



MEMORANDUM

AGENDA ITEM # III.G

DATE: OCTOBER 3, 2011

TO: COUNCIL MEETING

FROM: STAFF

SUBJECT: DEPARTMENT OF HEALTH MINI-GRANTS FOR FARMERS' MARKETS AND
COMMUNITY GARDENS AND HEALTHY FOOD ACCESS CONTRACT AMENDMENT

The Council was initially awarded a grant from the Miami-Dade County Health Department (MDCHD) to build the organizational capacity of the Miami-Dade Food Policy Council; assess the nutritional environment of priority areas in Miami-Dade County; disseminate the results of the study to the community; and identify and develop policies and incentives that improve healthy food access in Miami-Dade County. The MDCHD received grant funding from the Centers for Disease Control and Prevention to identify opportunities to increase community access to healthy foods by facilitating system, environmental, and policy change.

MDCHD recently amended the Council's contract to facilitate the implementation of Farmers' Markets and Community Gardens within Miami-Dade County, by six Community-Based Organizations. These local organizations were identified through the MDCHD's Community Mini-Grant Program. The Council will contract with the six organizations to provide the required services. All grant activities are to be completed before March 18, 2012.

The six community organizations are:

Bochika, Inc. a 501 (c)(3) not-for-profit organization founded in Miami, FL. in 2010, with a mission to empower marginalized and impoverished communities through participatory sustainable agricultural, economic, and social development programs.

Earth Learning a non-profit learning community founded in 2003 to actively promote ecological learning, sustainability, and a just, sustainable local food system and economy in the Greater Everglades bioregion of South Florida. Earth Learning currently operates a Farmers' Market in the City of South Miami.

GOI LLC. a recent non-profit venture of Graduate Agroecology Program students at Florida International University. GOI has been involved in the establishment and maintenance of FIU's South Campus garden and Farmers' Market.

Urban Oasis Project, Inc. a non-profit organization that assists people with gaining access to fresh, healthy, locally grown and produced food, especially those living in under-served neighborhoods defined as food deserts by USDA, since April 2009. Urban Oasis currently operates a Farmers' Market in the City of Miami.

War on Poverty a non-profit organization committed to the revitalization of minority communities across Florida. War on Poverty's work in Opa-Locka has focused on increasing community awareness to healthy foods to reduce childhood obesity.

Youth L.E.A.D. a non profit organization founded to empower and engage underserved teens from low-income neighborhoods as environmental and "food justice" advocates for the utilization of local food resources, such as farmers markets and community gardens, to increase access to healthy foods and green spaces in their neighborhoods.

Each organization will be paid a fixed fee ranging from \$34,914 to \$34,999, based on the successful completion of project deliverables shown below.

- Collaborate with CPPW Team and taskforce team members to identify key location for farmer's markets and community gardens within Miami-Dade County.
- Create Community Farmers' Market Advisory Board.
- Develop by-laws, rules and regulations for Farmers' Markets and Community Gardens.
- Develop Budget Plans for Farmers' Markets and Community Gardens.
- Determine days and hours-of-operation for Farmers Markets and Community Gardens.
- Develop the Farmers' Market fee structure.
- Register with the USDA and Nutrition Service to accept EBT SNAP benefits.
- Develop the rapid market assessment.
- Hire Farmers' Market and Community Garden Managers.
- Develop and distribute outreach and marketing materials for Farmers' Markets and Community Gardens.
- Establish Community Gardens.
- Expand or establish community-based and worksite Farmers' Markets.

Recommendation

Authorize the Interim Executive Director to enter into Professional Service Agreements with the six Community Based Organizations.