



Slow Food® Denver

GOALS FOR 2009

Expand membership and community access to local producers

- Create and begin to gather information for the Slow Food Denver (SFD) resource guide to local producers, retailers, restaurants, educators, etc.
- Increase outreach to local producers
- Expand connections between restaurants and other food artisans to local producers
- Connect SFD members with local producers

Expand Slow Food Denver's role as the primary resource for training and information to support school garden programs

- Develop a "training institute" for SFD members, faculty, and students
- Enhance the umbrella communication structure for all school programs

Increase activism in food policy arena—locally, regionally and nationally

- Create SFD policy position
- Participate with other local and regional entities to support policy activities and initiatives that are consistent with Slow Food principles, including Farm to Cafeteria initiatives
- Support/create urban gardening initiatives
- Participate in development of Farm to Cafeteria program with Denver Public Schools

Expand Slow Food Denver's membership and presence in the local community

- Increase active membership base by 5%
- Expand community recognition and appreciation of the Slow Food Denver brand

Increase member involvement

- Recruit volunteer coordinator position for chapter leadership board
- Institute mechanisms to introduce and engage new members as active participants
- Institute quarterly chapter meetings
- Conduct survey of present and past members to better understand members' programming desires

Acquire a minimum of \$7000 in income to Slow Food Denver, to be used as follows:

- \$2000 to send to members of the community to Terre Madre
- \$1000 to be used as "seed" money for 2 new Seed-to-Table programs
- \$1000 to support local producers and projects
- \$3000 to meet SFD's operational expenses, such as rent, website support, event insurance, etc.