of a world-class research institution: The Ohio State University, College of Food, Agricultural and Environmental Sciences.

Residents receive consultation and education from OSU’s faculty, students and staff in the field of agriculture, community development, business management, and marketing.

The OSU Extension team has been involved in previous projects that provided groundwork for this *Educational Plan*. For example, an OSU Extension educator serves on the Weinland Park Collaborative, Weinland Park Community Civic Association Advisory Group, University District Organization, University Community Business Association, Ohio Transportation Authority Mobility Advisory Board, United Way of Central Ohio Leadership Advisory Committee, and the Community Economic Development Corporation of Ohio (CEDCO).

During the past two years, OSU Extension educators have engaged with community residents, business owners and leaders through ideation sessions, strategic planning meetings, survey research, hands-on workshops, community festivals and presentations/dialogues with various groups. OSU Extension educators also reviewed and contributed to publications developed before and during the scope of this project. As part of the national Extension network, OSU specialists drew upon expertise from a community of colleagues throughout the U.S. (Reports referenced in Appendix.)



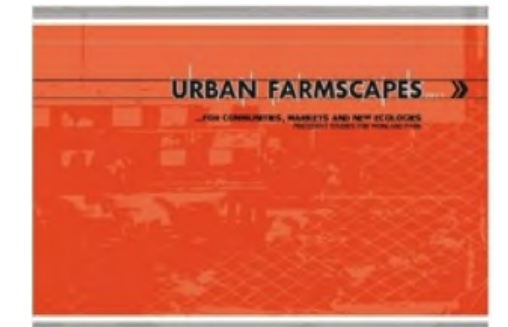
Metropolitan Food Systems Report from the North Central Cooperative Extension Association is an example of regional and national extension focus on urban food and agriculture



YouTube video summarizing OSU Extension’s long-standing community commitment



Weinland Park Evaluation Project funded by the Columbus Foundation, 2010



Urban Farmscapes, precedent studies for Weinland Park by Jonathan Leonard, 2011



Weinland Park Neighborhood Plan developed by the City of Columbus, Department of Development, Planning Division, 2006

Report Format

Education plays a key role in this initiative. This *Educational Plan* for the Food District at Weinland Park highlights educational opportunities for those who live, work, learn or worship in the neighborhood to gain knowledge and skills in four main areas:

- **Food Production**
- **Food & Businesses**
- **Food & Family**
- **Food & Community**

There are connections between these areas. For example, community gardens are included in the food production section on growing for your family and also referenced in the food and community as part of community planning and development.

Within each area of food production, food & business, food & family, and food & community, a collection of some of the best educational programs and resources are presented in a consistent format to help address educational needs as the Food District develops over time.

Extension programs are detailed in the following format in order to assist the reader in reviewing and selecting educational options. Additional resources are also included in each section.

PROGRAM TITLE

Source:

Teacher: (expert/volunteer, peer)

Learner:

What: learning objectives, certifications, license

How: lecture/activities, demonstration, individual consultation, on-the job (OJT), independent learning, field trip, informal network

Where: classroom, computer lab, teaching kitchen, field/garden, offsite experience, auditorium, other

When:

Cost:

Link:

Notes:

Topic:

This symbol, (Y), designates which programs involve youth.

Each of the four sections includes an example of existing food-related education already occurring in Weinland Park.

This *Educational Plan* is linked to the business plan, capital plan and designs for new community facilities. Some educational resources may be used immediately and were pilot tested during the planning phase of this project. Other resources may be used as the project evolves, and specific educational needs emerge.

This *Plan* will not only afford those in Weinland Park an opportunity to advance food literacy, but also to promote action-oriented entrepreneurial activities that enhance the community's quality of food, environment, and life. Ultimately, this project will serve as a catalyst for reseeding the next generation of urban gardeners/farmers; provide training opportunities for unemployed residents; help urban residents gain access to food and wellness; and contribute to a regional food system, which is diverse, resilient, and entrepreneurial.

This document can be used by those in Weinland Park, as well as others involved in urban food and agriculture. The publication was developed by Ohio State University Extension professionals committed to:

- The Ohio State University (OSU) Discovery Themes, Food Production and Security; Health and Wellness
- The OSU College of Food, Agricultural, and Environmental Sciences (CFAES) Signature Areas Food Security, Production, and Human Health
- The OSU Extension Local Food Signature Program
- The national eXtension Community of Practice, Community, Local and Regional Food Systems

Through Extension, learners get research-based answers from industry experts in America's largest and most comprehensive university system, land-grant universities. Created by Congress, land-grant universities study subjects relevant to everyday life. Professional educators bring the results of their research into every community, providing unbiased, research-based practical education which people which can use, eXtension.org.



go.osu.edu/urbanag

FOOD PRODUCTION

The *Food Production* section of this *Educational Plan* contains a listing of many of the informal, non-credit educational programs offered by Ohio State University Extension faculty and staff for individuals, families, businesses, and communities on topics related to some aspect of food production. While many of these programs have traditionally focused on food production in rural areas of Ohio, most of these programs can be (and have been) adapted to focus on food production in urban areas of Ohio, including the Weinland Park neighborhood of Columbus.

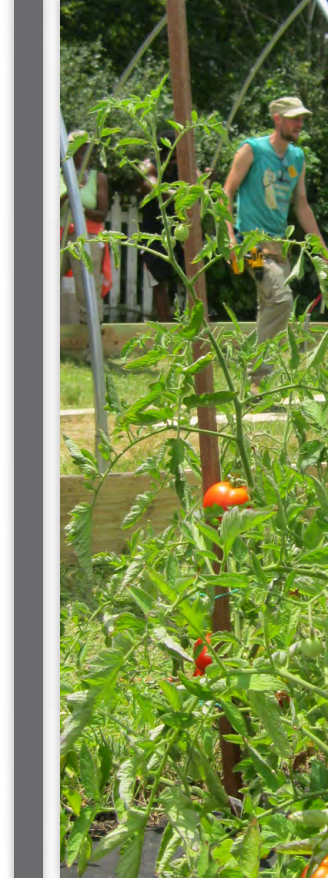
Urban spaces for food production include vacant lots, parks, bodies of water, rooftops, walls and fences, balconies, yards, basements, hoop houses and greenhouses...

(Dunnett & Kingsbury, 2004; Pilcher, 2002; Fairholm, 1998; Kaufman and Bailkey, 2000).

This section of the *Educational Plan* is not intended to be an exhaustive list of all of the different educational programs, which OSU Extension offers in the area of food production. Rather, it lists several programs, which can be useful to the community as the Food District at Weinland Park evolves. During this evolution, the educational needs of Weinland Park residents, businesses, and organizations will change, and different educational programs will be needed to address specific issues and needs in the community. OSU Extension is uniquely equipped to provide very specific educational programs to address these changing needs and issues upon request.

In addition to the workshops, demonstrations, and field days listed in this section, OSU Extension provides educational materials on thousands of different food production topics, in both print and digital formats. These materials range from single-topic fact sheets on topics such as pruning apple trees, to more comprehensive bulletins on how to grow fruit crops in Ohio. Most of these educational materials are available free or for a small fee at the OSU Extension website at www.extension.osu.edu.

Topics covered in this section include Growing for Your Family and Community and Growing for Profit. In addition, health and wellness and food safety are covered in all sections of this publication.



GROW YOUR OWN WORKSHOP



OSU Extension, Local Matters and Godman Guild hosted Grow Your Own workshops in order to pilot test educational resources and gauge community interest in a variety of production topics. During one session, Dr. Laura Tiu, OSU Aquaculture Extension Specialist demonstrated aquaponics production techniques.

GROWING WITH YOUR FAMILY & COMMUNITY

VEGETABLE GARDENING WORKSHOPS AND FIELD DAYS

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Individuals who want to learn how to begin or improve vegetable gardens

What: Various workshops and events, some with certification of course completion

How: Lecture/activities, demonstration, field trips

Where: Classroom, field/garden, offsite experience; statewide by county

When: Year-round

Cost: Free to \$50 per person depending upon location and workshop content

Link: <http://extension.osu.edu>

Topic: Food Production and Food & Business



DIG IN! GROWING A COMMUNITY: A GUIDE FOR STARTING A COMMUNITY GARDEN

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Community leaders and volunteers

What: Resource guide with learning objectives (see Notes)

How: Independent learning

Where: At home, in community meetings (auditorium, classroom, community center)

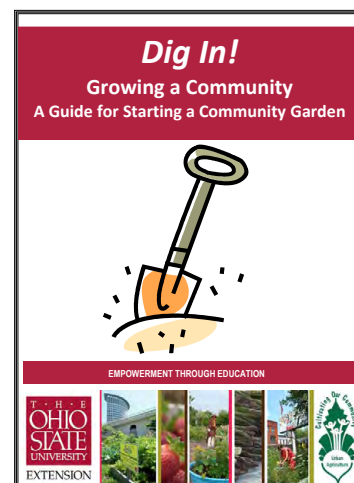
When: As needed

Cost: Free

Link: <http://cuyahoga.osu.edu/topics/agriculture-and-natural-resources/resources/Final%20Start%20Up%20Guide.pdf>

Notes: Topics include recruiting neighborhood volunteers, budgeting, fundraising, site assessment, soil testing, raised beds, healthy soil, pest management, crop types and rotation, inspiring leadership and consensus process

Topic: Food Production and Food & Community



MASTER GARDENER PROGRAM

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Community members, gardening enthusiasts

What: Certification and yearly volunteer hours (application required)

How: Lecture/activities, demonstrations, field trips

Where: Statewide by county

When: As needed

Cost: Approximately \$100 to \$200 per participant

Link: www.mastergardener.osu.edu

Topic: Food Production and Food & Community



SCHOOL GARDENING WORKSHOPS FOR TEACHERS

Source: Ohio State University Extension

Teacher: OSU Extension Educators, school teachers

Learner: Classroom teachers who desire to incorporate school gardens into classroom and extracurricular activities

What: Certification of course completion, continuing education credits

How: Lecture/activities, demonstration, field trip

Where: Classroom, field/garden, off-site experience

When: Day-long workshop, as needed, can be customized for specific school needs

Cost: Approximately \$40 per participant

Link: <http://extension.osu.edu>

Topic: Food Production and Food & Community

Youth and Food Production

The programs on the following seven pages are part of the Ohio 4-H Youth development curriculum provided by Ohio State University Extension. The first four are classroom enrichment programs that provide hands-on, standards-based experiences. Many of these programs are taught by OSU Extension faculty and staff.


Many classroom teachers will find individual 4-H project books and resource guides helpful to supplement classroom activities on many topics. A complete listing of individual 4-H project books can be found at www.ohio4h.org/publications. There are nearly 200 different individual 4-H projects on dozens of different subjects. Four of these individual 4-H projects related to food production are listed on pages 10-13 in this *Educational Plan*.



ACRES OF ADVENTURES

Source: Ohio State University Extension, 4-H Curriculum

Teacher: OSU Extension Professionals, Afterschool Coordinators, Teachers

Learner:  Youth, primarily grades 3–5:
Can be adapted for younger and older audiences.

What: Two books cover eight agriculturally-based units titled: All About Agriculture, Fast Food Agriculture, Mystery Agriculture, Plant Detectives, Agriculture Gone Wild, Farm Physics, Frontier Living, and Insect Invasion

How: Forty hands-on learning activities compiled into lesson plans that can be used as a series or independently.

Where: Classroom or an afterschool program

When: As needed

Cost: The curriculum is available to purchase. See web site for current cost. Each lesson plan will require various materials.

Link: Curriculum can be ordered here: www.4-Hmall.org

Notes:

Topic: Food Production and Food & Family



4-H GO PLANTS!

Source: Ohio State University Extension, 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator, Extension Professional, *Training can be provided by the 4-H Extension Professional

Learner:  Youth in grades 3–4

What: This curriculum designed to aid the classroom teacher in guiding the learner through the life cycle of a plant. The five-unit book focuses on a specific part of the plant in each unit—seeds, roots, stems, leaves, flowers.

How: Lessons are intended to be taught in 60-minute intervals, with the potential to be expanded to 120 minutes.

Where: Classroom or after school program

When: Intended to be used as a five week, five lesson unit curriculum but can be adapted to use lessons independently.

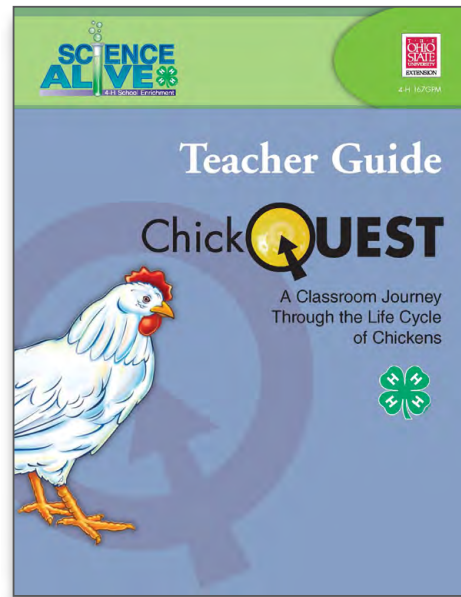
Cost: The book is available for purchase at the local Extension Office. Call the office for current costs. Each lesson requires various low cost materials or consumables.

