

Sprout



WealthWorks Report 2017



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 11]

3 INTELLECTUAL New partners, networks engaged, and technical assistance through workshops and trainings [page 14]


4 INDIVIDUAL Nutrition education and demonstrations, number of meals, community supported agriculture program, Choose Health program [page 16]

5 NATURAL Farmland preserved, high tunnel expansion [page 18]

6 POLITICAL Engagement of low income minorities in decision making processes, multi-language applications at MDA [page 19]

7 SOCIAL New markets, reinvestment in local foods [page 21]

8 CULTURAL Culturally diverse interactions and engagement, placemaking investment, storytelling [page 23]

 [Link to internet for additional information.](#)

This report demonstrates Sprout MN's regional impact and staying power as an important and impactful 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 – 2017 Report

As early as 2007, our rural region has recognized the local food system as one of our 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 in addressing 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 five-county, regional strategic plan called the Resilient Region Project. The Resilient Region Project focused on integrating key sustainability and resilience topics of housing, transportation, energy, natural resources, connectivity/broadband, health care, education/workforce development, changing populations, efficiencies and 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 the 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 **Eight Community Capitals** (Financial, Intellectual, Individual, Built, Environmental, Political, Social and Cultural assets), also known as the WealthWorks model of delivering “Value Chains”.

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 (Financial, Intellectual, Individual, Built, Environmental, Political, Social, and Cultural) are further executed through the “Ownership and Livelihoods” lens of local wealth, that is wealth that sticks into the communities they are created within, they positively impact the financial, environmental and social outcomes.

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 – 8 investments over last 3 years

STATE – MN Department of Agriculture (MDA), University of Minnesota Regional Partnerships

PHILANTHROPIC – Otto Bremer, Bush, Northwest Area Foundation, ArtPlace, Initiative Foundation

LOCAL – Lakewood, National Joint Powers Alliance (NJPA), Little Falls Catholic Charities

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The financial investments were earned and well utilized but the most important asset acquired during the incubation of Sprout were the relationships built.

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 on rural to urban consideration. Sprout is dedicated to a rural to rural food system growth.

Sprout Growers & Makers Marketplace is a newly constructed space that:

- aggregates thousands of pounds of commodities for 200 CSA shares - that's over 63,500 pounds of food from prescriptive community supported agriculture (CSA) shares from 2014-2017, with an estimated 100,000 pounds a year moved throughout all of the various market channels
- includes a 10,000 sq. ft. local food processing facility - used by Sprout staff and local farmers for value added ag processing
- houses a cooking demonstration kitchen where health care providers and county health practitioners deliver food nutrition education classes
- includes 10,000 MORE sq. ft. - northern Minnesota's only indoor winter marketplace for growers and makers
- includes built classroom space that is utilized by partners who provide business education and technical assistance to growers/makers

1. Sprout Marketplace Grand Opening -

 youtube.com/watch?v=mL_RztKm2ng

2. Sprout video – Our story, our history -

 youtu.be/Yoy67V_c_ks

IMPORTANT to note that the partnership of Sprout and R5DC did not create or evaluate initial local food value chain goals and outcomes/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 (social, political, built etc.). This was replicated for each program and funding deliverables.

This report is our team's first attempt to establish a baseline collection of the impacts in each of the eight 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 look forward to 2018 where we will offer a dashboard of outcomes in relation to a WealthWorks (WW) Local Food Value Chain set of goals.

one of nation's few rural → rural FOOD HUBS

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

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Items in this report align with the WealthWorks Hubs and the National Association of Development Organizations (NADO) Research Foundations - WealthWorks Alpha Measures.

 wealthworks.org/connect/hubs

Sprout MN WealthWorks

1 BUILT WEALTH

Investments in physical capital, new construction, renovation, and maintenance that support 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 foods 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
 - Sprout Marketplace - Number hours used - & Number people attended - & Number of users/renters vendors
 - Mobile Market - Number of vehicles, Number of points of sale and \$ reinvested into local food value chain
 - Local contractors - Number hired for build-out

