

EXECUTIVE SUMMARY

Heritage foods represent one of the fastest growing sectors of the food industry in Florida as an increasingly diverse population is fueling demand for foods that embody social, cultural and historical value. Yet, farmers in Florida farmers markets face difficulties selling heritage foods because current customers are usually unfamiliar with new food varieties, and knowledge barriers prevent customers from accessing heritage foods for sale at farmers markets. **Farmers market customers need** information about heritage foods, and **farmers markets need** inclusive multicultural outreach to the diverse population of consumers driving the heritage food industry in Florida. **The purpose** of the *Florida Heritage Foods Initiative: Connecting Local Food with Local Culture in Florida Farmers Markets* is to stimulate the heritage food economy in Florida farmers markets by providing education about heritage foods for consumers and providing farmers markets with tools to reach culturally diverse communities already purchasing heritage food. **The goals** of this project are to: 1) increase access to heritage foods in farmers markets with educational marketing materials for farmers, consumers, and K-12 students that provide information about the cultural, historical, nutritional and culinary value of heritage foods, 2) expand direct-to-consumer marketing opportunities with a Multicultural Heritage Food Event Planning Tool-Kit for farmers markets, and 3) provide training and education on heritage foods to farmers, market managers, and local food stakeholders through three virtual and on-site symposiums.

ALIGNMENT AND INTENT

Heritage foods represent one of the fastest growing sectors of the food industry in Florida as an increasingly diverse population is fueling demand for foods that embody social, cultural and historical value. This demand is evident in the recent growth of 'ethnic' and international food stores providing residents throughout the state with access to imported foods from Asia, Latin America and Africa. Despite the increasing popularity of heritage foods, however, farmers in Florida farmers markets face difficulties selling heritage food crops because customers are usually unfamiliar with new food varieties. Similar to demographic patterns in farmers markets nationwide, consumer demographics at Florida farmers markets do not reflect the state's rich diversity, and knowledge barriers prevent customers from accessing unfamiliar foods at farmers markets. Although farmers are eager to grow and sell heritage foods direct-to-consumers, educating customers about new varieties takes considerable time and effort. Farmers need educational marketing materials to help consumers access unfamiliar food varieties, and farmers markets need inclusive multicultural outreach to the diverse population of consumers driving the heritage food industry in Florida. The purpose of the *Florida Heritage Foods Initiative: Connecting Local Food with Local Culture in Florida Farmers Markets* is to support and promote direct-to-consumer sales of heritage foods. The initiative will develop consumer education marketing strategies for producers of local heritage foods and promote new business opportunities through inclusive multicultural outreach that will stimulate the heritage food economy in Florida farmers markets. In collaboration with the Florida Farmers Market Association and a diverse group of stakeholders, the Florida Heritage Foods Initiative at Santa Fe College (SF) will:

1. increase access to heritage foods in farmers markets with educational marketing materials for farmers, consumers, and K-12 students that increase consumers knowledge about the cultural, historical, nutritional and culinary value of heritage foods grown in Florida,
2. expand direct-to-consumer marketing opportunities and multicultural outreach with a 'Multicultural Heritage Food Event Planning Tool-Kit for Florida Farmers Markets,' and
3. provide training and education on heritage foods to farmers, market managers, and local food stakeholders through three (virtual and on-site) symposiums.

Local Food and Local Culture in Florida

Heritage foods not only offer nutritional benefits; culture and history add value to food because cultural knowledge motivates and affects food choices.¹ The link between food and culture is particularly relevant in a diverse state like Florida where 4.5 million immigrants comprise 21% of the population. One in eight native-born residents have at least one immigrant parent. Over 31% of the state's population identifies as Hispanic, and Asian representation has increased significantly since the late 1990s. Florida is also home to sizable African and Afro-Caribbean communities with historic roots throughout the state as well as recent immigration arrivals.² The state also has the third largest concentration of Jewish people in the U.S., one of the oldest and largest ISKON (Hare Krishna) communities in the country, and a growing number of Muslim and Hindu communities. As immigration and tourism continue to diversify Florida's population, ethnicity will become an increasingly important driver in the state's food industry making heritage foods a critical component of the food economy.