Link: www.ohio4h.org/plants

Notes:

Topic: Food Production and Food & Family





CHICKQUEST

Source: Ohio State University Extension, 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator trained by OSU Extension Staff

Learner: 🍎 Youth ages 9 – 18

What: Youth use science, engineering, and technology to investigate the life cycle of an embryonic chicken egg.

How: Hands-on learning is facilitated by an adult leader

Where: School classrooms

When: To Be Announced

Cost: Costs will include the project book, incubator and related materials.

Link: <http://estore.osu-extension.org/productdetails.cfm?sku=167GPM>

Notes:

Topic: Food Production



VEGETABLE GARDENING

Source: Ohio State University Extension, 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator, Parent

Learner: 🍎 Youth ages 9–18

What: This beginner level project is designed for youth with limited or no experience in gardening.

How: Project completed by individual student or small group

Where: Classroom, any place where youth can gather

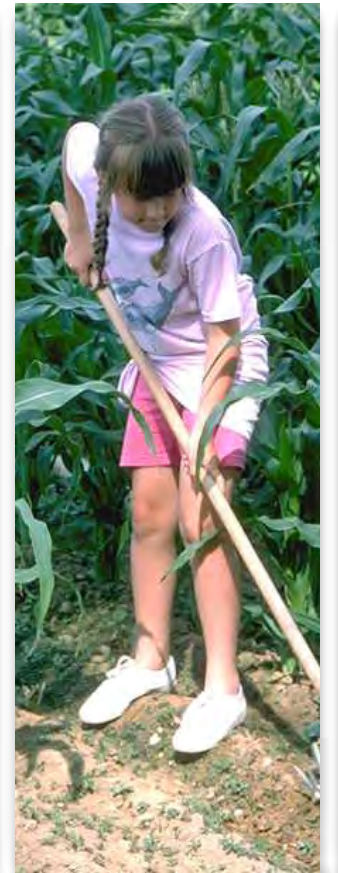
When: To Be Announced

Cost: Costs will include the project book and gardening supplies.

Link: <http://estore.osu-extension.org/productdetails.cfm?sku=671>

Notes:

Topic: Food Production and Food & Family



4-H BEEKEEPING PROJECT

Source: Ohio State University Extension, 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator, Parent

Learner: 🍎 Youth ages 9–18

What: Participants learn about colony care and management

How: Hands-on, self-directed activities

Where: Classroom, outdoor space

When: To Be Announced

Cost: Costs include the curriculum and any beekeeping supplies

Link: <http://estore.osu-extension.org>

Notes:

Topic: Food Production and Food & Family





GROWING TOGETHER

Source: Ohio State University Extension, 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator, Parent

Learner: 🇻 Youth ages 9–18

What: Garden-based science is taught through fun, interactive activities.

Where: Any place where youth can gather and have access to outdoor growing space

When: To Be Announced

Cost: Costs will include the curriculum, growing materials, garden tools, etc.

Link: <http://estore.osu-extension.org/searchproducts.cfm>

Notes:

Topic: Food Production and Food & Family



4-H JR. MASTER GARDENER PROGRAM

Source: Texas A&M 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator *Gardening expertise is recommended. Continued contact with an Extension Professional is needed.

Learner: 🇻 Youth in Grades 3–5

What: Youth can become certified Junior Master Gardeners by completing one group and one individual teaching concept in eight chapters of the JMG Handbook and by participating in one leadership/service learning project per chapter.

How: Incorporates group and individual activities, and is supported by a youth handbook and teacher/leader guide.

Where: Group activities can be held with a school class, club, after-school program, home school, or any place with a group of interested young gardeners. *A garden site is necessary to complete many of the activities.

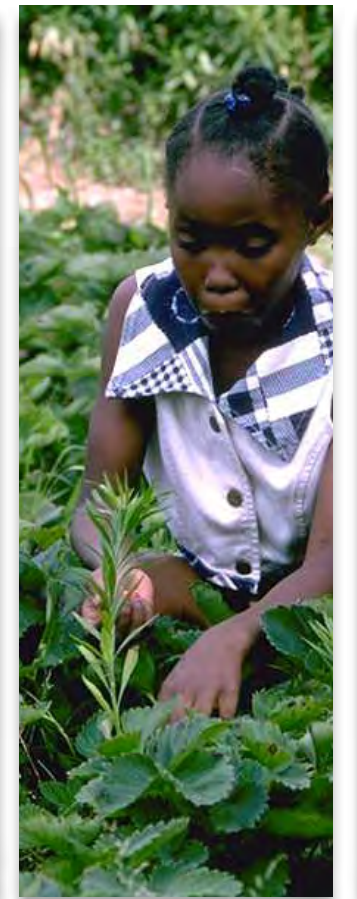
When: As needed

Cost: The curriculum is available to purchase. See website for current cost. Each activity will require various materials and there is cost with gardening maintenance.

Link: Curriculum can be ordered here: www.jmgkids.us

Notes:

Topic: Food Production and Food & Family



WISCONSIN FAST PLANTS

Source: University of Wisconsin – Madison

Teachers: Extension Professionals, Teachers, Volunteers

Learner:  Youth of all ages

What: Kindergarten through college level students who grow Fast Plants (rapid-cycling *Brassica rapa*) through a life cycle, from seed to seed, can learn many aspects of biology that are relevant to understanding themselves as individual organisms among the many others that make up the living systems on Earth.

How: *Exploring with Wisconsin Fast Plants* is a resource manual targeted for middle school and elementary teachers, but widely used as a source of ideas for high school and college levels. *Exploring with Wisconsin Fast Plants* takes an exploratory approach to Fast Plants. It includes complete growing information and dozens of classroom activities. Nine sections assist teachers in aligning with AAAS Benchmarks and National Research Council National Standards for Science.

Where: Classroom or Afterschool Program

When: Six to eight weeks needed to complete the lifecycle

Cost: Varies depending on what learning aids are selected for the program

Link: Many kits and supplemental learning aids are available at www.fastplants.org

Notes:

Topic: Food Production and Food & Family

OTHER RESOURCES, GROWING FOR YOUR FAMILY & COMMUNITY

Growing Matters teaches community members to grow helpful and delicious foods in their own yards, www.local-matters.org

Public Health Law and Policy (PHLP) and National Policy and Legal Analysis Network (NPLAP) To Prevent Childhood Obesity: Community Garden Legal Toolkit, www.nplanonline.org/nplan/products/CommunityGardenToolkit and Establishing Land Use Protections for Community Gardens, www.nplanonline.org/nplan/products/establishing-land-use-protections-community-gardens

American Community Garden Association, www.communitygarden.org

Center for Innovative Food Technology (CIFT), <http://ciftinnovation.org/local-food-systemsurban>

Establishing Land Use Protections..., <http://changelabsolutions.org/publications/establishing-protections-community-gardens>



FACT SHEET
Agriculture and Natural Resources
HYG-1024-10

Growing Tomatoes in the Home Garden

Gary Cox, Associate Professor and Extension Educator, Ohio State University Extension, Delaware County
Brad Berglund, Extension Educator, OSU South Centers, Ohio State University Extension
Bob Probst, Associate Professor, Department of Horticulture and Crop Science, The Ohio State University

The tomato is probably the most widely grown vegetable in the home garden because of its food value, many uses, and relative ease of culture (Figure 1). Originating in Central and South America, the tomato was domesticated in Mexico. There are many related wild species in South America. "Tomato" was the name used by Native Americans.

The tomato was first introduced to the United States in the 1700s. It was once thought by early American colonists to be poisonous. Thomas Jefferson was one of the first to grow tomatoes, which were called "Love Apples" at the time. The tomato was not recognized as a useful vegetable until the 1800s. Eaten raw or in unseasonable cooked dishes, the tomato is an almost daily part of the American family diet.

One medium-sized tomato has only 35 calories. The tomato is rich in vitamins C and A, and contains small amounts of the B vitamins and potassium. Tomatoes are also very well known for their high carotenoid content. Nine different carotenoids have been identified in tomatoes, two of them are beta-carotene and lycopene. Carotenoids are thought to have a number of health benefits, such as reducing the risk of developing cancer, cardiovascular disease, and muscular degeneration. There has been a lot of medical and nutritional research on lycopene; incidentally, lycopene is responsible for the red color in tomatoes. About 90% of lycopene consumed by humans comes from tomatoes. Surprisingly enough, lycopene is absorbed better from processed tomato products than from fresh tomatoes. Log on to <http://www.lycopene.org> for more information about the health benefits of lycopene.

Tomato plants are very productive. When grown as stalked plants, tomatoes require a relatively small amount of space, yet are capable of producing 8 to 10 pounds or more of fruit per plant. Some of the more compact tomato cultivars can be easily grown in containers. Hence, gardeners who have limited space can still grow tomatoes. Another option is to participate in a community garden. Gardeners may rent a plot in a community neighborhood garden to grow vegetables. It is an excellent way to garden if space is limited and also a good way to learn as well as share gardening knowledge with others. For a list of community gardens, refer to the website for the American Community Gardening Association at <http://www.communitygarden.org>.

Figure 1. Tomatoes in the most popular home grown vegetable in the United States. Tomatoes come in many sizes and colors. Photo by Ken Obermair, OSU Director of Communications and Technology.

Copyright © 2010, The Ohio State University

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins and other resources.

GROWING FOR PROFIT

GROW YOUR OWN WORKSHOP SERIES

Source: Ohio State University Extension, with Local Matters; Godman Guild

Teacher: OSU Extension Educators, Experienced Farmers

Learner: Individuals interested in urban local food topics and issues

What: Certification of course completion

How: Lecture/activities, demonstration, field trip

Where: Classroom, field/garden, offsite experience in Weinland Park neighborhood of Columbus

When: Year-round

Cost: Varies

Link: <http://localfoods.osu.edu>

Topic: Food Production and Food & Business



MARKET GARDENER WORKSHOPS

Source: Ohio State University Extension

Teacher: OSU Extension Educators, Experienced Gardeners

Learner: Individuals interested in learning how to grow and market fruits, vegetables, and other farm products

What: Certification of course completion

How: Lecture/activities, demonstration, field trip

Where: Series of 6 to 8 classroom, field/garden, offsite experiences; statewide by county

When: Winter/spring

Cost: \$100 to \$150

Link: <http://extension.osu.edu>

Topic: Food Production and Food & Business

MASTER URBAN FARMER WORKSHOP

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Individuals interested in growing and marketing food in an urban environment

What: Multi-session workshop series covering many food production and marketing topics

How: Lecture/demonstrations/field trip

Where: Classroom, statewide by county

When: Typically late winter and early spring

Cost: Approximately \$75 per person

Link:

Notes: This is a new educational program developed by OSU Extension in 2013 which will be piloted in Weinland Park in 2014.

Topic: Food Production and Food & Business



SMALL FARM CENTER AT FARM SCIENCE REVIEW

Source: Ohio State University Extension Sustainable Agriculture Team

Teacher: OSU and Purdue Extension Educators, Experienced Farmers, USDA Personnel

Learner: Individuals interested in alternative farm enterprises, alternative production systems, alternative marketing systems

What: Dozens of hour-long workshops on topics related to sustainable production and marketing systems

How: Lecture/activities, demonstration,

Where: Small Farm Center at Farm Science Review, London, OH

When: Tues, Wed, and Thurs of third week of September

Cost: Check website for gate admission to Farm Science Review

Link: <http://fsr.osu.edu>

Topic: Food Production and Food & Business



AQUACULTURE BOOTCAMP

Source: Ohio State University Extension, OSU South Centers (Piketon, OH)

Teacher: OSU Aquaculture Specialist

Learner: Individuals interested in developing aquaculture enterprises

What: Certification of course completion

How: Lecture/activities, demonstration, field trip

Where: OSU South Centers, Piketon, OH

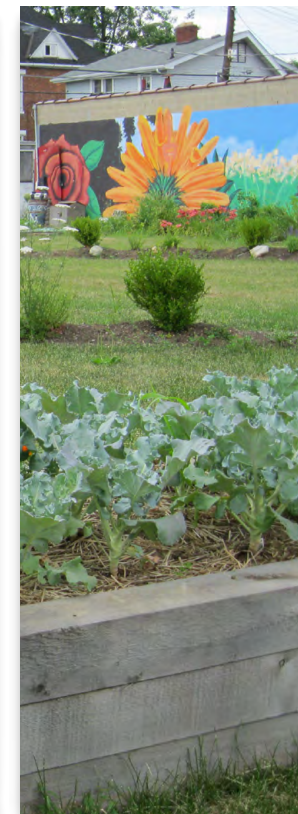
When: 12 Saturday workshops throughout the year

Cost: Free (USDA beginning farmer & rancher program)

Link: southcenters.osu.edu/aqua/abc/index.html

Notes:

Topic: Food Production and Food & Business



ANNIE'S PROJECT

Source: Ohio State University Extension

Teacher: OSU Extension Educators, experienced farm managers, bankers, agricultural professionals

Learner: Women interested in managing farm businesses

What: Certification of course completion

How: Lecture/activities, demonstration, field trip

Where: Classroom, statewide by county

When: 6-8 weeknight evening workshops

Cost: \$75 to \$150 per participant

Link: <http://clermont.osu.edu/events/annies-project>

Topic: Food Production and Food & Business

OHIO SUSTAINABLE AGRICULTURE TOUR SERIES

Source: Ohio State University Extension, Ohio Ecological Food and Farm Association and partners

