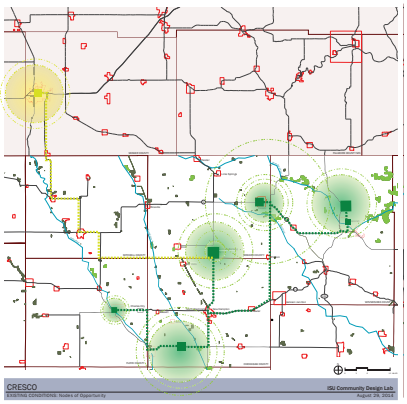
AGRICULTURAL URBANISM TOOLKIT

CRESCO

COMMUNITY CAPACITY: Cresco has a unique opportunity to be a regional food hub that offers food to city and county residents year round. Differing from a "hub" in terms of food distribution, Cresco will be viewed as a community that can eat local year round. By partnering with local food co-ops, rural producers, and community programs, Cresco will develop a marketing strategy based on growing and eating local. At the first steering committee, it was mentioned that Cresco stands for I-grow; this is a unique branding opportunity to further develop the concept of a locally grown and locally "edible" community. To develop this strategy, we are creating a values analysis survey that will document how residents value local food, ensuring that regional strategies support citizens' desires and build economic development around the local food system.



RESEARCH + ANALYSIS: Cresco has a unique opportunity to be a regional hub of information for Howard County and the surrounding counties in the region. Because of the goal to reach a regional perspective, the maps depict both constraints of the city of Cresco and the regional counties that can help support an economy of eating local year round. This discussion helped foster new partnerships in Decorah and Howard county including: Seed Savers, Norman Borlaug farm and others. The maps determined locations in the region that have the potential to offer various tactics in different cities, creating a holistic region.

PUBLIC INPUT: Cresco hosted their public open house with two maps featuring both the city of Cresco and the larger region with the four adjacent counties. This offered a creative way for citizens to participate that lived within Cresco and the region. The open house led to a comprehensive understanding of where residents perceived opportunities of local food system development within their neighborhoods. The open house allowed for residents from organizations, neighborhoods, businesses, to express their interest and offer insight on potential sites for implementation. The Open House input was used to determine the tactic priorities for implementation.

TACTIC PRIORITIZATION:

High Impact: Low Hanging Fruit

1. Values Survey
2. Public Edible Landscape: Community Orchards
3. Food Box/ Food Hub programming

High Impact: Medium-Term Goal

4. Partnership between school and faith based gardens

High Impact: Long-Term Goal

5. Norman Borlaug Farm Design:
6. Vacant Building Analysis: Public Market + Urban Farm