Economic indices show that the state's growing multicultural population is fueling demand for heritage foods in diverse cities in Florida.³ This has become evident in Gainesville and Alachua County, where Santa Fe College is located. More than twenty percent of Gainesville residents identify as black, and African-American communities are an integral part of local history. More than ten percent of the population identifies as Hispanic, and the agricultural economy in surrounding areas attracts a vibrant community of seasonal migrant workers from countries throughout Central and South America. Gainesville, the county seat, is home to one of the oldest Jewish communities in the country with more than 30,000 Jewish people living within city limits. This diversity has led to the recent emergence of more than nine new international food stores providing residents access to imported heritage foods from Latin America, Asia, Europe, and Africa. During the COVID-19 pandemic in 2020, the food scene in Gainesville experienced a sudden growth in 'ethnic' food trucks where residents were able to connect and congregate outdoors to share culture through food. This makes the heritage food economy particularly relevant to the social and cultural fabric of farmers markets located in diverse Florida cities like Gainesville.

Despite the growing popularity of heritage foods, farmers markets are being left out of the opportunities and benefits of the rapidly developing heritage food economy driven by the multicultural population. Nationwide research on farmers markets shows that consumer participation is predominately white, female, highly educated and upper-middle class.⁴ Similarly, farmers market customers in Alachua County are disproportionately white and non-Hispanic.⁵ Although SNAP/EBT programs, such as Fresh Access Bucks operated by organizations such as Feeding Florida, have helped mitigate financial barriers to farmers market participation and have increased patronage among low-income residents; 2019 data provided by the Florida Farmers Market Association for this project showed that 72% of farmers market consumers in Gainesville identified as 'white' and less than 16% identified as 'black' or 'Hispanic.' These findings show that while the overall population in places like Gainesville is extremely diverse, this diversity is not reflected in the customer base at farmers markets.

¹ Kapelari, Suzanne, Georgios Alexopoulos, Theano Mousouri, Konstantin, J. Sagmeister, and Florian Stampfer. 2020. 'Food Heritage Makes a Difference: the Importance of Cultural Knowledge for Improving Education for Sustainable Food Choices.' *Sustainability*. Vol 12. Issue 1509.

² American Immigration Council. 2018. Immigrants in Florida Fact Sheet. www.americanimmigrationcouncil.org accessed on March 23, 2021

³ National Restaurant Industry. 2020. *Florida Restaurant Industry at a Glance*. FRLA.org

⁴ Hodges, et al. 2013. Local Food Systems in Florida: Consumer Characteristics and Economic Impacts. University of Florida, Food and Resource Economics Department

⁵ Babiak, Leslie. 2013. 'Exploring local food system practices and perceptions: Insights from Florida's SNAP-authorized farmers' markets' Scholar Commons. University of South Florida.

Since food and culture are linked, it makes sense that farmers will encounter barriers to sell culturally diverse heritage foods in farmers markets where customers are more homogenous than the broader community. It is well known that precise metrics for sales data are difficult to capture at farmers markets. Yet, preliminary interviews with farmers and market managers conducted by project Co-Director (Sarah Cervone PhD) indicate that while farmers are eager to diversify production and sell heritage foods, they encounter barriers marketing unfamiliar foods to current customers. Farmers indicated that heritage food sales were limited by consumers' lack of knowledge about multicultural foods, and that the introduction of new foods at the market requires considerably more explanation than familiar varieties. This is particularly the case during the summer growing season when temperatures in Florida can reach 100 degrees. Farmers, such as Frog Song Organic Farm in Hawthorne, described how previous attempts to grow and sell summer resilient heritage foods such as Callaloo, Roselle, and Asian greens failed because current consumers lacked the knowledge and skills needed to consume unfamiliar varieties. Farmers also described how attempts to integrate new foods into CSA packages generated complaints from customers regarding 'not knowing what to do' with unfamiliar fruits and vegetables. To meet current consumer preferences, many farmers resell familiar produce, like kale grown by partnering farms in northern states, in order to supply customers during the summer season. Some farmers, particularly immigrant farmers, market heritage food through targeted outreach to other first and second-generation immigrant residents, migrant workers in agriculture and construction, churches, and literacy centers. One farmer from the Dominican Republic integrated locally-grown heritage foods with brokered produce such as tomatoes, lettuce and broccoli purchased from greenhouses. Nicoya Farm stated, 'In West Palm Beach we cultivated a half dozen or so crops that were important crops to the Haitian and Guatemalan Mayan communities that lived near the farm.' After relocating to North Florida and becoming reliant on farmers market sales however, Nicoya abandoned many heritage varieties and adapted production to more familiar varieties preferred by farmers market customers. All farmer interviews shed light on the ways additional time and effort educating consumers about new food varieties can negate the benefits of producing and selling them at the farmers market. Nonetheless, all farmers were eager to produce and sell heritage crops. This is consistent with statewide research showing a growing interest among Florida farmers to diversify production by integrating new and better-adapted crops.⁶ (See Appendix 1)