Teacher: OSU Extension Educators, Experienced Farmers, Research Faculty

Learner: Farmers and consumers

What: Series of 25 different farm tours on sustainable production and marketing topics, including urban agriculture

How: Farm tours, field days, demonstrations

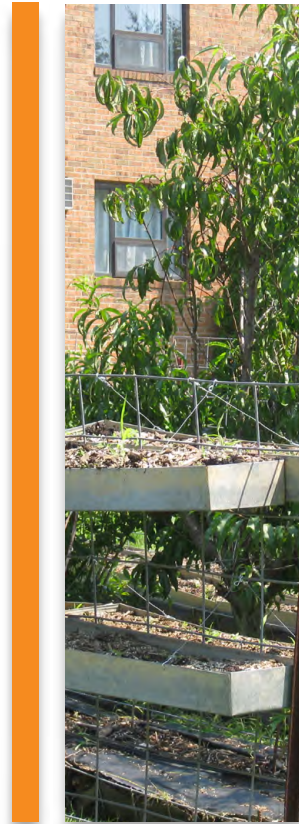
Where: Farms, markets, and other sites throughout all areas of Ohio

When: June–October

Cost: Varies based on tour

Link: <http://go.osu.edu/sustagtours>

Topic: Food Production and Food & Business



OHIO SMALL FARM CONFERENCES

Source: Ohio State University Extension

Teacher: OSU Extension Educators, experienced farmers and marketers, USDA personnel

Learner: New farmers, small farmers, rural landowners, urban farmers

What: One and two-day conferences on dozens of topics related to beginning and operating a small farm

How: Lecture/activities, demonstration

Where: Classroom, Wilmington and Zanesville

When: Mid-winter

Cost: Approximately \$50 per person

Link: <http://extension.osu.edu>

Topic: Food Production and Food & Business

INCUBATOR FARMS

Source: Ohio Cooperative Development Center, Ohio State University South Centers

Teacher: On-site full-time farm manager

Learner: New grower-trainees

What: Local foods training and business development farms—Farms may support grower's skills training and business development services, education and research programs of participating community colleges, apprenticeships programs, high school career programs, community food hubs, and community education and awareness activities.

How: Business plan & financial worksheets, under special project information, <http://ocdc.osu.edu>

Where: Near training sites, trainee pools and operational resources – see <http://ocdc.osu.edu/SpecialProjects/Incubator%20Farms%20FAQ.pdf>

When: As needed – Serve as a classroom/lab for Certificate programs, apprenticeship training programs, and/or continuing education

Cost: Financed by one or more of the following: Sale of products produced on the farm, support from the community college (such as the trainer salary and supplies) employer and/or trainee tuition and fees, farm and facilities provided by a non-profit farm; one-stop center support for testing, training, etc. grants, foundations, etc.

Link: <http://ocdc.osu.edu>

Topic: Food Production and Food & Business

SMALL FARM COLLEGE

Source: Ohio State University Extension

Teacher: OSU Extension Educators, experienced farmers, USDA personnel

Learner: New and small farmers, rural and urban landowners who own small acreage

What: Learning objectives include: how to set goals, plan, budget, and where to find resources available should you choose to start a small farming operation, and how to manage financial and farm records, discover different enterprises that can be profitable on land as small as one acre

How: Field trip, lecture/activities

Where: County Extension offices (meeting room/classroom)

When: 8 weeks, January through February, weekly evening meetings

Cost: \$150 per person, additional family members \$50, limit first 50 registrants

Link: <http://extension.osu.edu>

Topic: Food Production and Food & Business

PERMACULTURE DESIGN COURSE AND CERTIFICATION

Source: Green Triangle, Ecological Tools for Everyone, Jonathan Hull and Nick Swetye

Teacher: Permaculture Certified Teachers and Designers

Learner: Designers of sustainable gardens and farms

What: Certification of course completion for permaculture design

How: Lecture/activities, demonstration, field trip

Where: Classroom, field/garden, offsite experience

When: Six weekends 9AM–5PM, autumn or spring (84 hours of instruction)

Cost: \$950, financial aid available via request and scholarship fund

Link: <http://greentri.org>

Topic: Food Production and Food & Business



OTHER RESOURCES, GROWING FOR PROFIT

Permaculture Design Course and Certification, <http://greentri.org>

The Essential Urban Farmer by Novella Carpenter and Willow Rosenthal, 2011

MetroFarm by Michael Olson, 1994

FOOD PRODUCTION HEALTH & WELLNESS RESOURCES

Secondary Injury Prevention: *Ergonomics for the Farm*, ohioline.osu.edu/aex-fact/pdf/AEX_981_6_10.pdf

National Center for Farmworker Health, www.ncfh.org

Simple Solutions: *Ergonomics for Farm Workers*, U.S. Department of Health & Human Services
www.cdc.gov/niosh/docs/2001-111/pdfs/2001-111.pdf

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.



SAFE FOOD PRODUCTION & HARVESTING

GAPS FOOD SAFETY TRAINING

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Growers of fruits, vegetables, and other non-livestock food products

What: Certification of course completion

How: Lecture/activities

Where: Classroom statewide by county

When: Year-round

Cost: Approximately \$50 per person

Link: <http://producesafety.osu.edu>

Topic: Food Production and Food & Business



OTHER RESOURCES, SAFE FOOD PRODUCTION AND HARVESTING

Safe food production and harvesting, www.epa.gov/swerosps/bf/urbanag/pdf/bf_urban_ag.pdf

OSU Produce Safety, www.producesafety.osu.edu

Cornell, Good Agricultural Practices, www.gaps.cornell.edu

UC Davis Good Agricultural Practices, http://ucfoodsafety.ucdavis.edu/UC_Publications/UC_Good_Agricultural_Practices_GAP

Organic Materials Review Institute (OMRI), www.omri.org

FDA Food Safety Modernization Act, www.fda.gov/Food/GuidanceRegulation/FSMA/default.htm

Good Agricultural Practices, a self-audit for growers and handlers, <http://onfarmfoodsafety.org/wp-content/uploads/ucdavis-food-safety-audit.pdf>

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

Food & Business

The *Food and Business* section focuses on educational resources for emerging and existing entrepreneurs and their employees. General business education helps food business owners and managers plan and address management, marketing and financial issues. Food industry education and workforce development training adds learning opportunities for specific food businesses, such as food retail, food service, food processing and distribution. Food safety education in this section addresses a range of foods, from production through processing, packaging, distribution and other business practices. Employee health and wellness education is also an important factor to consider for food business education. This section of the *Educational Plan* links with *Food Production* for commercial enterprises, *Food and Family* for those engaging in family business or youth entrepreneurship, and *Food and Community* as it influences business access to resources.

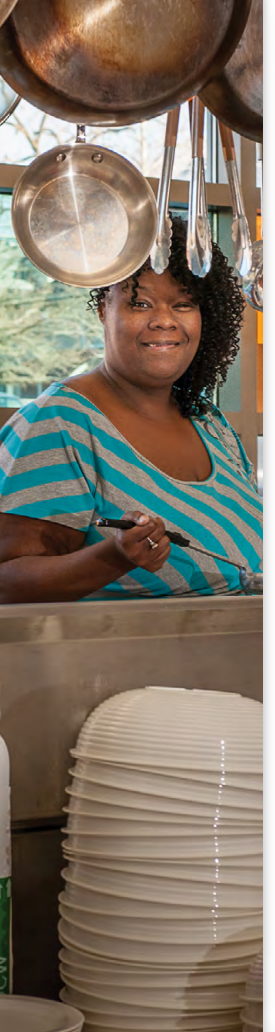
Clusters of community-based food businesses are forming across Ohio, building new business ownership opportunities (Meter, 2011).

Currently, there are some workforce development programs, new entrepreneur workshops, business development and various food industry education offered in the community and the region. This section highlights both existing and potential resources to improve business knowledge, practices and performance, ultimately to increase economic contributions to the local economy. Whether someone wants to develop a retail stand at a community farmers' market, a small catering company, a food truck or a large food processing and fulfillment center, the resources in this section can assist them from exploration to launch and expansion.

Similar to the other sections of this *Educational Plan*, learning opportunities may take place in existing or new community classrooms, computer labs, kitchens, production sites and teaching centers, as well as through offsite or virtual field trips, apprenticeship programs, on-the-job training opportunities, and independent learning.

Value is redistributed along the food supply chain and creates opportunities for entrepreneurship in specialty and value-added products that incorporate feedback loops between consumers and those businesses (Bloom & Hinrichs, 2010).

For the food processing component to be sustainable it must use inputs that are sustainably grown and its transportation and distribution networks must also be sustainable (Gopalan 2001).



NURTURING NEIGHBORHOOD ENTREPRENEURS



To foster the development of small businesses and other enterprises in the area, OSU Extension hosts business planning and microenterprises classes. The classes are open to all city residents with preference given to those living in Weinland Park.

BUSINESS PLANNING & MANAGEMENT

The North American Industry Classification System (NAICS) categories for the Food Industry are:

- 311 Food Manufacturing
- 312 Beverage Manufacturing
- 445 Food and Beverage Stores
- 722 Food Services and Drinking Places

This industry is also comprised of many sub-industries. The following is a sample of the data for these sub-industries from www.census.gov/epcd/naics02/naicod02.htm

- 31123 Breakfast Cereal Manufacturing
- 31141 Frozen Food Manufacturing
- 31151 Dairy Product (except Frozen) Manufacturing
- 31181 Bread and Bakery Product Manufacturing
- 31211 Soft Drink and Ice Manufacturing
- 31212 Breweries
- 31214 Distilleries
- 44511 Supermarkets and Other Grocery (except Convenience) Stores
- 72211 Full-Service Restaurants
- 72221 Limited-Service Eating Places
- 72241 Drinking Places (Alcoholic Beverages)

MARKETREADY

Source: Ohio State University Extension

Teacher: OSU Extension Educators, with a team of experts have been trained and team-teach this program

Learner: Food producers exploring new market

What: Workshop and resource guide, learning objectives (see notes), network creation

How: Lecture/activities, informal network

Where: Classroom/conference space

When: One full day, various dates

Cost: \$75/person and \$25 for each additional person from the same business

Link: go.osu.edu/MarketReady

Notes: Prepares producers for the decisions needed for entering various marketing channels - direct to consumer and direct to wholesale buyers

Topic: Food & Business



OHIO FOOD FORUM

Source: Ohio State University Extension

Teacher: OSU Extension Educators, partners, peers

Learner: Food producers

What: Business network and sales meetings

How: Informal network

Where: Auditorium/conference space

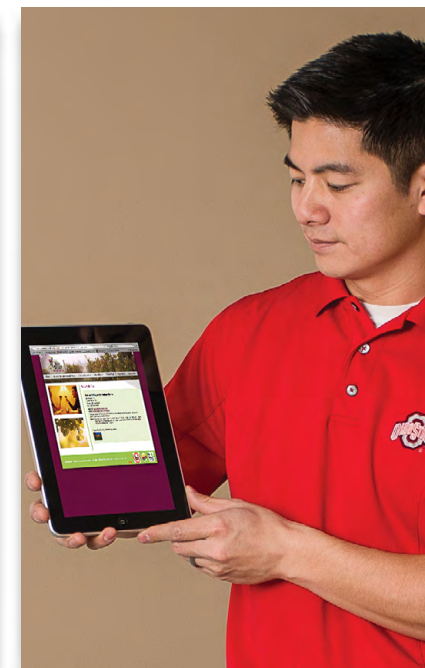
When: One full day, various dates

Cost: \$100/business

Link: go.osu.edu/OhioFoodForum

Notes: Encourages business relationships between local buyers and producers via one-on-one meetings

Topic: Food & Business



MAPS & APPS

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Food business owners, managers, marketers

What: Mobile media marketing curriculum

How: Meetings and resource guide, individual consultation, demonstration, online resources

Where: Conference site, classroom, online

When: One-hour presentations and full-day workshops

Cost: \$75/person and \$25 for each additional person from the same business

Link: go.osu.edu/MapsAndApps

Notes: Helps businesses take advantage of free listings on Internet maps, in GPS systems, in maps linked to social media, and in mobile applications, and teaches businesses how to make corrections or get listed on popular sites

Topic: Food & Business

OHIO COOPERATIVE DEVELOPMENT CENTER

Source: Ohio State University South Centers

Teacher: OSU Extension personnel and partners

Learner: Entrepreneurs, cooperative entities

What: Individual consultation, resource guides, network creation and facilitation, workshops, development of incubator websites, feasibility studies assistance

How: Independent learning, individual consultation, lecture/activities

Where: Varies

When: Varies

Cost: Varies (seed grants available)

Link: <http://ocdc.osu.edu>

Notes: OCDC assists with establishing new cooperatives and strengthening existing cooperatives through technical support and linking groups with essential resources. OCDC is part of a business development, research, and Extension education team to better provide comprehensive services for new and emerging cooperatives in Ohio and West Virginia.

Topic: Food & Business



OHIO FARMERS' MARKETS PROGRAM

Source: Ohio State University South Centers

Teacher: OSU Extension Educators

Learner: Ohio farmers' market managers, food vendors/producers, board members

What: Focused on the areas of business marketing, management, and money: the goal of the program is to assist entrepreneurs in increasing their knowledge, skills, and abilities to capture a greater share of the demand by consumers to have easy access to locally grown produced foods.

