



CRAFT

AT CHATHAM UNIVERSITY

ANNUAL REPORT
2019-2020



CRAFTING A BETTER FOOD SYSTEM

We believe in a food system that is

Equitable *fosters fairness and transparency across the value chain*

Sustainable *actualizes economic, social, and cultural well-being as part of the food system*

Inclusive *values dignity, worth, sovereignty, self-determination, and the inherent power of all people*



CRAFTING A BETTER FOOD SYSTEM

The Center actualizes this vision through:

- **research** *that investigates the capacity and potential of our region's food system, as well as preserves and celebrates its culture and heritage, providing resources for local policy and other decision makers that will enable them to adopt strategies for growing and improving our food system that are informed, fact-driven, and representative of all of our region's residents.*
- **education** *through programs and community workshops that educate and support a skilled workforce necessary to actively transform and work within a generative food economy, as well as foster the necessary awareness among community members and consumers to leverage their purchasing power for positive impact.*
- **investment** *in regional food products and entrepreneurs, fostering innovation and economic opportunity that meet informed consumer demand and support sustainable livelihoods and well-being.*

COVID-19 RESPONSE

Like so many others, our daily operations were impacted significantly by the COVID-19/Coronavirus pandemic. In late March, we transitioned completely to a remote-work environment, cancelling all workshops, public engagements, and in-person services. In turn, we adjusted our expectations and projections for the remainder of the fiscal year, adapting our programming wherever possible to continue to fulfill our mission and support the regional food system here in Western Pennsylvania and beyond.

The disruption and losses we faced, however, are in no way comparable to those that were seen in our national food economy. The pandemic truly highlighted the vulnerabilities of our country's food system, and, in turn, the value that more robust regional systems have to local food security and livelihoods. We believe our work is more important now than ever. We continue to dedicate ourselves to the realization of our mission and the vision we hold of a transformative food system by supporting our region's farmers and food businesses in meeting the shifting demands and safety requirements during and post-pandemic, as well as fostering the infrastructure necessary for a more resilient food system that can readily withstand such large system shocks.

PENNSYLVANIA FARM PRODUCT DIRECTORY [🔗](#)

Utilizing the data from the Inventory of the Pittsburgh Food Shed project, we conducted outreach to regional farms and created a directory and map that connects consumers to local farms and farm products. These resources detail how farms are shifting to meet the demands of consumers through online sales and no-contact delivery, helping consumers find local farm products in their area and farmers attain new customers in the midst of this challenging and unpredictable environment. The directory includes over 100 farms across 18 counties.

NEIGHBOR LOAVES [🔗](#)

Building upon our work to support a regional grains economy, we joined the Artisan Grain Collaborative's *Neighbor Loaves* initiative to help support local bakeries and grain farmers and to combat the large rise in food insecurity as a result of COVID-19. The initiative enables consumers to purchase loaves of bread from local bakers and bakeries that utilize grains from local farms that are then donated to food pantries in the area. To date, six bakeries have been engaged in our area and over 360 loaves of bread have been donated.

ALLEGHENY EATS

In partnership with several other food-focused non-profits in the area, CRAFT secured funding to launch an emergency food program that supports jobs creation and food security within the local restaurant industry. The program is set to launch in the summer of 2020.

RESEARCH FOR A BETTER FOOD SYSTEM

WESTERN PENNSYLVANIA FOODWAYS COLLECTION

- ✓ **Archive integrated with Oral History Metadata Synchronizer (OHMS)**
- ✓ **2 new projects developed**
- ✓ **4 new interviews conducted and archived**
- ✓ **2 students engaged**

During FY19-20, CRAFT completed archiving all existing interviews within the collection and began indexing and coding the interviews utilizing the Oral History Metadata Synchronizer (OHMS) tool.

CRAFT also began conducting preliminary research for future projects, exploring regionally-specific foods in the Tri-State area. While interviews had to be put on hold due to COVID-19, we hope to be able to begin work on these projects at some point in the next fiscal year.

Additionally, CRAFT worked with Ohio Wesleyan University on a collaborative Oral History training model with the goal of creating a central foodways archive for the Tri-State area. We hope to resume progress in the next fiscal year.

CONFERENCES & COLLABORATIONS

From the Margins in the Mainstream: Growing Access to Sustainability and Food
Chatham University - October 2019

Eastern Sociological Society Annual Conference
Philadelphia, PA - February 2020

Greater Pittsburgh Food Action Plan Project Team & Advisory Council
Pittsburgh Food Policy Council - Ongoing 2020

RESEARCH FOR A BETTER FOOD SYSTEM

FOOD SYSTEM DATA & MAPPING

- [🔗 Map of Ohio Producers & Processors](#)
- [🔗 Map of Pennsylvania Aggregators](#)
- [🔗 Map of Pennsylvania, West Virginia, and Ohio Outlets](#)
- [🔗 Story map "Mapping Food in Western Pennsylvania"](#)
- ✅ **Community Survey to guide next steps**
- ✅ **2 students engaged**

Throughout FY19-20, CRAFT continued reformatting and verifying the food systems data collected as a part of the Inventory of the Pittsburgh Food Shed project initiated by the Pennsylvania Department of Agriculture in 2018. The continuation of this work was made possible by generous funding from the Richard King Mellon Foundation. As a result, CRAFT was able to develop three additional food systems maps visualizing the verified data, as well as a story map to demonstrate potential data applications.

Additionally, CRAFT implemented a community survey to gather feedback from existing and potential data users regarding the data's relevance and usability. The survey consisted of ten in-depth phone interviews and an electronic survey administered to food policy councils, conservation districts, extension offices, food banks, economic development corporations, and other system stakeholders in Pennsylvania, Ohio, and West Virginia. The survey was completed in June 2020, and the data is currently being analyzed and synthesized, so that it may be used to guide data collection and maintenance strategies in the future.