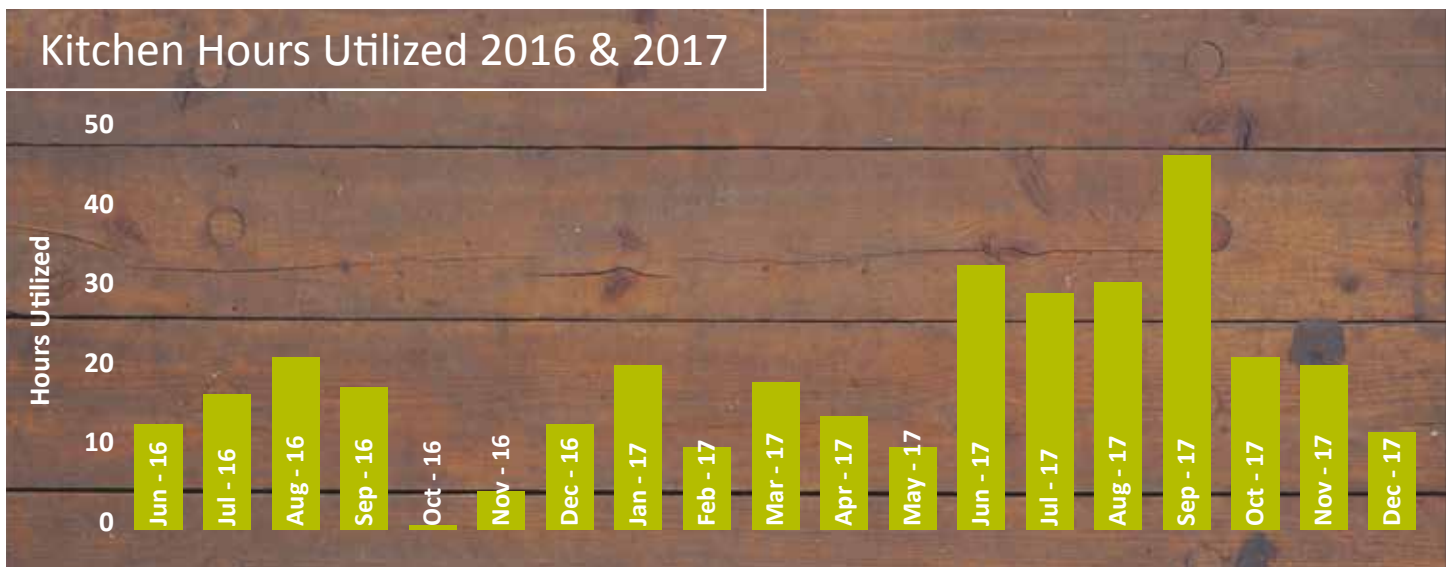
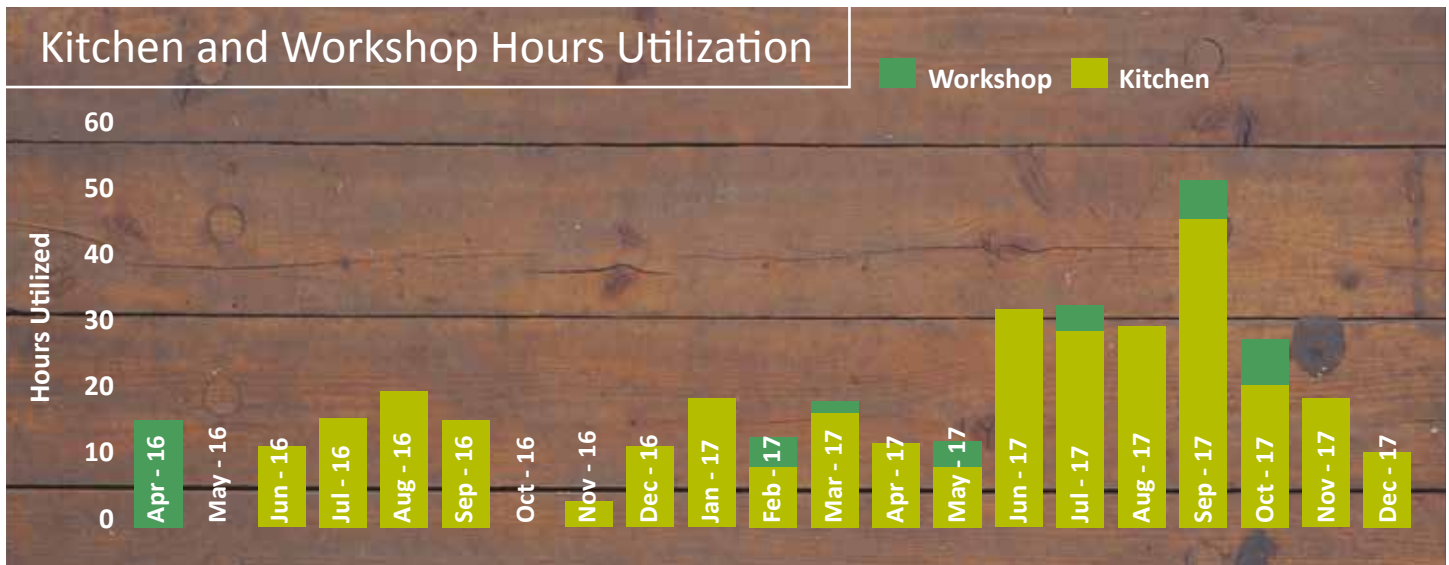
Sprout Marketplace addition – The Sprout Marketplace was created in Little Falls, MN. The development of the Sprout Marketplace has increased the locally controlled distribution points and the points of sale for regional products.

The Sprout Marketplace space is leased to a non-local resident, however all of the non-permanent fixtures are the property of Sprout MN which is a locally operated 501c3 non-profit.

- **IMPACT:** Number of Vendors at the Sprout Marketplace 2015-2017 was 113
- **IMPACT:** Number Hours Used – 375.5 hours were utilized during 2016 & 2017 in contribution to the Sprout Marketplace. These hours included kitchen utilization, workshops, cooking classes, and other events. *Wealth is created by fully functioning infrastructure; this measure articulates the function of the built, individual and intellectual capital.*
 - Measure tool: Microsoft Excel Workbook updated monthly.



