



# Agriculture In Concrete

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Community Partner: Hampton Roads Agricultural by Renee Foster

## Introduction:

This project is about making steps to solving the food insecurity in Hampton Roads and the surrounding areas. This food insecurity has caused the community to experience a food desert. This is a lack of access to affordable and healthy food options.

The Urban Agriculture project is partnered with Hampton Roads Urban Agriculture organization (HRUA) through it's President and Creator Renee Foster.

In order to achieve this goal the first step to make is community projects:

- The Farm: which is open to the public, hosts educational programs
- Community Events: Such as the famers market that sell items grown in the garden for an affordable price.
- Creation of a Coalition (current project): Finding members of the community that have a love and passion for agriculture on a small or large scale.

## Significance:

The significance of this project is to help strengthen food insecure communities to build stable access to healthier food options. So that people in these communities can have food that is accessible, equitable, affordable, and Healthy. Not only to grow food, but to also build community!



Youth Activity in the garden

## Project Goals:

- Equity and opportunity
  - Food Access
  - Increase in Urban Agriculture from an economic and social standpoint
- Two Ways of accomplishing these goals:
- Establish an Urban Agriculture Coalition
  - Complete an Urban Agriculture Assessment

## Project Plan:

- Understand the needs of the Hampton Roads area
- Understand what a food desert is and why they exist
- Understand what a coalition is and how to create one
- Community outreach:
  - Reaching out to all potential farmers of the area and other community members that can provide:
    - Small gardens of fruit, vegetables, flowers, etc,
  - Outreach to others such as:
    - Schools
    - Bee keepers
    - Producers of dairy, egg, and meat products

GOAL → STRATEGY

<p><b>Improve Family &amp; Community Education</b></p>	<ul style="list-style-type: none"> <li>• Develop comprehensive communications plan</li> <li>• Share data with personal stories</li> <li>• Partner with organizations that can help disseminate information</li> </ul>
<p><b>Increase Accessibility</b></p>	<ul style="list-style-type: none"> <li>• Build a network of cohesive programs</li> <li>• Increase the number of high-quality programs and seats</li> <li>• Expand choice for families</li> </ul>
<p><b>Increase Affordability</b></p>	<ul style="list-style-type: none"> <li>• Implement shared services model to decrease programs' operational costs</li> <li>• Launch child care and early learning tuition scholarship program for families</li> <li>• Complete feasibility study of innovative funding model (Pay for Success)</li> </ul>
<p><b>Grow Workforce &amp; Improve Retention</b></p>	<ul style="list-style-type: none"> <li>• Develop partnership with high school-based career centers and Ivy Tech</li> <li>• Develop scholarship program for early learning professionals</li> <li>• Pilot a financial stipend for new hires</li> <li>• Host a community award and recognition dinner</li> <li>• Offer grants for early learning wellness program and space</li> <li>• Determine feasibility of loan forgiveness program</li> </ul>
<p><b>Advocate for Policy Change</b></p>	<ul style="list-style-type: none"> <li>• Develop policy agenda and strategies</li> <li>• Host legislative event with strong business presence</li> </ul>

## Future Plans:

- Create a coalition
- Get local Government involved
  - Funding
- Educations/Programs: Involvement in STEM and agriculture
  - Youth
    - Clubs
  - College level
    - Community building/innovation
  - Community
    - Healthier eating habits
  - Local and State Government
- Food hub



Aerial View of the garden in Hampton Roads at a community event.

## Contact Information:

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## Results:

The efforts that have been made so far have resulted in the very first interest meetings for creating a coalition.

- We had a total of two interest meetings
  - approximately 14 people participated and signed to be a part of the Urban Ag. Coalition
- A brief plan/ set of goals have been made for what the coalition will set out to acheieve.
- Youth programs have taken off and plan to happen soon as a part of the educational mission

## References:

USDA, Agriculture Marketing Service. (2012). Regional Food Hub Resource Guide.  
USDA,. (2016). Running a Food Hub: Assessing Financial Viability. Service Report 77,  
Volume III.