The information presented here shows that heritage food sales at farmers markets relies on a diverse and informed consumer base. This is because food access also depends on culinary knowledge, skills, and technology (CST).⁷ Each food product is linked to a specific set of CSTs, and the sustainability of the heritage food economy depends on the existence of skilled consumers because knowledge and expertise contribute to maintaining and diffusing food products. Social, religious, and cultural functions also play a role in food choice, and heritage is a key component that is often omitted from production, marketing and promotion of local foods.⁸ This makes it critical to increase consumer access to heritage foods in farmers markets with marketing strategies that educate current market customers about the social, cultural, historical, and nutritional value of heritage foods as well as techniques to prepare and them. It is equally important that farmers and farmers markets engage in inclusive multicultural

⁶ Townsend, Kelly. 2016. *Organic Perspectives: Understanding the Views of Florida Consumers, Specialty Crop Farmers, and Retailers. Silo Tips*. September.

⁷ Chabrol, Didier and Jose Muchnik. 2011. 'Consumer skills contribute to maintaining and diffusing heritage food products,' *Anthropology of Food*. Issue 8.

⁸ Renner, B., Sproesser, G. Strohbach, S., Schupp, H.T. 2012. 'Why we eat what we eat. The Eating Motivation Survey.' (TEMS) *Appetite*. Vol 59 (117-128).

outreach to existing heritage food consumers.⁹

Linking Local Culture to Local Food to Promote New Business Opportunities

Barriers to selling and buying heritage food in farmers markets reflect the cultural disconnect between many Florida farmers markets and the diverse communities fueling imported heritage food sales in other food venues throughout Florida. Farmers markets in culturally diverse cities must take into consideration the cultural influences of society and the ways that targeted outreach and education activities that include existing heritage food consumers as well as minority populations consuming imported heritage foods can open up new marketing opportunities for local farmers.¹⁰ This makes it necessary for farmers market managers to develop targeted programs that reflect the values and needs of *all* members of the community.

Interviews with market managers throughout Florida, including 'Grove Street Farmers Market' and 'GNV Market at Heartwood' in Gainesville, indicated that market managers are eager to integrate multicultural outreach into market activities in order to generate a more inclusive atmosphere that will promote the market, increase and diversify consumer participation, and expand opportunities for vendors to provide a wider assortment of products sold at the market by integrating heritage food varieties. Yet many market managers described how routine duties to collect vendor fees, manage licensing, field new applicants, manage internet promotion, supervise market activities, and resolve conflicts left little time to engage in additional outreach to promote inclusion. Few of the managers were farmers, and like market customers, most were unfamiliar with heritage food varieties. However, many market venues integrate entertainment in market events and include a stage for entertainment. Managers regularly booked musicians, food tastings, and educational programs as part of their duties. Most managers were eager to integrate cultural festivals or 'celebrations' of heritage foods with thematic events that integrated music and other culturally relevant presentations, but managers lacked the time and information necessary to seek out and connect with cultural communities in order to develop new programs. These interviews indicate that farmers market managers need additional support and assistance to successfully engage in multicultural outreach activities that foster diversity and cultural inclusiveness to expand market patronage to consumers that are being left out of the farmers market community.

Heritage food-based outreach not only enhances heritage food knowledge and preparation skills among existing market customers, it can also attract a more diverse spectrum of residents, recruit new customers and promote multiculturalism at farmers markets. Previous research on food exhibitions and science cafes, such as the BigPicnic Project, demonstrate how public education events linking heritage and identity to food not only increase the consumption of culturally significant food products and influence food choices, they can also build bridges between socially segregated communities.¹¹ Activities and events at farmers markets that include cultural communities connected to heritage foods will situate foods within their specific cultural context and enhance intercultural communication, promote social inclusion, and build cross-cultural understanding between participants. This makes it critical that farmers market managers receive supports to engage in inclusive multicultural outreach centered on heritage foods in order to increase access to locally produced heritage foods and expand opportunities and benefits for Florida farmers compete in the heritage food economy.

⁹ Cavicchi, A. (2010), "The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity", *Journal of Consumer Marketing*, Vol. 27 No. 5, pp. 478-479.

¹⁰ Hunt, Janet. 2019. Cultural Influences on Marketing Strategies. *Small Business Chronicle*. February 12.

¹¹ Kapelari, Suzanne et al. 2020 "Food Heritage Makes a Difference: The Importance of Cultural Knowledge for Improving Education for Sustainable Food Choices," *Sustainability* 12:1509.