Sprout MN WealthWorks



Processing Facility – A processing facility and Sprout Marketplace was added to the physical capital of the Region in 2016 and became fully operational in 2017. This building/space supports the local food value chain, and has given the opportunity to conduct business in a space that would have otherwise been unavailable. This space is also in a rural region where there is no duplicative shared kitchen and/or value added processing space available. Sprout Food Hub aggregation is done at the same facility that houses the Processing Kitchen and Sprout Marketplace, where indoor markets, fundraising events, classes, and workshops take place. *Aggregation is necessary to distribute commodities to institutional buyers and Community Supported Agriculture (CSA) members, both of whom impact volume of sales.*

- **IMPACT:** 24,680 sq. ft. of processing space (7,130 sq. ft. for the Food Hub aggregation and 17,550 at the Sprout Marketplace) was added to the five-county region as a result of this project.
 - Measure tool: Space was tracked via lease agreement.
 - Measure tool: Utilization is tracked via online tracking
 - Multiple users include value added food entrepreneurs, chefs, University of MN Extension SNAP-ed educators, and hospital community outreach programs.

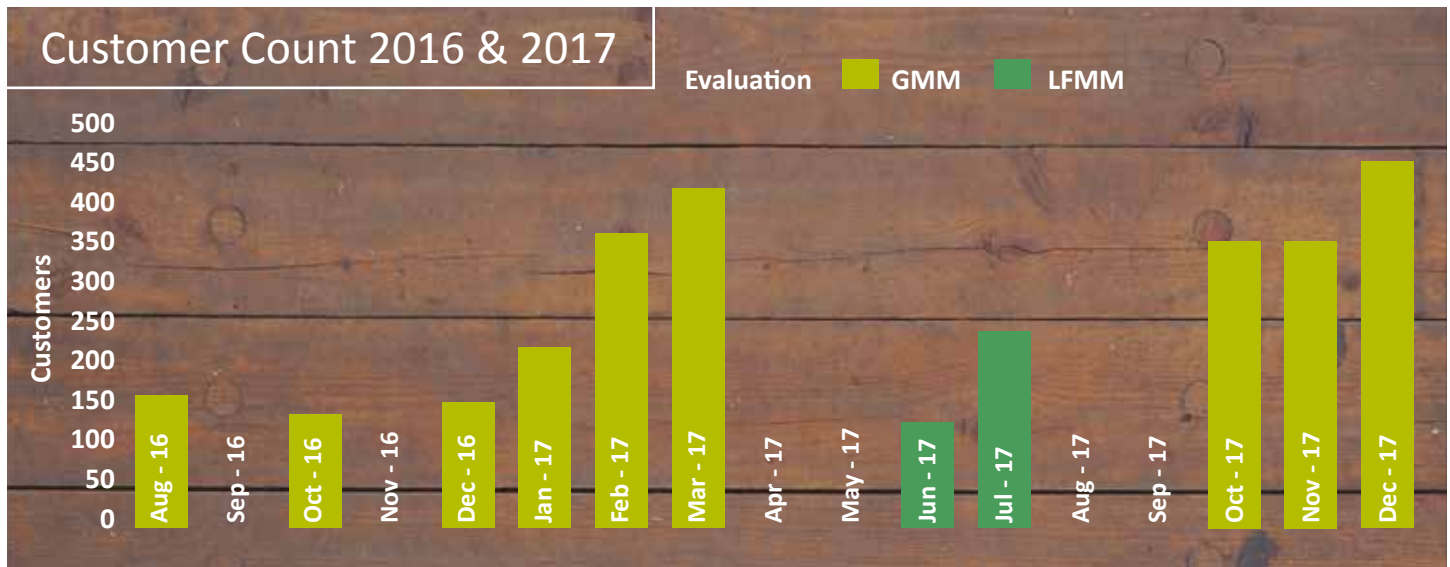
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Sprout Marketplace attendance – The winter monthly Sprout Marketplace measures over the course of 2016 and 2017. *Wealth is created by fully functioning infrastructure; this measure articulates the function of the built capital, social capital and cultural capital.*

- **IMPACT:** Number of people attended- 2,958
 - Measure tool: Microsoft Excel workbook updated monthly. Attendance recorded at the Sprout Marketplace began manually and eventually

transitioned to electronic door counters. The measure is conservatively low giving a large margin for manual record collection method.

- As we measure door counts, we are observationally measuring social and cultural capital by the ripple effect of return consumers and engagement in cultural activities (social and cultural capital).



Sprout MN WealthWorks

Processing Facility Rentals – The MDA inspected 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.

- **IMPACT:** From 2016-2017, the Sprout kitchens have had 100 rentals from 28 unique Renters. 2016 had 22 rental instances (80 hours) and 2017 had 78 rental instances (254 hours), marking a 255% increase in kitchen rental instances and 217.5% increase in hourly usage. What's more is that 43% of Renters utilized the kitchen more than once in the two-year span, with an average frequency of 4.1 rental instances per renter. Moreover, users are moving beyond Minnesota's Cottage Food Law and have **increased sales by utilization of a licensed facility to increase revenue beyond Direct to Consumer, navigating licensing regulations and processing to serve the Wholesale market.** This is a new market, otherwise ineligible to this region's residents without investing in their own licensed kitchen infrastructure. The shared risk and responsibility of this kitchen creates opportunities for food entrepreneurs to engage and learn from one another - social and intellectual capital. The kitchen also extends the stock of inventory Sprout's food hub aggregation and distribution arm moves throughout the region, regardless of season, due to value-added production.

