

WealthWorks Report 2018



WealthWorks Executive Summary



Sprout MN, central Minnesota's regional food hub, was formally established in 2012, and coordinates a farm to school program, as well as regional food distribution and processing facility, called the Sprout Growers and Makers Marketplace.

This report serves as an evaluation of Sprout MN's impact on the region since inception. The WealthWorks model of building value chains in the eight forms of Wealth (Financial, Intellectual, Individual, Built, Environmental, Political, Social and Cultural) was used as a tool in the creation of this report.

Summary of Sprout's Impact on Regional Forms of Wealth:

- 1 BUILT**
Processing facility, Marketplace addition, building utilization, and the mobile market [page 5]
- 2 FINANCIAL**
Microlending program, job retention and creation, food hub and vendor sales, grants and loans [page 10]
- 3 INTELLECTUAL**
New partners, networks engaged, and technical assistance through workshops and trainings [page 13]
- 4 INDIVIDUAL**
Nutrition education and demonstrations, number of meals, community supported agriculture program, Choose Health [page 16]
- 5 NATURAL**
Farmland preserved, high tunnel expansion [page 19]
- 6 POLITICAL**
Engagement of low income minorities in decision making processes, multi-language applications at MDA [page 20]
- 7 SOCIAL**
New markets, reinvestment in local foods [page 22]
- 8 CULTURAL**
Culturally diverse interactions and engagement, placemaking investment, storytelling [page 24]

This report demonstrates Sprout MN's regional impact and staying power as an important and effective economic engine.

The creation of this report was funded through a grant awarded to the Region Five Development Commission by ArtPlace America's National Creative Placemaking Fund.

SPROUT MN | Local Food Value Chain Report - Updated 2018



As early as 2007, our rural region recognized the local food system as one of its strongest regional assets. Since that time, we have made intentional efforts toward creating a regional food system that generates local wealth and provides access to healthy affordable foods. This work is specifically focused on offering opportunities to those who had not participated in the agricultural economy. Rural food insecurity remains one of the most vexing challenges in the United States. In Central Minnesota, the Resilient Region consortium played a role to address food insecurity and agricultural viability in a rural context.

In 2010, the Region Five Development Commission (R5DC) received an \$800,000.00 HUD/DOT/EPA Sustainable Communities Planning grant to develop a 5-county, regional strategic plan. This planning process was called the Resilient Region Project. The Resilient Region plan focused on integrating key sustainability and resilience topics of housing, transportation, energy, natural resources, connectivity/broadband, healthcare, education/workforce development, changing populations, efficiencies-effectiveness, and economic engines.

It explicitly identified arts/culture and agriculture as key “economic engines” for the region, and emphasized the need to promote the agricultural sector, specifically local foods.

Sprout MN is our regional food hub formally established in 2012. Sprout coordinates a farm to school program for six school districts in central Minnesota and provides area restaurants with food from over 80 local producers. In an effort to implement food system related actions in the Resilient Region Plan, Sprout partnered with R5DC to open a regional food distribution and processing facility, called the Sprout Growers & Makers Marketplace, in Little Falls, MN in April 2016.

Sprout’s entire evolution of planning and incremental scaling was strategically conceived of and completed with a focus on supply and demand of locally grown commodities, including value-added products, and incorporating art as an integral component of the Marketplace with specific focus on creating wealth within the 8 Community Capitals (Financial, Intellectual, Individual,

Built, Natural, Political, Social and Cultural assets), also known as the WealthWorks model of delivering “Value Chains.

WealthWorks allowed the collaborative work between economic development and agriculture to move from intuition to intention.

The WealthWorks model of building value chains aligned with the Resilient Region’s guiding principles and built upon the foundational concept of when ALL forms of wealth are further executed through the “Ownership and Livelihoods” lens of local wealth, they positively impact the financial, environmental and social outcomes. Local wealth means that wealth stays in the communities it is created within.



Partnerships

The body of work described throughout this report was funded by the following valued and respected partnerships:

FEDERAL

USDA Rural Development- LFPP, VAPG, RCDI x2, RMAP, RDBG and the RDCA – Rural Development Community Agreement

STATE

MN Department of Agriculture, University of Minnesota Regional Sustainable Development Partnerships, Statewide Health Improvement Plan

LOCAL

Lakewood Health Systems, Sourcewell, CHI St. Gabriel’s Health

PHILANTHROPIC

Otto Bremer Foundation, Bush Foundation, Northwest Area Foundation, ArtPlace America, Initiative Foundation, McKnight Foundation

Contributors

The Sprout MN Team & R5DC Team have all contributed to this work and report:

Arlene Jones, Sprout Executive Director

Natalie Keane, Sprout Facility Utilization Director

Jessie Bavelli, Sprout Operations & Marketplace Director

Sena Bergerud, Sprout Facility & Market Associate

Dawn Espe, R5DC Senior Regional Development Planner

Cheryal Hills, R5DC Executive Director

Angela Anderson, R5DC Marketing Director, 2018 Report Project Graphic Designer

Lisa Baker, Marketing Consultant

Peg Churchwell, 2017 Report Project Graphic Designer

Soraya Riley, S.R. Consulting, 2017 Report Evaluation Project Manager

Stacey Stockdill, PhD, EnSearch, Inc., Chief Executive Director



Insight



Sprout and R5DC lead teams at “Minced: The Finer Version of Chopped” event (from left to right): Dawn Espe, R5DC; Arlene Jones, Sprout; Natalie Keane, Sprout; Jessie Bavelli, Sprout; Cheryal Hills, R5DC; and Sena Bergerud, Sprout. May 2018

R5DC and Sprout teamed up from day

one to offer an example of how a rural region can develop market channels within the region to support local producers and connect the community to healthy foods in ways that honor our cultural identity. Interestingly enough, Sprout was touted as one of the nation’s few rural-to-rural food hubs. National food hub models are created with rural to urban consideration. Sprout remains dedicated to a rural-to-rural food system growth.

Important to note that the partnership of Sprout MN and Region Five Development Commission did not create or evaluate initial local food value chain goals and outcomes or outputs via the WealthWorks model.

Our team established specific goals and deliverables for each of our multiple funding partners based on their requirements, causing some forms of

wealth to be measured while others were not. For example, if funded for a Microlending program, we measured jobs and dollars leveraged as required by the program funding source, but did not consider impacts to any of the other forms of wealth. This was replicated for each program and funding deliverables.

This report is our team’s second annual report to build on a baseline collection of the impacts in each of the 8 forms of wealth. Given that we did not start with a holistic/comprehensive set of goals for the local food value chain across all forms of wealth, we recognize the process is flawed and continue to look forward to a growing dashboard of outcomes in relation to a WW Local Food Value Chain set of goals.

Sprout Marketplace Grand Opening:

https://www.youtube.com/watch?v=mL_RztKm2ng

Sprout Video - Our story, our history

https://youtu.be/Yoy67V_c_ks



The financial investments were earned and well utilized; however, the most important asset acquired during the incubation, development, and sustainability of Sprout were, and continue to be, the relationships that are built.

Items in this report align with the WealthWorks Hubs and the National Association of Development Organizations (MADO) Research Foundations - WealthWorks Alpha Measures. wealthworks.org/connect/hubs

1. Built Wealth

Investments in physical capital, new construction, renovation, and maintenance that supports the local food value chain.

The fully functioning constructed infrastructure (e.g., buildings, sewer treatment plants, manufacturing and processing plants, energy, transportation, communications infrastructure, technology) needed to support community well-being.

The investment of built infrastructure is necessary to house, transform, and move goods. For a local food value chain, this translates to aggregation, processing and distribution.

Within this project we measured and tracked the following to determine the success of our Built Wealth creation:

MEASUREMENTS OF SUCCESS:

- Amount of new/improved infrastructure that supports the local food value chain.
- Amount of locally owned infrastructure.
 - Processing Facility – Number square feet and hours utilized
 - Equipment Investment – \$\$ invested in facility (new measure for 2018)
 - Sprout Marketplace – Number hours used, Number people attended, Number of users/renters/vendors
 - Marketplace booth discounts – \$\$ discounted to vendors (new measure for 2018)
 - EBT and Credit Card (alternative currency) – \$\$ in sales (new measure for 2018)
 - MarketBucks reimbursement – \$\$ doubled for EBT sales (new measure for 2018)
 - Mobile Market – Number of vehicles, number of points of sale, \$ reinvested into local food value chain with local growers (new measure for 2019)
 - Gleaning Program – Pounds of food gleaned for low income/low access, \$\$ of input into local food value chain (new measure for 2018)
 - Local contractors – Number hired for build-out and continued build out

Processing Facility

A processing facility and Sprout Growers & Makers Marketplace was added to the physical capital of the Region in 2016 and fully operational in 2017. This building/space supports the local food value chain, giving the opportunity to conduct business in a space that would have not otherwise been available. Sprout Food Hub aggregation is done at the same facility as the Processing Kitchen and the indoor winter Sprout Growers & Makers Marketplace. Aggregation is necessary to distribute commodities to institutional buyers and Community Supported Agriculture (CSA) members that impact volume of sales.

Impact

24,680 sq. ft. of total space, of that 17,550 sq. ft. is used for the Sprout Growers & Makers Marketplace and event space. Within the 7,130 sq. ft. for Sprout's operations, 1,335 sq. ft. is licensed processing kitchen space and 5,795 sq. ft. is dedicated to food hub warehousing and aggregation. This built infrastructure was added to the five-county region as a result of this project.

Measure tool: Space was tracked via lease agreement. Utilization is measured

via online tracking.