Opportunities and Benefits of Heritage Foods in Farmers Markets

The economic benefits of marketing heritage foods in farmers markets are apparent in national trends in food imports as well as in the current and anticipated growth of the international food industry. National imports from China more than tripled in value between 2001 and 2008, and the first Chinese supermarket group, iFresh Inc., (NASDAQ: IFMK) listed on the U.S. stock market in 2017.¹² In addition to China, Latin American and Caribbean countries contribute an additional one billion dollars in agricultural imports to Florida each year.¹³ Consumer research shows that the demand for ‘ethnic foods’ and the growth of ethnic stores and restaurants is the result of increasing diversity in the American population as well as a growing domestic interest in global foods.¹⁴ Direct producer-to-consumer sales at Florida farmers markets give Florida farmers a competitive advantage over imported food venues. A mixture of subtropical and tropical climates in Florida enables year-round production of heritage foods that originated from similar climates in Africa, Asia and Latin America. Better-adapted crops not only require less inputs and lower costs of production, Florida farmers can compete against imported heritage foods by offering a fresher product that is grown according to U.S. food safety and environmental standards. This is important when ecological sustainability and food safety values influence consumer choices. Consumer participants in a 2016 study on Florida specialty crops identified Origin of Produce as a choice factor based on concerns about carbon consumption of global imports as well as fears that imported foods may have been grown in countries with lower standards and less regulations on pesticide use and food safety. A series of highly publicized food safety incidents related to food from China in 2017 contributed to increased concerns over imported foods.¹⁵ These concerns were further exacerbated by recent disruptions in the global shipping industry as a result of the COVID-19 pandemic which raised questions about the sustainability of American reliance on agricultural imports. As a result, Florida farmers and farmers markets are in an economically strategic position to compete in the heritage foods industry by providing fresher, locally produced heritage varieties that are grown in accordance with federal food safety and environmental standards. These factors make it important for Florida farmers to expand into the heritage food market, and this expansion requires farmers markets to engage in heritage food-based consumer education for existing market customers and for farmers market managers to engage in inclusive multicultural outreach.

Connecting and Cultivating Local Food and Local Culture Through Partnerships

The *Florida Heritage Foods Initiative* (FHF_I) at Santa Fe College is designed to stimulate the local heritage food economy in Florida farmers markets by expanding opportunities for local farmers to engage in direct-to-consumer sales and marketing of heritage foods. Consumer education and marketing in Florida farmers markets will increase consumer access to locally produced heritage foods while inclusive multicultural outreach activities will situate heritage foods in their specific cultural and historical contexts in a way that will expand and diversify the customer base in farmers markets. This project also seeks to provide local farmers, farmers market managers and local food stakeholders throughout the state with education, training and an event planning toolkit that will continue to promote heritage foods in farmers markets in the longer-term future. SF will achieve three primary objectives in partnership with the Florida Farmers Market Association, a statewide project of Florida

¹² Jordan, John. 2019. Growth on the Menu for Florida. Globe Street Financial.

¹³ Florida Department of Agriculture and Consumer Services. 2021. Industry Overview and Statistics. <https://www.fdacs.gov/Agriculture-Industry/Florida-Agriculture-Overview-and-Statistics>, accessed on April 29, 2021

¹⁴ Mintel. 2012. *Ethnic restaurants – US – March 2012*. London: Mintel Group Ltd. p 2.

¹⁵ Imports From China and Food Safety Issues / EIB-52 Economic Research Service/USDA

Organic Growers, and in collaboration with local food stakeholders throughout the state such as the Local Food Systems Coalition, Working Food, Feeding Florida, and the Farm-to-School program. This partnership represents more than 83 farmers markets, and several farms and schools throughout the state. This coalition of local food stakeholders will accomplish the following:

Objective 1: increase consumer access to heritage foods with educational marketing materials that inform consumers about the cultural, historical, and nutritional value of heritage foods; how to prepare heritage foods; and the availability of heritage foods at Florida farmers markets

