

Proposed King County Event to Support Local Agriculture & Sustainable Lifestyles

(and fun enough to pull an 8 year old from a video game on a sunny day)

+ Is there a need for something like this?

- + How many school kids in King County know pickles don't grow in a jar?
- + What if it were cool for teenage girls to want to own a tractor when they grow up?
- + What would happen if boys started choosing peaches over fries? Heirloom tomatoes over Cheetos?
- + What would dinner plates look like if we ate to keep our local economy strong and kids healthy?
- + What would happen we had a culture of making smart food choices?
- + **What happens if we don't?**



+ Childhood obesity is a problem.

The Washington Post

- An epidemic of obesity is compromising the lives of millions of American children, with burgeoning problems that reveal how much more vulnerable young bodies are to the toxic effects of fat. In ways only beginning to be understood, being overweight at a young age appears to be far more destructive to well-being than adding excess pounds later in life. Virtually every major organ is at risk. The greater damage is probably irreversible... **The cumulative effect could be the country's first generation destined to have a shorter life span than its predecessor.**

+ Local farming is doing better than it was...

The Seattle Times

- + The number of farms in Washington rose 6 percent between 2000 and 2008 — with the upward trajectory steeper in the last two of those years.
- + The state has about the same number of farms as it did in 1970, though the total acreage in farming has shrunk.
- + Ninety percent of the farms are owned by individuals or families.
- + The number of farmers markets has more than doubled since 1998.

The Seattle Times

Wednesday, February 24, 2010 - Page updated at 12:14 AM

Number of farms in state grows, report finds

By Maureen O'Hagan
Seattle Times staff reporter

Woe is the family farmer. They've got it tougher than just about anyone, what with their tanking profits and all the faceless agri-conglomerates gobbling up their land.

That seems to be the conventional wisdom. But key measurements in a new state report indicate farming in Washington has actually gotten rosier in some respects.

The report, by the state Office of Farmland Preservation, tracks a variety of indicators to see if the state's efforts at supporting agriculture are working.

The idea is to quantify the state of farming, rather than just relying on the gut sense of farmers and officials, said Bob Hart, chairman of the task force behind the report.

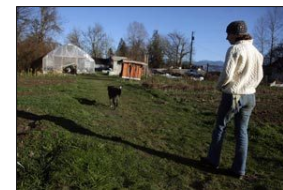
The numbers may be surprising:

¶ The number of farms in Washington rose 6 percent between 2000 and 2008 ¶ with the upward trajectory steeper in the last two of those years. That means the state has about the same number of farms as it did in 1970, though the total acreage in farming has shrunk.

¶ Ninety percent of the farms are owned by individuals or

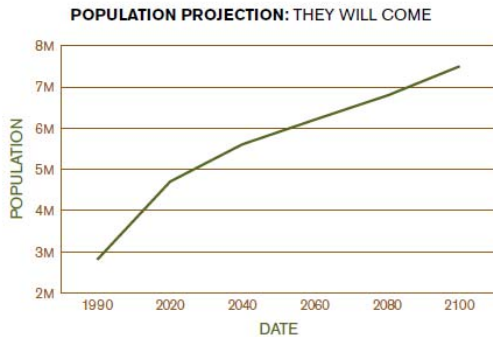


ERIKA SCHULTZ / THE SEATTLE TIMES
Husband and wife Jason Salvo and Siri Erickson-Brown operate Local Roots, a direct-market farm outside of Carnation. They work with another partner to grow crops on 7 acres. The property near the Snoqualmie River has been farmed for more than 100 years.



ERIKA SCHULTZ / THE SEATTLE TIMES
The growth of farmers markets means Siri Erickson-Brown and her husband can sell most of what they grow on their farm outside Carnation.

+ But that's still not good enough.



The population of the region will increase dramatically over the next 100 years, whether low or high rates of growth are used.



Images: the Cascade Agenda

The Seattle Times

- + It's getting harder and harder for newcomers to buy land — and increasingly enticing for farmers to sell to developers.
- + Most small farms take in less than \$10,000, according to the Washington State Department of Agriculture.

+ Eastside: lots o' people, fewer fun events.