Multiple users include value-added food entrepreneurs, community organizations and residents, chefs, University of MN Extension SNAP-Ed Educators, and hospital community outreach programs.

Impact

Number of Hours Used 2018: 41 Hourly Kitchen Rental + 214 *Frequent Flyer Utilization + 30 Market Cooking Demo + 158.5 hours for Sprout events (Cooking Classes, Minced, Summer Harvest and Who's At Your Table) + 32.75 Meeting Space = 476.25 (*frequent flyer is a food entrepreneur who regularly uses the kitchen facility and receives a reduced rate. This was instituted in 2017).

Measure tool: Microsoft Excel Workbook updated monthly

Measure tool: QuickBooks invoicing

Impact

Number Hours Used:

2016 – 79

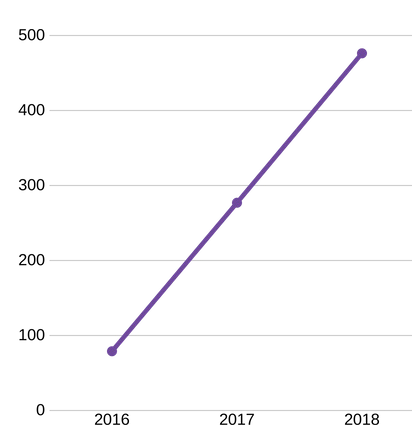
2017 – 277

2018 – 476.25

Measure tool: Microsoft Excel Workbook updated monthly

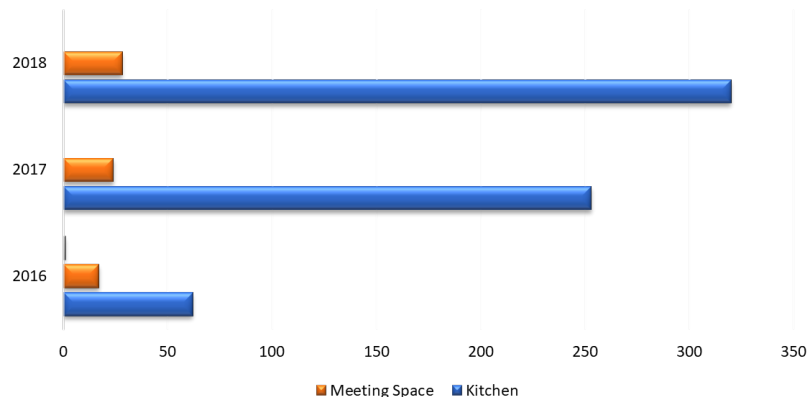
Measure tool: QuickBooks invoicing

Number of Hours Used



Marie Kirsch, Knotty Pine Bakery

Facility Utilization by Hourly Rental



Impact

Equipment investments for scaling up capacity for utilization of facility.

2017: \$8,642.63

2018: \$7,497.33

Measure tool: QuickBooks Expenditures

Sprout Growers & Makers Marketplace Addition

A Sprout Growers & Makers Marketplace was created in Little Falls, Minnesota. The development of the Sprout Growers & Makers Marketplace has increased the locally controlled distribution points and the points of sale for regional products.

The Sprout Growers & Makers Marketplace space is leased from a non-local resident; however, all of the non-permanent fixtures are the property of Sprout MN which is a locally owned 501c3 non-profit.

Impact

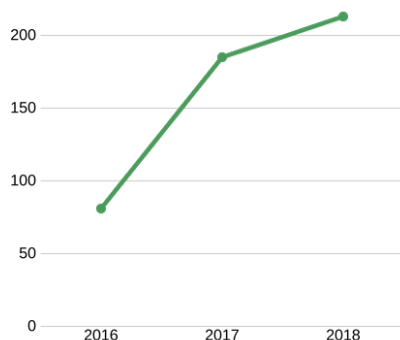
Number of Vendors at the Sprout Marketplace:

2016 – 81

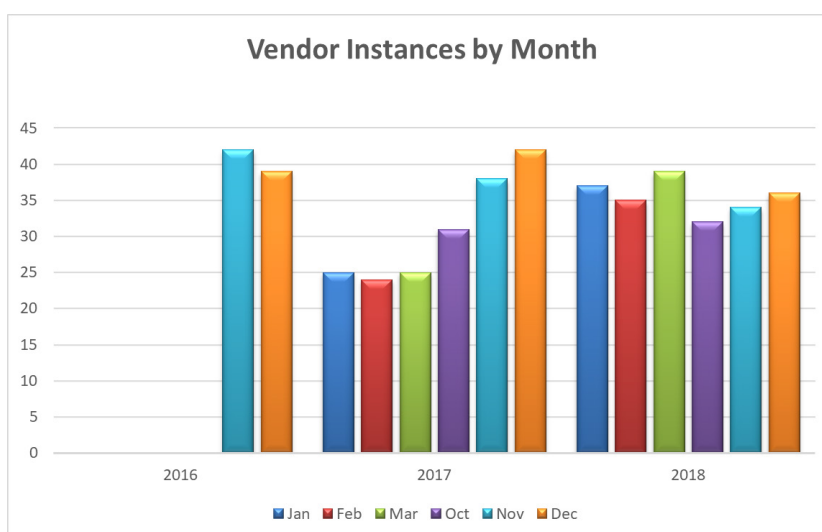
2017- 185

2018 – 213

Number of Vendors at Sprout Marketplace



Vendor Instances by Month



Note: 2015 and 2016: Two markets each in November and December.

Impact

Vendor Sales Reported \$13,021.00. It must be noted that a shift to electronic reporting by vendors has decreased participation as this survey of sales is no longer completed at end of market, when the vendor checks their email. This has altered a % of those reporting. Sprout does not have a commission of sales for vendors, and charges a nominal fee of \$20.00 per booth. The true cost of each vendor booth is estimated to be at \$55.00 for EACH market opportunity.

Impact

Sprout provided \$8,825.00 in marketplace booth discounts in 2018.

Measure tool: QuickBooks

Impact

Sprout instituted EBT acceptance and alternative currency sales in October of 2017. Shoppers can now run their cards for market tokens, which allows a higher level of spending at the market. This has also allowed Sprout to capture an additional data point of market sales.

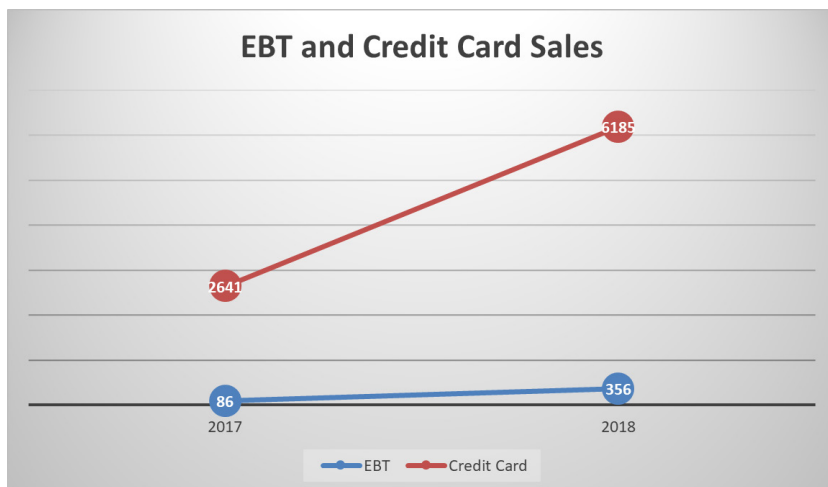
2017 EBT 2018: \$86.00

2017 Credit Card: \$2,641.00

2018 EBT: \$356.00

2018 Credit Card: \$6,185.00

Measure tool: Terminal Totals Report from Credit/EBT Machine



Impact

Sprout instituted “Market Bucks” in October of 2018, supported by Hunger Solutions of Minnesota. This “Spend \$10, Get \$10” program allows EBT recipients to “double” their dollars, being reimbursed dollar for dollar, for every EBT dollar (up to \$10) they spend at the market.

- 2018 Market Bucks reimbursement: \$160.00
- Measure: Manually counting & recording Market Bucks received & reimbursed to vendors.

Sprout Marketplace attendance

The winter monthly Sprout Growers & Makers Marketplace takes course over the fall/winter months only. This is intentional so as not to compete with markets that occur spring/summer. Average market attendance for 2017 and 2018 is ~360 people per market.

