

**Environment and Natural Resources Trust Fund
2015 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 075-C

Zenteotl-Community Empowerment Through Urban Agriculture

Category: C. Environmental Education

Total Project Budget: \$ 382,887

Proposed Project Time Period for the Funding Requested: 3 years, July 2015 - June 2018

Summary:

This will realize a community vision of a Green Zone centered around an agricultural coop that will operate under indigenous traditional Mexica cultural values, spirituality and methods.

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Sponsoring Organization: Center for Earth, Energy and Democracy

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Location

Region: Metro

County Name: Hennepin

City / Township: Minneapolis

Alternate Text for Visual:

Shows Minneapolis where 50% of residents live in food desert areas.

| | | | |
|--------------------------|-------------------------|-----------------------------|----------------------|
| _____ Funding Priorities | _____ Multiple Benefits | _____ Outcomes | _____ Knowledge Base |
| _____ Extent of Impact | _____ Innovation | _____ Scientific/Tech Basis | _____ Urgency |
| _____ Capacity Readiness | _____ Leverage | _____ TOTAL | |



Environment and Natural Resources Trust Fund (ENRTF)

2015 Main Proposal

Project Title: Community Health and Empowerment through Urban Agriculture

PROJECT TITLE: Zenteotl -Community Health and Empowerment through Urban Agriculture

I. PROJECT STATEMENT

The Zenteotl Project, a community gardening group that has grown blue corn with families in South Minneapolis since 2009, is developing a three-year strategy to engage community members, specifically Indigenous and people of color, in urban agriculture in Minneapolis.

Our Reality: Currently, more than half of Minneapolis is considered a food desert. A 2012 USDA study found that the higher the percentage of Indigenous and people of color populations in an urban area, the more likely the area is to be a food desert. The same study found that unemployment in food deserts exceeds the rate of unemployment nationally. According to the 2000 census, over 6,500 of the 8,150 residents of Central neighborhood, Minneapolis, are Indigenous and people of color, with most of the population of the adjoining Bryant neighborhood consisting of Indigenous and people of color. The USDA’s Food Access Research Atlas indicates Central and surrounding neighborhoods as “low income,” with “low access” to fresh foods and limited access to vehicles to travel outside of the neighborhood a half mile to 10 miles to purchase healthy foods. Further, 60% of people residing within food deserts are more likely to not complete high school for a number of factors that compromise the right to post-secondary educational opportunities of Indigenous and people of color specifically. In summary, the factors that influence extreme limitations by Indigenous and people of color communities within urban Minneapolis to nutrient dense and affordable food options and markets within a half-mile or less in relation to range of mobility, is linked to inadequate living wage-employment and educational opportunities, unemployment, high housing costs, and medical or health expenses; thus producing food insecurity. This reality systemically impacts the public health, overall wellbeing, and empowerment of Indigenous and people of color in urban areas, and their respective neighborhoods unjustly referred to as food deserts.

Goals: The Zenteotl Project’s goals are: 1) to promote the just access to healthy foods by creating land-access opportunities for Indigenous and people of color families and community members to grow, consume, preserve, and distribute their own foods through culturally-specific methods in their respective neighborhoods; and, 2) to promote community-based economic and educational development through urban agriculture that supports climate adaptation functions for the establishment of “Green Zones,” as described in the Minneapolis Climate Action Plan (2013).

How: The three year timeframe allows us to carefully prepare and implement components of our plan. Year 1 is for preparation including researching land trust models, mapping available land, securing licenses, water access, recruiting neighbors, preparing farmer and coop workshops and market assessment. Year 2 begins implementation including farmer and coop workshops, acquiring land, recruiting neighbors, growing and distribution, seed preservation and evaluation year1 /planning year 3. Year 3 is about full implementation and expansion.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1:Year 1 – Preparation: Community Mapping/Education/Recruitment **Budget: \$**

This phase is designed to educate neighbors, form a core group of committed residents and identify available property. We also will put in place partnerships, licenses, water access and equipment needed to cultivate.

| Outcome | Completion Date |
|-----------------------------------------------------------------------------------------------------|------------------------|
| 1. 10 Neighbors recruited as farmers | January, 2016 |
| 2. Analysis of 3 similar food security projects in the US | January, 2016 |
| 3. Identify 4 lots for cultivation/test soil, Secure Land & Purchase Necessary Equipment | May, 2016 |



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|------------------------------------------|------------|
| 4. Deliver workshops to farmer recruits | May, 2016 |
| 5. First year planting | June, 2016 |
| 6. Evaluation Year 1 and Plan for Year 2 | June, 2016 |

Activity 2: Year 2 – Land Acquisition and Pilot Agriculture

Budget: \$

This phase expands the core group continuing their education through acquiring property and growing Blue Corn using traditional methods on the property acquired. It also expands the land base and begins distribution.