King County Summer Festivals

- + No family events dedicated to local farming, sustainable lifestyles and whole foods
- + Eastside demographics may support summer event with an urban target audience



+ Marymoor Park is a gem of a venue.



- + Parking, utilities on site
- + Concert Venue
- + Event Area
- + Adjacent to HWY 520 (11million cars annually)
- + Staffing on site

+ Event Logistics.

- + August 2011 (less chance of rain, avoid conflict with other events)
- + Est attendance: 15,000/day
- + Sat/Sun event (3 days setup; 1 day teardown)
- + Create event attractive for production partner involvement:
 1. share risk
 2. tap into established followings



* Marymoor big enough for a variety of event components

+ Tap into existing followings.



100 Mile Diet



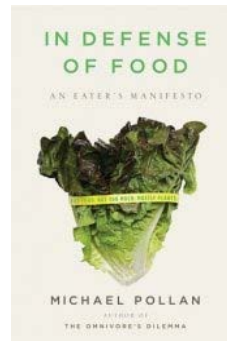
Slow Food, Cooking Demos



Small Batch Food Production



Gourmet Street Food



**Sustainability Speakers
ie. Michael Pollan**



Beer/wine making

+ Existing Followings: farmers markets

Farmers markets

- + King County has more farmers markets per capita than any other part of the country
- + Markets are increasingly an urban lifestyle choice



Redmond Saturday Market

The Eastside's oldest Farmer's Market



- Broadway
- Columbia City
- Lake City
- Magnolia
- Phinney
- U-District
- West Seattle

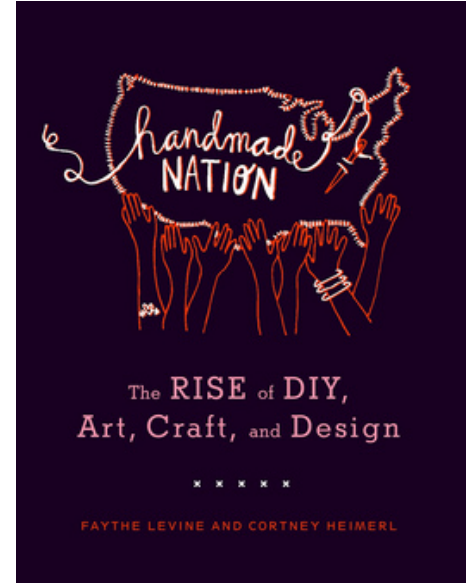
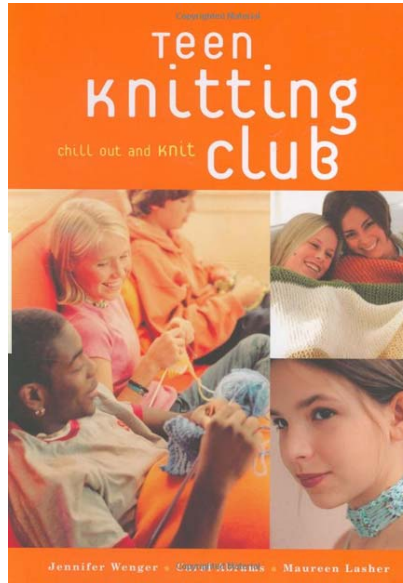


BALLARD
WALLINGFORD
MADRONA
FREMONT

+ Existing Followings: indie crafts, “not your grandmother’s crafts”

- + Growing eco awareness and lifestyle trend of sustainability has created rise in indie crafters. Young new "Millennium" crafter works with mostly recycled and repurposed items rather than embellishing new surfaces.
- + Boomers are still the largest crafting group with more discretionary income and more free time to craft. However, this [indie craft] movement has been generated by the younger millennium generation.

Craft Marketing Connections Trend Report 2008



Make:
technology on your time

ReadyMade
INSTRUCTIONS FOR EVERYDAY LIFE

Etsy

URBAN CRAFT UPRISING
Seattle's Largest Indie Craft Show

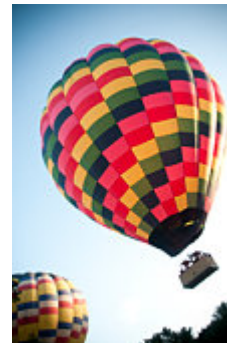
+ Existing Followings: country fun with an urban flair



Vintage Baseball



Hay Rides



Farmland Tours



Outdoor Movies



Night Activities



**Pie eating, scones,
sack races, etc.**



Live Music

+ Existing Followings: animals



Petting Zoo



Pig Races



Horse Exhibition

+ Every Ag Festival Needs a Dance Party.