Impact

Number of people attended Growers & Makers Marketplace:

2016 – 444 people

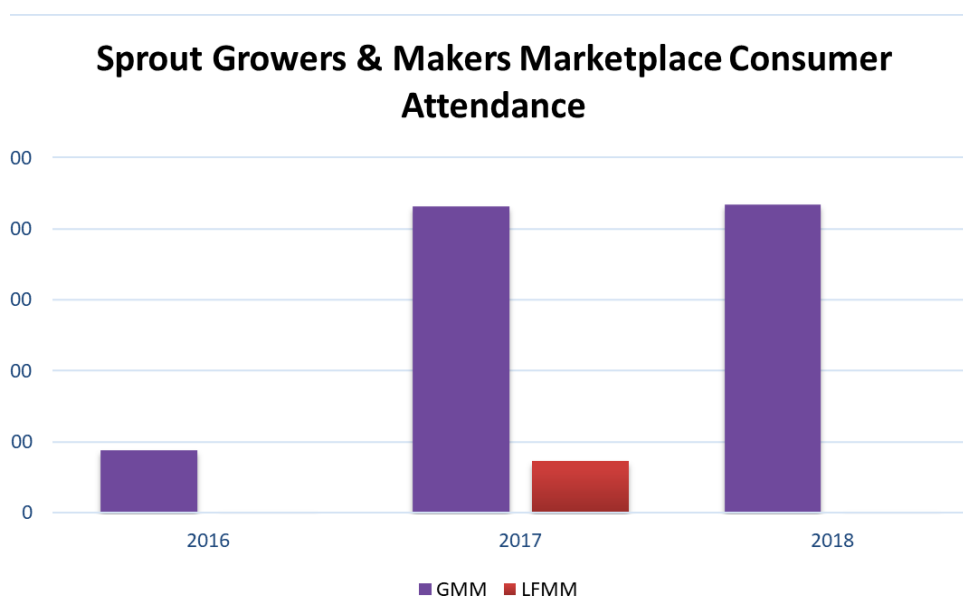
2017 – 2160 people

2018 – 2168 people

Measure tool: Microsoft Excel workbook updated monthly. Attendance recorded at Sprout Growers & Makers Marketplace began manually and eventually changed to electronic door counters (instituted February 25, 2017). While the 2017 report indicated that this measure was conservatively low, given a large margin for manual record collection method. It was determined that data collection was also not accurate with electronic door collection as it was not capturing small children, but inflating counts by dual counting of loading & unloading vendors. The attendance count is now being collected manually with a click counter.

Impact

Number of people attended Little Falls Mississippi Market 2017: 365 people. This market was an attempt to pilot a new summer farmer’s market two days a week at the marketplace facility in collaboration with Little Falls Farmer’s Market vendors. See Lessons Learned. Measure tool: Electronic door counter



LFMM is a summer market trial. See lessons learned.

Impact

Processing Facility Rentals – The USDA licensed processing kitchens offer a location for growers to create value added agricultural products available for sale during the winter when fresh commodities are not an option in cold climate zones such as Minnesota.

In 2018, Sprout entered into co-packing arrangements with food entrepreneurs who contract with Sprout staff to process, package and ship their licensed product. This provided additional revenue for Sprout, not only rental hours for the facility, but also in reimbursement for personnel.

Additionally, facility utilization included space rental for inventory holding for co-packing customers. Lastly, facility utilization included shelf rental for USDA processed meat inventory for local farmers.

Impact: In 2016, the Sprout Facility had 22 rental instances

Impact: In 2017, the Sprout Facility had 78 rental instances

Impact: In 2018, the Sprout Facility had 90 rental instances

Measure tool: QuickBooks and contact management software updated weekly

Mobile Market & Gleaning

The addition of Sprout Mobile Market and produce gleaning (or “Ag rescue”) increases our investment in physical built capital infrastructure and has an overall impact on wealth generation through increased food access points and higher sales. The Mobile Market expansion additionally impacts Sprouts goals that address food insecurity. The intention is to positively shift individual and community health impacts via delivery of fresh commodities to regional food deserts. Through occasional back-filling of the Mobile Market with gleaned foods from farms where end of season commodities would rot on the vine in the fields, the gleaning or “ag rescue” commodities impact our financial and social commitments.

Impact

Number of vehicles & trucks – R5DC and Sprout have secured funding for one mobile market, purchased at the end of 2018 from local vendor (\$51,000.00 investment). Sprout has one delivery van and one mobile market delivery van.

Impact

Points of sales dollars from the Mobile Market reinvested into the local food value chain will also be tracked through 2019 as a measurement of long-term impact. Measure tools: QuickBooks finance software updated weekly.

Impact

2017 – 1,033 pounds of commodities gleaned from Central Lakes College to support Choose Health RxCSA & Fresh Delivered (Lakewood Health Systems programs), Eat Smart (CHI St. Gabriel’s Health RxCSA program) and B.L.E.N.D. (CentraCare RxCSA program) by Sprout staff. Total values of commodities, labor and transport: \$1,536.

2018 – 2,832 pounds of commodities gleaned from Central Lakes College to support Choose Health RxCSA (Lakewood Health Systems program) and Morrison County Food Shelf. Total value of commodities, labor and transport: \$2,055.00.

79 pounds of commodities gleaned from local farm to support Choose Health and B.L.E.N.D. RxCSA programs. Total value of commodities, labor and transport: \$100.00.

Measure tools: CLC Gleaning Coordinator and Microsoft Excel spreadsheet.

Local Contractors

Utilizing locally owned contractors for renovations and development of the Food Hub not only impacts our Built Wealth, but also supports local businesses which in turn looks to support job creation local wealth within our Region.

Impact

Number of local contractors utilized as part of the Sprout Marketplace build out – 19 local contractors were utilized in the build out of the Sprout Marketplace and \$552,000 was spent on the facility.

Sprout continues to invest in local contractors with facility improvements and expanding available services (classroom, electric and plumbing upgrades for kitchen equipment and electric upgrades for commissioned art installation).

- 2017: \$6,067.65

- 2018: \$4,350.54

Measure tools: QuickBooks accounts payable updated weekly

Wealth is created by fully functioning infrastructure; these measures articulate the function of the built capital.

Trends

Winter months, particularly November and December, continue to see a surge in attendance. The market availability continues to consist of a greater volume of value-added commodities due to the Minnesota climate, a trend we expected.

Building relationships has been paramount from the beginning, and transactional relationships lead to economic prosperity and shared ownership. From one grower and one farm, Sprout is now working with over 80 growers in transactional and training relationships through the food hub and in training opportunities. While growers earning market share through the food hub waxes and wanes, it is noted that successful relationships have been forged with over 80 small family farms (many with multiple growers participating in each farm which would indicate the number of growers is much greater) within counties in Central Minnesota.

In addition to working with Amish growers to become licensed by the MDA for egg sales and understanding the Cottage Food Law, we continue to work with growers and food entrepreneurs to become individually licensed to operate the Sprout kitchens. We have seen three food entrepreneurs utilize Sprout's kitchens, become fully licensed, and move onto their own commercial operation. We have entered into co-packing arrangements, which continue to expand facility utilization, support staffing, and expand value-added production as a whole.

Evaluation of trends led to lessons learned

- Minimize the number of summer events so as not to compete with outdoor farmers markets.
- This lesson was exemplified by the trial of Little Falls Mississippi Market.
- Continue to advance economic impact and ripple effect knowledge, education and marketing to increase, enhance, advise, and propel market sales for growers and makers.
- Continue to increase marketplace cohesion of vendors through technical assistance, education, and business knowledge to increase sales.
- Culturally focused (Amish, Latino, East African, Native American, youth, grower) Sprout Marketplace events such as music, cooking demonstrations and food tasting specific to the featured culture drew people in.
- The most diversified markets have the greatest consumer participation.

Fortuna and Franklin of FAH Tea



2. Financial Wealth

Financial wealth as a success metric to wealth generation are responsible investments that generate additional income, as well as the elimination of unnecessary cost or waste in providing public goods and services.

Through financial wealth we offer opportunities to invest gains in ways that increase and improve the quality of all the other seven forms of wealth. By investing in access to financial capital our local food value chain growers and artists can find resources to assist in the overall success of their businesses and thus, regional financial wellbeing.

Within this project we measured and tracked the following to determine the success of our Financial Wealth creation:

MEASUREMENTS OF SUCCESS:

- Number of investments
- Number of enterprises created or expanded
- Local food value chain reinvestment
 - R5DC Microlending – \$\$ leveraged, Number of jobs created or retained
 - Sprout Marketplace – \$\$ secured via grants/loans, \$\$ in sales, Number jobs created or retained through Sprout Food Hub (part of the value chain) vegetable sales
 - Crowdfunding – \$\$ secured through social crowdfunding

Microlending

Region Five Development Commission (R5DC) tracked microlending dollars of a lending program that targets growers and artists as an underserved population.

Impacts

Through 2017, leveraged \$106,200.00 in microloans which were distributed to three different local businesses from May 2012 to March 2017. These microloans not only allowed these businesses to invest in income generating activities, but also promoted job creation with 14 additional jobs created and 2 jobs retained.

2018: An additional \$50,000.00 in microloans was leveraged to two additional businesses. These microloans not only allowed these businesses to invest in income generating activities, but also promoted job creation with an additional 7 jobs created and 2 jobs retained. Measure Tool: Portfol Lending Software updated daily

Sprout added 1.6 FTE since buildout.

Measure tool: QuickBooks

Mobile Market funding to support an additional 1.5 FTE

Jobs via GAP Lending – R5DC job creation and job retention was tracked as an output of financial lending programs through this project.

Through 2018 – Thirty-three jobs were created and twenty-six retained as a result of ALL business lending. (WW-Local Food Local food value chain Data) Measure Tool: Portfol lending ofware updated daily

50% of interest on loans reinvested into the different lending pools to offer future lending opportunities.

WW Local Food Value Chain Data - R5DC Loans

Program	Date of Loan	Jobs Created	Jobs Retained
EDA/RLF/GAP	2016-2017	12	22
Micro	2012-2018	21	4



Jobs via business growth

Sprout Food Hub job creation and job retention are tracked by number of growers who sold commodities to Sprout.

Impact

Since the 2014, the Food Hub has sold \$436,105.61 worth of produce, sourced from a cumulative total of over 80 growers who operate small farms. Many of these growers are low-income operations, (and this subsidizes household income), or are traditional farmers who have not had access to markets. Sprout specializes in working with a high population of Amish community members, and subsidizes their operations by providing most of the transport of the commodities. Sprout does charge 5% of total order fee to help offset staffing and overhead. In 2018, Sprout spent a total of 138.5 hours transporting these commodities.