| Outcome | Completion Date |
|---------------------------------------------------------------|-----------------|
| 1. Neighbors produce and distribute first crop/preserve seeds | October, 2016 |
| 2. Recruit & Train 10 additional farmers | May, 2017 |
| 4. Identify & secure four properties /test soil | May, 2017 |
| 5. Plant second crop | May, 2017 |
| 5. Evaluate Year 2 and plan for Year 3 | June, 2017 |

Activity 3: Year 3 – Establish South Minneapolis Food Coop

Budget: \$

South Minneapolis will have an urban agricultural coop that grows, harvests, markets and distributes Mexican Blue Corn. It will model traditional methods for growing, harvesting, preserving and acclimatizing the corn.

| Outcome | Completion Date |
|--------------------------------------------------------------|-----------------|
| 1. Produce, distribute and market second crop/preserve seeds | October, 2017 |
| 2. Recruit & Train 10 additional farmers | May, 2018 |
| 3. Identify & Secure 4 additional properties | May, 2018 |
| 4. Plant third crop | May, 2018 |
| 5. Incorporate urban ag coop | June 2018 |
| 6. Document the project model for replication | June, 2018 |

III. PROJECT STRATEGY

A. Project Team/Partners

Central Area Neighborhood Development Organization (CANDO); Bryant Neighborhood Organization; Jardin Paraiso; Center for Earth, Energy, and Democracy (CEED): Fiscal agent Co-sponsors community meetings;

B. Project Impact and Long-Term Strategy

The project will make real a vision developed by the community over the six years of Zenteotl’s existence. This vision is a “Green Zone” centered around a special agricultural coop that will operate according to indigenous Mexica traditional cultural values, spirituality and methods. We see this coop as an area focal point for environmentally sustainable practice, environment stewardship, overall health and healthy food education. Impact on the community include: Development of community-based employment and educational opportunities, while addressing food insecurity and access to healthy foods in marginalized neighborhoods; Promote community empowerment and sustainability through urban agriculture; Increase opportunities for youth education, employment, and mentoring roles for elders; Balance the co-existence of urban farms, farm coops and community or family-based gardens to support equitable access and use of land, especially by members of marginalized communities within their own neighborhoods; Improve water and soil quality, in addition to restoring oxygen quality by reducing air pollution in neighborhoods with urban farms and gardens; Decrease “heat island” effects in neighborhoods by reducing energy and water consumption; Support a healthy bio-diverse environment within our urban area that acknowledges the rights of the Earth

C. Timeline Requirements – In Activities and Outcomes

2015 Detailed Project Budget

Project Title: *[Insert "Project Title" here]*

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2015 LCCMR Proposal Submission Form".

(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)

IV. TOTAL ENRTF REQUEST BUDGET *[Insert # of years for project] years*

| BUDGET ITEM <i>(See "Guidance on Allowable Expenses", p. 13)</i> | AMOUNT |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Personnel: Project Manager (50%) 20% for taxes and benefits = \$31,200/yr x 3 yrs = \$93,600 ; Land Outreach/Access Coord. (25%) 20% taxes and bebefits= \$15,848/yrx 3 yrs = \$47,520 Nutrition/Traditional Foods Coord. (25%) 20% taxes and bebefits= \$15,848/yrx 3 yrs = \$47,520 Interns (25%) @ \$10/hr x 4 interns x 500hrs/yr = \$20,000/yr x 3 years = \$60,000 Farmer Stipends @ \$50/workshop x 10 workshops/farmer yr 1 + 5 workshops/farmer yr 2 = \$750/farmer x 20 farmers with two years in the project = \$15,000 + 10 farmers recruited in year 3 @ \$50/workshop for x 10 workshops = \$5,000 = Grand Total for Farmer's Stipends = \$20,000 over three years. | \$268,640 |
| Contracts: Farmer Training and Coop Training with Community Table, Inc. - @ \$5,000 per 10 workshop sessions/ yr = \$15,000 for three years + Individual consultation @ \$50/hr x 2hrs/farmer/month x 10 farmers/year x 5 months/yr consultation x 3 years = \$15,000. Grand Total Community Table = \$30,000 Interpreters for Workshops @ \$50/hr x 3 hrs/wkshop x 30 workshops = \$4,500 Development/Evaluation @ \$40/hr x 100 hrs = \$4,000 | \$38,500 |
| Equipment/Tools/Supplies: Tillers @ \$3,000/4 lots x 3 sets (12 total lots) x 3 years = \$9,000 Other farming implements and tools @ \$200/farmer x 30 farmers = \$6,000 (20 x 20) @ \$464/mo. X 36 months = \$16,784. Storage Unit Office Supplies @ \$300/yr x 3 years = \$900 | \$32,604 |
| Acquisition (Fee Title or Permanent Easements): <i>In this column, indicate proposed number of acres and and name of organization or entity who will hold title.</i> | NA |
| Travel: 10 mi/da x 20 days/month x .59/mi x 12 months/yr = \$1,416/yr x 3 years = \$ | \$4,248 |
| Additional Budget Items: MN food manufacturer and distributor license \$175/yr x 3 yrs = \$525 Farmer's market license \$125/yr x 3 = \$375 Insurance liability and workman's comp \$650/year 1; \$785/year 2; \$920 year 3 = \$2,355 Total Water access fee @ \$200/month x 7 months = \$1400/lot x 4 lots yr1 + 8 yr 2 + 12 yr 3 = \$33,600 Phone/Internet @ \$40/mo x 36 months = \$1,440 Printing/Copying @ \$200/yr x 3 = \$600 | \$38,895 |
| TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST = | \$ 382,887 |