– Measure tool: QuickBooks accounts receivable and contact management software updated weekly

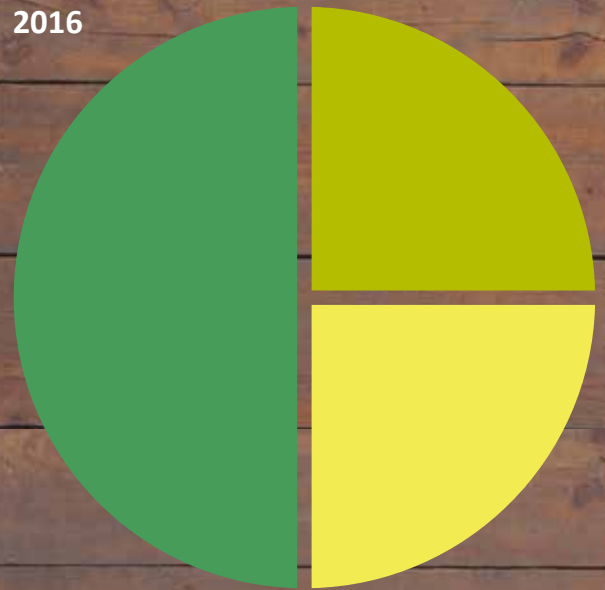
255%



KITCHEN RENTAL

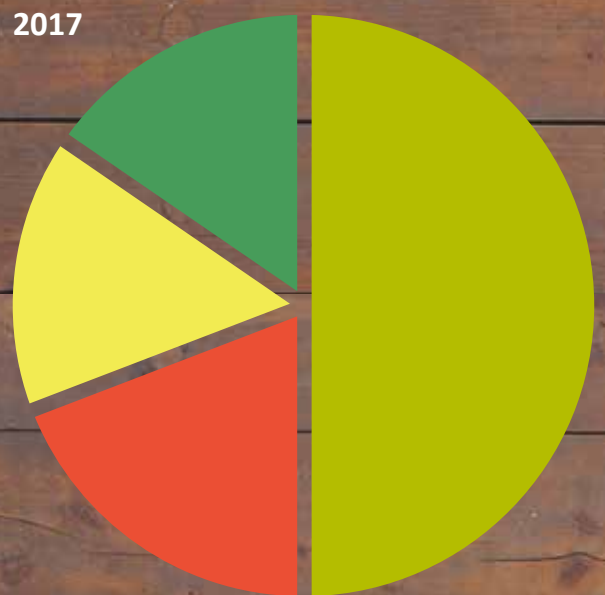
Frequency of Kitchen Rental by Renter

2016



1 Time 2-3 Times 4-5 Times 6 Times or More

2017



1 Time 2-3 Times 4-5 Times 6 Times or More

Sprout MN WealthWorks

Mobile Market & Gleaning – The addition of Sprout’s 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 has secured funding for one Mobile Market, expected purchase in 2018 and has currently one vehicle assigned for Mobile Market use.
- **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

Local Contractors – Utilizing locally owned contractors for renovations and development of the Food Hub, Kitchens, and Marketplace 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. (See *Appendix A* for full list of participating Contractors).
- Measure tool: QuickBooks accounts payable updated weekly

FRESH FOOD  FOOD DESERTS



Sprout MN WealthWorks

Trends

Winter months experienced a surge in attendance due to the draw of the Holiday Market events. The market availability consisted of a greater volume of value added commodities due to the Minnesota climate, a trend we expected.

1 → 80+ GROWERS

Building relationships has been paramount from the beginning but not in absence of growing demand, and building transactional relationships that 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 throughout Minnesota.

In addition, and to the extent that can be known, many growers, particularly Amish growers, are reporting that their participation in the Sprout food hub model has raised their household incomes by as much as 10%

per year. Sprout has been able to raise its total **gross income in 2016 by 32%** (target was 25%). Much of this is attributed to the prescriptive CSA program.

In addition, due to participation with the food hub, three growers have added acreage into production and have hired staff to assist in individual operations.

Sprout has been able to work with Amish growers to help them become licensed by the MDA for egg sales. Sprout has worked with growers and food entrepreneurs to help them become individually licensed to operate the Sprout kitchens. These kitchen renters are now processing value added commodities, expanding their markets, and providing additional revenue for Sprout through leasing space. Interestingly enough, many of these food entrepreneurs are not natural born citizens. For Sprout, this is testimony that we continue to be critically focused on access to markets for all community members.

Lastly, Sprout has been able to assist numerous growers and food producers to receive, understand, and implement the Cottage Food Law.

Evaluation of trends led to lessons learned

- Minimize the number of summer events so as not to compete with outdoor farmers markets.
- Co-market other events led by growers and artists to increase buyer turnout at the monthly Sprout open market days. Sprout team will utilize summer events to increase awareness and attendance of Sprout open winter Marketplace dates.



Sprout MN WealthWorks

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, \$\$ in “Alternative Market Currencies” (Credit, Debit, EBT)
 - Crowdfunding - \$\$ secured through social crowdfunding

Microlending – R5DC tracked microlending dollars of a lending program that targets growers and artists as an underserved population.