This objective draws from success with the strategies and effectiveness of marketing materials for specialty crops such as the University of Florida’s campaign for Florida-grown blueberries, as well as previous success with the ‘Africa in Your Garden and Africa on Your Table’ brochure produced by SF students.¹⁶ (See Appendix 2) The brochure was adopted by the UF’s College of Medicine’s *Health Street* program, Alachua County’s Farm to School K-12 education program, and by farmers in Gainesville markets. SF faculty will collaborate with the Southern Heritage Seed Collective (a program of Working Food) and farmer subject matter experts to guide SF students in the production of educational marketing materials for specific crops recommended by farmers during preliminary interviews for this project (See table below). Deliverables will include food and culture lesson plans, introductory brochures and 4”x6” two-sided color plant-specific hand-outs that provide cultural, historical, nutritional, and recipe information for farmers to use as marketing materials at markets, in CSA packages and in online marketing. A harvest planning chart will assist new farmers and market managers in organizing marketing campaigns and events. A set of heritage food game-playing cards will teach students in K12 Farm-to-School programs. All materials, including instructional instruments produced by SF faculty, will be proofed and reviewed by farmer subject matter experts (SMEs). Artifacts will be available in print and ADA-accessible digital formats (PDF and JPG) and available online for free to the public on a *Florida Heritage Foods Initiative* website designed, developed, and hosted by Marketing and Communications (MarCom) at SF. Statewide distribution of print and digital deliverables will take place through SF’s MarCom department, Feeding Florida’s statewide network of more than 70 farmers markets, the Florida Farmers Market Association (FFMA), K-12 Farm-to-School networks and through collaborating organizations such as the University of Florida’s Health Street program, Centers for African Studies and Latin American Studies, and more. Deliverables will also be distributed at the multicultural pilot events taking place for objective two.

Objective One Deliverables: October 2021-March 2023

Deliverables	Content	Responsibility
Heritage Food Instructional Artifacts	Heritage food and culture lessons comprised of outcomes, instructional resources, reading resources, and assignment descriptions for each course included in this objective	SF Faculty
Marketing Materials One brochure and seven plant cards	Pigeon Pea, Celosia, Aloe, Kiwano, Okra, Collards, Black-Eye Peas, Molokhia, and Roselle	HUM2420 African Humanities

¹⁶ Rumble, Joy and Alexa Lamm. Increasing marketing effectiveness & awareness of Florida blueberries: education materials evaluation. Center for Public Issues Education.

Marketing Materials One brochure and seven plant cards	Bitter Melon, Bok Choy, Mizuna, Asian Spinach (Malabar and Okinawa), Daikon, Galangal and Turmeric Ginger and Shiitake Mushroom)	HUM2410 Asian Humanities
Marketing Materials One brochure and seven plant cards	Cassava, Chayote, Sweet Potato, Nopal, Chaya, colorful potatoes, and Tomatillo	HUM2461 Latin American Humanities
Marketing Materials One brochure and seven plant cards	Historical African-American Recipes: Sweet Potato Pie, Collards and Hocks, Black-Eye Peas and Rice, Fried Okra, Hushpuppies, Jambalaya, and Gumbo	HUM 2020 Intro to Humanities
Marketing Materials One brochure and seven plant cards	French 'potager' herbs: Tarragon, Chives, Parsley, Thyme, Bay Leaf, Lavender, Marjoram/Oregano and Rosemary	FRE1120, 1121, 2220 French
Marketing Materials One brochure and seven plant cards	Sacred foods: fig, olive, grape, date palm, mint, mustard, and pomegranates.	REL2000 Introduction to Religion
Harvest Planning Chart	Gantt chart showing the harvesting schedule of each food in Spanish and English.	Dr. Marian Hay-Roe
Florida Heritage Foods Website	Public website hosting deliverables and additional resources	MarCom
Heritage Food 'Go Garden' Playing Cards	52-card matching card game (adapted from the popular 'Go Fish' card game) for Farm-to-School program (four matching cards of 12 plants included in this project and four 'wild cards')	Faculty, Students, Kelli Brew of Farm-to-School

Objective 2: create a Multicultural Heritage Food Event Planning Tool-Kit to assist farmers and markets in direct-to-consumer outreach and pilot it through eight farm and market events

This objective builds on previous success with local food-based events at Santa Fe College such as the Local Food Festival when faculty and students showcased local food-based presentations developed as coursework in collaboration with the FFMA and FOG. SF faculty and students will work with the FFMA to design and develop a 'Multicultural Heritage Food Event Planning Tool Kit for Florida Farmers Markets' (modelled after the Farm-to-School 'Florida Crunch Event Guide') to assist farmers market managers in collaborating with multicultural organizations beyond the project performance period. In addition to step-by-step planning logistics, the tool kit will address cultural sensitivities and approaches to avoid cultural appropriation, provide contact information for statewide religious and cultural organizations for partnerships, and include a chart of significant cultural events that can be tied to heritage foods. Prior to statewide release, the tool kit will be piloted for review by SMEs, farmers and market managers at eight multicultural outreach events taking place at a purposively selected sample of farms and markets that will include, but not be limited to: large farmers markets such as the Grove Street Market near the University of Florida and smaller markets such as the GNV Market at Heartwood in downtown Gainesville, larger farms such as the 60-acre minority woman-owned Frog Song Organic

Farm in the rural town of Hawthorne and small suburban farms such as the Southeast Gainesville Agrihood such as Nicoya Farm and Crazy Woman Farm.

