



The Proceedings of the Local Living Economy Summit held on June 26, 2012 at WITC

The Alliance for Sustainability Local Living Economy Summit was created in response to a need for more time and space to further the ideas and discussions emerging from the Pie and Politics event. The AFS board of directors felt that the impact of the Pie and Politics could be increased if people had more time to explore and expand on the ideas presented by the Pie and Politics speaker. This year's Pie and Politics speaker was Ben Hewitt, author of the *Town that Food saved*. His presentation "The Future's in the Dirt" explored the importance of a local food economy. Therefore this year's summit focused on how to create a thriving local economy in the Chequamegon Bay Region. The desired goals and outcomes of the summit were as follows:

- Help uncover existing synergies among the local economy initiatives already underway
- Help connect people to one another
- Conduct an analysis of the strengths and weaknesses of existing local networks that can support a local economy
- Discover and build interest in localization as a means of sustainable economic development
- Determine/development effective indicators of localization and sustainable economic development
- Ensure that the process of the summit creates a firm foundation upon which to that the first legitimate step towards localization
- Build momentum and take action on creating a strong, vibrant and local economy in the Chequamegon Bay region that builds on the unique gifts and assets already in our region AND fosters a shared vision of a sustainable future

The following proceedings reflect the thoughts, ideas and discussions captured as a part of the Alliance for Sustainability's Local Living Economy Summit.

- Engage more with “the perceived enemy”
- Start attending the Ashland Business Alliance and Chamber of Commerce meetings. They can be good partners to for getting word out and providing stimulus
- I feel that tourism is over-emphasized at the expense of year-round activity and cottage industry.
- A way to process food and storage of abundance which is going the waste. Plants as medicine should be addressed. Allopathic medicine will be too expensive. How do we STAY healthy?
- Wellness conference, studies and recipes for health (as videos)
- Creating culture for social gatherings around “healthy” activities
- Funding mechanisms
- Energy and food imports
- Receptive local media to a local economy

The proceedings from the open space breakout sessions

Session Topic: Composting

Summary of Main Points:

- Town of Hayward doing a good job working with school gardens
- Local farmers using waste from food coop and coffee shop
- Northland College using food waste in gardens
- City of Ashland facing lots of regulation barriers

Next Steps:

- All agree economic opportunity waiting to happen around composting
- All agree resource going to waste in landfills
- Lots of good advice to be found online (especially by Michigan State)

Five Word Major Theme(s):

- Consistency (of pick up and utilization), Opportunity (waiting to happen), Fertility, Waste, Education

Session Topic: Part-time Farming

Summary of Main Points:

- Most farmers are part time
- Many farmers market sellers are getting supplemental income

Five Word Major Themes:

- Get the right knowledge to the right people

Session Topic: WI Local Food Summit Planning and Enrichment

Summary of Main Points:

- Tribal presence import
- Provide policy overview
- Include art, ritual around food, dances, spirituality, poetry
- Foster food distribution hub

- Connect beginning farmers with tenured farmers
- Engage Northland College student
- Have poster sessions
- Have food service project

Five Word Major Themes:

- Collaboration, Outreach, Policy, Tribal and Student Involvement

Session Topic: Engaging Young People in the Local Living Economy

Summary of Major Points:

- It is a challenging task
- Older generation could be doing more to reach out to young people
- What is the value of young people?
- How do we get more young people involved in important community issues
- There needs to be opportunities and reasons for young people to stay in the local community

Next Steps:

- Young people focused potluck

Session Topic: Ideas for Downtown Ashland Co-op Building

Summary of Main Points:

- Discussion of the role of National Cooperative Grower's Association
- Discussion of what other co-ops are doing (Bozeman, Mt. Vernon)
- Synergy between co-op and Black Cat and Bakery
- Educational classrooms
- Garden Store
- Yoga studio
- Credit union
- Creating crafts/ art gallery
- Residential space
- Active commerce (first floor) passive commerce (other levels)
- Juice bar
- Member investment (incremental payback)
- Grant funding
- Storage space for locals

- Waste high shelves

Five Word Major Themes:

- Possibility, potential, collaboration, ideas, discussion

Session Topic: Local Investment \$ to Local Businesses

Summary of Main Points:

- There are ways to get investment money into local economy
- We need to learn more about the specifics
- We need to help people understand how investing locally can benefit them and the community

Next Steps:

- Bring Michael Shuman to Cheq. Bay
- Talk to banks about new investment models
- Bring Anna Haines from Stevens' Point prior to Shuman visit

Five Word Major Theme:

- Money from Wall Street to Main Street

Session Topic: Measures/Indicators of a Thriving Local Economy

Summary of Main Points:

- Distributed definition of local and thriving
- Need sustainability living skills
- Indicators for out of the box thinking
- How to measure if don't have specific definition? – Can this definition be flexible and evolving and still measured?
- What is the scale we're working on? How does the scale shift depending on products and services

Next Steps:

- Continued work of Local Living Economy framework and indicators

Five Word Major Theme:

- Local, thriving, skills, scale

Session Topic: Discussion between Mary Rehwald and Stan Gruszynski

Summary Main Points:

- WI USDA has strong leader for local living economy programs
- Organize local community leaders to take a tour to Viroqua in Oct.