- **IMPACT:** leveraged \$106,200 in microloans; distributed to three different local businesses from May 2012 to March 2016. These microloans not only allowed these businesses to invest in income generating activities, but also promoted job creation with 14 additional jobs created and two jobs retained. (WW-local food value chain data)

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

- **IMPACT:** Twenty-six jobs were created and twenty-four retained as a result of ALL business lending. For approximately every \$6.8K loaned, a job was able to be created or retained. (WW-Local Food Local food value chain Data)
 - Measure Tool: Portfol lending software updated daily

50% of interest on loans is 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/RFL/GAP	2016-2017	12	22
Micro	2012-2016	14	2

Sprout MN WealthWorks

Jobs via business growth – Sprout Food Hub job creation and job retention was tracked by number of growers who sold commodities to Sprout in 2017.

• **IMPACT:** Since the 2014, the Food Hub has sold \$347,833 worth of produce, sourced from OVER 80 growers who operate small farms, many of whom are low-income operations. An average of 100,000 pounds of commodities sourced annually since 2015.

– Measure tool: QuickBooks finance software updated weekly


Sales – Sprout Food Hub sales generated as additional income were tracked from the Sprout Marketplace events that were held in 2016 and 2017;

• **IMPACT:** a total of \$20,284.36 was generated through food sales, Marketplace merchandise sales, kitchen utilization, Vendor fees, and Party with a Purpose sales.

– Measure tool: QuickBooks finance software updated weekly

Sales – Marketplace vendors opted in (71% response rate) to report a total of \$42,460.00 in sales from market days 2015 through 2017. Additional sales and commissions were made due to Marketplace connections. In October 2017, Sprout implemented an Alternative Currency Program to enable all vendors to accept credit, debit, and EBT/SNAP at the market. This has made Sprout eligible to apply for a Market Bucks EBT Match program for 2018 which will further increase access to local foods for low-income community members while building additional sales for vendors. The three markets in 2017 (October, November, December) generated \$2,641 in Alternative Currency sales, of which \$86 were EBT/SNAP purchases. 43 vendors have directly benefited financially by being able to accept these forms of payment for their product. 74 community members made purchases at the Marketplace due to this program.

• Making a Marketplace: Part 1

 vimeo.com/230623646

Additional Sales

Sales Category	Sales Dollars
Food Sales	\$2,760.66
T-Shirt Sales	\$344.20
Party with Purpose**	\$4,902.00
Kitchen Utilization	\$7,237.50
Food Hub Vegetable Sales*	\$347,833.00
Vendor Booth Fees	\$5,040.00
	\$368,117.36

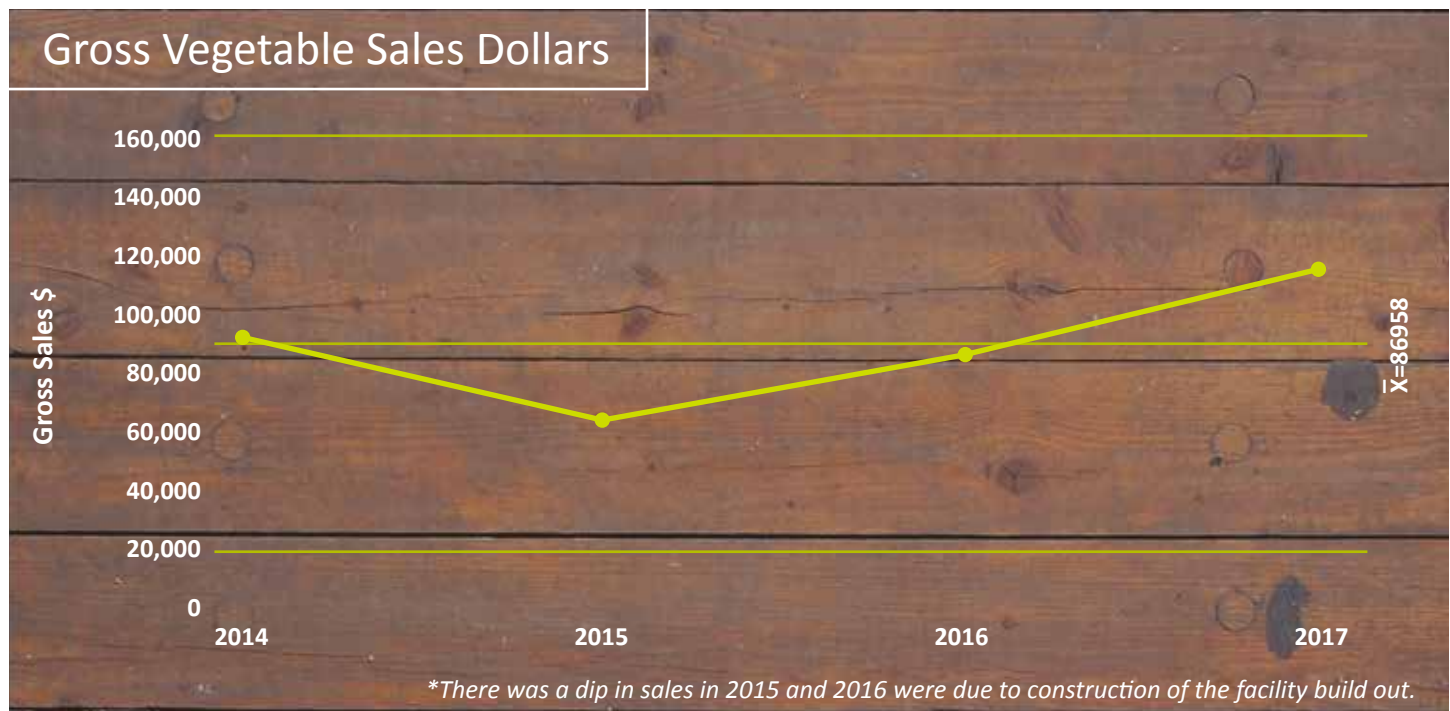
***Party with a Purpose Sales are donations patrons gave at the door for entry to the event. At the Purple Carrot event, some of the "sales" were their memberships and there was an Amish quilt auctioned. At the Honor the Earth event, some of the sales were their wild rice. While these aren't sales of product or services from Sprout, it is generated income for the community due to our event.*