Impact

An average of 100,000 pounds of commodities has been sourced annually since 2014.

Measure tool: QuickBooks finance software updated daily

Sales

Sprout Food Hub sales dollars generated as additional income was tracked from the Sprout Growers & Makers Marketplace events that were held.

Impact

From 2016 through 2017, a total of \$20,284.36 in sales was generated through food sales, merchandise sales, facility utilization, Party with a Purpose sales, and vendor booth fees.

Impact

In 2018, a total of \$36,241.14 was generated through food sales, merchandise sales, facility utilization, Party with a Purpose sales, and vendor booth fees. (For all years, Summer Harvest and MINCED are standalone revenue generators for this report.)

Measure tool: QuickBooks finance software updated daily

Additional Sales

Sales Category	2016-2017	2018
Marketplace Food Sales*	\$2,760.66	
Retail Merchandise**	\$344.20	\$1,073.35
Party for a Purpose***	\$3,342.00	\$1,902.98
Summer Harvest	\$1,560.00	\$2,066.59
MINCED: The Finer Version of Chopped		\$2,002.00
Facility Utilization	\$7,237.50	\$16,821.22
Vendor Booth Fees	\$5,040.00	\$12,375.00
Sales due to Facility Investment	\$20,284.36	\$36,241.14
Food Hub Vegetable Sales	\$347,833.00	\$88,272.61

* Marketplace Food Sales were turned over to the vendor in 2018 vs. Sprout managing these events.

** Reclassified from T-Shirt Sales

*** Party with a Purpose Sales are donations patrons gave at the door for entry to the event. At the Purple Carrot Market event, some of the "sales" were their co-op memberships and there was an Amish quilt auctioned. For Honor the Earth, some of the sales were wild rice. While these are not sales of product or services from Sprout, it is generated income for the community due to our event. These were not seen as advantageous events due to low turnout in 2018 and were discontinued.



Snapshot of Marketplace food sales: Kate Ritger, a grower from Just Food Collective, made & sold handmade pizzas from the Sprout Kitchen at the December 2018 market. She sold \$85.00 of canned goods and \$918.39 in pizza sales. All labor was provided by Kate Ritger and her team. All expenses and all revenue were also managed by Kate Ritger.

Total Dollars secured - in grants and loans from foundations and state and federal agencies that were used in the facility build out were tracked as not only an investment in financial capital but generated additional income for those businesses contracted for services.

Impact

2013- 2017: \$1,506,500.00 has been secured from grants and loans.

2018: \$263,247.00 was secured to advance Sprout's operations

Mobile Market and general operational support

Impact

\$1,769,747.00 as of December 31, 2018 in support of the local foods value chain. (Source: Resilient Region/Sprout Investment Calculation as of January 2019) Measure tool: Microsoft Excel workbook updated quarterly

Crowdfunding – Region Five Development Commission has launched a new regional social crowdfunding initiative through MNStarter in 2018. The goal for the Spout 2018 Social Crowdfunding Campaign was \$50,000.00.

Impact

Crowdfunding total awareness/fundraising campaign for 2018: \$7,147.00. This includes the \$2,002 raised from MINCED: The Finer Version of Chopped, which was the launch event for the campaign.

Technical improvements were made to the MNStarter platform due to Sprout staff troubleshooting issues that arose during the campaign. Measure tool: MNStarter, QuickBooks, Microsoft Excel workbook and R5DC accounting.

Trends

Access to capital continues to be a struggle for small businesses. Offering crowdfunding programs, as well as microloans, provides business owners more flexibility and option for access. As a nonprofit, Sprout has secured numerous grants, and continues to strive to provide outcomes that allow these significant relationships to address issues related to our mission, vision and values.

Evaluation of trends led to lessons learned

Diversifying Sprout's financial portfolio and incorporating the multiple forms of wealth was a strategy that was essential to the successes to date. Asking "who else cares" opened up more funding options and brought in partners that may not have been thought of without modeling the WealthWorks capitals.

"The historical role of R5DC being the primary grant fiscal host transitioned to Sprout leading these efforts increased organizational capacity of both organizations. Both organizations understand that we play the role we need to for regional and value chain success, and that future roles may change as needs and capacity change. The lesson is that we are in this work together for the long haul and respect each other's contributions tremendously."

Cheryl Lee Hills
R5DC Executive Director



3. Intellectual Wealth

Stock of knowledge, innovation, and creativity or imagination in a region.

The knowledge, creativity, and innovation needed to solve problems and develop new ways of doing things. Investment in intellectual capital is through research and development and support for activities that increase innovation, as well as diffusion of new knowledge and applications. It can come from sharing with other people and communities.

Our challenges that prevent wealth creation are frequently financial, social or environmental. Through built intellectual assets we increase the available human capacity from diverse world views that bring abilities to solve financial, environmental and social challenges. By investing in intellectual capital, our local food value chain can quickly react to economic and environmental shifts, allowing a sustainable approach to wealth creation.

Within this project we measured and tracked the following to determine the success of our Intellectual Wealth creation:

MEASUREMENTS OF SUCCESS:

- Number of new partners connecting to Sprout local food value chain ideas
- Number of producers
 - Local Food Value Chain – Number of networks connecting to the WW model
 - Sprout Marketplace – Number of businesses technical assistance was delivered to

Networks engaged – The number of networks connecting to the Wealth Works framework or ideas.

Impact

2016: 13 different organizations or networks have been connected to the WealthWorks framework. These networks allow the sharing of ideas and best practices that increase our intellectual wealth within the region.

Measure tool: Microsoft Excel documented lists, updated monthly

2018: 3 additional partners/networks - Four Corners Economic Development (New Mexico, Arizona, Colorado and Utah), NADO 2018 Conference in North Carolina, and Growing Acres Conference in Minnesota - have been connected to the Wealth Works framework; these networks allow the sharing of ideas and best practices that increase our intellectual wealth within the region.

Networks Connecting to Wealth Works

MN Learning Community

6 Wealth Works hubs

Minnesota Association of Development Organizations (MADO)

Growth & Justice

Food Funders Network

Regional/Rural Economic Development Group (RED)

Sourcewell (formerly National Joint Powers Alliance)

USDA

MN Department of Agriculture

Northwest Area Foundation Board of Trustees (Oregon)

NADO Transportation Conference 2017 (Colorado)

NADO Annual Training Conference 2017 (Alaska)

RUPRI- Delta Regional Authority (Alabama, Mississippi, Louisiana)

Four Corners Presentation 2017 (New Mexico, Colorado, Utah, Arizona)

NADO Conference 2018 North Carolina

Growing Acres Conference, 2018, Minnesota

“Being able to experience and understand the WealthWorks framework has completely changed the way Sourcewell operates our Innovation Funding process. We were able to use the WealthWorks framework to help ensure that projects that we are funding are including all of the community capitals and in turn building wealth. We revamped our scoring process to ensure that each project is scored against the 8 capitals, in hopes that we would fund projects that are more collaborative, holistic, and community built. This has resulted in applications that are much stronger, longer-lasting, and have region-wide impact that can be felt for years to come. We could not have improved our Innovation Funding process without the WealthWorks framework.”

Anna Gruber
Manager of City & County Solutions, Sourcewell
Staples, Minnesota

Technical Assistance – The number of businesses that participated in TA Training /Workshops was measured.

Impact

2017: There were 4 classes offered with a total of 80 individuals attending. Classes with the largest attendance revolved around business basics and best practices.

2018: There were 8 classes offered with a total of 162 individuals attending. Classes with the largest attendance continue to be those about business and best practices. These classes were selected on the basis of customer demand. This continues to be a key lesson as we look to increase class size based on demands of individual small businesses.

Measure tool: Microsoft Excel Workbook updated monthly

Workshops & Training		
Date	Workshop Name	Number Participants
5/9/2017	3-Hour Grant Writing and Evaluation Workshop for Artists, Growers, & Makers	28
7/11/2017	The Art of Entrepreneur: Business Basics for Growers, Makers & Artists	33
9/23/2017	Work of Art: Marketing for Artists and Makers	11
9/23/2017	Work of Art: Career Planning for Artists and Makers	8
	Total 2017 Workshop Participants	80
Date	Workshop Name	Number Participants
1/16/18	Greenhouse 101	31
2/20/18	Greenhouse 101	17
3/20/18	Digital Marketing & Social Media for Busy Small Farms	19
4/10/18	Produce Safety Alliance (PSA) FSMA Training Course	30
4/26/18	Growing and Marketing Minnesota Garlic	25
5/12/18	One Day MBA Workshop	10
9/26/18	Network/Learn: Bringing Business & Artists Together	16
10/26/18	True About You: A Storytelling Workshop with Amy Salloway	14
	Total 2018 Workshop Participants	162



