



CRAFT
AT CHATHAM UNIVERSITY



ANNUAL REPORT

2022-23



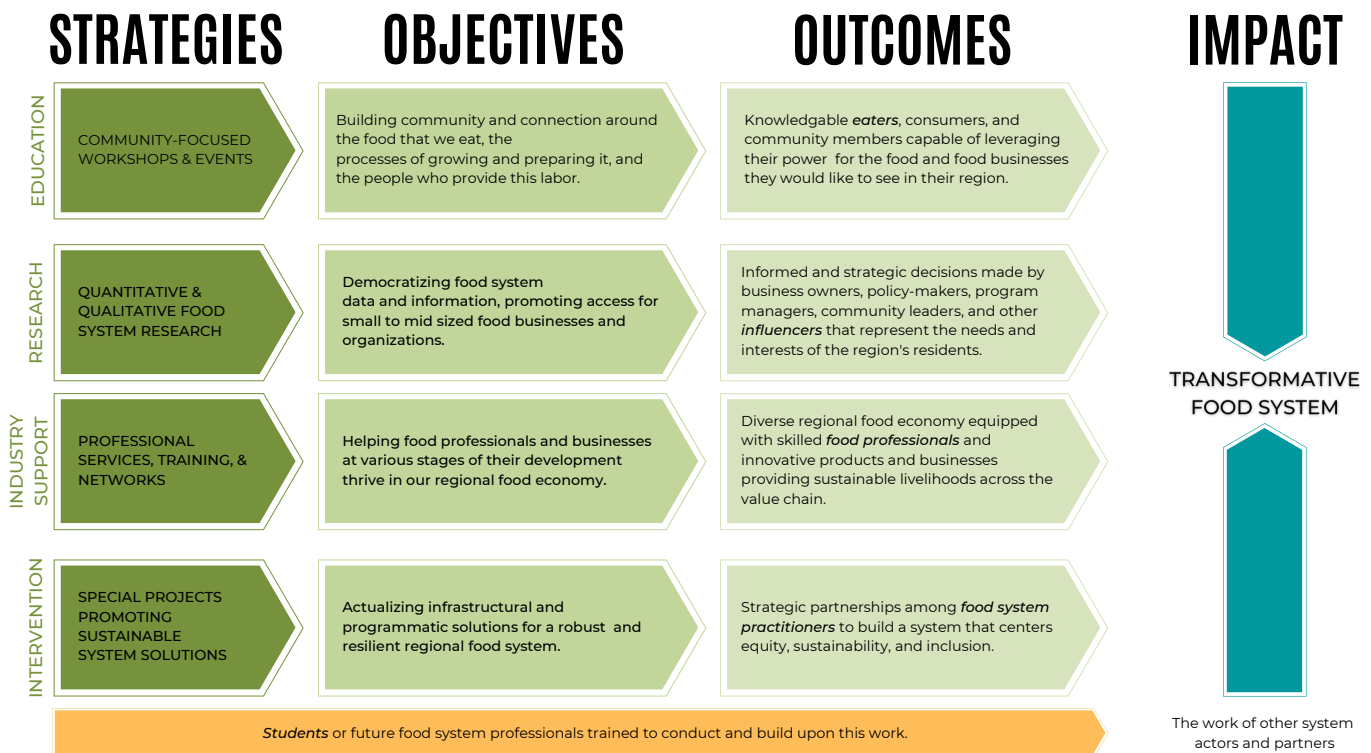
CRAFTING A BETTER FOOD SYSTEM

OUR VISION

The Center for Regional Agriculture, Food, and Transformation at Chatham University works to transform the future of food and agriculture in Western Pennsylvania and beyond.

OUR MISSION

We cultivate a more equitable, sustainable, and inclusive food system by providing practical support, research-based tools, and learning opportunities to farmers, food business owners, and food system visionaries.



CRAFTING A BETTER FOOD SYSTEM

OUR CORE VALUES

The role of food in fostering systemic change

Food systems are the central institutions of our communities, because of the central role that food plays in our daily lives - Everybody eats.

A holistic approach to food systems

As we work to transform our food system, we honor the social, political, and cultural significance of food to the people who eat it and recognize the varied approaches necessary to achieve the change we seek. We are mindful of our role as leaders and as followers, as well as the opportunities to dismantle and construct. Put in other words: there are no silver bullets.

Communities are the hub of vibrant food systems

We center community in our pursuit of transformative regional food systems that value the people who live and work within them. Vibrant regions are comprised of vibrant communities.

Resilient food systems are diverse food systems

The strongest and most durable systems are those built upon the collective wisdom derived from a diversity of experience, which is made possible through policies and cultural norms that include, center, and create space for all types of people, business, expertise, and lived experience.

The rich and complex heritage and food traditions of our region, country, and world

We recognize the history and culture of all of our region's historical and current residents, including the fraught and complex history of land ownership and food production in our region and country and the foundations that were laid by displaced indigenous and enslaved peoples from which we now benefit.

COMMUNITY WORKSHOPS

Building connection around the food that we eat,
the process of growing and preparing it, and the
people who provide the labor.

10

workshops

116

participants

3

students
employed

\$6.2k

revenue



FOOD LOVERS' ELECTIVE

Where we discuss food on and beyond
the dinner table.

6

discussions

12

students
engaged

New podcast
format!

REGIONAL FOOD SYSTEM INVENTORY

Democratizing food system
data and information

completed first Regional Food
System Inventory update

4

students
employed

\$26k

revenue

developed guide for maintaining
regional food system inventories



FOOD INNOVATION LAB

Helping food professionals and businesses at various stages of their development thrive in our regional food economy.

31

clients

4

students
employed

\$14k

revenue

launched consulting network and began planning next era of food business training and support



REGIONAL GRAINS PROGRAMMING

Grains are central to our diets, as well as how our thinking about food systems evolved.

Grainstorm: conference on regional grain systems

57 registrants

Launched Pennsylvania Regional Grains Month

\$15k PA grain month sales

7 students employed



Food system inventory for the
Mississippi Delta Council for
Farmersworkers' Opportunities

Menu revitalization and process
improvement for Vincentian
Senior Care's Schenley Gardens
Facility

Strategic planning and business
diversification research for Oasis
Farm and Fishery

FOOD SYSTEM INTERVENTIONS

**Actualizing infrastructural and programmatic
solutions for a robust and resilient regional
food system.**

MEDIA



Chatham University wants to trains farmers in how to bring in more money



A Cash Cow is coming for young farmers in Western Pennsylvania

CONFERENCES

"Crafting a Sustainable Regional Food System Inventory - A methodology for collecting, managing, and maintaining food systems inventory data that people can actually use". ([ASFS/AFHVS 2023](#))

LOOKING AHEAD

We have a lot of new programming slated for the coming year as we become a key partner in the USDA's Appalachian Regional Food Business Center and continue to grow our business support, research, and food business consulting programming. Stay tuned for:

- new online course offerings, supporting farm and food businesses in navigating regulations, diversifying their business models, grantwriting, and more,
- our 12-week Market Readiness Course to support farmers in bringing value-added products to market and additional business training opportunities,
- expanded food business consulting services, providing one-on-one support around branding, marketing, tourism, financial management, legal, and more to help each farm and food business reach their individual goals, and
- more resources, tools, and services for our fellow food system visionaries, including a food system tool kit database and support for strategic planning, program design and evaluation, feasibility studies, and capacity analysis!