Next Steps:

- Bring Stan to connect with our local economy

Session Topic: Economic Development Corporations as a Resource

Summary of Main Points:

- Discussion of how to connect farmer to needs of economic development corporations
- Discussion on how to EDC's work with prospective businesses
- Consider how to connect EDC's to agriculture businesses: maybe farming finance forum

Next steps:

- Want to hear from the business people how to assist with their needs

Five Word Major Themes:

- We're here to help you

Session Topic: Localization as Economic Development

Summary of Main Points:

- Lots of interest
- People interested in pursuing it should put note on convener's yield sheet
- Lots of ideas

Next Steps:

- Work with interested partners and groups

Five Word Major Themes:

- Identifying economic leakages and opportunities

Session Topic: What Business Models are Needed/Working in a Local Living Economy?

Summary of Main Points:

- For profit sustainable businesses attracts new and more customers, saves costs
- State “Travel Green” program helps too
- Government owned business – wind turbines in Bayfield
- Time sharing
- Renewable Energy Co-ops - more talk about this at the Energy Fair

Next Steps:

- Off-the-grid co-ops
- Social enterprise – serves the community
- Find one thing to focus on

Session Topic: Poverty and Local Food: Foodshare as a Local Food Subsidy

Summary of Key Points:

- Foodshare for CSA shares – fairshares
- How to get and facilitate EBT at markets
- Need for outreach to foodshare users

Next Steps:

- Planned breakout session at WI Local Food Network annual summit (Feb 2013) on EBT, Fairshare, local food coupon models

Five Word Major Themes:

- Equity, new markets, federal money translates in local food dollars

Session Topic: Chicken and Egg Dilemma: Farmers, Eaters, Economy

Summary of Main Points:

- Infrastructure needs
- Costs
- \$1.00/day per person for local food spent in Ashland/Bayfield Counties will generate \$11,680,000 annually for local farmers

- Local farmers need more local eaters
- Local eaters need more local produce from local farmers
- Lots of information gaps

Next Steps:

- Move on local meat processor/facility
- Connect with buyers and distributors

Five Word Major Themes:

- Local production, cooperation, distributorship

Our Community Local Living Economy Assets:

Ecological Assets:

- Lake Superior
- Houghton Falls
- Our national forests

Local Food Assets:

- Cocos, Washburn
- Washburn Farmer's Market
- River Road Food: Marengo River Rd, Marengo
- Norcroft Farm: a new producer
- Blackcat, Ashland
- Hermit Creek Farm, Highbridge
- Great Oak Farm
- Faunley Farms
- Siskowit Galloway's Farm
- Second Street Bistro
- Hurley Farmers Market, Ashland
- Angel Acres Farm LLC, Mason
- Northland College Cafeteria and Community Gardens
- 6th Street Market, Ashland
- Chequamegon Co-op, Ashland
- Rachelli's Deli
- Maple Hill Farm
- Bodine's
- Redcliff, Corny and Bayfield local fisheries

- Bayfield Orchards
- Odoveros, Mellen Meat Processing
- Tetzner's Dairy, Washburn

Local Business Assets:

- Ashland Baking Company
- New Shoemaker (Zack?)
- Big Water Coffee Shop
- Pinehurst Inn
- Boatmaker Restoration (Josh Juan)
- Bretting Manufacturing
- Coco's
- Chequamegon Books
- VHS Cleaning
- Chequamegon Co-op
- Karlyns' Gallery
- Saiche
- Humble Be Yoga
- Madeline Island Ferry
- Living Adventure
- Kiyi Fishing Research Vessel and Station Crew
- Chicago Iron Recycling Center
- Washburn Forge

Local Wisdom Assets:

- Northland College
- Ashland Area Historical Society
- Linda Jorgensen
- WITC
- Lucy Jackson, herbalist, gardener
- Tom Wojo, UWEX
- Washburn Cultural Center and Historical Museum
- Clare Hintz, farmer
- Mike Wiggins
- ABC League of Women Voters
- Messiah Lutheran Church

- Joe Rose, Ethno biologist, Native Foods Wisdom
- Ashland Area Enterprise Center
- Northern Great Lakes Visitor Center
- Chris Duke
- Bad River and Red Cliff Tribal Elders
- Washburn and Ashland Public Library
- Stage North