

SUSTAINABLE BY DESIGN

*Building a new food system that thrives
on cultivating the potential of people and the ecology*

Main Street



Reginaldo Haslett-Marroquín
Chief Strategy Officer
Main Street Project
reginaldo@mainstreetproject.org

THE LANDSCAPE



Community Conditions

- Landscape dominated by large factory farms and processors
- Majority of the workers are of Hispanic/Latino/a background
- Industrial food complex perpetuates inequity
 - Economic exploitation and poor working conditions*
 - Food insecurity
 - Increased diet-related health challenges

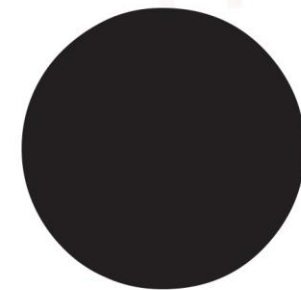
* <http://foodchainworkers.org/wp-content/uploads/2012/06/Hands-That-Feed-Us-Report.pdf>



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WHAT IF



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Poultry Centered Regenerative Agriculture



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Building a regenerative food system that has the power to revitalize rural communities, produce healthy food while caring for the land, and creating economic opportunities for low-income and immigrant farmers.

Poultry Centered Regenerative Agriculture Systems

Mission: To build a system-level fully integrated, practical, inclusive, triple bottom-line strategy from where small farms can organize their operations to compete at a large-scale, nationally and internationally.

Objectives:

- To transform existing farms
- To engage new farmers
- To involve immigrant farmers as agripreneurs to create permanent large-scale system-level social justice
- To provide large-scale solutions to global issues generated by degenerative agriculture systems

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WHAT WE'LL GAIN BY STARTING WITH THE END IN MIND



SOCIAL



ECONOMIC



ECOLOGICAL

SUSTAINABLE BY DESIGN: PRINCIPLES



Resilient



Healthy



Sustainable



Fair



Transparent

Community: Putting the Emphasis on the Most Important Asset.

Would the system we were developing and testing work?

We asked the community through neighborhood outreach and organizing

For example:

- Community gatherings
 - Over 1200 Latino/a families came together from different sectors in Red Wing, Northfield, Rochester, Faribault and Owatonna.
 - Show-of-hands voting and one-on-one conversations concluded that on average, 70% of the SE MN region's Hispanic/Latina/o population:
 - Wanted to farm.
 - Found it to be the most spiritually rewarding occupation.
 - Came from small farms, worked for farms, or lived in rural areas before coming to the US.
 - Poultry was the one livestock option that everyone was familiar with.
 - Found farming to be the most challenging and the least attainable goal in the US given the barriers.
- 50+ meetings and presentations of our plan to NGO's, community clubs, service organizations in the same communities

Conclusion.....there was support for our system work to move forward.

Our Operating Strategy

Small scale regenerative model

Large scale impact

Why Free Range Poultry? (Meat and Eggs)



- Benefits to the ecology
- Short turnaround
- Capacity to build resiliency fast (ecological, economic and social)
- Cultural familiarity
- Year-round production adaptability
- Vertical integration potential
- System change potential in a highly strategic industry sector
- Easily adaptable for global impact

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Ensuring the System is Accessible and Scalable
for Beginner and Established Farmers

One acre
production unit equals
3 to 4 flocks per year

8 production units =
8-10 acre farm that
can support a family

10 farms = economic
cluster supporting
community-based
enterprises



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End Result: A new system that delivers on the triple bottom-line, permanently for families, communities and regions.



The logo features a stylized white hand holding a small green plant with two leaves, set against a green background.

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Building a Community of Practice Around the
New System

Our Training Program

Discovering, Developing, Launching and Growing the
Farmers, The Farm, The System

Assets Based Development Celebrating Culture and Tradition Belonging, Appreciation and Pride



Classroom Training Enterprise Management and Self-Discovery



Aspiring farmers develop their skills for small business management and planning through our Agripreneur Training Program.

Learning by Doing



By bringing the classroom to the field, aspiring farmers further develop their natural skills and day-to-day animal welfare and business operations management.

Field Training

Trainees build upon their own experience to learn more about our free-range poultry system and paddock management.



Incubator Program

Restoring Hope That a Different Future is Possible



Trainees gain experience in management of free-range poultry production as they raise their first flocks made available by Main Street Project. This reduces risk for the farmer, but most importantly, this process removes the mental and physical barriers that interfere with building the confidence and belief that a different system is attainable.