Baby Loves Disco

Headphone Disco

+ Other traditions celebrating agriculture.

- + La Tomatina tomato fight in Buñol near Valencia happens every year on the last Wednesday in August. The highlight of the festival is the tomato fight which takes place between 11am and 1pm on that day.



+ Other traditions celebrating agriculture.

- + Holi is an annual festival celebrated all over India since ancient times, Originally, Holi was an agricultural festival celebrating the arrival of spring. During Holi, Hindus attend a public bonfire, spray friends and family with colored powders and water, and generally go a bit wild in the streets.



+ Other traditions celebrating agriculture.

- + Harvest Festivals - A Harvest Moon, is the name given to the full moon right before the autumn equinox. Around the world harvest festivals celebrate summer's harvest through a series of traditions, such as eating "moon cakes", lighting lanterns, parades, nighttime festivities, bonfires, roasting corn, etc.



+ Other traditions celebrating agriculture.

The San Diego Union-Tribune.

Hundreds of bare feet stomp grapes at Festa

What began as bunches of grapes at the bottom of a redwood tank turned into knee-deep mush within an hour during the ninth annual Grape Stomp Festa at Menghini Winery, where hundreds waded barefoot for a chance to pretend they were in old Italy.... "Whoa, that looks like a grape swamp," marveled 6-year-old Michelle Lai of San Diego, as she watched adults stomp grapes. She is so small she could have gotten lost in the larger of two wooden tanks used for the grape crushing. That 1,000-gallon tank was just for adults. A smaller 300-gallon tank is where children were allowed to romp, and many ended up covered in grapes.

A few cases of wine will be made from the foot-stomped grapes to raise funds, with fun names such as 2004's "P.U. Noir," but it's not wine meant to be consumed....



I love lucy clip



+ Resources.

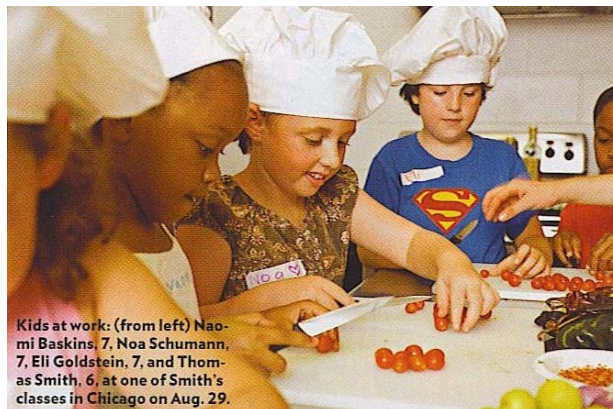


<http://www.youtube.com/watch?v=d9sGbKkPdNI>



Jamie Oliver's Food Revolution premieres on Friday, March 26, on ABC.

www.huffingtonpost.com/2010/02/26/jamie-olivers-food-revolution_478824.html



Kids at work: (from left) Naomi Baskins, 7, Noa Schumann, 7, Eli Goldstein, 7, and Thomas Smith, 6, at one of Smith's classes in Chicago on Aug. 29.

<http://www.commonthreads.org/assets/root/pdf/People.pdf>



<http://www.letsmove.gov>

+ Resources.

IN DIRT WE TRUST

HOMEGROWN.ORG

ARE YOU A
GROWER,
TASTER,
RECIPE-MAKER?



send us your stories, links,
recipes, and ideas and
be featured on the site!

HOMEGROWN.ORG is an online community (founded by Farm Aid) of people interested in all things HOMEGROWN: growing, cooking, crafting, brewing, preserving, building, making and creating. HOMEGROWN.org is a place where we can learn from each other, share our questions, and show off how we dig in the dirt, grow our own food, work with our hands, and cook and share our meals – all things that we call HOMEGROWN.