



PERSONAS




**MID-LIFE
MACKLEMORE**

- Mid-Life Farmer, Early Adopter
- Helps others farmers' operations
- Non-committal value to land



SHAKIRA

- Helps others farmers' operations
- Non-committal value to land
- Helps others farmers' operations



1667

- Helps others farmers' operations
- Non-committal value to land
- Helps others farmers' operations

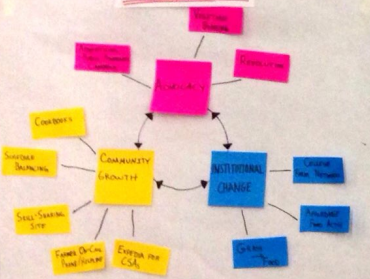
PRINCIPLES

GIVE THE REBEL A MICROPHONE

HELP THEM HELP EACH OTHER

STOP PUTTING OFF THE DIRTY WORK

OPPORTUNITY AREAS



EXPEDIA FOR CSAS

WILKINSON, MA

- Filter by location, selection, snap
- Connects farmers to customers in their area
- Increases accessibility
- Increases transparency of alternative agriculture

SKILL SHARE

VOLUNTEERS

NAME	SKILLS	AREA	CONTACT
Justi	Accounting	Willing	10/15/17 PM
William	Billing	Willing	10/15/17 PM
Sally	Marketing	Willing	10/15/17 PM

FARMERS


NAME	SKILLS	AREA	CONTACT
Willing	Accounting	Willing	10/15/17 PM
William	Billing	Willing	10/15/17 PM
Sally	Marketing	Willing	10/15/17 PM

ALLIANCE FARMERS TO FOCUS ON WHAT THEY LOVE

- Increases farmers' knowledge base
- Partners their time more effectively
- Lets community members assist with their skills

COOKBOOK


HOW TO COOK RADICCHIO



- Available online or in-store
- Created by farm to promote exploration of new foods
- Method to get 1667 involved with low commitment

SCHEDULE BALANCING

Online Task



- Different inputs (one day, etc.)
- Provides clarity and communication between farmers
- Helps born-and-raised 1667s on farm of what she likes
- Provides day-in or day-out list
- Lets priorities

FARMER ON-CALL




- Designed for people just getting into farming
- Helps mid-life MacKlemore/Shakira become part of farm community
- Don't feel like you're burdening farmer when you're calling
- Tiered system of availability

SCENARIOS

BEFORE


AFTER

COLLEGE FARM NETWORK




- Introduce potential farmers like mid-life MacKlemore to farming earlier
- Chapters at school to promote transparency in food growth
- School offers incentives to create new chapters with credit, etc.


2007 Before



2016 After




GRASS → FOOD



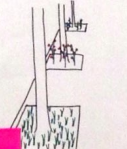
- Government policy
- Turns unused grass into burgers
- Promotes local food growth & improves environment

AFFORDABLE FOOD ACT



- Make healthy food available to all (includes)
- Incentivize local food
- Educate people about impact of local food

VEGETABLE BOMBING



- Disruptive guerrilla campaign to promote local food
- Turns unused space into gardens for farmers
- Low-commitment for farmers, but high impact on community
- Attention - grabbing


BEFORE



AFTER




REVOLUTION



- Grassroots movement
- People are aware of
- Environment
- Health
- Local Ag's

ART/AD CAMPAIGN



- Make farmers local leaders
- "Food stories" photographs
- Encourage local eating
- Catch people's attention

IMPACT VS. DIFFERENCE

Blue Sky

Grass → Food

Revolution

Affordable Food
Act

College Farm
Networks

Expedia For
CSAs

Skill Sharing
Site

Vegetable Bombing

Cookbooks

Advertising/
Public Awareness
Campaign

Schedule
Balancing

Farmer On-Call
Phone/Helpline

down to earth

grass

low

Impact

high

Difference

Blue sky

DIFFERENCE

down-to-earth
grass

Steal
all the
Land

Creepily
change
forces

Be more
like a dad



Underground
Farms

Classy
Food
Waste



Take forebros
land & make
a farm
table

physical/
IoT connected
Trello board

handfree
tablet carrier
for farmers

Farmer/
Lobbyists



Find a farm
format

fun reader
50
40
30

Online
CC
type
Education

Khari
graduated
business
lessons

GET GROCERY
STORES TO
SELL THEIR
FOOD

monitoring
system
for restaurants/
farms

Democratizing
to share / to show
in world
imagine for
community

FARMER
LEARN/SHARE
CONFERENCE

Pop up
Greenhouse

Modular
Farm

FORUM

Pick-up for
extra cost
food

very hard to
pick up network
put in database
very hard

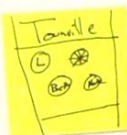
How do I
serialize
recipe
books
(in weekly)

Mentorship
program

Mentor/
Apprentice
Home - Market

SHARED central meeting
location
FARM
CAMPUS
(on web, tool sharing
meetings)

"hot line"
connection
between farms
- phone/text/etc



EDUCATIONAL
MATERIALS FOR
RESTAURANTS ON
HOW TO USE LOCAL
FOOD

Farm V
FARM



(temporary
farms)
(like the take
ac tents
(only for food tents)

Food Hub
Advocacy

Optimizing
Schedule
Don't want to be
overwhelmed by
the amount of work

SCHEDULE
work

reddit
thread
for
proposals

Farmer
Bootcamp

Farm
incubator
(Incubator?)

Farmer
on-call
service

custom
forms

IMPACT