Uniting Atlanta’s Local Food Movement
WE BELIEVE FOOD BUILDS COMMUNITY

A healthy food system ensures that all people have equitable access to sustainably-grown, locally-sourced food.
The five parts of the local food system
There is a movement in Atlanta

A group of like-minded organizations united around the common goal to strengthen the Local Food System.
The key stakeholders of the local food movement

**Local Food Entrepreneur**
A local food entrepreneur provides resources to the local food movement.

**Community Organizer**
A community organizer leverages local food as a conduit to strengthen the community in which they live.

**Educators**
Educators teach how to play a part in the local food system.

**Funders**
Funders invest in organizations that strengthen the local food movement.

**Food Policy Directors**
Food Policy Directors influence public policy around local food systems in Atlanta.
Food Well Alliance exists to connect people, ideas, leadership, and capital to build a healthy food system together.
ATLANTA'S LOCAL FOOD BASELINE REPORT
Locally-Grown Food Combats Urban Food Insecurity

This map shows community gardens, urban farms and orchards clustered in "food deserts," areas with low access to nutritious foods.

COMMUNITY HEALTH
1 IN 3
Metro Atlanta adults is obese.⁴

3 OUT OF 4
Metro Atlanta Adults do NOT consume the recommended 2 ½ cups of fruits and vegetables daily.⁵

NEARLY 1 IN 4
Metro Atlanta families with children are food insecure.⁶,⁷
Sales Channel

- On Site: 42%
- Farmers Markets: 79%
- CSAs: 63%
- Restaurants: 58%
- Retailers & Online: 29%
- Wholesalers: 21%

Source: Food Well Alliance. (2016). We Are Farmers survey.
MEASURING IMPACT
Local Food Impacts
Community Vitality
Building a Strong Community Identity & Spirit
By eating local, city dwellers connect with local farmers. And by growing food in their community, they connect with neighbors in shared green spaces.

Local Food Impacts
Environmental Stewardship
Creating a More Environmentally Sustainable Food System
Local food production encourages sustainable land-based practices that conserve our urban landscape, support biodiversity and retain critical nutrients from food scraps back into our soil.

Local Food Impacts
Health and Nutrition
Increasing Consumption of Sustainably Grown, Local Food
Health-focused organizations are collaborating with sustainable food farmers and urban growers to meet the need for fresh, nutritious foods.

Local Food Impacts
Economic Development
Generating a Robust Local Food Economy
A sustainable local food economy is driven by healthy production and historic farms and ranches that provide equitable access to affordable, fresh, locally grown food.
COMMUNITY VITALITY

City of Norcross
Sustainable Norcross
Dichos De La Casa

ENVIRONMENTAL STEWARDSHIP

Love is Love Farm
Freewheel Farm

HEALTH AND NUTRITION

Wholesome Wave
Open Hand

ECONOMIC DEVELOPMENT

Friends of Refugees
Willow Branch Apartments
SHARE YOUR DATA AND IDEAS AT
FOODWELLALLIANCE.ORG/LOCALFOOD

If you believe that access to sustainably grown, local food improves health and nutrition, let’s work together to demonstrate the value of this to individuals and organizations that can bring resources to our city.

How can we collectively measure local food’s impact on health and nutrition in Atlanta? Are you capturing this data? This health and nutrition data is critical to galvanize investment and major policy change to strengthen Metro Atlanta’s local food system. Please share your metrics and ideas about innovative ways to collect data together on FoodWellAlliance.org/LocalFood.

This is the health and nutrition data we encourage you to share:

# of pounds of locally-grown food produced by the farm/garden
# of farmers market sales doubled through Georgia Fresh for Less
# of schools and hospitals sourcing from local farms and gardens
# of garden-based education classes
# of participants consuming locally-grown vegetables and fruits