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Where We Work



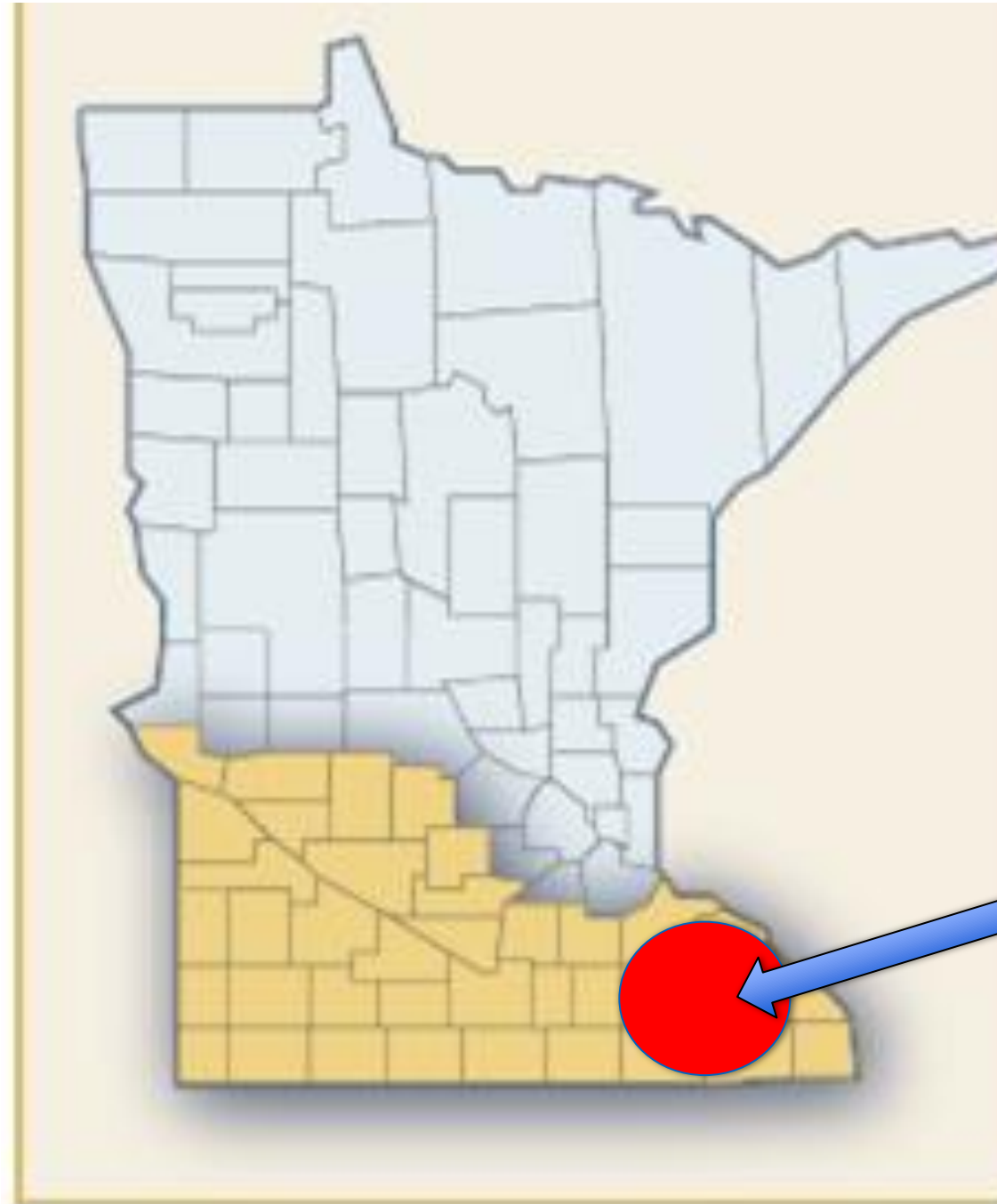
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Our Current Focus