How: Informal network, individual consultation, technical assistance, online learning, training programs

Where: Online learning, annual conference

When: Varies

Cost: Varies based on event or resource

Link: <http://ohiofarmersmarkets.osu.edu>

Notes:

Topic: Food & Business and Food Production

THE WILBUR A. GOULD FOOD INDUSTRIES CENTER AT THE OHIO STATE UNIVERSITY

Source: Ohio State University

Teacher: OSU Faculty

Learner: Food producers, food industry companies

What: Better Process Control School (BPCS), Better Process Control School (Acidified only), Total Quality Management Snack Food, HACCP Courses, Advanced Cleaning and Sanitation (also provide nutrition labeling, product development and a comprehensive food processing resource link)

How: Individual consultation, technical assistance, lecture/activities, demonstration, independent learning

Where: Fully equipped pilot plant, teaching facilities on OSU Columbus campus

When: As needed

Cost: Varies

Link: foodindustries.osu.edu

Notes: Provides technical and scientific services through education, research, and product development

Topic: Food & Business and Food Production

OTHER RESOURCES, BUSINESS PLANNING & MANAGEMENT

Starting a Food Business, Columbus Public Health, http://publichealth.columbus.gov/uploadedFiles/Public_Health/Content_Editors/Environmental_Health/Food_Protection_for_Businesses/Starting_a_Food_Business_wWorkshops.pdf

Ohio Business Gateway, <http://business.ohio.gov/> <http://business.ohio.gov/starting/>

Cottage Food Laws in Ohio, Ohio Department of Agriculture, www.agri.ohio.gov/foodsafety/docs/Cottage_Food_Rules_Final6-09.pdf

Ohio Small Business Development Center (SBDC), at Columbus State Community College, a public-private partnership supported by the U.S. Small Business Administration, the Ohio Development Services Agency, Columbus State Community College and local partners, www.sbdccolumbus.com

Economic and Community Development Institute (ECDI), Food business training, financing and resources, www.ecdi.org

The Food Fort, <http://thefoodfort.com>

Business Guides by Industry – Food & Beverage, Small Business Administration (SBA), www.sba.gov/content/food-beverage

Urban Farm Business Plan Handbook, Partnership for Sustainable Communities, September 2011, www.epa.gov/brownfields/urbanag/pdf/urban_farm_business_plan.pdf

The Economic and Community Development Institute (ECDI), Food Institute www.foodinstitute.com
Jobs Ohio, Food Processing, <http://jobs-ohio.com/food>

Center for Innovative Food Technology (CIFT), <http://ciftinnovation.org/food-processing>

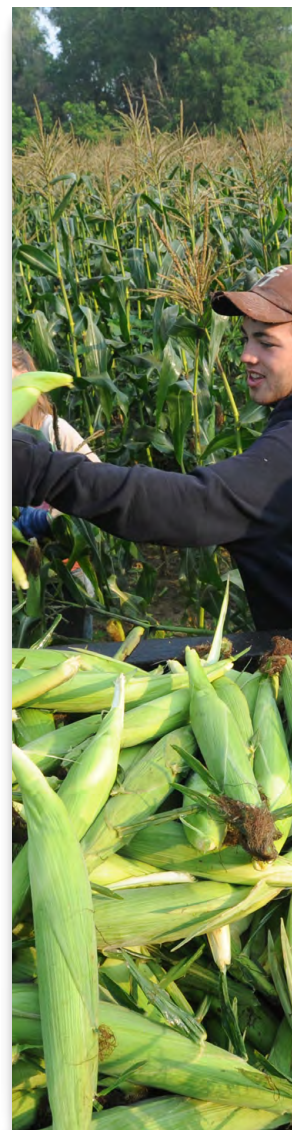
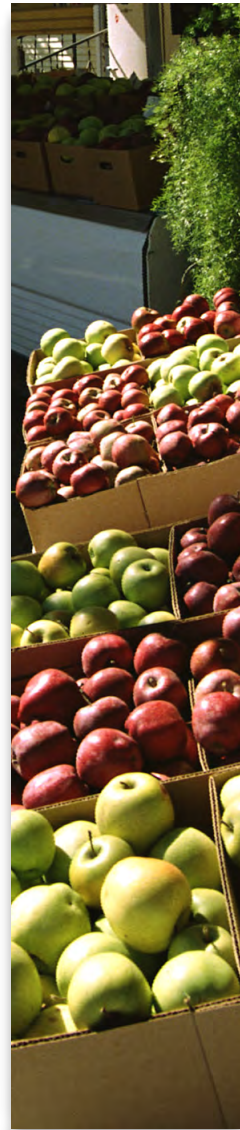
The Appalachian Center for Economic Networks (ACENet), www.acenetworks.org/facilities/athens

Sustainable Urban Food Processing, <http://pled.ei2.org/wp-content/uploads/2012/07/FoodProcessing.pdf>

Northeast Beginning Farmers Project, Cornell University Cooperative Extension, Cornell Small Farms Program, <http://nebeginningfarmers.org/online-courses>



Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.



WORKFORCE DEVELOPMENT

SPECIALTY CROP GROWERS SHORT-TERM TECHNICAL CERTIFICATE

Source: Ohio Cooperative Development Center, Ohio State University South Centers and the Ohio-West Virginia Local Food Network Cooperative

Teacher: OSU Extension Educators, Mentor Farmers, College Instructors

Learner: Students pursuing employment in specialty crop production agriculture

What: Serves as an entry point to two different career pathways. Students may further their study of sustainable agriculture with Lorain County Community College's One-Year Satellite Certificate programs and continue with an Associate degree or further their education in other related fields. Also, employer farms wanting to hire an apprentice can employ students while simultaneously completing their certification and participating in a one-year or two-year apprenticeship.

How: Apprenticeship includes total of 2,000 or 4,000 hours of On-Job-Training and 16 credit hours of coursework

Where: Incubator farms (off-campus learning sites)

When: One or two-year apprenticeship

Cost: Certificate training is Pell/Title V eligible

Link: <http://ocdc.osu.edu/SpecialProjects/Crop%20Grower%20Certificate%20career%20sheet%20R6.pdf>

Notes: Flyers for two year apprenticeship program:
Link: <http://ocdc.osu.edu/SpecialProjects/Apprenticeship%20Trifold%20Brochure%202%20yr.pdf>

Topic: Food & Business and Food Production



OTHER RESOURCES, WORKFORCE DEVELOPMENT

Ohio Department of Jobs & Family Services, Office of Workforce Development, <http://jfs.ohio.gov/owd>

Columbus State Community College, Culinary Apprenticeship Program, www.csc.edu/academics/departments/hospitality/culinary-apprentice.shtml

Columbus Culinary Institute at Bradford School, www.columbusculinary.com; www.bradfordschoolcolumbus.edu/programs/culinary

The Ohio State University, Hospitality Management (including food service) College of Education and Human Ecology, <http://ehe.osu.edu/human-sciences/undergraduate/consumer-sciences/hospitality-management>

The Ohio State University, Department of Food Science and Technology, <http://fst.osu.edu>

Market Forces, Creating jobs through public investment in local and regional food systems, www.ucsusa.org/assets/documents/food_and_agriculture/market-forces-report.pdf

Ohio MarketMaker, www.ohiomarketmaker.com

OSU Extension is working with the national MarketMaker network and the Ohio Department of Jobs & Family Services to connect workers and employers focused on farming, food preparation, food production and other related occupations, www.onetcodeconnector.org

Godman Guild, www.godmanguild.org/work-force-development

Godman Guild's Workforce Development Department is equipped to assist the Food District Project in the following ways:

- Utilizing existing services to prepare the workforce to qualify for open positions, such as:
 - Skill Credential classes designed to prepare for passage of nationally recognized credentials such as ServSafe and Customer Service and include hands-on learning and career exploration in Food Services, Culinary Arts, Hospitality Management, Customer Service, and Sales.
 - Work Readiness class designed to prepare adults to obtain and retain employment in an area of their choosing. Follow-up services include weekly job club.
 - Job Placement Services include access to job leads, advocacy with area hiring managers for "job ready" adults and job retention assistance.
 - Career Coaching includes: career counseling, crisis intervention, goal setting, linkages to community resources, moral support, and education to ensure continued participation and achievement of education and employment goals for all persons engaged in primary programs.
 - Incentives earned for achieving particular outcomes that can be used to purchase items needed to obtain/retain employment and/or further education.
- Developing customized training programs to prepare the workforce
- Providing trained interns
- Working with employers and potential job candidates to match qualified, local candidates with job openings
- Provide customized training and assistance to employers related to hiring and retaining local, entry-level workforce
- Keys Summer Internship Program for young adults age 18–24. Program includes: basic work readiness instruction, financial literacy, career exploration, paid internship, job coaching to reinforce skills learned and assist with resolving job related issues, and guidance in next steps, including referrals to Job Placement Services.
- Developing Transitional Employment opportunities in food service career pathways.



EMPLOYEE HEALTH & WELLNESS RESOURCES

FCS Workplace Wellness, <http://fcs.osu.edu/workplace-wellness>

Live Healthy Live Well, <http://livehealthyosu.com> – a team of OSU Extension Educators in Family and Consumer Sciences provide messages to help individuals improve their health through research based information.

Small Business Wellness Initiative, from a project funded by the Department of Health and Human Services <http://sbwi.org/>

Wellness for Small Business, from the nonprofit organization, Wellness Council of America, www.welcoa.org

Wellness Matters provides hands-on healthful food education in the workplace that promotes healthy eating behaviors for employees and their families in and outside of the workplace. www.local-matters.org



FOOD SAFETY BUSINESS RESOURCES

Food Safety, Ohio Department of Agriculture, www.agri.ohio.gov/foodsafety/

Food Safety, Ohio Department of Health, www.odh.ohio.gov/odhprograms/eh/foods/food2.aspx

Franklin County Public Health, Food Safety, www.myfcph.org/food.php

The City of Columbus, Food Protection Program, <http://publichealth.columbus.gov/food-protection.aspx>

Food Safety, FDA, www.fda.gov/food/foodsafety/

FCS Workplace Wellness, <http://fcs.osu.edu/workplace-wellness>

ServSafe, <http://fcs.osu.edu/food-safety/servsafe/>

Ohio State University Extension offers ServSafe® trainings across the state that fit every organization's needs, using a variety of training methods. Targeting restaurant managers, school food service, nursing homes and other food service personnel, the ServSafe® training program is the industry standard for food safety education.

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.



Food & Family

The *Food and Family* section focuses on educational resources for adults and youth related to food access, preparation and nutrition. Ohio State University Extension offers a wide variety of programs where participants will have the opportunity to learn how to plan and prepare healthy meals and keep their food safe; how to access healthy food and access community resources to help with their food security. Programs are offered on the most up-to-date methods to safely preserve food through canning, freezing or drying.

As residents have learned how to grow their own healthy food in their home garden or a community garden, they now can learn how that food impacts their health and wellness.

Food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance, social justice, and democratic decision-making (Hamm & Bellows, 2003).

In addition to in-person workshops and classes, OSU Extension provides a wide variety of educational materials related to food both on-line and in print format. Most of these educational materials are available free or at low cost at the OSU Extension web site www.extension.osu.edu or through www.ohioline.osu.edu.

There are currently programs available in the community related to food and nutrition. This section highlights both existing and potential resources to improve nutrition knowledge, food preparation skills and safe food preservation techniques.

Similar to the other sections of this *Educational Plan*, learning opportunities may take place in existing or new community classrooms, computer labs, kitchens, production sites and teaching centers, as well as through off-site or virtual field trips, apprenticeship programs, on-the-job training opportunities, and Independent learning.



MOMS2B FOOD CLASS



MOMS2B helps women at high risk for infant mortality learn tools that will enable them to make healthy choices and hopefully deliver healthy, full-term infants. The OSU Extension Expanded Food & Nutrition Education Program was an integral part of the MOMS2B program in Weinland Park.

ACCESSING, PLANNING & PREPARING HEALTHY MEALS

DIABETES EDUCATION: DINING WITH DIABETES

Source: Ohio State University Extension

Teacher: OSU Extension Family and Consumer Science Professional partnered with a Registered Dietician or Certified Diabetes Educator

Learner: People who are diabetics, their family members and caregivers

What: *Dining with Diabetes* is a cooking school and nutrition education program designed for people with diabetes and their family members or caregivers. The lessons and recipes are presented and prepared to help people become better able to manage their diabetes through healthy eating.

How: Series of three (3), two-hour classes. The program includes cooking demonstrations, sampling of healthy foods, lecture from dietician or certified diabetes educator, handouts, recipes and a follow-up reunion class.

Where: Offered around the state by OSU Extension Educators

When: As needed

Cost: See website for current costs

Link: <http://fcs.osu.edu/nutrition/dining-diabetes>

Notes:

Topic: Food & Family



DIABETES EDUCATION: TAKE CHARGE OF YOUR DIABETES

Source: Ohio State University Extension

Teacher: OSU Extension Family Educators

Learner: Adults

What: This class is designed to cover basics of diabetes management and also encourage participation in upcoming *Dining with Diabetes* class series. The class includes information about complications of diabetes, symptoms, types of diabetes, how to begin change, portion sizes, the plate method and taste testing of healthy snacks.

