

# COMMON GREENS



FARMS • FOOD • COMMUNITY



## STRATEGIC ACTION PLAN 2021-2023

We connect central Ohio communities with regional farmers and food producers in vibrant, inclusive marketplaces.



## STRATEGIC PRIORITY: SUSTAINABLE & EQUITABLE FOOD PRODUCTION

### OBJECTIVES

- 1.1 Support, promote, expand and develop Ohio food producers.
- 1.2 Amplify local foods-based businesses operating in marginalized communities.
- 1.3 Foster community appreciation for local agriculture and sustainable food production.
- 1.4 Provide marketing activities on behalf of producers to target audiences.
- 1.5 Increase sales of local food products.
- 1.6 Promote activities to reduce waste and lessen environmental damage within the food system.

### ACTION

- Develop a Producer Support Grant providing funding for producers to navigate short term emergencies or improve operations.
- Increase numbers of vendors representing BIPOC-owned businesses.
- Create a system of collecting and acting on regular producer feedback.
- Provide regular consumer demographic reports or other shopper reports requested by producers.
- Generate activities to foster increased local food consumption through direct to consumer purchasing.
- Operationalize opportunities to feature local chefs, healthcare providers, and others that incorporate regional foods in their work.
- Secure grants and opportunities to activate the public to reduce or divert waste.
- Green Spot certification for all neighborhood markets.



## STRATEGIC PRIORITY: HOST VIBRANT AND INCLUSIVE MARKETS

### OBJECTIVES

- 2.1 Establish evaluation processes to measure program outcomes and assure Common Greens programming aligns with our mission and goals.
- 2.2 Provide meaningful opportunities for children to appreciate local foods and those who produce it.
- 2.3 Support neighborhood initiatives to improve local foods access.
- 2.4 Provide year round access to local foods.
- 2.5 Maintain physical market in at least one low income neighborhood.
- 2.6 Engage with local artists and musicians.
- 2.7 Improve virtual marketplace.

### ACTION

- Perform a program evaluation or impact study on current programming.
- Operationalize Power of Produce and secure funding sources.
- Reintroduce Kids Garden Club using collaborative neighborhood partnerships.
- Operationalize financial support of CRC's "To Market To Market."
- Establish work group for winter market and neighborhood expansion feasibility.
- Establish method for soliciting community feedback for neighborhood markets.
- Develop busking and artists policy.
- Develop methods to incorporate local artists and artisans that align with the Common Greens mission.
- Assess and improve internal processes for e-commerce efficiency.



## STRATEGIC PRIORITY: ORGANIZATION GROWTH & RESILIENCE

### OBJECTIVES

- 3.1 Have a representative board of directors to develop and promote organization initiatives that is well informed on the organization.
- 3.2 Display organization values and mission in a unified and cohesive way.
- 3.3 Assess and build staff and volunteer capacity.

### ACTION

- Develop recruitment strategy for Board to reflect the communities and producers of the central Ohio region.
- Systemize shared board resources between committees and provide regular board development activities.
- Create a comprehensive strategy to provide stakeholders regular information on the activities and health of the organization.
- Develop operations plan to improve internal processes.
- Display organization values, vision and mission in a unified and cohesive way.
- Use feedback surveys to create action plan for improved staff and volunteer experience and satisfaction.
- Develop succession plan for Common Greens leadership.



## STRATEGIC PRIORITY: RESOURCE MANAGEMENT

### OBJECTIVES

- 4.1 Provide resources to adequately support the strategic plan and mission of the organization.
- 4.2 Foster relationships with local, regional and state governments to engage public support of the organization.
- 4.3 Establish, expand, or maintain beneficial working relationships with stakeholders and area organizations with complementary missions.

### ACTION

- Establish regular fundraising events to amplify and support the mission.
- Develop communications action plan to highlight our work to local and state government.
- Establish partnerships with healthcare organizations with focus on healthy food access for central Ohio.
- Strengthen relationships with individual donors and community members.
- Strengthen relationships with corporate sponsors that align with the mission of the organization.
- Increase revenue generated by neighborhood markets.
- Fund Executive Director to represent CG on appropriate boards, commissions, and nonprofit associations.
- Apply for USDA Farmers Market Promotion Grant.