SF faculty and students will work with the FFMA to assist farmers and market managers in selecting cultural themes and connecting with cultural organizations to cooperate in the planning and implementation of food and culture events that will situate specific foods in their unique social and cultural contexts through culturally relevant activities such as music, presentations, cooking demonstrations, and performances provided by collaborating cultural and religious organizations. SF faculty and students in courses included in this project, as well as relevant SF student clubs, will assist in the distribution of heritage food educational marketing materials during each event. The FFMA will assist market managers with marketing and promotion efforts that will include radio and television public service announcements, social media advertising, and email promotion. After completion of the events, SF faculty will work with FFMA to evaluate the toolkit according to farmer and market manager feedback and finalize the digital formats prior to statewide dissemination. The toolkit will be disseminated to higher education and K-12 channels by SF MarCom and to farmers and 83 farmers markets statewide via the FFMA and Feeding Florida networks.

Objective Two Deliverables: March 2022- March 2024

Deliverables	Content	Responsibility
Heritage Food Event Planning Tool Kit	Step-by-step guide includes strategies for outreach, planning, promotion, and implementation	Marian Hay-Roe, faculty students, FFMA
Cultural Asset Map	contact information for public-interfacing cultural and religious organizations throughout Florida	Marian Hay-Roe, faculty students, FFMA
Seasonal Planning Chart	harvest chart (from objective one) with associated cultural events (Diversity Calendar: https://www.diversitybestpractices.com)	Marian Hay-Roe, faculty students, FFMA
Eight Heritage Food Outreach Events on Farms and at Farmers Markets	themes may include, but will not be limited to: 'Latinx Food and Music Festival,' 'European Food and Music Festival,' 'African and African-American Food and Music Celebration,' 'World Food & Music Festival,' and/or 'Sacred Food and Music Festival'	Marian Hay-Roe, SF faculty students, FFMA

Objective 3: disseminate project generated artifacts, results and information at three one-day (on-site and virtual-access) networking symposia that include a diverse set of local food stakeholders.

This objective draws from scholarly research showing that local food market resiliency is buttressed by diversified networking practices that promote long-term survival of local food systems.¹⁷ This objective also builds on previous success hosting a farmers market entrepreneurship symposium at SF in cooperation with FOG as part of their 2017-2020 FMPP project that created linkages between and among SF faculty, SF students, and local food stakeholders in Florida. In partnership with the FFMA, SF

¹⁷Brinkley, Catherine. 2018. 'The Small World of the Alternative Food Network.' Sustainability 10: 2921. doi:10.3390

faculty and students will conduct three hybrid (virtual and on-site) thematic symposia designed to create linkages and build networks between farmers, consumers, local food stakeholders, and community cultural organizations that are currently or are interested in integrating heritage foods into farming, direct-to-consumer marketing, and education and policy programs. Activities in each symposium may include, but will not be limited to presentations, workshops, and social networking engagements connecting a broad spectrum of individuals, agencies, specialists, and local food stakeholders. The network will be linked to the FFMA membership and participation will be free and open to the public. SF MarCom will develop the print and digital marketing material and the digital media campaign for each symposia and collaborate with FFMA to promote the symposia to local food stakeholders statewide.

Objective Three Deliverables: December 2022, December 2023, August 2024

Year 1 Symposium: *Opportunities and Benefits of Heritage Foods* This symposium will showcase deliverables produced in objective one and provide information for resource sharing on the Florida Heritage Foods website. Topics may include, but will not be limited to; Growing and Selling Heritage Foods in Florida (Frog Song Organic Farm), Heritage Foods and Public Health (UF College of Medicine), Heritage Foods, Equity and Public Policy (City of Gainesville and Alachua County Commission), Integrating Heritage Food Across the Curriculum (SF Faculty and K12 Farm to School), Heritage Food and Campus Diversity (SF African Student Union), Heritage Foods and Foreign Language (Alliance Francaise).

Year 2 Symposium: *Linking Local Food and Local Culture* This symposium will focus on issues centered on multiculturalism, access and inclusion in Florida farmers markets. Topics may include, but will not be limited to; Planning and Conducting Cooking Demos with Heritage Foods at Farmers Markets (Working Food), Heritage Gardens and Community Building (SF Marketing and Southern Heritage Seed Collective), Strategies for Outreach and Inclusion at Farmers Markets (UF Centers for Latin American Studies and African Studies), Indian Foods in Florida Farmers Markets (Indian Cultural Center).