How: One-hour class

Where: To Be Announced

When: As needed

Cost: To Be Announced – please see website for current cost.

Link: <http://union.osu.edu/topics/family-and-consumer-sciences/diabetes>

Notes:

Topic: Food & Family



EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP) - ADULT

Source: Ohio State University Extension

Teacher: OSU Extension EFNEP Program Assistant

Learner: Limited income adults with children (or pregnant)

What: Participants will learn basic nutrition, food safety and food resource management. Each graduate receives a certificate of completion.

How: A series of eight (8) one-hour interactive classes

Where: Small meeting room – Location varies – local library, church, etc. Kitchen facilities are desired but not required.

When: As needed

Cost: This is a federally funded program that is free to limited resource adults with children and/or pregnant.

Link: <http://fcs.osu.edu/nutrition/efnep>

Notes:

Topic: Food & Family

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP) - YOUTH

Source: Ohio State University Extension

Teacher: OSU Extension EFNEP Program Assistant

Learner: 🍎 Youth in grades 3–6: in schools, after school sites, and summer recreation sites with high percentage of free/reduced lunch recipients

What: Youth will learn the basics of good nutrition, food safety and physical activity.

How: Six (6) one-hour interactive lessons

Where: Classroom, multi-purpose room

When: As needed

Cost: This is a federally funded program free to youth in schools, afterschool sites, etc. where the youth are eligible for free/reduced lunch.

Link: <http://fcs.osu.edu/nutrition/efnep>

Notes:

Topic: Food & Family



SNAP-Ed

Source: Ohio State University Extension

Teacher: OSU Extension SNAP-Ed Program Assistant

Learner: Food Stamp eligible Youth, Families with/without children, Single Adults, Senior Citizens

What: Participants who are receiving food assistance benefits (formerly known as food stamps) will learn to make healthy food choices and to choose active lifestyles.

How: A series of at least three classes are offered.

Where: Classroom, multi-purpose room

When: As needed

Cost: This is a federally funded program available free of cost to Food Stamp eligible adults and children.

Link: <http://fcs.osu.edu/nutrition>

Notes: SNAP-Ed = Supplemental Nutrition Assistance Program

Topic: Food & Family

Access to healthy food at an affordable price is a challenge in many urban neighborhoods (Block & Kouba, 2006; Ohri-Vachaspati et al., 2009).



CHOOSE IT! USE IT!

Source: Ohio State University Extension

Teacher: OSU Extension Educator in collaboration with Elementary School teacher and/or youth site leader

Learner: Youth in grades 4–6

What: Youth learn about the importance of good nutrition and physical activity

How: The first and last classes are taught by an OSU Extension Family and Consumer Sciences professional. The classroom teacher reinforces the lessons between the two visits.

Where: Elementary School classroom or After-school site

When: As needed

Cost: To Be Announced

Link: <http://fcs.osu.edu/choose-it-use-it>

Notes:

Topic: Food & Family



OTHER RESOURCES, HEALTHY MEALS

Accessing food, (see Food section of Community Resource Guide), www.weinlandparkcivic.org/ckfinder/userfiles/files/resource-list5.pdf

Mid-Ohio Food Bank, www.midohiofoodbank.org

Food section of the OSU Extension Ohioline, <http://ohioline.osu.edu/lines/food.html>

Schoenbaum Family Center, Simple Suppers, <http://sfc.ehe.osu.edu/simple-suppers>



Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

PRESERVING FOOD FOR YOUR FAMILY



PRESERVING FOOD CAN BE REWARDING

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long, lecture or demonstration, can combine with other food preservation topics

Where: Classroom for lecture, kitchen needed for demonstration

When: As needed – Must be scheduled well ahead of desired date

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family

FREEZING FRUITS AND VEGETABLES

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long. Can be either lecture or demonstration. Can be combined with other food preservation topics.

Where: Classroom for lecture; kitchen needed for demonstration.

When: As needed – Must be scheduled well ahead of desired date.

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family

WATER BATH CANNING

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long. Can be either lecture or demonstration. Can be combined with other food preservation topics.

Where: Classroom for lecture; kitchen needed for demonstration.

When: As needed – Must be scheduled well ahead of desired date.

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family



PRESSURE CANNING

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long. Can be either lecture or demonstration. Can be combined with other food preservation topics.

Where: Classroom for lecture; kitchen needed for demonstration.

When: As needed – Must be scheduled well ahead of desired date.

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family



DRYING FRUITS AND VEGETABLES

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long, lecture or demonstration, can combine with other food preservation topics

Where: Classroom for lecture, kitchen needed for demonstration

When: As needed–Must be scheduled well ahead of desired date

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family

JAMS AND JELLIES

Source: Ohio State University Extension

Teacher: Taught by Family and Consumer Science professional from OSU Extension

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long, lecture or demonstration, can combine with other food preservation topics

Where: Classroom for lecture, kitchen needed for demonstration

When: As needed–Must be scheduled well ahead of desired date

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family



PICKLES

Source: Ohio State University Extension

Teacher: OSU Extension Family & Consumer Science Professional

Learner: General public

What: This program explores the reasons why people preserve food at home while discussing the food safety issues and involved costs.

How: Classes are 30–45 minutes long, lecture or demonstration, can combine with other food preservation topics.

Where: Classroom for lecture, kitchen needed for demonstration.

When: As needed–Must be scheduled well ahead of desired date

Cost: To Be Announced – please see website for current cost

Link: <http://fcs.osu.edu/food-safety/home-food-preservation>

Notes:

Topic: Food & Family

CANNING AND FREEZING

Source: Ohio 4-H Curriculum

Teacher: Volunteer, Teacher, Afterschool Coordinator, Parent

Learner: 🎯 Youth ages 9–18

What: Explore home preservation methods of water bath canning and freezing

How: Participant must have access to a current, reliable home food preservation guidebook and food preservation equipment and supplies.

Where: Classroom, any place where youth can gather

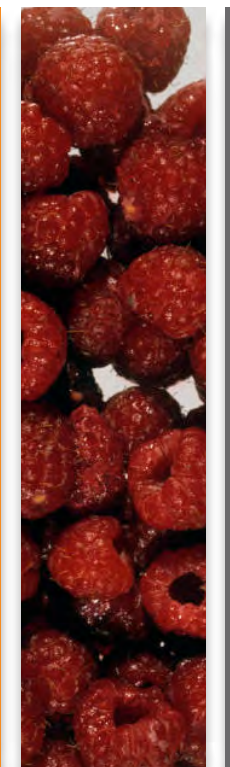
When: To Be Announced

Cost: Costs will include the curriculum and food preservation supplies

Link: <http://estore.osu-extension.org/productdetails.cfm?PC=2748>

Notes:

Topic: Food & Family



OTHER RESOURCES FOOD PRESERVATION

Cooking Matters provides cooking and nutrition education to adults and children to help them prepare affordable, healthy meals for their families. www.local-matters.org

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.



FARM SAFETY DAY CAMP FOR YOUTH

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner:  Youth

What: Day-long educational program addressing various farm and/or rural safety issues for youth; many times this is a collaborative effort with community groups involved with health and safety (hospital, health dept., Farm Bureau)

How: Lecture/ demonstrations and other interactive learning techniques

Where: Day camps typically conducted in an outdoor setting at a school or farm location

When: As needed

Cost: Free

Link: <http://agsafety.osu.edu/programs/day-camps>

Notes: Topics and format can be tailored to specific geographic location or community needs

Topic: Food & Family and Food Production



OCCASIONAL QUANTITY COOK

Source: Ohio State University Extension

Teacher: OSU Extension Professional

Learner: Adult volunteers and Extension Staff. This curriculum is designed for individuals providing leadership to the preparation/ serving of food at OSUE sponsored events and activities.

What: These materials are designed to raise awareness and increase knowledge regarding food safety

How: In person or online class

Where: To be announced

When: As needed

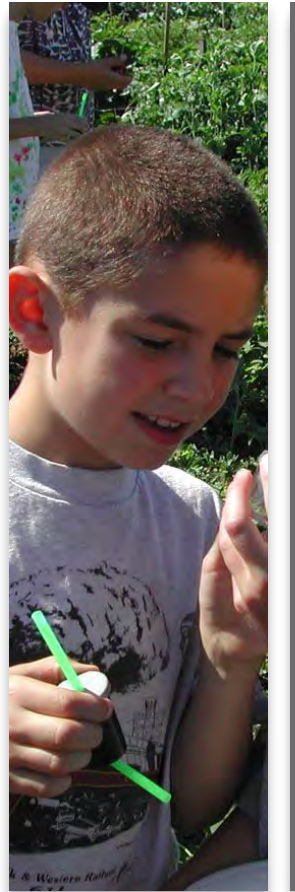
Cost: See link below for current curriculum cost

Link: <http://fcs.osu.edu/food-safety>

Notes:

Topic: Food & Family and Food & Community

The Annie E. Casey Foundation selected Weinland Park as one of three neighborhood revitalization projects in the nation to receive Casey's Family-Centered Community Change Investment Strategy (FCCC). This grant will improve the well-being of children and their families through both community and family-focused innovations. The two-generation strategy will impact more than 600 families with young children and includes an enhanced workforce development program.



SERVING SAFE FOOD TO FAMILY & FRIENDS

FOOD SAFETY: ASK MOM! ASK THE DOC! ASK THE TEACHER! ASK THE VET! ASK THE FARMER!

Source: Ohio State University, Department of Human Nutrition

Teacher: A team of microbiologists, horticulturalists, economists, educators, and health professionals at The Ohio State University

Learner: Families, health professionals, educators

What: Website with assembled links on food safety

How: Fact sheets, picture lessons, videos, and audio files

Where: Personal computer

When: As needed

Cost: Free

Link: <http://foodsafety.osu.edu>

Notes: This is a one-stop place for anything you want to know about how to keep your food safe and healthy for you and your family. Health professionals and educators will find many resources and web site links that will help locate credible, accurate, and consumer-friendly food safety information for students, patients, or clients.

Topic: Food & Family

OTHER RESOURCES, FAMILY FOOD SAFETY

Food Safety – Gateway to federal food safety information, www.foodsafety.gov

Food Matters provides healthful food education to young children through strategic partnerships with organizations including CDCFC, Inc. Head Start; Children's Defense Fund (CDF) Freedom Schools; and the Columbus Recreation and Parks Department (CRPD). www.local-matters.org



Visit extension.osu.edu for a complete listing of extension fact sheets, bulletins, and other resources.

Food & Community

The *Food and Community* section focuses on educational resources for community leaders involved in local and regional food policy, resource development and management. This section of the *Educational Plan* links with Food Production (growing for family and community), Food and Business, as it influences business access to resources, and Food and Family, as it supports access to community wellness. Community food groups often explore food policy issues and community resources that can improve food access, food security, the economy and sustainability.

Urban agriculture is increasingly recognized by public health professionals, urban planners, community organizations and policy-makers as a valuable tool for economic development, preservation of green space and improvement of food security (Brown & Jameton, 2000).

Topics include planning and supporting community food developments; leadership; community health and wellness; and food safety at community events. The Weinland Park community has a strong foundation of community leadership and community engagement. Existing organizations include the Weinland Park Collaborative, Weinland Park Community Civic Association, University District Organization, University Community Business Association, United Way of Central Ohio, the Godman Guild, and the Community Economic Development Corporation of Ohio (CEDCO).



STRATEGIC PLANNING



An OSU Extension Community Development Educator facilitated a Strategic Planning Workshop for the Weinland Park Community Civic Association Business & Land Use Development Committee.

PLANNING & SUPPORTING COMMUNITY FOOD DEVELOPMENTS



BUSINESS RETENTION AND EXPANSION PROGRAM

Source: Ohio State University Extension

Teacher: OSU Extension Personnel

Learner: Community leaders, public officials

What: Objectives include: improve the business climate of the community, help to make local businesses remain competitive, increase employment, stabilize the local economy

How: Resources, education, training, research assistance, individual consultation, workshop

Where: Meeting room

When: As needed

Cost: The project costs \$2,500, inclusive of all services listed in "Starting Right" package. This amount includes Extension staff travel, training materials, and a one-year multi-user license of the Survey Gold software, which is renewable annually. Other services available for additional cost.

Link: <http://comdev.osu.edu/programs/economic-development/business-retention-expansion>

Notes: Objective is to provide the tools, training, and resources needed to develop the capacity of communities to analyze and monitor their regional and local economies and use this information as a basis for economic development action and planning.

Topic: Food & Community and Food & Business



COMMUNITY PLANNING PROGRAMS

Source: Ohio State University Extension

Teacher: OSU Extension Personnel

Learner: Community members, leaders and professionals

What: Learning objectives (see Notes)

How: Online class sessions, lectures/activities, individual consultation, webinar

Where: Meeting room, classroom, field, online

When: As needed

Cost: Varies

Link: <http://comdev.osu.edu/programs/community-planning>

Notes: Programs include Building Entrepreneurial Communities, Community-based Watershed Protection, Local Government Tool Box, Sustainable Communities Planning, Sustainable Comprehensive Land Use Planning, Understanding Subdivision Regulations, Community Visioning

Topic: Food & Community

FARM TO SCHOOL

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Teachers (K-College), School Administrators, Food Service Personnel, Farmers and Producers, Food Distributors

What: Resource guide, conference, nutrition education curriculum, objective includes sourcing cafeteria produce from local farms

How: Independent learning, technical assistance, lecture/activities, field trip, informal network

Where: Website, classroom, field/garden, offsite experience, auditorium

When: Varies by activity

Cost: Free (annual conference registration fee of \$50)

Link: farmtoschool.osu.edu

Notes: Farm to school initiatives involve connecting schools with local farms by bringing fresh, nutritious foods from local farms into school cafeterias and by offering students experiential learning opportunities through farm visits, food and nutrition educational activities, and an incorporated nutrition education curriculum.

