

Zenger Farm Strategic Plan Framework DRAFT

10/24/17

Mission

We are a working urban farm that models, promotes and educates about sustainable food systems, environmental stewardship, community development and access to good food for all.

Values

At Zenger Farm, we believe good food is a basic human right. We envision a world where everyone can have a share of the harvest and a place at the table. We understand that root causes of inequity— racism, poverty and oppression – must be addressed in order to create a more just food, health and education system for all. We believe the way we do things matters and that process shapes outcome.

The following values are central to our mission and guide our work.

Stewardship

We are entrusted with caring for this land and we must balance the needs of both nature and our community members through stewardship. In doing this work, we honor our human and natural histories, care for the financial resources entrusted to the organization and provide a place where people can connect with the land.

Knowledge

We honor the knowledge that exists within communities. We partner with community members to share knowledge, strength, traditions and wisdom.

Nourishment

Food is life--it feeds our minds, bodies, and spirits, connecting us to one another and the land. At Zenger Farm, people feel nourished, strengthened, and inspired.

Social Justice

Social justice is the foundation of Zenger Farm's work. There are interconnected barriers to food access for under-resourced communities that need to be addressed. We center the voices and follow the leadership of those most impacted by injustice to shape more just food, health, environmental, and education systems.

Goals

Goal 1: Pursue High Quality Place-Based Education. Utilize the farm, wetland and community space to expand opportunities for all people to learn about the connections between people, land, food and culture.

Objectives:

- Strengthen and expand school partnerships with a focus on excellent and innovative STEAM (Science, Technology, Engineer, Arts, Math) education that can be a model for other organizations.
- Continually improve all educational programs to be more equitable and inclusive of diverse learning styles, abilities, ages, identities, cultures, and backgrounds.
- Educate the next generation of farmers.

Highlighted Projects: 1) Afterschool programs 2) ADA accessible pathways 3) More programs for preschoolers and older adults 4) Skill building programs for youth 5) Weekend programs,

Goal 2: Increase Equitable Access to Nourishing Food. Build a food system which supports holistic community health by modeling programs that create more equitable access to fresh food.

Objectives.

- Create connections between the food systems and health systems in order to strengthen local farms and improve community health.
- Pilot new program models to make nourishing food easily accessible to under supported community members.
- Build and strengthen partnerships with under supported communities and related organizations to link community members to nourishing, affordable and culturally appropriate food resources.

Highlighted Projects: 1) Expand low-cost CSA 2) Expand veggie prescription programs 3) Use International Kitchen Garden to make fresh produce available to neighbors & have garden parties 4) Help partner organizations grow food,

Goal 3: Build Strong Communities. Strengthen relationships and connections within and among our communities to learn, support one another, and build our future together.

Objectives:

- Bring people from diverse cultures and backgrounds together to build meaningful relationships across differences.
- Make Zenger Farm spaces, food, and land available to community members and partners.
- Work in partnership to elevate the concerns and voices of underserved community members.

Highlighted Projects. 1) Open space to community led events. 2) Free/low-cost community cooking and skill-building workshops co-led by Community Chefs and Zenger staff. 3) Participate in community events

Goal 4: Strengthen organizational capacity. It takes a healthy and just organization to support a healthy and just community. Recognizing this, Zenger Farm will act to advance equity, invest in staff and board development and build organizational financial resources.

Objectives:

- Institutionalize a culture of equity and inclusion that guides our decision-making, planning processes and includes ongoing community feedback.
- Build a culture of learning and excellence by investing in the people who lead our work including staff, volunteers, and board members
- Grow organizational resources and improve organizational systems to sustainably accomplish community defined priorities.

Highlighted Projects: 1) Invest 2% in equity and professional development trainings 2) Reach 6 months of cash reserves by 2020 3) Renovate the historic bar