Total Dollars secured – 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:** Over the course of five years, \$1,506,500 has been secured from grants and loans. See Appendix C. (Source: Resilient Region Investment Calculation as of Jan 2018)

– Measure tool: Microsoft Excel workbook updated quarterly

Sprout MN WealthWorks



Crowdfunding – R5DC has launched a new regional social crowdfund initiative in 2018 and will report on dollars secured through 2019 following that calendar year. The goal for the Sprout 2018 Social Crowdfunding Campaign is \$50,000.00.

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.

Evaluation of trends led to lessons learned

- In 2018 Region Five Development Commission (R5DC) started a Social Crowdfunding program and one of the first three campaigns offered will be for Sprout’s Mobile Market.
- Microlending from partners like R5DC expanded grower and artist access to capital and the program is expected to continue.
- Continue to advance economic impact and ripple effect knowledge, education and marketing to increase, enhance, advise, and propel market sales for growers and makers.

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 many not have been thought of without modeling the WealthWorks capitals.



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 times business technical assistance was delivered to businesses

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

- **IMPACT:** Thus far 14 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

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)

National Joint Powers Alliance (NJPA)

USDA

MN Department of Agriculture (MDA)

Northwest Area Foundation Board of Trustees

NADO Transportation Conference 2017

NADO Annual Training Conference 2017 (Alaska)

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

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

CONNECTING IDEA SHARING BEST PRACTICES

Sprout MN WealthWorks

Technical Assistance (TA) – The number of businesses that participated in TA training/workshops was monitored.

- Impact: in 2017- there were four classes offered with a total of 80 individuals attending. Classes with the largest attendance revolved around business basics and best practices; this is a key lesson learned. As TA classes

are scheduled in the future, we will look to increase the number of business centric classes to meet the demand.

- Measure tool: Microsoft Excel workbook updated monthly

Workshops and trainings

Date	Workshop Name	Number of Participants	Number of Unique Ind/Businesses
5/9/2017	3-Hour Grant Writing and Evaluation Workshop for Artists, Growers, & Makers	28	22
7/11/2017	The Art of the Entrepreneur: Business Basics for Growers, Makers & Artists	33	27
9/23/2017	Work of Art: Career Planning for Artists and Makers	11	8
9/23/2017	Work of Art: Marketing for Artists and Makers	8	7
	Total 2017 Workshop Participants	80	64

Trends

Continue to build opportunities for like-trade people to gather and learn from experts as well as one another.


Evaluation of trends led to lessons learned

Continue to provide technical assistance to growers to learn market trends, marketing skills and social media skills to advance marketing opportunities.


Many artists in the region do not appear to identify as artists, but rather as makers, fabricators, crafts people. These same artists voice a lack of community for their craft in rural regions, which the Sprout Marketplace and workshops 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.

Custom Harvest Table by Tusk Metalworks

 vimeo.com/255400027

Starting the Conversation with Holliday Pottery

 vimeo.com/229589514

4 INDIVIDUAL WEALTH

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

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)
- Total number of sales revenue to producers
 - Sprout Choose Health Rx- CSA program - Number people/families participating, & Number meals – that close the missing meal gap to those families.

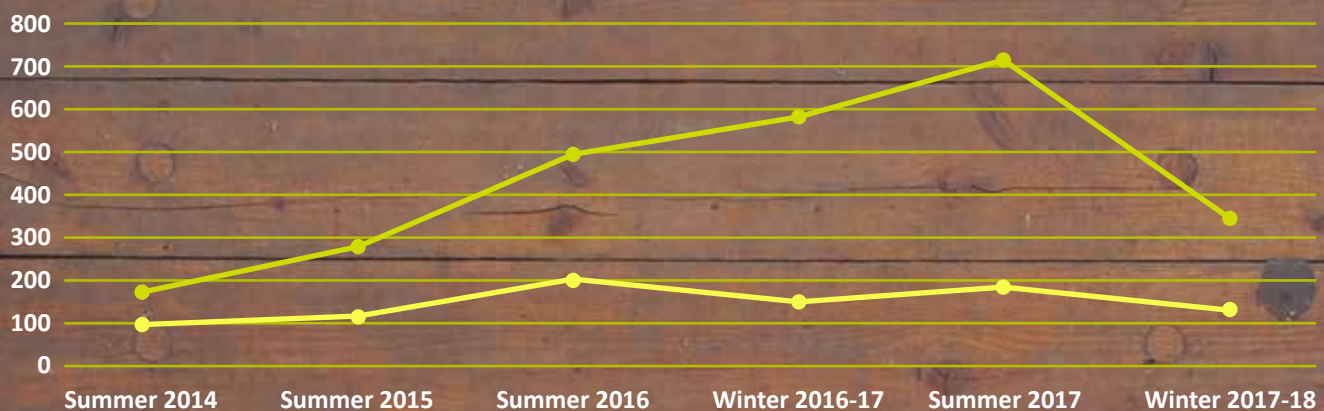
Nutrition Education & Demos – The number of people who participated in the Choose Health RX-CSA program: Since 2014,