Year 3 Symposium: *Marketing and Promoting Heritage Foods* This symposium will focus on heritage food marketing and promotion strategies for farmers and market managers with particular attention paid to new, veteran and socially disadvantaged farmers and markets. Topics may include, but will not be limited to: Digital Marketing of Heritage Foods (MarCom), Marketing Strategies for Diversity, Access and Inclusion in Florida Farmers Markets (Florida Farmers Market Association), Value-adding with History and Culture (SF Marketing and local farmers)

Intended Beneficiaries

The Florida Heritage Foods Initiative will benefit farm operations and farmers markets (as well as nurseries and seed growers) in Florida by providing consumer education and outreach resources that will increase competitiveness in the heritage food economy in Florida. Statewide distribution of free heritage food marketing materials, grow and harvest charts, and event planning tool kits will be particularly useful to new and socially disadvantaged farmers seeking to diversify production. Similarly, farmers markets with limited resources will benefit from free marketing materials and tool-kits that promote customer diversity and the inclusion of a consumer base that is currently left out of the farmers market economy. Florida heritage food consumers will benefit from increased access and choices for fresh and local heritage food options in Florida farmers markets as well as outreach programs. Food-based education entities working in underserved communities such as extension agents, public health organizations, and food advocacy groups will benefit from food and culture educational materials and activities that foster a more inclusive multicultural food system that value-adds healthier food options. This is particularly the case for those working in health equity aiming to promote healthier food choices

in low-income and marginalized communities experiencing diet-related health disparities.¹⁸ Teachers in higher education and K-12 programs will benefit from local food education lesson plans that not only promote healthier eating through heritage connections, the multicultural approach will foster a more inclusive and integrated social fabric in diverse student bodies and local food communities.

Short and Long Term Impacts

In addition to increasing consumer access to and consumption of locally produced food, the *Florida Heritage Foods Initiative* will strengthen the local food economy in farmers markets throughout the state. Short-term impacts include increased knowledge about new foods and their socio-cultural significance; recruitment of new farmers market customers as a result of public educational marketing activities; and increased sales revenue from heritage foods at farmers markets. Educational materials will be available for independent marketing and promotion by farmers already producing and selling heritage foods and can be used as a planning resource for farmers seeking to integrate heritage foods in production. Promotional activities will stimulate recruitment of new farmers market customers who are already purchasing heritage foods from import stores. This project will diversify market customers and assist in creating long-lasting relationships that create inclusive market promotional activities reaching a broader spectrum of the state’s population.

Long-term impacts generated by this project include statewide access to heritage food education resources for consumers, farmers, and educators; statewide linkages and heritage food resource sharing through a web-based network of stakeholders and municipal agencies; and a more inclusive farmers market economy that reflects the multicultural population and history of Florida. Web-based archiving of project artifacts will enable farmers to engage in long term independent marketing and promotion of heritage foods for online (JPG) and on-site (printable PDF) marketing at farmers markets. The hybrid (virtual and onsite) symposia will generate a statewide network, that facilitates planning as well as resource and information sharing. The Florida Heritage Foods website hosted by SF Marcom will promote education about heritage foods, fuel the long-term promotion and sale of heritage foods in Florida farmers markets, and share resources that will assist farmers in the sale and promotion of heritage foods beyond the performance period. It also will enable SF faculty and students to contribute additional materials beyond the performance period. Educating Florida’s youth about the nutritional, cultural and culinary aspects of heritage foods will create informed and lifelong consumers.

TECHNICAL MERIT

OBJECTIVE 1		Year: 2021		Deliverables	
Outcome Measure Prep	create data instruments	Sept-Dec		Data collection and analysis instruments	Fridkin Students
Food Lesson Plans	design lesson artifacts	Sept-Dec		seven lesson plans	Cervone Faculty

¹⁸ Williams, Jerom D. et al. The role of food culture and marketing activity in health disparities *Preventive Medicine* [Volume 55, Issue 5](#), November 2012, Pages 382-386