Linda Holliday - Impact Minnesota

Trends

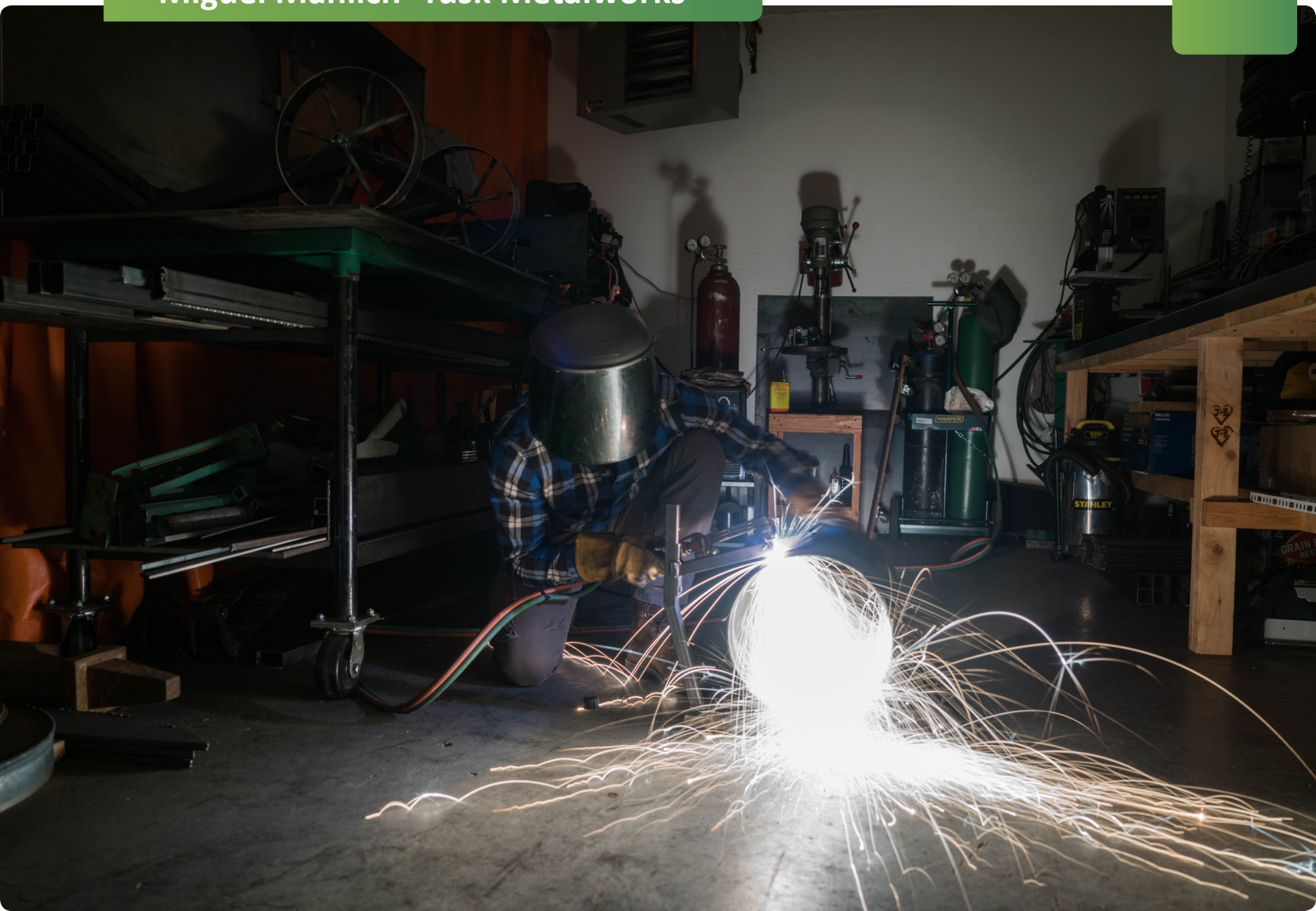
Continue to build opportunities for like-trade people to gather and learn from experts as well as one another. Classes tend to draw more participants from the grower perspective. Survey results continue to indicate a strong desire for business training, including QuickBooks. Sprout and its partners will focus on this for 2019.

Evaluation of trends led to lessons learned

As indicated in the 2017 report, many artists in the region do not appear to identify as artists, but rather as makers, fabricators, or crafts people. These same artists voice a lack of community for their craft in rural regions, which the Sprout Growers & Makers Marketplace and workshops attempt to address. As intellectual capital is built during workshops, so too is social capital in the camaraderie and bringing to light the community of which the region's artists are a part. This flows back into intellectual capital as business experience is shared and learned from these communities. It is also noted that numerous individuals who are participating in the core educational opportunities at Sprout have generated business opportunities outside of Sprout through connections made at the Sprout Growers & Makers Marketplace. Additionally, Sprout has focused on commissioning art from artists who have invested in the growth of the Marketplace. Many artists, in particular, continue to embrace the creative placemaking component of Sprout and are now largely engaged in the continued potential for additional opportunities through Sprout, within the community and in potential opportunities for expanded markets outside of the Sprout Growers & Makers Marketplace.

CONNECTING • SHARING IDEAS • BEST PRACTICES

Miguel Mahlich- Tusk Metalworks



4. Individual Wealth

Stock of skills and physical and mental healthiness of people in the Region.

The skills and capacity, including health, that allow individuals to be productive. Investments in human capital include spending on skill development, education, training, and health maintenance and improvement.

This report previously explains how Intellectual capital is the stock of knowledge gained by people to benefit the regional local food value chain overall, while Individual assets are the stock of individual skills and how the stock is used to create physical and mental health changes one person at a time. Individual assets are training and education that lead to action for individuals. Intellectual/community knowledge gain – vs – Individual/physical or mental gain of one person. By investing in individual assets, we can measure positive behavioral changes.

Within this project we measured and tracked the following to determine the success of our Individual Wealth creation:

MEASUREMENTS OF SUCCESS:

- Change in behavior due to new skills
- Increased engagement in local food value chain activities
- Number of jobs (seasonal or year-round)
- Sales revenue to producers
- Sprout – Regional Rx CSA programs- Number people/families participating, & Number meals – that close the missing meal gap to those families

Nutrition Education & Demos - The number of people who participated in the RxCSA program:

Impact: Since 2014, 882 participants and approximately 3,539 Household Members.

Measure tool: Microsoft Excel workbook updated monthly.

CSA Reach - Participant Count

Year	Participants Summer	Participants Winter	Household Members
2014	50	0	175
2015	80	0	455
2016	125	143	1,073
2017	175	149	1,216
2018	160	0	620
Totals	590	292	3,539



Total Participants (summer and winter) 2014-2018 = 882

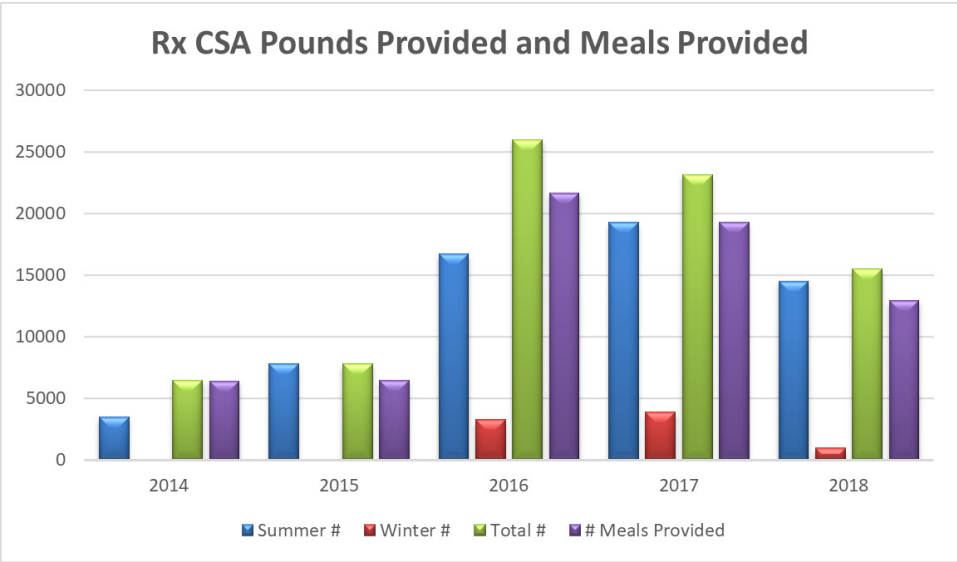
Note: Three Hospital Systems (Lakewood Health Systems, St. Gabriel's Hospital and CentreCare Long Prairie) participated in both summer shares and winter shares and the participants are by count of shares, and are duplicative. These numbers are based on the number of shares per summer/winter shares. Due to HIPPA, Sprout was not able to keep track of participants for the purpose of delineating unique numbers.

Number Meals Served from 2014 - 2018

Impact: Total pounds of local commodities through three hospital administered RxCSA programs: 79,012, translating into **65,843 meals that close the missing meal gap.**

Measure tool: Microsoft Excel reports updated weekly.





Meals Provided in Pounds

All Rx CSA Programs 2014-2018	Summer Total in Pounds	Winter Total in Pounds	Total Pounds	Number of Meals Provided – Filling the Missing Meal Gap
	64,864	14,148	79,012	65,843

Trends

Choose Health Program started as 6-month pilot project with \$25,000 grant.

Choose Health, 2014. <https://www.youtube.com/watch?v=EZ72rPKgOAw>

The Choose Health program is a Community Supported Agriculture share that provides healthy foods twice monthly, along with recipes, food demonstrations and education to local families who have been identified as food insecure by physicians from health care providers. Participants go through an extensive process of pre and post health care screenings, receive nutrition education and recipes from the University of Minnesota Extension, alongside a concentrated community referral process and ongoing support offered by County Public Health and educational institutions. Families receive locally grown and raised commodities bi-monthly from Sprout, adding to the income of 80+ growers.

Initial pilot results showed an improvement in the amount of fruits and vegetables participant families are eating, indicating improved health outcomes. Stigma of health deprived program participants in our rural small towns was minimized by getting other local companies to purchase CSA memberships for employees who had performed well in employee wellness programs. Everyone stood side by side to receive training and food shares.

