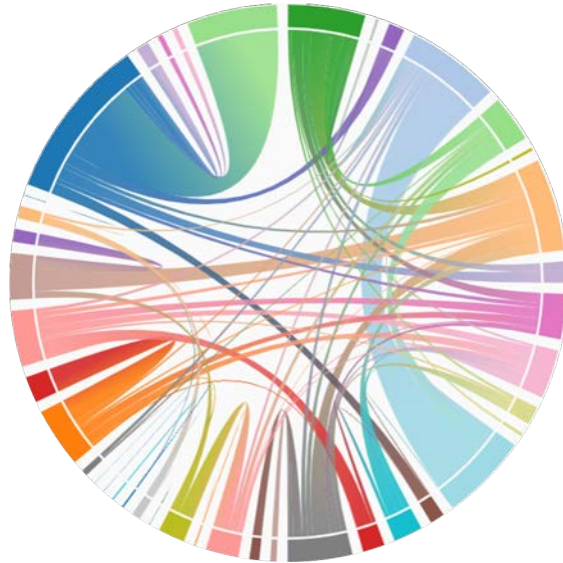


Fresh Produce in Easton, PA

Documenting Food Flow and Recommending Efficiencies



The Team

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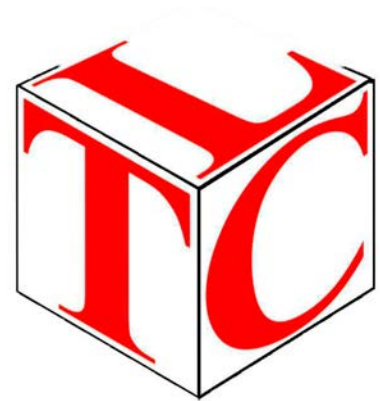


Dr. Melissa Starace

*Assistant to the president for
board and community relations*

Technology Clinic

The Technology Clinic is a two-semester course in which students work together to develop imaginative solutions for clients facing real-world problems. Because students come from various academic backgrounds, the approach is interdisciplinary.



Our Focus

The Lafayette College Technology Clinic engaged with the City of Easton to better understand how produce flows through the supplemental food system and to help identify efficiencies in the production and distribution systems.



Why Produce?

Generally less accessible than other options

- More expensive
- Transportation challenges
- Storage challenges

Important to health and wellbeing



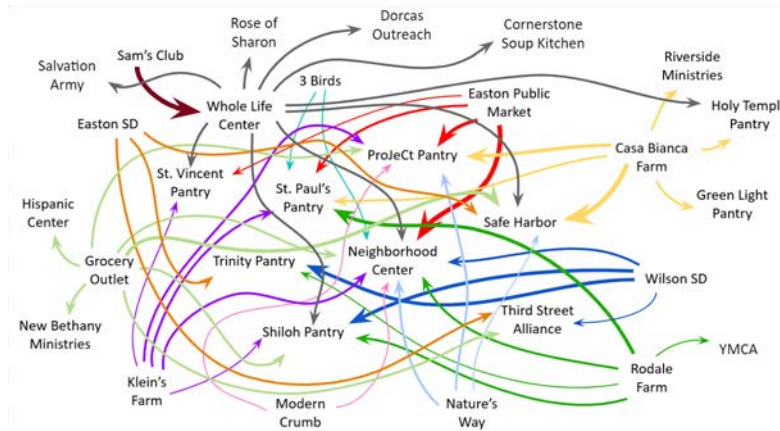
Who We Learned From... THANK YOU!

- Dave Hopkins, City of Easton's Public Works Department
- Amy Boccadoro, West Ward Community Initiative
- Nancy Walters, Easton Hunger Coalition
- Amanda Grega, Kellyn Foundation
- Jason Hoy, Tucker Silk Mill
- Lori Metz and Sara Wassel, YMCA
- Mark Reid, Easton Urban Farm
- Ross Marcus, Easton Neighborhood Center
- Miranda Wilcha, C. Wolf , Jared Mast, Greater Easton Development Partnership
- Rachel Hogan Carr, Nurture Nature Center
- Jeff Poch, Safe Harbor
- Allison Czapp, Buy Fresh Buy Local
- Alison Evans, Trinity Church
- Donna Lavin, Whole Life Center
- Ellen Potter, St. Vincent de Paul Society
- Ben Cohen, Lafayette College
- Sue Dalandan, Lehigh Valley Food Policy Council