	design templates for deliverables	Dec		plant card, harvest chart, playing cards templates	MarCom
	create a Heritage Food website	Sept-Dec		a website explaining the project	MarCom
		Year: 2022			
	students create artifacts	Jan-Apr		materials in drive for review	Cervone Faculty
	SMEs evaluate artifacts	May-Jun		materials sent to production	Cervone MarCom
	artifacts to website + printed	June – Aug	Domain Hosting Printing	Heritage Foods website, print artifacts	Cervone MarCom Alta Print
	promotion of artifacts	Aug-Dec		online statewide dissemination	MarCom FFMA
Measures	monitor and evaluate web analytics	Sept 2022- Dec 2023	Google Analytics	Outcome Goals: ID user patterns on website	Fridkin MarCom
OBJECTIVE 2		Year: 2022			
Outcome Measure Prep	conduct baseline surveys at pilot event venues	Jan –Apr	Survey Monkey	baseline data for sales and consumer knowledge	Fridkin Students MarCom
Create and pilot event toolkit	correlate diversity calendar with harvest calendar	Jan - April		seasonal harvest-cultural event planning chart for Toolkit	Hay-Roe FFMA Cultural groups
	create a cultural asset map	Jan-Apr		cultural and religious asset map for the tool kit	Hay-Roe Students
	develop Step-by-Step Tool-Kit	Jan-Jun		prototype of Step-by-Step Heritage Food Event Tool Kit	Hay-Roe MarCom FFMA
	review toolkit with pilot event participants	Aug 2022- Dec 2023		Multicultural Food Event Planning Tool Kit on the website and promoted to networks	Hay-Roe Students FFMA SMEs
Measures	conduct surveys at pilot events	Aug 2022 – Dec 2023	Survey Monkey	Outcome Goals: identify changes in baseline data	Fridkin Students FFMA

OBJECTIVE 3		Years			
Three one-day symposium	symposium planning	Y1: Jan-Apr 2022 Y2: Jan-Apr 2023 Y3: Aug-Dec 2023		final schedule, date, registration, and tech formats (i.e., Zoom, etc.)	Hay-Roe Student MarCom FFMA
	statewide promotion of symposium	Y1: May -Aug 2022 Y2: May – Aug 2023 Y3: Jan–April 2024	Eventbrite	Goal: 500 diverse stakeholders registered per symposium	MarCom FFMA
	three onsite/ virtual symposia	Y1: Sep 2022 Y2: Sep 2023 Y3: Apr 2024	Conference supplies, speaker stipends, insurance,	Y1: <i>Benefits & Opportunities of Heritage Foods</i> Y2: <i>Linking Local Food & Culture</i> Y3: <i>Marketing Heritage Foods</i>	Hay-Roe Students MarCom FFMA
Measures	Survey symposium participants	Y1: Sep 2022 Y2: Sep 2023 Y3: Apr 2024	survey monkey	Outcome Goals: 75% acquired new information	Fridkin Students FFMA

ACHIEVABILITY

Project success will be measured by qualitative and quantitative data collection and analysis gathered through web analytics embedded in the Florida Heritage Foods website, cell phone pings at events, and standardized questionnaires delivered online through Survey Monkey and face-to-face to a purposively selected stratified sampling (race, sex, age, ethnicity, nationality) of participants at the pilot events and mass disseminated through our community partners. Targeted sampling will include, but will not be limited to consumers, farmers, market managers, and outreach event attendees. Data collection instruments will be designed to establish baseline data and identify project-related changes in consumer knowledge and purchasing behavior, changes in sales revenue of heritage foods at farmers markets, and changes in farmers market customers. Data collection and analysis will be led by Dr. Dustin Fridkin and his students in POS2112: State and Local Government in collaboration with the FFMA.

Potential Adaptation of Project by Others

The value of heritage food to population diversity is a national phenomenon, and this project is therefore relevant and adaptable to regions, communities and agricultural systems throughout Florida and the United States. Statewide dissemination of educational marketing materials and the event planning tool kit on the Florida Heritage Foods website will enable farmers and markets to adapt and implement direct-to-consumer marketing of heritage foods throughout the state and country. This project is easily adaptable to address unique cultural landscapes and folk histories in rural, suburban and

urban locales throughout the U.S., and particularly in areas populated by internationally and religiously diverse communities. This project is readily adaptable for farmers and markets in the Southeastern United States that share Florida (USDA hardiness zones 8a-to 11a) agricultural climates. Farmers market managers throughout the U.S. may also adapt the Event Planning Tool Kit to engage in inclusive outreach to diverse populations in the community. Instructional artifacts produced by Santa Fe faculty can be adopted by educators in high schools, community colleges and universities nationwide.

Dissemination of Project Results

Outcomes and lessons learned from this project will be available on the Florida Heritage Foods website in chart format that highlights patterns, changes and unexpected outcomes. Project leads will present at the USDA FMLFPP conference, provide regular updates and information on project performance and outcomes directly to local food stakeholders in the community through the Local Food Systems Coalition, and the FFMA will share results through their statewide network. SF is a member of the League for Innovation in the Community College and will share project objectives and outcomes at the yearly Innovations Conference. SF will also share information with UF Centers for African Studies and Latin American Studies as well as UF's Institute for Food and Agricultural Science (IFAS) which provides extension services and educational programs throughout Florida. The symposia implemented in objective three will present development and implementation processes to stakeholders.