Evaluation of trends led to lessons learned

The collaboration between Sprout, healthcare systems, public health, University of Minnesota Extension services, and volunteers consumed a considerable amount of time. The outcomes of these programs have shown significant trends in health improvement including weight loss, decreased BMI, self-skills in food budgets and preparation, and increased time eating at a table as a family without television or electronics. Sustainability of these programs remains an issue as they are grant funded. While hospital systems have supported these programs in significant portion with administrative and coordinated support, they have not taken advantage of tax advantages for nutritional access.

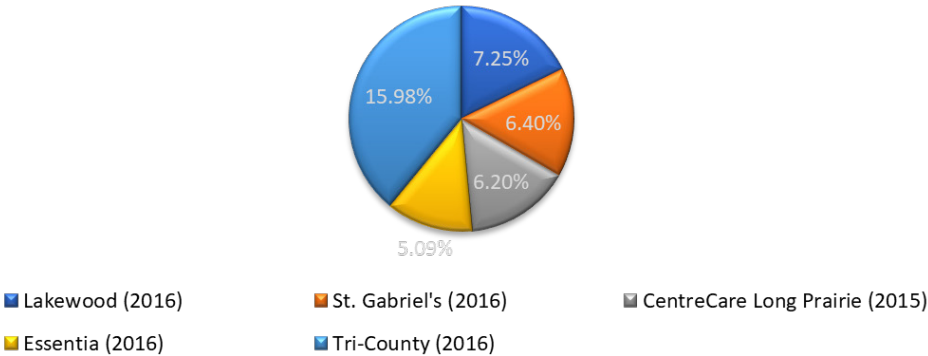


In 2018, St. Gabriel’s Hospital merged with Dignity Healthcare. Upon this merge, Live Better Live Longer (the wellness program), which administered the RxCSA program, was dissolved. Also, in 2018, CentreCare in Long Prairie devoted its B.L.E.N.D. resources to building a Wellness Center in Long Prairie, dissolving its participation in the RxCSA program. Lastly, Lakewood Health Systems has evolved into a Food Farmacy – a food shelf built into the new hospital addition which “dispenses” food at the ready when patients are discharged either from the Emergency Department or inpatient, and has continued to invest its resources to Fresh Delivered (fully subsidized small “shares” to low income seniors sourced from local growers) and to augment and/or fully invest its Choose Health Program with food sourced from Second Harvest Heartland and/or Fare Share. Lakewood Health Systems has invested numerous resources to building its programming to address food insecurity, including its foundation and innovative strategies on reimbursement of cost of care.

Provisions of the Affordable Care Act of 2010 encouraged tax-exempt hospitals to invest broadly in community health benefits. According to a report in Health Affairs, published January of 2018, hospitals have increased their average spending for all community benefits by a mere 0.5%, from 7.5% of their operating expenses in 2010 to 8.1% in 2014 (source: <https://www.healthaffairs.org/doi/abs/10.1377/hlthaff.2017.1028?journalCode=hlthaff>).

Tax-exempt hospitals are required to report their community benefit dollars on IRS form 990, Schedule H, which is available for public review. In a review of hospital systems' community benefit dollars spent via their tax-exempt tax returns, per their own report, the following is revealed (source: www.communitybenefitinsight.org).

**Percent of total Community Benefit
Spending Compared to Operating Expenses
by Not For Profit Hospitals in Central
Minnesota, indicated by tax year**



Community Health Needs Assessments, required by the Affordable Care Act, are to be completed every three years. Sprout advocates for these assessments to include collaboration between healthcare systems that may be treating patients who access numerous healthcare systems, but to also include public health professionals, mental health professionals, other caregivers, and community partners in a cross sector whole patient system. Community Health Needs Assessments are a tool which can be used to help healthcare systems access additional community support systems to address obesity, diabetes, heart disease and other food related diseases. More importantly, Sprout has witnessed the impact of social connectedness through these viable programs in providing intellectual, social and cultural capital through shared experiences and advancing skills, connectedness through meal sharing and educational opportunities, and recognizes that investing in human capital through local food is a worthwhile investment, that could and should be increased.



5. Natural Wealth

Stock of unimpaired environmental assets (e.g. air, water, land, flora, fauna, etc.) in a region. Not causing harm.

The productive environmental assets (e.g., air, water, land, minerals, plants, animals, fish, ecosystem services) in a region. Investments in natural capital include restoration and maintenance.

A balanced retention of natural assets impacts the ability to produce products and goods that further impact our financial growth. The cost to preserve environmental assets is a cost savings compared to restoration expenses. By preserving our farmland and deploying good agricultural practices we retain the asset that allows local food value chains to prosper.

Within this project we measured and tracked the following to determine the success of our Natural Wealth:

MEASUREMENTS OF SUCCESS:

- Number of acres meeting local food value chain goals (production, conservation or restored)
- Sustainable business practices adopted by businesses or number of businesses increasing use of sustainable practices.
 - Sprout Food Hub – Number of acres, number & sq. ft. of solar thermal high tunnels in use

Farmland Preserved

The number of acres of farmland preserved by growers engaged in the local food value chain as demonstrated by additional acreage in production, expansion via high tunnels, and continuing to remain on their land in agricultural production:

Impact

2017: 3,767.35 acres of farmland has been preserved and 585.01 additional acres are in production.

2018: One grower reported adding acres to production, bringing an additional 30 acres in production.
Total cumulative acreage: 4,341.15

High Tunnels Season Expansion

Utilized to extend growing season in cold climate zones. High Tunnel season expansion offers additional financial grower impacts:

Impact

2017: 39 Tunnels with a total high tunnel square footage of 65,123
Measure tool: Grower Survey and Microsoft Excel Workbook updated monthly

2018: 576 sq. foot Deep Winter Greenhouse reported by grower (new technique developed by the University of Minnesota)
5,820 additional high tunnel square footage reported by growers
Total cumulative high tunnels: 53
Total cumulative high tunnel square footage: 82,703
Measure tool: Grower Survey and Microsoft Excel Spreadsheet updated monthly

⁵Wealthworks Capitals, Aspen Institute, Washington DC



Trends

Provided there is a structured market channel for growers, growers seem to be prepared to institute greater production. Due to Minnesota's agricultural climate, numerous growers are moving towards climate controlled growing practices. Ninety percent of growers are instituting organic and/or sustainable growing practices, which lends itself to protecting the natural capital.

Evaluation of trends led to lessons learned

Scaling up and instituting additional practices oftentimes requires access to additional capital. With Minnesota's climate, it is difficult to produce year-round. Therefore, protecting and growing market channels is paramount to protecting the ability to project revenue and income. On the supply side of the value chain, Sprout continues to invest significant resources into strategies for improving production with growers and providing technical assistance to growers. On the demand side, Sprout continues to invest personnel resources into meetings with buyers, with particular emphasis on strategies for buyer's scaling up, practicing true seasonality, and learning to preserve commodities when they are in season. As growers continue to invest in infrastructure for season extension, buyers need to understand that when the region's fields freeze, growers still have tomatoes, peppers, cucumbers, eggplant, etc., available due to that investment in infrastructure, and fall crops such as carrots, potatoes, cabbage, and squash have a high storage life. Sprout also participates in numerous community events to market food hub opportunities and continues to develop innovative and creative RxCSA programs in complete collaboration with Region Five Development Commission.

Liz Dwyer and Curtis Weinrich - Dancing the Land Farm



Gideon Hershbergers' Amish Workshop



Kate Stumvoll - Wildflower Chocolate



6. Political Wealth

Stock of power and goodwill held by individuals, groups, and/or organizations that can be held, spent or shared to achieve desired ends.

The voice, power and influence over decisions needed to achieve your goals, including the distribution of resources. Investments in political capital are made through inclusive organizing – gathering and disseminating information, providing access to decision makers, creating broader constituencies and increased voice.

Political wealth relates to increasing system changes that benefit the local food value chain. These could be municipal law or ordinance changes, they could also be company policy changes or a shift in practice. Political capital of a local food value chain could translate into a shift of language we see in local comprehensive plans or ordinance changes that benefit local growers or how we are able to display public art that reflects our regional culture, it could look like a change to a funding program or an application process that would benefit local growers who have not participated in the agricultural economy in the past.

Within this project we measured and tracked the following to determine the success of our Political Wealth creation:

MEASUREMENTS OF SUCCESS:

- Number of organizations and networks engaged in supporting the policy change aligned with local food value chain strategies or goals
- Number of policies and programs supporting local food value chain
- Number of low-income minority in decision-making positions involved local food value chain work
 - Sprout – Number of non-English applications
 - Minnesota Department of Agriculture – Number programs and agencies changed

Number of organizations and networks engaged (including those in which Sprout staff participate in a leadership capacity)

Impact 2018

Sprout team members participate in the following groups and/or agencies in efforts to impact policy change to strengthen the local foods value chain across the state:

- Minnesota Food Charter Food Hub Action Team
- Minnesota Department of Agriculture Produce Safety Alliance
- Good Food Access Committee Strategic Planning Group (capacity to lobby)
- Farm to School and Early Childhood Care Strategic Planning and Policy Lead Team (capacity to lobby)
- Central Minnesota Meat Processing Facility Feasibility Study Team

Local change – Sprout translated vendor application into Spanish. The Sprout Marketplace flyer was translated to Spanish.

2017: Number non-English applications – One Spanish application submitted in 2017, to become a vendor at the Sprout Marketplace.

2018: Artist Agreement, Vendor Agreement and Vendor Application now in Spanish with one application received in Spanish.