- 867 participants and approximately 2,594 Household Members.
- Measure tool: Microsoft Excel workbook updated monthly

Number of Meals- In 2016 and 2017*

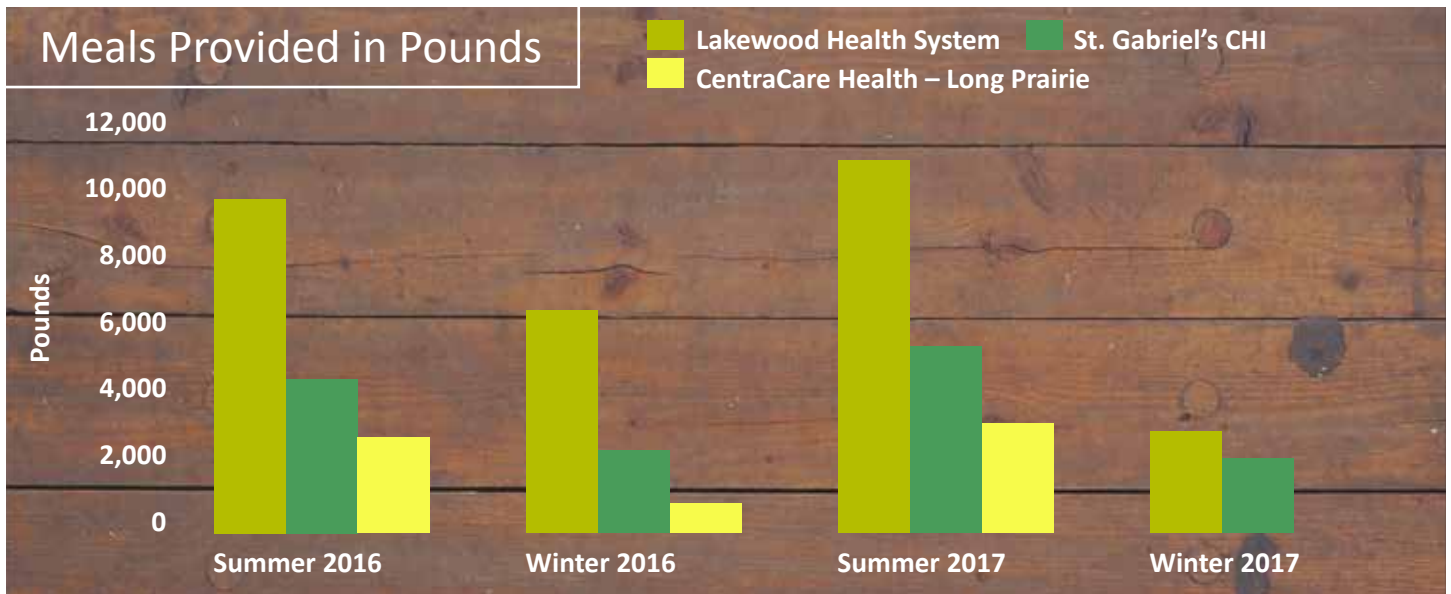
- Over 49,000 pounds of food was provided, translating into just over 41K meals (41,831 meals).
- Measure tool: Microsoft Excel reports updated weekly. *Data is not tracked by a calendar cycle, rather by a seasonal, this portion of 2017 calendar months is included within the Winter 2016 reporting and Winter 2017 is still in progress.

CSA Reach Participant Count



⁴Wealthworks Capitals, Aspen Institute, Washington DC wealthworks.org

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Trends

Choose Health Program, 2014.

[youtube.com/watch?v=EZ72rPKgOAw](https://www.youtube.com/watch?v=EZ72rPKgOAw)

The program started as a six-month pilot project with \$25,000 grant and is currently being sustained by three different healthcare systems.

The Choose Health program includes a CSA share that provides healthy food – 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; these indicators showed improved health outcomes. Stigma of health deprived program participants in our 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, preparation and increased time eating at a table as a family without television and 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.



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 putting more acreage in production, expansion via high tunnels, and continuing to remain on their land farming.

- 3,767.35 acres of farmland has been preserved and 585.01 additional acres are in production. (See Appendix B for detail breakdown of acres)
 - Measure tool: Microsoft Excel Workbook updated monthly

High Tunnels Season Expansion – utilized to extend growing season in cold climate zones. High Tunnel season expansion offers additional financial grower impacts.