"In Blair County and the southern Allegheny area, we had started an initiative to look at local food from a producer standpoint, like what do small and medium farmers need to help them get their product to market?...I would say it's [the data] is relevant on all aspects that we're looking at."

- Blair County Conservation District

"So we took a look at it for processors and distributors and producers just to see what can help inform our report and then later inform our recommendations...we used it in places where we didn't have other data. So things like aggregators, because distribution data is so hard to come by. It was really valuable for that kind of thing."

-- Pittsburgh Food Policy Council

EDUCATION FOR A BETTER FOOD SYSTEM

WORKSHOPS AND TRAINING PROGRAMS



"Please keep this type of program going, I would definitely recommend it to anyone who is interested. The class actually increased my interest in learning more about the topic."

- *Workshop Participant*

- 🔗 **29 workshops and training events**
- ✓ **303 participants**
- ✓ **\$17,370 in revenue**
- 🔗 **2 demonstration videos produced**
- ✓ **4 students engaged**

Despite the partial cancellation of spring workshops and all summer workshops, including a scheduled 3-day grain conference, CRAFT saw a record high in workshop revenue for FY19-20. While the center ultimately fell short on annual participation and revenue projections due to these cancellations, the program still saw steady and promising growth.

New online and in-person offerings were developed, meaningful partnerships were forged, and almost all workshops that were able to run sold out. We hope to build upon this growth in the coming year, making whatever modifications are necessary to ensure the safety of our instructors and participants.

INVESTMENT IN A BETTER FOOD SYSTEM

FOOD INNOVATION LAB

- ✓ **13 clients served**
- ✓ **3 Makers in Residence**
- ✓ **\$43,334 in revenue***
- ✓ **9 client referrals**
- ✓ **20 students engaged**

"The Maker in Residence program at Chatham CRAFT was invaluable to the growth of my new business, as it provided me with the creative and financial space to fully focus on reaching my goals. Whether it was helping me better understand my accounting software or giving honest feedback on recipe development, I can't thank everyone there enough for their support, encouragement, and advice."

-Veda Sankaran,
Maker In Residence Spring 2020

In the Food Innovation Lab's second year of operation, the program experienced record growth across the board. We more than quadrupled the number of clients served and nearly doubled revenue and referrals. We also successfully launched the Makers in Residence program with our first three Makers, supporting them through business plan development, market research, and recipe testing, as well as support with website development and branding.

We established partnerships with the Urban Redevelopment Authority of Pittsburgh and Neighborhood Allies and completed successful projects with a number of local food businesses and organizations, including Uncle Jammy's 412 BBQ, Snakeguy's Pepper, Community Kitchen Pittsburgh, Bible Center Church, Everyday Cafe and Republic Food Enterprise Center. In spite of some setbacks due to COVID-19, we are on track to meet all program projections.

COMMERCIAL KITCHEN RENOVATION

While the renovation experienced some delays due to COVID-19, our 1,856 square-foot will be completed by the end of summer 2020, increasing our capacity to provide demonstrations, workshops, and additional services including product development and product testing, recipe development, menu development.

INVESTMENT IN A BETTER FOOD SYSTEM

CULINARY TRAILS

- ✓ **Charcuterie trail developed**
- ✓ **Fermentation trail developed**
- ✓ **2 new partnerships formed**
- ✓ **2 students engaged**

During FY19-20, CRAFT continued to partner with the Pennsylvania Department of Community and Economic Development to develop two additional culinary trails (charcuterie and fermentation) to promote tourism and economic growth in the state's Appalachian counties. In addition, this partnership was expanded to extend the trails across the entire state, as well as develop regionally specific recipes to be used in the trails' marketing campaign. This work is currently underway and will be completed in FY20-21.

CRAFT also partnered with Rivers of Steel to develop a craft and culinary trail that highlights the regional heritage and small business community within the Monongahela Valley. The trail's launch is currently scheduled for Fall 2020.

WOOD-FIRED BREAD OVEN



FY19-20 saw significant infrastructural growth on the Eden Hall campus with the construction of the wood-fired oven, as well as a kitchen renovation.

The bread oven has become a vibrant educational and communal space on the campus, accommodating weekly community bakes, workshops, and other in-class projects and activities.

MEDIA



Flour is having a moment. Will local wheat farms and mills benefit?
Allegheny Front



Chatham University creates unique program to help local community amid coronavirus pandemic
Fox News



Chatham helps to fight hunger with bread and fish
The Pittsburgh Post-Gazette



Chatham University Creates PA Farm Directory
Farm and Dairy



Chatham Produces Food Directory to Help Farmers
Trib Live



Get fresh produce while supporting local farmers with the Pennsylvania Farm Product Directory
City Paper



Small Farms and Markets Rethink How to Get Local Food to Customers
Allegheny Front



Actuality: Bringing Back Historical Grains to Western Pennsylvania
USDA Radio



Professor delving into culinary world at Chatham's Eden Hall Campus in Richland
Pine Creek Journal



Chatham University's new baker training program rising up, thanks to grant
Trib Live



Chatham University' secures funds for grain program
BakingBusiness.com



Chatham to roll out baker training program at Community Kitchen
Pittsburgh Post-Gazette



Baker training program to launch at Chatham University
BakingBusiness.com



The Impacts of Grains
bake magazine



New Map of the Regional Food System Could Connect Farms, Restaurants, Processors
Pittsburgh Post-Gazette



Interactive Map Lays Out Food Producers And Processors In Pittsburgh 'Food Shed'
90.5 WESA