Measure tool: Microsoft Excel workbook updated annually

State Agency change – Other programs and agencies changed that added value to the social assets. As a member of the Advisory Committee to the MDA Good Food Access Program, Region Five Development Commission offered the idea to accept grant applications in other languages, offering non-English speaking residents' greater access to the program opportunity. MDA's Commissioner David Fredrickson approved the recommendation, and this was the first time that a State agency accepted grant applications in any language other than English.

2017: One Spanish application accepted by Minnesota Department of Agriculture (MDA)

Measure tool: Microsoft Excel workbook updated annually

2018: Minnesota Department of Agriculture considering offering trainings for produce safety in Spanish.



Trends

As the work of the food hub advances in the region with non-English speaking growers, Sprout has strived to hire translators to convert its applications and event posters into multiple languages, beginning with Spanish. Sprout has also hired translators to be available during marketplace events in order for community guest chefs to speak their primary language. As a result of its statewide engagement in agricultural programs, R5DC was able to move the dial within state programs to accept applications in a language other than English. Additionally, the region has seen increased multilingual signage available through numerous business partners. Due to the success of states such as Michigan and Oregon in building sustainability into local foods, Minnesota partners such as American Heart Association, Hunger Solutions, Land Stewardship Program, Renewing the Countryside, and numerous food hubs have invested significant resources in building local foods value chains through policy (with specific focus on grant funding/access to capital and Farm to School Policy).

Evaluation of trends led to lessons learned

Language barriers within pockets of the community have been a challenge. Publicizing this work has lent itself to community members offering their services in order to participate.

Sprout is strategically engaged in political committees to strengthen the sustainability of the local foods value chain through policy (statute) and is deeply invested in evaluation that measures impact. Strategies for 2019 include data management between all food hubs in Minnesota who are engaged in Farm to School programs to begin to utilize WealthWorks for statewide congruency as we continue to move the dial on policy work for local food programs.

Fatuma - Sew & Grow



"Fatuma took right to the weaving and actually became quite possessive of her work. Before she left, she wanted to confirm that when she came back, her work would still be there and no one was going to mess with it. While Fatuma could not make it to the fabric dyeing session, she found a piece of dyed silk that she loved and used it as her head scarf while she wove. By the end of the session, she had added another piece around her shoulders." Jeri Olson-McCoy."

Jeri Olson-McCoy
Visual Artist - Fiber Arts
St. Cloud, Minnesota

7. Social Wealth

Stock of trust, relationships, and networks that support civil society.

The trust, networks, and inclusive relationships needed to get things done. Investments in social capital are those that lead to new conversations, shared experiences, and connections between individuals and groups and/or strengthen relationships within groups.

When we build social assets through our local food value chain the regions wealth increases through increased participation and individual/business financial gains. Social assets are the foundational for building and strengthening the relationships ESSENTIAL to sell our commodities, to preserve our land, to honor our cultures.

Within this project we measured and tracked the following to determine the success of our Social Wealth creation:

MEASUREMENTS OF SUCCESS:

- Number of local food value chain members
 - Number of success stories (qualitative examples of how activity meets local food value chain goals)
 - Sprout – Number of opportunities for business expansion
- Measure tools: Microsoft Word Document updated quarterly.

New Markets – Number of opportunities for business expansion into new markets in underrepresented diverse populations:

Impact

2016- 2017: The total number of vendors is 113 who were all offered opportunities for expansion at each of the 42 markets (this number includes the Little Falls Mississippi Market, which only ran in a pilot program for 2017).

2018: The total number of vendors over 2018 is 138 vendor instances with 65 unique vendors who were all offered opportunities for expansion at the 6 Sprout Growers & Makers Marketplace events.

Impact

2016- 2017: The total number of growers participating in the Sprout Food Hub, since inception, is over 80 small family farms. Of those, the top five growers receiving financial benefit include Amish, Latino, and farms operated primarily by women

2018: Sprout made financial transactions with 38 individual growers – 47.5% of its total grower base since inception. Sprout's financial transactions reveal 32% of all cost of goods sold in the food hub were Amish farms. Three food entrepreneurs who utilized the intellectual capital of Sprout staff in licensing and business development have now entered into launching their own small business startups with two potential new kitchens in the region. This is intentionally placed in Social Wealth versus Intellectual Wealth as a measure of success for food entrepreneurs in business expansion. These are all small businesses owned and operated by women.

Measure tools: QuickBooks financial software updated weekly

Reinvestment - Number of co-ops that support and benefit from the Mobile Market – the Mobile Market business model articulates that ALL annual net profit is distributed evenly to the 7 food cooperatives of the region who in turn use the funds for membership/ownership one-time fees for low-income residents to become co-op members/owners.

Impact

2017: Formed Regional Food Cooperative Workgroup. Seven different food cooperatives are involved in sharing lessons, advancing systems, peer audits, sharing knowledge across the region, shared opportunities for access to technical assistance and capital investments.

Measure tool: Microsoft Word document updated quarterly

2018: Seven food cooperatives collaborate quarterly, have sought funding to advance systems, and are invested in the Sprout WealthWorks Mobile Market.

Measure tools: Microsoft Word Document updated quarterly.



Co-ops support/benefit with WealthWorks Mobile Market

1. Crow Wing Food Co-op in Brainerd (Crow Wing County) 39 years old
2. Down Home Foods in Wadena (Wadena County) 2 years old
3. Everybody's Market in Long Prairie (Todd County) 39 years old
4. Ideal Green Market Co-op in Ideal Township/Pequot Lakes (Cass & Crow Wing Counties) 3 years old
5. Minnesota Street Market in St. Joseph (Stearns County, Region 7W) 6 years old
6. The Purple Carrot in Little Falls (Morrison County) forming, target opening in 2019
7. Manna Foods in Detroit Lakes (Becker County) 4 years old
8. Non-Profit Partner (501c3) Sprout Food Hub (serving 5+ county region in Central MN) 6 years old, Mobile Market target launch 2019

"Who's at your table?" event (zig zag from left to right): Martin Jennings, Abdi Daisane, Mahado Ali, Enos Schwartzentruber, Jerry Schwartzentruber, Mary Schwartzentruber, Elizabeth Quillo, Lu Brunkhorst, Fortuna Alexander, Arlene Jones. August 2018



Trends

The success of the community development strategies embarked upon by Sprout and R5DC include economic development and market opportunities for all. As trusted relationships are built within pockets of our community, we see more engagement from other members both within and outside of those communities. As growers and makers have seen increased economic benefit, these entrepreneurs have increased their participation in being voices for continued development of operations, and we have seen increased participation in markets, and, in turn, development of the market. The cultural cooking classes have lent themselves to building relationships between pockets of our communities with team members of Sprout and R5DC achieving significant success in building trusted relationships in the Latino and East African/Somali communities.

Evaluation of trends led to lessons learned

Due to climates within the region, much of the work has been strategically phased in order to forge relationships with those who may have reason to be skeptical. Culturally specific themed markets (Latino, East African, Amish) have actually proven to be the markets with the highest community attendance. This success is highly attributable to the support of community members from within those communities.



Snapshot of Who's at Your Table?:

This event was held in August of 2018. It is a courageous attempt to bring together members of our communities who have significant stories to share as we continue to develop tools to become welcoming communities. Inspired by the TEDx Gull Lake talk by Arlene Jones titled "Who's At Your Table?". Sprout, Region Five Development Commission, and regional nonprofit partner Happy Dancing Turtle gathered members from the Latino, Amish, Tribal, East African and Somali communities to share their culture and heritage, using storytelling to uplift the importance of gathering, sharing meals, communities, and belonging. This video will be broadcast with local public television partner Lakeland Public Television in the spring of 2019.

8. Cultural Wealth

Contains all other forms of wealth.

The traditions, customs and beliefs shared by the community, including the way you see the world. Investments in cultural capital can help to preserve tradition while also helping to shift and align beliefs in ways that help people develop shared values and history.

Cultural wealth is the container that holds all the other forms of wealth, regardless of the evolutionary stage of a local food value chain, or any value chain. Think of cultural wealth as drops of liquid from all the other forms of wealth collected in a cultural container. The amount of liquid you have is not judged, it is a measure of where you are. HOW we invest in all the other forms of wealth – through the local food value chain – is a tool to shift the regional culture in ways that meet our goals. The Sprout Local Food Value Chain will establish annual goals in each of the forms of wealth to gauge if the local food value chain is adding to our cultural wealth aspirations.

Within this project we measured and tracked the following to determine the success of our Cultural Wealth creation

MEASUREMENTS OF SUCCESS:

- Number of stories told related to culture and evolving regional identity
- Creative Placemaking: number of businesses participating in place-based identity
- Number of successions/new entrants in locally owned business sectors that reflect regional identity
- Number of events and activities related to regional identity and culture
 - Sprout Marketplace – Number attendees- & Number stories
 - Number of Volunteer Opportunities and Volunteer Hours (New Measure for 2018)
- \$\$ directed towards artists in creative placemaking (New Measure for 2018)



Impact

2017: Sprout hired one interpreter with a fee of \$100.00.

2018: Sprout hired a total of four interpreters to increase access to programming. Payments to interpreters was \$1,335.00. The majority of hours (31 hours) were spent interpreting for the Sew & Grow – African Women's Alliance commissioned art project. The interpreter made one-on-one calls to invite each program participant and helped coordinate transportation to and from workshop sessions. As a result, 13 Sew & Grow participants engaged in the project 30 times in August, September, and October. See the Sew & Grow Report for more details on this project.

for every type of workshop, class, event, etc. the Sprout Growers & Makers Marketplace has seen a total of 6,055 attendees through its doors.