Topic: Food & Community, Food & Family, and Food & Business



OTHER RESOURCES, COMMUNITY PLANNING & SUPPORT

The Weinland Park Community Civic Association, www.weinlandparkcivic.org

The Weinland Park Collaborative is a partnership of more than a dozen agencies and organizations, <http://columbusfoundation.org/wp-content/uploads/weinland-park-collaborative-brochure.pdf>

OSU Food Innovations Center, collaborating for a healthier, hunger-free world, <http://fic.osu.edu>. A campus-wide Center for Innovation linking all 14 colleges through an investment from The Ohio State University Office of Academic Affairs and the Office of Research

OSU John Glenn School of Public Affairs, Food Policy Councils, <http://glennschool.osu.edu/food/>

Franklin County Food Council, <http://franklincountylocalfoodcouncil.org>

Mid-Ohio Regional Planning Commission, www.morpc.org

Franklin County Economic Development & Planning Department, <http://development.franklincountyohio.gov/>

Environmental Protection Agency (EPA), Urban Agriculture Resources, www.epa.gov/brownfields/urbanag/resources.htm

Urban Agriculture, Composting and Zoning, Ohio Environmental Protection Agency,

http://epa.ohio.gov/portals/34/document/guidance/GD%201011_UrbanAgCompostingZoning.pdf

Policy Link, Growing Urban Agriculture, www.policylink.org/

Wallace Center, Winrock International, www.ngfn.org/ webinars and resources for people from all parts of the rapidly emerging good food system – producers, buyers, distributors, advocates, investors and funders – to create a community dedicated to scaling up good food sourcing and access.

Healthy Food Access Portal, www.healthyfoodaccess.org. A collection of research and tools to help improve healthy food retail in your community. For example, *The Healthy Food Financing Handbook: From Advocacy to Implementation*

Urban Food Link, www.urbanfoodlink.com/

Farmland Information Center, <http://farmlandinfo.org>

The Urban & Environmental Policy Institute (Occidental College), <http://www.uepi.oxy.edu/>

Know Your Farmer, Know Your Food, www.usda.gov/wps/portal/usda/usdahome?navid=KNOWYOURFARMER

Urban Agriculture: A Sixteen City Survey of Urban Agriculture Practices Across the Country, Turner Environmental Law Clinic, distributed by Georgia Organics, 2011, www.georgiaorganics.org/Advocacy/urbanagreport.pdf

American Planning Association, (numerous resources, search urban food), www.planning.org

Community Food Security Coalition, www.foodsecurity.org



Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

LEADERSHIP & COMMUNITY DEVELOPMENT

LEADERSHIP DEVELOPMENT PROGRAMS

Source: Ohio State University Extension

Teacher: OSU Extension Educators

Learner: Community leaders, company managers, individuals serving or running for public office, teams

What: Learning objectives (see Notes) include encouraging healthy, effective leadership styles and organizations

How: Lecture/activities, individual consultation, workshops/trainings

Where: Varies

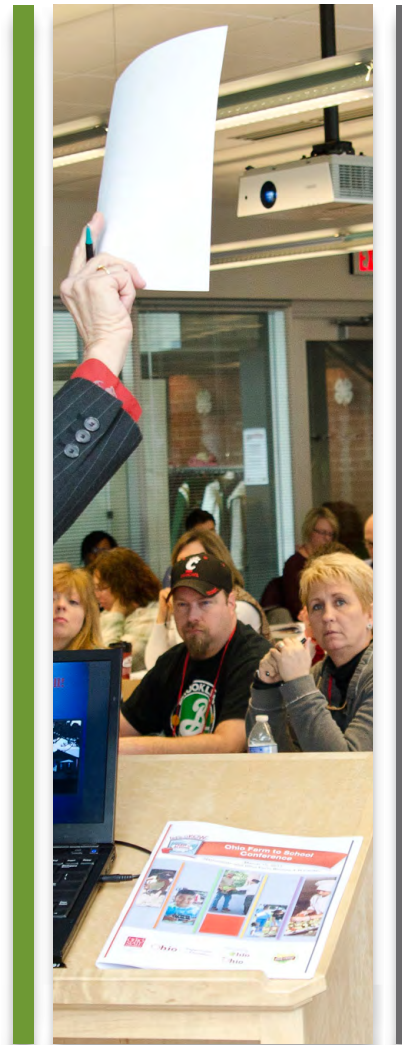
When: As needed

Cost: Varies

Link: <http://comdev.osu.edu/programs/leadership-development>

Notes: Programs include Myers-Briggs Personality Type, Change, Communicating with Citizens, Conducting Effective Meetings, Emotional Intelligence, Facilitator Training, Local Government Leadership

Topic: Food & Community



SIGNATURE WORKSHOPS & 21ST CENTURY LEADERSHIP SERIES

Source: The Ohio State University Leadership Center

Teacher: OSU Extension Personnel and partners

Learner: Community leaders, organization leaders

What: Certificates of participation for professional development hours

How: Lecture/activities

Where: Leadership Series is held on campus (auditorium), Signature workshops are held onsite (meeting room)

When: As needed

Cost: Free

Link: <http://leadershipcenter.osu.edu/signature-workshops>

Notes: Build the leadership capacity of your organization by inviting the OSU Leadership Center to facilitate your training workshops. Options include: Leadership Development, Team Building & Development, Conflict & Conflict Management, Communication & Attitude, Ethics

Topic: Food & Community and Food & Business



OTHER RESOURCES, LEADERSHIP & COMMUNITY DEVELOPMENT

Building Leadership Programs Management Guide, University of Minnesota Extension, www.extension.umn.edu/distribution/citizenship/DH8644.html

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

The Community Capitals Framework (CCF) brings a systems perspective to community development efforts by identifying the types of capital invested, the interaction and flow among the capitals, and the resulting impacts across capitals: natural, cultural, human, social, political, financial, and built capitals (Emery and Flora, 2006).

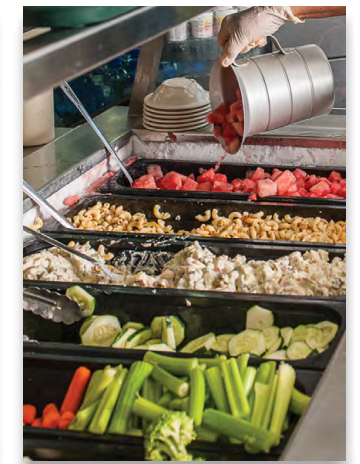
COMMUNITY HEALTH & WELLNESS RESOURCES

City of Columbus, Public Health, Healthy Neighborhoods, <http://publichealth.columbus.gov/healthy-neighborhoods.aspx>

Health Benefits of Urban Agriculture, www.co.fresno.ca.us/uploadedFiles/Departments/Behavioral_Health/MHSA/Health%20Benefits%20of%20Urban%20Agriculture%20%281-8%29.pdf

The Weinland Park Community Civic Association, www.weinlandparkcivic.org

The Weinland Park Collaborative is a partnership of more than a dozen agencies and organizations <http://columbusfoundation.org/wp-content/uploads/weinland-park-collaborative-brochure.pdf>



Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

Food citizenship is the practice of engaging in food-related behaviors that support the development of a democratic, socially and economically just, and environmentally sustainable food system (Wilkins, 2005).



COMMUNITY FOOD SAFETY RESOURCES

Keep Food Safe at Community Dinners and Potlucks, Fact sheet from North Dakota State University Extension, www.ag.ndsu.edu/pubs/yf/foods/fn619.pdf

Food Safety at Temporary Events, from the International Association for Food Protection, www.foodprotection.org/files/other-publications/food-safety-temp-events.pdf

Visit extension.osu.edu for a complete listing of Extension fact sheets, bulletins, and other resources.

SUMMARY

Emerging Priorities

Educational needs and priorities will continue to emerge as the Food District at Weinland Park develops. This *Educational Plan* provides a starting point and framework based on what was learned during the *Urban Agriculture Overlay Planning Project*, supported by a U.S. Department of Housing and Urban Development (HUD) Community Challenge Grant planning project.

Student-centered Learning

Learners range in age from youth through seniors and include those who live, work, worship or attend school in Weinland Park. Educational programs and resources should be research-based, designed based on educational theory, delivered in a variety of student-centered methods and evaluated for continuous improvement.

Learning Environment

Educational spaces for these programs should focus on creating an effective learning environment, whether that be through independent learning, one-on-one consulting, classroom lecture, or hands-on education in computer labs, kitchens, fields and other structured on-the-job training. The Weinland Park community has a number of existing assets that can be used or updated for education. Additional space is being designed to improve upon and expand educational opportunities for youth and adults.

“Educational materials should move the learner from information attention, to relevance, confidence and satisfaction” (Keller, 1987). This can be done through a variety of formats, from simple fact sheets and videos to more in-depth problem-solving, skill-building guided instruction.

Learning About Food & Agriculture

As part of OSU’s University District, learners can tap into education offered through OSU Extension, as well as campus learning opportunities and regional programs focused on food. OSU Extension is the outreach arm of Ohio State’s College of Food, Agricultural, and Environmental Sciences.

The Ohio State University has targeted three **Discovery Themes** that will help shape the entire

institution’s research, teaching, and Extension efforts for the next several years. These Discovery Themes are:

- Food Production and Security
- Health and Wellness
- Energy and the Environment

Tackling these complex challenges is possible only at a university the size and complexity of Ohio State because breakthroughs in such areas are not possible without multiple perspectives and sources of expertise.

Additionally, the strategic plan for the OSU **College of Food, Agricultural, and Environmental Sciences** has identified three **Signature Areas** which will guide the teaching, research, and Extension programs of the college. These Signature Areas are:

- Food Security, Production, and Human Health
- Environmental Quality & Sustainability
- Advanced Bioenergy and Biobased Products

Each year, **OSU Extension**, (a unit in the College of Food, Agricultural, and Environmental Sciences), identifies four to six high-profile programming thrusts called **Signature Programs**. These Signature Programs are offered statewide depending upon local needs and conditions. Currently, four of OSU Extension’s Signature Programs match the needs expressed by citizens and stakeholder groups in the Weinland Park neighborhood:

- Local Foods
- Dining with Diabetes
- Business Retention and Expansion
- Increasing Crop Yields
- Energize Ohio



Extension educators set the stage for stable relationships, interorganizational linkages, and feedback loops upon which localized food systems could be built (Dunning, et al., 2012; Gulati & Gargiulo, 1999; Ramasawmy & Fort, 2011; Sundkvist et al., 2005).

Learning Community

The topic of food is quite broad, beginning with the variety of types of food, individuals’ past experience with food and their interest in learning more about production, business, family and community. As the Food District develops, specific areas of focus may require more specialized education.

Ideally, food-related education offered in Weinland Park will access and enhance other regional learning opportunities and fill gaps in education not currently offered through other organizations. Many of the programs mentioned in this publication can be brought to Weinland Park. In other instances, the plan should include providing convenient transportation, financing and access for residents to take advantage of education offered through many of the outstanding organizations in the central Ohio area.

Investing in Education

Primary objectives of investing in education in the Food District at Weinland Park include improving:

- sustainable food production practices and food production capacity
- business start-ups, employment and investment (food & business)
- healthy behaviors and health indicators (food & family)
- social, environmental and economic conditions (food & community)

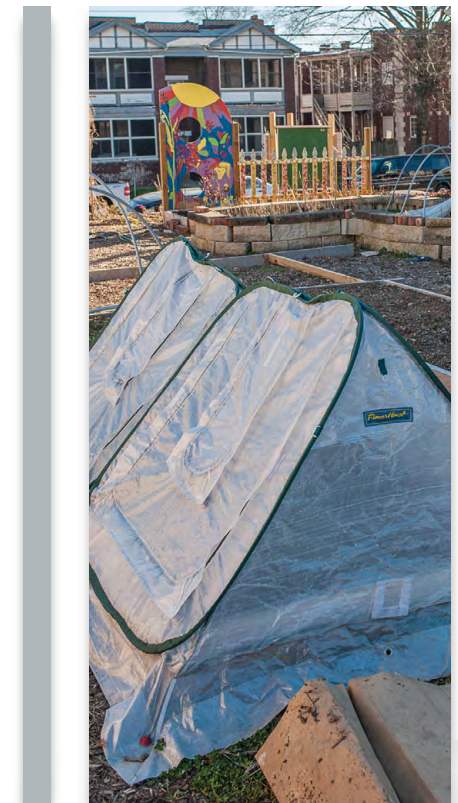
By leveraging a diverse funding portfolio from individuals, businesses, educational institutions, government agencies, foundations, crowd sourcing and others, strategic resources can be invested by all partners, without creating dependency on any single contributor. Investments to advance education include time, money, expertise, equipment, facilities and other resources. Key components of getting the most from educational investments are aligning educational resources and events to key Food District priorities and conducting ongoing evaluation related to learning outputs and outcomes.