- 39 Tunnels with a total high tunnel square footage of 65,123
 - Measure tool: Microsoft Excel workbook updated monthly

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, difficult to project revenue and income.

90% GROWERS → **ORGANIC &/or SUSTAINABLE**

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 with local food value chain work
 - Sprout - Number non-English applications
 - Minnesota Department of Agriculture - Number programs and agencies changed

Local change – Sprout translated vendor application and artist agreement into Spanish. In addition, the Sprout Marketplace flyer was translated to Spanish.

- Number non-English applications one Spanish application submitted in 2017, to become a vendor at the Sprout Marketplace.
 - 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, R5DC offered the idea to accept grant applications in other languages, offering non-English speaking residents better 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.

- One Spanish application accepted by MDA
 - Measure tool: Microsoft Excel Workbook updated annually

1st → **MDA ACCEPTS SPANISH LANGUAGE APPLICATION**

Sprout MN WealthWorks

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 an advance in multilingual signage available through numerous business partners.

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.



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 region's wealth increases through increased participation and individual/business financial gains. Social assets are the foundation 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 opportunities for business expansion

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

- **IMPACT:** The total number of vendors over 2016 – 2017 is 113 who were all offered opportunities for expansion at each of the 42 markets.
- **IMPACT:** The total number of growers participating in the Sprout Food Hub represents over 80 small family farms. Of those, the top five growers receiving financial benefit include Amish, Latino, and farms operated primarily 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 eight 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:** Seven different co-ops are involved with the Sprout Mobile Market.
 - Measure tools: Microsoft Word document updated quarterly



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Sprout MN WealthWorks

Co-ops Support/Benefit with Sprout Mobile Market

1. Crow Wing Food Co-op in Brainerd (Crow Wing County) 38 years old
2. Down Home Foods in Wadena (Wadena County) new as a co-op Sept. 2017
3. Everybody's Market in Long Prairie (Todd County) 38 years old
4. Ideal Green Market Co-op in Ideal Township/Pequot Lakes (Cass & Crow Wing Counties) 2 years old
5. Minnesota Street Market in St. Joseph (Stearns County, Region 7W) 5 years old
6. The Purple Carrot in Little Falls (Morrison County) forming, target opening in 2019
7. Manna Foods – Detroit Lakes (Becker County) 3 years old

Non-Profit Partner (501c3) Sprout Growers & Makers Marketplace, Food Hub, Licensed Kitchens - serving 5+ county region in Central MN – 5 years old, Mobile Market target launch 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.

Evaluation of trends led to lessons learned

Culturally focused (Amish, Latino, East African, Native American, youth, grower) Sprout Marketplace events such as music and cooking demonstrations and food tasting specific to the featured culture drew people in.

Due to social 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.



8 CULTURAL WEALTH

Contains all other forms of Wealth.

The traditions, customs and beliefs shared by the community, including the way someone sees 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 gage 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

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

- The classes and workshops had on average 24 attendees. Accounting for every type of workshop, class, event, etc. the Sprout Marketplace has seen a total of 6,055 attendees through its doors.
 - Measure tools: Microsoft Excel workbook updated weekly

Culinary and Educational Events

Date	Event	Attendees
4/26/2017	Just Juice: A Class for the Young and Young at Heart	20
5/9/2017	3-Hour Grant Writing and Evaluation Workshop for Artists, Growers & Makers	29
5/24/2017	Cocinemos, Let's Cook! With Maria Ruiz and Matt Mason	40
6/28/2017	Sambusa & Somali Tea with Mahado Ali and Matt Mason	30
7/11/2017	The Art of the Entrepreneur: Business Basics for Growers, Makers & Artists	33
8/23/2017	Purple Carrot: A Party with a Purpose	80
9/23/2017	Work of Art: Career Planning for Artists and Makers	11
9/23/2017	Work of Art: Marketing for Artists and Makers	8
10/2/2017	Honor the Earth and Milkweed Editions present A Party with a Purpose	50

Sprout MN WealthWorks

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 growers was commissioned to beautify the space at the Sprout Marketplace. Commissioned art included work by culinary artists (chefs and community cooks), musicians, storytellers, welders, graphic designers, videographers, woodworkers, photographers, potters, painters, dancers, as well as language tutorials, cultural exhibits, and several functional art pieces.

- \$440,000.00 was secured by ArtPlace America with over half being invested back into culturally specific commissioned local art. To date, over 35 artists have been commissioned to create unique pieces of art, share their musical talent or creating foods specific to regional cultures.

– Measure tools: Microsoft GreatPlains finance software updated daily

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:** 58 blog posts or press stories on the ArtPlace Project page, 12 Facebook Live videos, 33 video posts, 30 video barn entries, and 1 Reci-piece Project entry was collected to formulate our Sprout Marketplace story.

– Measure tools: Microsoft Excel workbook updated weekly

Event Attendance	
Category	Number of Attendees
Workshops, Classes, Events	714
Rental Instances	100
Vendor Attendance	357
Live Better Live Longer Events	1232
Little Falls Mississippi Market	529
Sprout Marketplace	3123
	6055

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

The Seven Teachings by Annie Humphrey  vimeo.com/236479106

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 increase 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.

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.

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