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

| SOURCE OF FUNDS | AMOUNT | Status |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------|
| Other Non-State \$ To Be Applied To Project During Project Period: Mdwakaton Sioux Community - \$30,000 over 3 years Earth Foundation - \$15,000 over 3 years | \$45,000 | <i>Indicate: Pending</i> |
| Other State \$ To Be Applied To Project During Project Period: <i>Indicate any additional state cash dollars (e.g., bonding, other grants) secured or applied for to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i> | NA | <i>Indicate: Secured or Pending</i> |
| In-kind Services To Be Applied To Project During Project Period: Development/Evaluation | \$2,000 | <i>Indicate: Secured</i> |
| Funding History: <i>Indicate funding secured but to be expended prior to July 1, 2015, for activities directly relevant to this specific funding request, including past and current ENRTF funds. State specific source(s) of fund and dollar amount.</i> | NA | |
| Remaining \$ From Current ENRTF Appropriation: <i>Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.</i> | NA | <i>Indicate: Unspent? Legally Obligated? Other?</i> |

Minneapolis Is Half Food Desert



USDA.gov

Minneapolis and St. Paul are the twin cities of food deserts. In 2006, Minneapolis was almost 50 percent food desert, as was a third of St. Paul. Making matters worse is the fact that one of five Twin City residents doesn't have a car, making it difficult to get to the areas that do have supermarket and food stores.

The Twin Cities area is fighting hard against the food desert issue, which has helped the obesity level of current residents balloon to 25 percent. They've pulled out all the stops, from increasing the number of farmers markets to the Healthy Corner Store Program, which puts healthier, leafier options on the shelves of local corner stores.

10 American Food Deserts Where It Is Impossible To Eat Healthily
Eric Goldschein
OCT. 12, 2011, The Business Insider

Read more: <http://www.businessinsider.com/food-deserts-urban-2011-10?op=1#ixzz2xIDuEdYx>

Dr. Cecilia Martinez, CEED Project Manager
Community Health and Empowerment through Urban Agriculture

Qualifications

Dr. Cecilia Martinez previous positions include Associate Research Professor in the College of Earth, Ocean and Environment at the University of Delaware, Associate Professor at Metropolitan State University and Research Director at the American Indian Policy Center. Dr. Martinez has led a variety of projects to address sustainable development at the local and international levels. Her research is focused on the development of energy and environmental strategies that promote equitable and sustainable policies. She currently serves on the Climate Action Planning Steering Committee for the City of Minneapolis. Dr. Martinez has also worked with a range of organizations from local grassroots groups to international organizations engaging in the promotion of sound environmental policy and environmental justice. Most recently she completed an analysis of coal-based energy and environmental justice communities, and a review of climate adaptation and public health for the National Environmental Justice Leadership Forum on Climate Change. She has been appointed to several national advisory boards including, the National Advisory Committee to the EPA for the Council on Environmental Cooperation, and the Research Working Group for the National Environmental Justice Advisory Council. She is also on the leadership team for the national EJ and Science Initiative, and is leading the effort on a Truth and Reconciliation Commission on environmental harms. She is working on a manuscript on environmental justice and climate change and among her other publications is the co-edited volume Environmental Justice: Discourses in International Political Economy which includes some of her work on North American Indigenous peoples and the challenge of forging a common agenda of indigenous rights, justice and sustainability. She received her B.A. from Stanford University and her Ph.D. from the University of Delaware's College of Urban Affairs and Public Policy, where she received the Ryden Prize for Best Dissertation in the Social Sciences.

Based on Dr. Martinez' areas of expertise, she will help guide the Zenteotl Project's Community Health and Empowerment through Urban Agriculture work ensuring sustainability, environmental justice, and racial equity are central to the work.