2018: Classes and Workshops had an average of 24 attendees. Accounting for every type of workshop, class, event, etc., the Sprout Marketplace has, in 2018, seen 3,350 attendees through its doors. Measure tools: Microsoft Excel Workbook updated weekly

Executive Chef and Co-owner of 3 Cheers Hospitality Matt Annand, pictured at right



Event Attendance

Workshops

Culturally diverse interactions and diverse community member engagement were measured by the number of attendees to Sprout Growers & Makers Marketplace events. Events and Workshops held at the Sprout Growers & Makers Marketplace explored a variety of different topics and included different cultural exhibits.

Impact

2016-2017: Classes and Workshops had on average 24 attendees. Accounting

Category	Number of Attendees 2015-2017	Number of Attendees 2018
Workshops, Classes, Events	714	933
Rental Instances	100	86
Vendor Attendance	357	213
Live Better Live Longer Events	1232	150
Little Falls Mississippi Market	529	0
Sprout Marketplace Attendees	3123	2168
Total	6055	3550
Volunteer Instances		50
Volunteer Hours		208.87

Press on MINCED

- ‘Minced’ cooking competition to feature local chefs:
<https://www.sproutmn.com/media/minced-cooking-competition-to-feature-local-chefs>
- Iron Range Eatery chef claims ‘Minced’ crown: Cooking competition raises funds for mobile food market:
<https://www.sproutmn.com/media/iron-range-eatery-chef-claims-minced-crown-cooking-competition-raises-funds-for-mobile-food-market>
- Puttin’ on The Mitts: Mystery ingredients? Challenge accepted:
<https://www.sproutmn.com/media/puttin-on-the-mitts-mystery-ingredients-challenge-accepted>

Placemaking investments - Culturally diverse interactions and diverse community member engagement was measured by the dollars invested in placemaking activities. Commissioned art from diverse cultures including the Leech Lake Band of Ojibwe, Latino, Somali and East African, Amish, youth and grower art was commissioned to beautify the space at the Sprout Marketplace. Commissioned artists included culinary artists (chefs and community cooks), musicians, storytellers, welders, graphic designers, videographers, woodworkers, photographers, potters, painters, dancers, along with language tutorials, cultural exhibits, and several functional art pieces.

In late 2016, \$440,000.00 was secured by ArtPlace America with over half being invested back into culturally specific commissioned local art with implementation to begin in 2017.

Impact

Through 2018, 97 instances have been commissioned to create unique pieces of art, share their musical talent or create foods specific to regional cultures. It is worthy to note that these instances included many groups of artists including Sew & Grow, Pillager High School Chamber Choir, Stearns County Pachanga Society, Leech Lake Band of Ojibwe Head Start Program.

Measure tool: Microsoft GreatPlains finance software updated daily, Microsoft Excel workbook updated monthly

Impact

2016: Total payments to artists: \$ 1,200.00

2017: Total payments to artists: \$72,099.51

2018: Total payments to artists: \$87,378.40

Measure tools: Microsoft GreatPlains finance software updated daily, Microsoft Excel workbook updated monthly

SUPPORTED BY

ARTPLACE

Snapshot of MINCED: The Finer Version of Chopped is a live culinary art competition which launched as a hopeful annual event in May 2018. The competition pits three central Minnesota chefs against each other in a kitchen showdown. In 2018, the chefs’ home kitchens were in Brainerd, Crosby and St. Cloud, spanning over 80 miles of representation in our region. The cooking competition is one way Sprout seeks to excite central Minnesotans around locally produced food, culinary art and food culture. This is done by providing mystery ingredients for each of the three rounds. In 2018, the ingredients represented Latin American cuisine. Many of the ingredients were purchased from Mi Pueblito Market and Restaraunte Mexicano in Long Prairie including: Chayote squash, dried peppers, pork cracklings, and purple hominy. The competition was judged by Rocio Fernandez Lugo, Little Falls native and school Hispanic liaison at Long Prairie-Grey Eagle Elementary School. In one round, Rocio mentioned that it was fun to experience chayote squash, which she grew up eating, prepared in a whole new way. Another judge was Beth Dooley, author of numerous award-winning cookbooks, including James Beard-winning “The Sioux Chef’s Indigenous Kitchen,” written with Sean Sherman. Beth Dooley remarked that events like MINCED are proof that the Midwest is definitively not “flyover country.” This event was also used to launch the Mobile Market Social Crowdfunding Campaign and raised \$2,002 from 158 attendees.



Regional Executive Chef Paul Ruszat

Storytelling

Through this project, testimonials and stories were collected from Sprout Marketplace growers, makers, artists, and customers that spoke to their experience and how the Sprout Marketplace was building multicultural experiences. These stories were collected in a variety of methods and medias.

Impact

2017: 84 stories collected and published to formulate our Sprout Marketplace story including: blog posts (13) and press stories (19) on ArtPlace / Sprout website, Facebook Live videos (12), video posts (6), video barn entries (30), Reci-Piece Project entry (1), and Facebook Photo Albums (3). Measure tool: Microsoft Excel workbook updated weekly

2018- 84 stories collected and published to formulate our Sprout Marketplace story including: blog posts (5) and press stories (19) on ArtPlace / Sprout website, Facebook Live videos (22), video posts (4), video barn entries (28), Reci-piece Project entry (1), Facebook Photo Albums (4), and Sprout Annual Report (1). Measure tool: Microsoft Excel workbook updated weekly



Snapshot of Tipi Installation:

"This tipi is an art installation. Some will say 'Ojibwe didn't live in tipis' but my grandma Maefred's grandmother, Fanny Smith, lived in a tipi during the summer months. This structure represents the moving people. We moved from winter camp to sugarbush to summer camp to fish and rice camp. I painted this tipi with young women from the Inger, Ball Club, Prescott, Mission and Cass Lake communities. We began with Nibi (the water). The girls decided to include miskwaadesi (painted turtle), ogaa (walleye), nigig (otter), and amik (beaver). As we moved upward, they decided we would attempt to use plant, animal and sky symbols to represent levels of Earth. We painted in the 7 birch trees. The girls screamed "the 7 teachings!" So, on each tree, we painted the English word for the 7 teachings. They are: truth, honesty, love, humility, wisdom, courage and respect. I cut the young birch that support the tipi from my own property. I gave an offering and told them what I needed them for and now they are here."

Annie Humphrey on The Seven Teachings tipi installation at Sprout

Annie Humphrey



Trends

Sprout's Growers & Makers Marketplace offers a unique community engagement setting that creatively engages residents to design projects and social programming at a regional space where art/culture/food increase cultural appreciation and offer positive economic impacts.

Placemaking

In December 2016, ArtPlace America awarded \$440,000.00 to R5DC to support an economic development opportunity at the Sprout Growers & Makers Marketplace. Placemaking at Sprout Marketplace will have a regional impact on economic opportunities for growers and artists and cultural/social cohesion between our communities. This will be done through food, art, education, demonstration and storytelling, with Sprout Marketplace as the hub of this placemaking transformation.

Commissioned Art

Project Core Team members from Sprout, R5DC, the Leech Lake Band of Ojibwe, 3 Cheers Hospitality, Latino Economic Development Corporation, as well as local growers and artists with trusted relationships within Amish and East African communities, continue to meet with culturally diverse communities to prioritize commissioned art that will reside at the Sprout Marketplace to allow for ongoing conversation and appreciation of diverse cultural heritage.

Art demonstrations

In addition to commissioned art from culturally diverse artists, grant funds will support performing artists and artist demonstrations coordinated for public on open Marketplace dates.

Multi-cultural culinary art demonstration and cooking classes

Core team members engage regional culinary artists/chefs to set cooking demonstrations and cooking classes of heritage recipes, alongside community members.

Business classes

Growers and artists will set forth a schedule of learning opportunities, such as succession planning, that increases economic prosperity.

New forms of storytelling and evaluation will be used to share:

- Economic impacts – how this effort has impacted personal/business economic conditions
- Cultural awareness – how this effort has changed your cultural awareness and sense of regional assets/value
- Community building – how this effort has impacted community cultural awareness, sense of community identity



Snapshot of Video Barn:

In the Video Barn, MN State Representative Erin Maye Quade shared a story about her wife's sriracha ramen, which all started when they received a bunch of local tomatoes from their first CSA box.



Our mission is to support an economic development opportunity that utilizes culinary, functional & non-functional art and experiences intended to make Sprout Growers & Makers Marketplace a destination, as well as representing the unique cultural diversity of central Minnesota.

Evaluation of trends led to lessons learned

There has been much work incorporated into the inclusive communities of growers and makers. However, when provided an opportunity, it has been extremely rewarding to see “who comes to the table.” The art of storytelling has lent itself to a larger community of practice in cultural awareness and a sense of regional assets/value. Time has also lent itself to small pockets of success in the art of understanding just exactly what “community” is.

The region has also seen a burgeoning interest in the principles of Creative Placemaking with additional local granting agencies utilizing Asset Based Community Development and providing educational opportunities for nonprofits, arts organizations, and individual artists. These initiatives have also uplifted the powerful impact of storytelling in community economic development as evidenced by the increasing number of applications being submitted and funded through Regional Arts Councils.

Who’s At Your Table project and the work of Region Five Development Commission in the Intercultural Development Inventory/ Welcoming Communities work are projects that are direct outcomes of the work of Sprout, the impact of Artplace America Funding and utilization of WealthWorks in our evaluation process.

“These projects are direct outcomes of the ways agencies/organizations are thinking differently due to the evolution of Sprout and the local foods/culture/arts work. These act as pollinators to help create systems change across sectors in our region.”

Cheryl Lee Hills
Executive Director
Region Five Development Commission