Creating a Culture

The educational theme can be incorporated into the community through signage and displays. Through coordinated communications, residents can begin experiencing a shift in their food experience and anyone visiting Weinland Park will quickly see the community values related to food education and food that is produced, prepared and served in Weinland Park.

Framework for the Future

The *Educational Plan* for the *Urban Agriculture Overlay Planning Project* is an ongoing process that will continue to develop as the community moves into various phases of implementation. For updates on education in Weinland Park, visit <http://cedcoho.org>.



Food touches everything and is the foundation of every economy, making social differences – an endlessly evolving enactment of family and community relationships (Counihan & Van Esterik, 2013).

APPENDIX

References

Ohio Agriculture and Food Industry Overview

Community Profile Summary

OSU Extension Community Food Assessment Survey—Summary of Findings

OSU Extension Community Engagement Summary



Reports (referenced in the Introduction on pages 2–3)

Weinland Park Neighborhood Plan, City of Columbus. Department of Development and Planning Division, 2006. http://development.columbus.gov/UploadedFiles/Development/Planning_Division/Document_Library/Plans_and_Overlays_Imported_Content/WeinlandParkPlan.pdf

Weinland Park Evaluation Project, 2010. Forrest & Goldstein. <http://issuu.com/ipsc/docs/weinlandparkevaluation>
www.communityresearchpartners.org/i/DataDriven2011/presentations/TamarForrest.pdf

Weinland Park Mobility Plan, City of Columbus, publicservice.columbus.gov/WorkArea/DownloadAsset.aspx?id=52297 (2013); www.columbus.gov/uploadedFiles/Public_Service/Transportation/Mobility/Mobility_Plans/WPCMP_InterimFinalDraft_9212011.pdf (2011)

Central Ohio Food Assessment and Plan, <http://centralohiolocalfood.org>, www.morpc.org/pdf/CentralOhioLocalFoodAssessmentAndPlan2010.pdf

North Central Cooperative Extension Association Metropolitan Food Systems Report, www.nccea.org/metropolitan-food-systems

REFERENCES

Block, D., & Kouba, J. (2006). A comparison of the availability and affordability of a market basket in two communities in the Chicago area. *Public Health Nutrition*, 9(7), 837-45.

Bloom, J. D., & Hinrichs, C.C. (2010). Moving local food through conventional food system infrastructure: Value chain framework comparisons and insights, *Renewable Agriculture and Food Systems*: 26(1), 13–23. Retrieved from www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5091498

Brown, K., & Carter, A. (2003). Urban Agriculture and Community Food Security in the United States: Farming From the City Center to the Urban Fringe. *A Primer Prepared by the Community Food Security Coalition*, North American Urban Agriculture Committee.

Brown, K. H., & Jameton, A. L. (2000). Public Health Implications of Urban Agriculture. *Journal of Public Health Policy*, 21, 20-39.

Counihan, C., & Van Esterik, P. (2013). *Food and Culture*, Third Edition, Routledge.

Dunnett, N., & Kingsbury, N. (2004). *Planting Green Roofs and Living Walls*. Portland, OR: Timber Press.

Dunning, R., Creamer, N., Massey Lelekacs, J., O’Sullivan, J., Thraves, T., & Wymore, T. (2012). Educator and institutional entrepreneur: Cooperative Extension and the building of localized food systems. *Journal of Agriculture, Food Systems, and Community Development*, 3(1), 99–112. Retrieved from <http://dx.doi.org/10.5304/jafscd.2012.031.010>

Emery, M., & Flora, C.B. (2006). Spiraling-Up: Mapping community transformation with community capitals framework. *Journal of the Community Development Society*, 37, 19–35. Retrieved from <http://intranet.catie.ac.cr/intranet/posgrado/Met%20Cual%20Inv%20accion/MCIAP2010/Semana7/DocumentosSem710/Emery%20%26%20Flora.%202006%20Spiralin-up.pdf>

Fairholm, J. (1998). Urban agriculture and food security initiatives in Canada: A survey of Canadian non-governmental organizations. IDRC Cities Feeding People Series, Report 25.

Feenstra, G. (2002). Creating space for community food systems: Lessons from the field. *Agriculture and Human Values*, 19, 99–106.

Gopalan, R. (2001). Sustainable food production and consumption: Agenda for action, *Economic and Political Weekly*, 36 (14/15): 1207–1225.

Gulati, R., & Gargiulo, M. (1999). Where do interorganizational networks come from? *American Journal of Sociology*, 104, 1439–93.

Hamm, M., & Bellows, A. (2003). Community Food Security and Nutrition Educators. *Society for Nutrition Education*, 35 (1): 37–43.

Horrigan, L., Lawrence, R., & Walker, P. (2002). How sustainable agriculture can address the Environmental and human health harms of industrial agriculture. *Environmental Health Perspectives*, 110(5), 445–456.

Kaufman, J., & Bailkey, M. (2000). Farming Inside Cities: Entrepreneurial Urban Agriculture in the United States. *Lincoln Institute Working Paper*.

Keller, J. M. (1987). Development and use of the ARCS model of motivational design. *Journal of Instructional Development*, 10(3), 2–10.

Lev, L., & Gwin, L. (2010). Filling in the Gaps: Eight things to recognize about farm-direct marketing, *Choices*, 25(1).

Meter, K. (2011). *Ohio’s Food Systems – Farms At The Heart Of It All*. Retrieved from <http://www.crcworks.org/ohfood.pdf>

Ohri-Vachaspati, P., Masi, B., Taggart, M., Konen, J., Kerrigan, J. (2009). City Fresh: A local collaboration for food equity, *Journal of Extension*, 47(6).

Pilcher, M. (2002). No garden? No problem! Design and planting ideas for the smallest of spaces: steps, walls, roof terraces, balconies, basements and courtyards, David & Charles Publishers.

Ramasawmy, B., & Fort, F. (2011). Can innovation be institutionally-driven? The case of institutional entrepreneurs in the restructuring of the Mauritian vegetable supply chain. *6th Proceedings of the European Conference on Innovation and Entrepreneurship*. Retrieved from http://www.academic-conferences.org/pdfs/ecie_2011_best_phd.pdf

Sundkvist, A., Milestad, R., & Jansson, A. M. (2005). On the importance of tightening feedback loops for sustainable development of food systems. *Food Policy*, 30, 224–239.

Wilkins, J. (2005). Eating Right Here: Moving from Consumer to Food Citizen, *Agriculture and Human Values*, 22 (3), 269-273.

Ohio Agriculture and Food Industry Overview

Ohio's #1 Industry

The food and agriculture cluster is the largest sector of Ohio's economy (farms, processing, wholesaling, retailing, & food service). Ohio's food and agriculture cluster contributed \$105 billion to Ohio's economy every year and accounts for 14% of Ohio's employment, or 1 in 7 jobs (Sporleder, 2012 OHFOOD model).

Ohio is ideal for community food systems

Ohio is an ideal place for local food for a number of reasons:

- Ohio has a unique proximity of metropolitan and micropolitan areas, linking rural and urban consumers, growers and communities.
- Producers in Ohio raise many species of livestock and grow more than 200 different crops that include an increasing variety of fruits, vegetables, herbs, meat, nuts, eggs, dairy products and more. Farms that direct market these products come in all sizes (Lev & Gwin, 2010).
- Ohio ranks in the top ten states for direct-to-consumer marketing (2007 Census of Ag.).
- Ohio is among the top five states for food production of bakery, dairy, snacks, spices, maple syrup and other products.
- Ohio has a growing number of wineries, breweries and distilleries – many located in urban areas and using local product in their production.
- Ohio has some outstanding food entrepreneurs, such as Jeni's Ice Cream.

For additional information, visit Farm Management Data and Statistics, <http://aede.osu.edu/research/osu-farm-management/data-and-statistics>



Food Systems Profile Franklin County, Ohio

The production, distribution, consumption, and disposal of food are critical parts of the Midwest economy, community well-being, and family health. Data for this profile was compiled from existing secondary data sources including the U.S. Census of Agriculture and the U.S. Department of Agriculture. Regional averages.

	Franklin County	State average	Regional average
Production agriculture general characteristics			
Number of farms 2007	429	862.06	764.89
Number of farms selling value-added products, 2007	24	32.94	22.67
Number of farms with agritourism and recreational activity, 2002	3	3.40	6.00
Number of farms with agritourism and recreational activity, 2007	8	4.75	5.57
Processing and Distribution			
Number of food processors	74	9.91	6.19
Number of breweries	2	0.09	0.09
Number of wineries	1	0.50	0.29
Farmers' Markets			
Number of farmers' markets, 2009	11	1.77	1.37
Number of farmers' markets, 2011	26	3.02	1.95
Percent change in number of farmers' markets, 2009-2011 (%)	136.36	45.68	18.33
Community Supported Agriculture			
Number of farms selling directly through CSA, 2007	4	4.82	3.50

The Food Systems Profile tool was developed by the University of Wisconsin-Extension with a grant from the North Central Regional Center for Rural Development. For more comprehensive regional and county maps, visit www.foodsystems.wisc.edu.

Community Profile Summary

Brief History

Weinland Park is a neighborhood of approximately 4,600 residents located in Franklin County, immediately southeast of The Ohio State University and less than one mile from downtown Columbus. The area was a “streetcar suburb” planned by developer Charles Johnson in 1916 and named after Edgar Weinland, a popular city councilman in the 1920s. Throughout the years, the neighborhood has gone through many transitions.

According to the American Community Survey (2005–2009), the Weinland Park community did not rank well in regard to social and economic indicators, such as employment, poverty, public assistance, and education. Weinland Park had a violent crime rate, over three times higher than the larger Columbus community (*Columbus Police Department, 2010*). In 2009, a majority (91%) of Weinland Park survey respondents were renters, many unable to meet minimum requirements needed to own or rent-to-own a home.

Major public and private investments are contributing to community renewal and the evolution of a stable, mixed-income neighborhood. New developments include the Weinland Park Elementary School, The Ohio State University Schoenbaum Family Center, a new police sub-station, a new Kroger grocery store, the South Campus Gateway on High Street, various housing developments, plans for a new library, and development of brown field sites. More progress is continuing with the Food District @ Weinland Park planning project, emergence of the new Community Economic Development Corporation of Ohio, new investment from the Annie E. Casey Foundation and ongoing work of the Weinland Park Collaborative.

Demographics

	Year	2000	2010
Total Population		4,915	4,605
Age (Number of People)			
Population 18 years and under		1,521	1,318
Population 19 to 24 years		1,405	1,363
Population 25 to 34 years		804	762
Population 35 to 54 years		871	816
Population 55 to 69 years		203	242
Population 70 years and over		118	104
By Household Type (Number of People)			
Total Family Households		951	808
Race (Number of People)			
White		2,003	1,550
Black		2,503	2,512
Hispanic		198	387
Asian		130	123
Other Race		133	186
2 or More Races		130	193
Income (Number of People)			
Household income \$0 to \$24,999		1,461	1,182
Household income \$25,000 to \$49,999		453	493
Household income \$50,000 to \$99,000		155	227
Household income \$100,000 and over		19	28
Education (Number of People)			
Less than high school (25 yrs. and over)		2,008	1,551
High School (25 yrs. and over)		1,453	1,438
Some college (25 yrs. and over)		812	830
Bachelor degree (25 yrs. and over)		392	438
Master’s or Prof. degree (25 yrs. and over)		250	347
Food Preference (\$)			
Average Food Expenditures		3,684	3,335
Average Food at Home Expenditures		2,145	1,934
Average Food away from Home Expenditures		1,539	1,402



Weinland Park, Columbus, OH			
Income per capita	\$11,635	\$23,144	\$24,749
Median household income	\$18,144	\$43,122	\$50,211
Poverty level	54.7%	14.8%	9.0%

Data based on 2010 estimates.

Food Production

Between 2011 and 2013, more than 900 participants attended 18 Grow Your Own workshops presented by OSU Extension, in cooperation with Local Matters and Godman Guild. The community benefited from soil tests, development of community gardens and other production assets emerging in the community.

Food & Business

During 2011, existing business owners and managers in Weinland Park expressed interest in developing a stronger business community to support independent entrepreneurs.

While the mix of businesses has shifted throughout history from manufacturing to retail and service-based businesses, plans reflect the addition of a variety of food ventures and other businesses that support a food hub community.

As part of the HUD-funded planning project, business and capital plans were initiated to assist the community as they incrementally move forward with development of a comprehensive food center.