SE Minnesota

Building an Economic Cluster

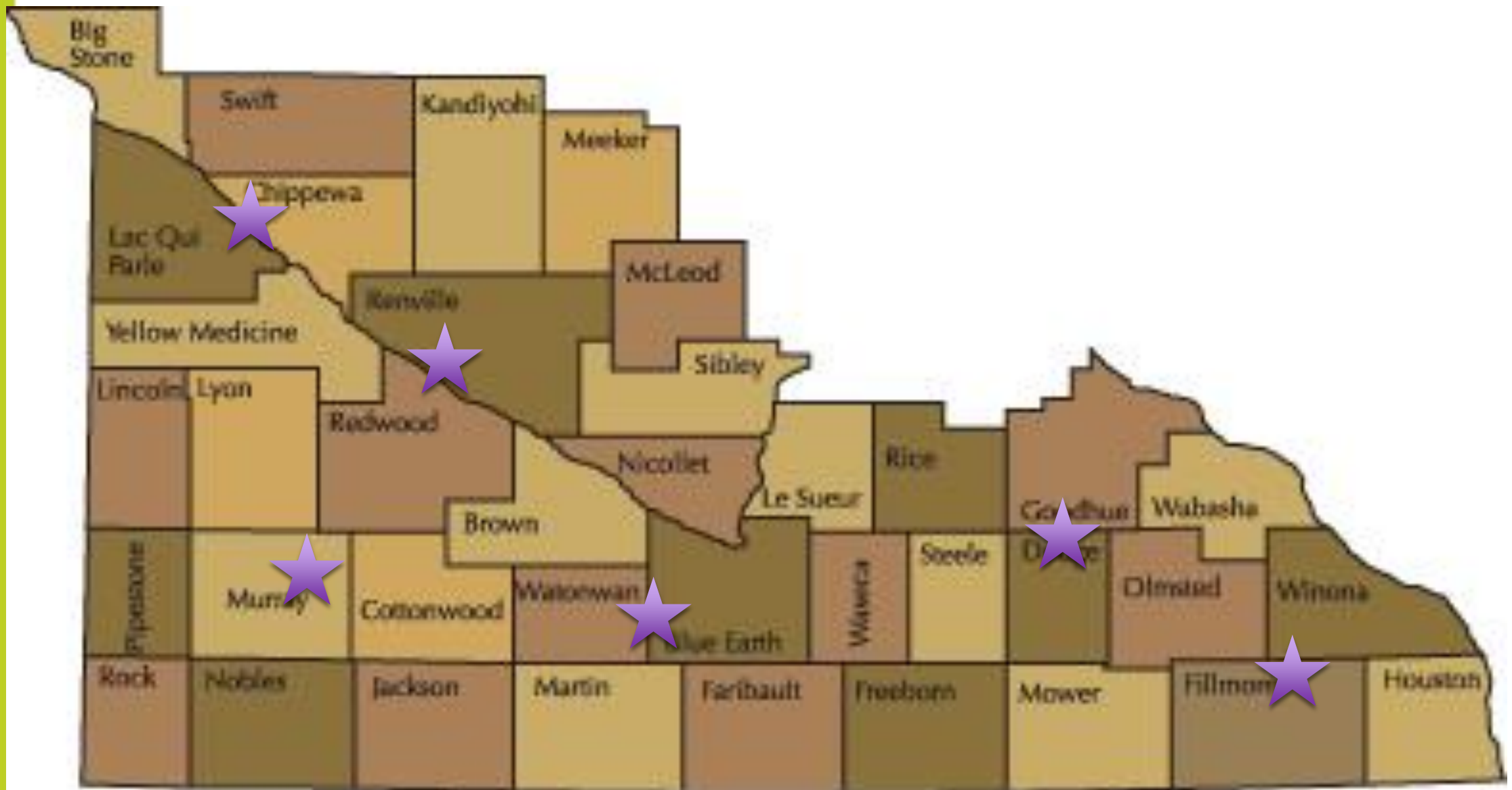


Current US
Geographical
Focus

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Our Long-term Goal in Minnesota



Stages of Development

STAGE

**Proof of concept and
prototyping
(Already achieved)**

**Farm level prototyping
(in progress)**

**Regional systems
deployment
(under organization)**

**Institutionalization of
the system
(Structuring in process)**

INDICATORS (SOME) OF SUCCESS

- 100 Latin@ farmers trained, run production units
- Producers undergo hands-on, classroom training
- Markets established, creating real-life training opportunities
- Two new prototypes (training centers)
- A large number of farmers from across the Midwest trained with similar focus
- Latin@ aspiring farmers partner up during training with SE MN small non-Latino/a landowners/farmers
- Markets are expanded significantly
- Value added is brought under ownership and control of Latin@ farmers, workers and regional farmers networks
- 150 farms deployed, total gross farm production of \$74 million
- Latino/a farmers are represented in the region (as a % of the population) in the ownership and control
- Schools start teaching the system

How We Fund Our Work

Strong commitments from foundations.

Individuals who provide:

- Volunteer hours
- Annual cash and in-kind contributions (land, equipment)
- Larger investments for property, plant and equipment

Practice-based partnerships that:

- Provide a strong network that independently fund our projects on their sites
- A network of sites where social, economic and ecological data can be collected from a diversity of conditions on the ground.

Top Challenges

Access to Land

Access to Financing

- Compatible with conditions of farmers

Training and Technical Assistance

- Lack of trained personnel
- Lack of financial support to pay for trainings

Marketing and Communications

- Farm and system levels
- Value added processing

QUESTIONS?



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THINK BIG