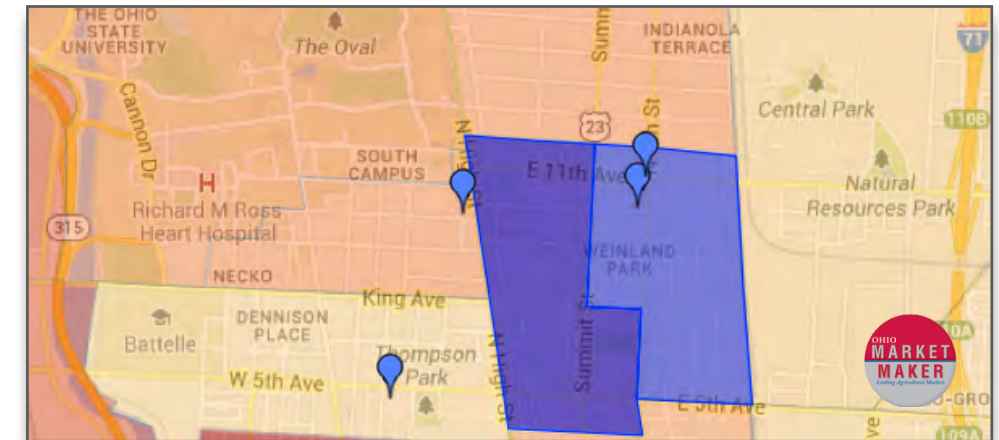
Food & Family

In 2009, close to one out of every three (30.9%) adults in Franklin County were obese and 10% of adults had diabetes.

The percentage of the population in Franklin County participating in SNAP (Supplemental Nutrition Assistance Program) increased by over 31% between 2009 and 2011 (from 11.7% to 15.4%). Nearly a third of stores (31.5%) in Franklin County authorized SNAP purchases from 2008-2011.

Food & Community

Between the years 2007 to 2009, the number of grocery stores declined in Franklin County from 251 to 237 and the number of convenience stores declined from 431 to 417. In 2010, 23.7% of the population of Franklin County had low access to a grocery store. The map shows low access for residents of the Weinland Park neighborhood.



A new Kroger store on High St., and a limited number of convenience stores offer grocery items in Weinland Park.

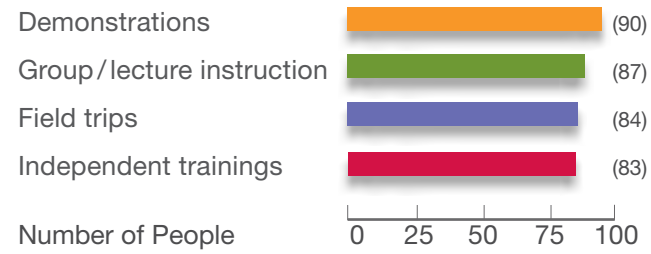
Sources

- For additional information, refer to the Survey Summary on page 62 and the following resources:
- U.S. Census**, www.census.gov/2010census/data & American Community Survey, www.census.gov/acs/www
 - USDA ERS Food Environmental Map**, www.ers.usda.gov/data-products/food-environment-atlas.aspx#.UZUlj4IvpYU
 - Ohio MarketMaker**, www.ohiomarketmaker.com, U.S. Census and the Bureau of Labor Statistics, Consumer Expenditure Survey (Feb. 2012)
 - Local Resources**: www.universitydistrict.org/weinland-park.html, www.weinlandparkcivic.org/?page_id=124, www.weinlandparkcivic.org/ckfinder/userfiles/files/Executive_Summary.pdf
 - North Central Region County Food Systems Profiles Portal**, <http://foodsystems.wisc.edu>
 - Center for Disease Control and Prevention**, State Indicator Reports, www.cdc.gov/obesity/resources/reports.html and Behavioral Risk Factor Surveillance System, www.cdc.gov/brfss

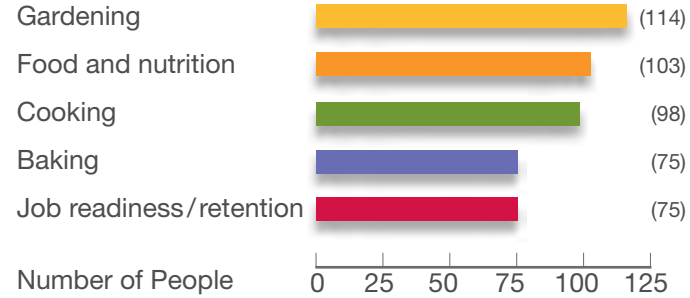
The Ohio State University Extension Weinland Park Community Food Assessment Survey Summary of Findings

Education

What mode of training do you prefer?

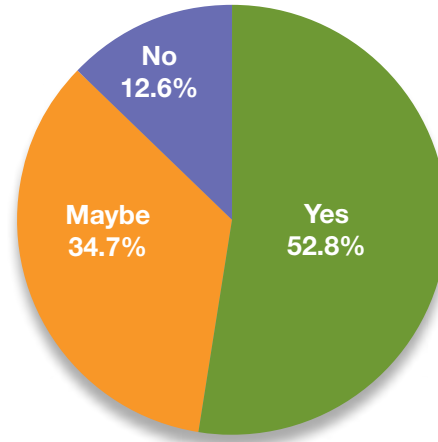


Top 5 Educational Workshop Preferences



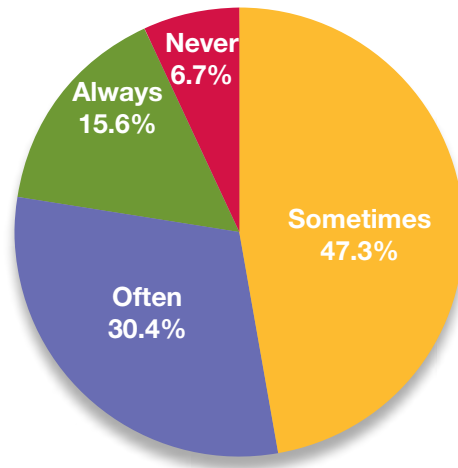
Food Production

If a community garden were available, would you grow food there?



Food & Family

How often do you eat five or more servings of fruits and vegetables each day?



What makes it difficult for you to eat five fruits and vegetables or more every day?

Fruits and vegetables are too expensive in stores where I shop.	31.0%
I do not have enough time to prepare meals at home.	18.5%
The fruits and vegetables are of poor quality where I shop.	11.8%
I do not have transportation to stores with quality produce.	9.2%
My family doesn't like vegetables.	3.3%
The stores do not carry produce we eat in my culture.	2.6%
I don't know how to cook vegetables.	2.2%
Other	21.4%

What foods, which would improve your diet, are difficult to obtain?

Dairy products (milk, cheese, yogurt)	19.8%
Low or no-sugar items	19.1%
Protein sources (meat, fish, poultry, beans)	17.1%
Low-fat or no-fat menu items	15.0%
Low or no-salt items	14.3%
Vegetarian alternatives (soy milk and other products)	9.9%
Other	4.8%

Food & Community

Respondents strongly supported adding more fresh fruits and vegetables to community school meals, local stores and restaurants.

Methods

By engaging residents during various community events and at various community locations in 2013, the OSU Extension staff collected a total of 169 completed surveys. These events/locations include but are not limited to:

- Godman Guild – OSU Extension Computer Lab
- Moms2B – Weinland Park Group Meeting at Grace Baptist Church
- St. Sophia Greek Orthodox Church
- Weinland Park Neighborhood Festival
- Northside Branch of the Columbus Public Library
- Community Properties of Ohio Community Cook-Out events
- Weinland Park Civic Association Meetings
- Weinland Park Elementary Parent Teacher Organization (PTO) Meetings

Note: A special thanks to AmeriCorps member, Tressa Augustine, for her engagement with community members during this survey research.



OSU Extension Community Engagement Summary

The OSU Extension team met with community members on a number of occasions throughout the project. In addition to ongoing interaction through the University District Extension office and the engagement with the Community Food Assessment Survey, additional activities included:

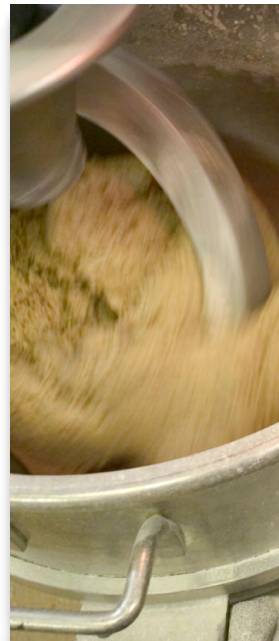
Food Production

Grow Your Own Series

Year	Participants	Learning Topic	
2013	37	Aquaponics and Aquaculture in Urban Settings	
	124	The Future of Producing Food in Urban Ohio	
	119	Planning the Garden & Starting Seeds Indoors	
	26	Growing Your Own Food and Not Breaking the Law	
	42	Yard Gardens: Food Not Lawns	
	38	Backyard Poultry in Urban Areas	
	34	Keeping Bees in an Urban Environment	
	2012	63	Season Extension
		84	Planning the Vegetable Garden
		51	Fruit Production in Urban Settings
45		Producing Mushrooms in Urban Environments	
28		Irrigating Urban Gardens	
32		Water Harvesting	
2011	21	Soils and Composting	
	11	Good Agricultural Practices for Urban Food Growers	
	31	Good Agricultural Practices for Urban Food Growers	
	150	Starting Seeds for Fall Vegetable Gardens	

Food & Business

Community business interviews, 2011
 Weinland Park Community Civic Association, Business & Land Use Committee meetings
 Business Retention and Expansion meetings
 Guided tours of the OSU Endeavor Center at the OSU South Centers (business incubator and learning center)



Food & Family

Moms2B discussions
 Weinland Park Elementary Parent Teacher Organization (PTO) meetings

Food & Community

Community Meeting, July, 2011
 Community Festival, August, 2011
 Ideation Session, April 2012
 Weinland Park Community Civic Association, Health & Wellness committee and Public Advisory meetings

Presentations outside of Weinland Park

Urban Food Production in Ohio and Its Implications for Public Health, Ohio Association of Health Commissioners Annual Conference, September 2011
 Designing a Healthy Food System, Community Development Society International Annual Conference, July 2012
 OSU Extension Annual Conference, December 2012
 Galaxy National Extension Conference, September, 2013



OSU Extension University District

Help us discover the best food-related learning opportunities for you & the Weinland Park community.

Food – What do you want to know?

Examples of OSU Extension Programs

- **Agriculture and Natural Resources – Growing & Raising Food that is Safe & Tastes Good**
 - **Community Development – Creating Food Businesses & Job Opportunities**
 - **Family and Consumer Sciences – Cooking & Preserving Nutritious Food**
- **4-H Youth Development – Involving Youth in Healthy Food Decisions & Activities**

At OSU Extension, University District, we tap into resources throughout the statewide and national Extension network to meet the needs of our neighbors and our community. We are exploring educational interests, education providers and bringing the best to Weinland Park.
<http://udistrict.osu.edu>

The Extension system is the world's largest non-formal educational system.

YOUR Extension Contact
 Susan Colbert, colbert.22@osu.edu
 OSU Extension University District
 1427 N. Grant Street
 (614) 299-2915
 OSU Extension Learning Center
 (at Godman Guild), 303 E. 6th Ave.
 (614)292-7196



EMPOWERMENT THROUGH EDUCATION

We gratefully acknowledge the continued help and financial support of our local county commissioners and other local community partners. We appreciate their input and participation in our programming efforts.

Ohio State University Extension embraces human diversity and is committed to ensuring that all research and related educational programs are available to clientele on a nondiscriminatory basis without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, or veteran status. This statement is in accordance with United States Civil Rights Laws and the USDA.

Keith L. Smith, Ph.D., Associate Vice President for Agricultural Administration and Director, Ohio State University Extension. TDD No. 800-589-8292 (Ohio only) or 614-292-1868

Acknowledgements



This publication was developed by an Ohio State University Extension team, with funding from the U.S. Department of Housing and Urban Development (HUD).

The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.

Through this Community Challenge Grant the following organizations collaborated with residents on this Urban Agriculture Overlay Planning Project.



OSU Extension, The Ohio State's College of Food, Agricultural, and Environmental Sciences, www.osu.edu



The Godman Guild, www.godmanguild.org



Community Economic Development Corporation of Ohio, <http://cedco.org/about-cedco>



Mid-Ohio Regional Planning Commission (MORPC), www.morpc.org



Wagenbrenner Development, <http://wagdev.com>



Local Matters, www.local-matters.org



The Weinland Park Collaborative (WPC) is made up of over 20 agencies including: The Ohio State University, The City of Columbus, Campus Partners, The Columbus Foundation, JPMorgan Chase, United Way of Central Ohio and others.
Weinland Park Collaborative, <http://columbusfoundation.org/wp-content/uploads/weinland-park-collaborative-brochure.pdf>

Weinland Park Community Civic Association, www.weinlandparkcivic.org



The OSU Knowlton School of Architecture, knowlton.osu.edu



The OSU South Centers, southcenters.osu.edu



North Central SARE's Research and Education, www.northcentralsare.org



A special note of appreciation to Tressa Augustine and Stacy Haight, the AmeriCorps Vista service members working with OSU Extension through the Ohio Community Development Corporation Association in addition to the Ohio Association of Foodbanks, ShareCorp program. www.nationalservice.gov/programs/ameriCorps/ameriCorps-vista



The Ohio State University Extension, Franklin County gratefully acknowledges the continued support provided by the Franklin County Board of Commissioners – John O'Grady, Paula Brooks and Marilyn Brown. www.franklincountyohio.gov/commissioners



Graphic design and publishing services of this publication were provided by PhoenixGraphix Publishing Services, Granville, Ohio. www.phoenixgraphix.us



Food Production



Food & Business



Food & Family



Food & Community

Learning About Food in Urban Communities



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Educational Plan for the Food District at Weinland Park

go.osu.edu/urbanag