What We Learned from Our Interviews

Takeaways

- Invested individuals and organizations
- Often volunteer run
- Massive web
- Less complex when looking from the individual organizations



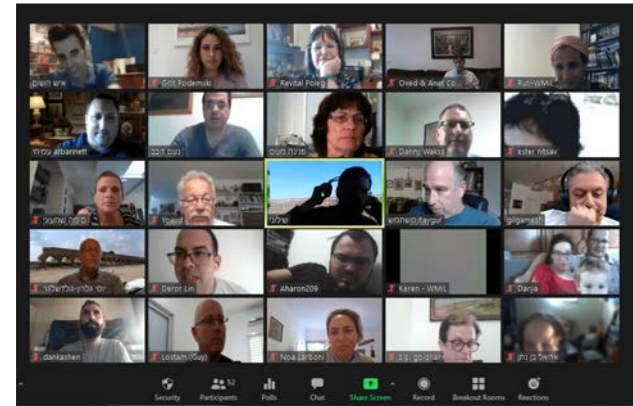
<https://www.instagram.com/tuckersilkmill/>

Takeaways

- Covid offered more spaces for communication
- Disconnect between sources and pantries
- Inconsistent data logging
- Financial and technological constraints
 - Transportation
 - Refrigeration



<https://www.partstown.com/about-us/the-basics-of-commercial-refrigeration>



Sources

Farms/Gardens	Businesses	Other
Easton Urban Farm	Tucker Silk Mill	Whole Life Center
Klein Farms	Easton Public Market	Second Harvest
Crayola Garden	Sam's Club	Kellyn Foundation
Easton Garden Works	Grocery Outlet	Easton School District
Casa Bianca Farm	Bon Appetit	Wilson School District
Rodale Farm	Private/Small Donations	Private/Small Donations
Lafayette College Farm		

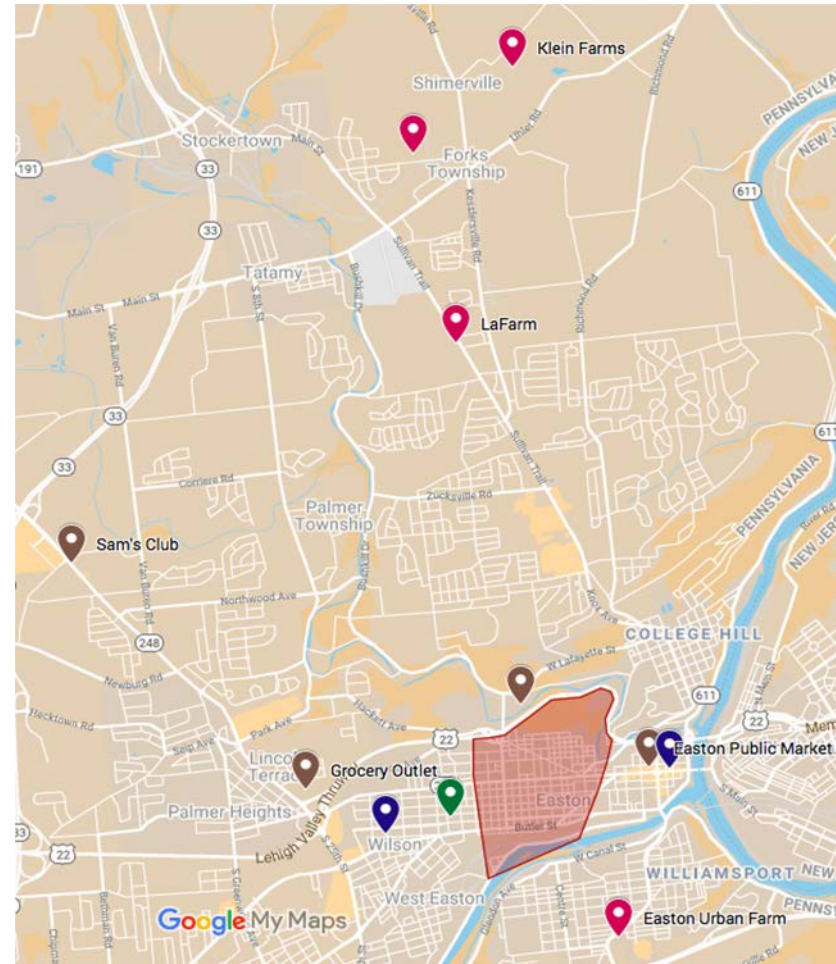
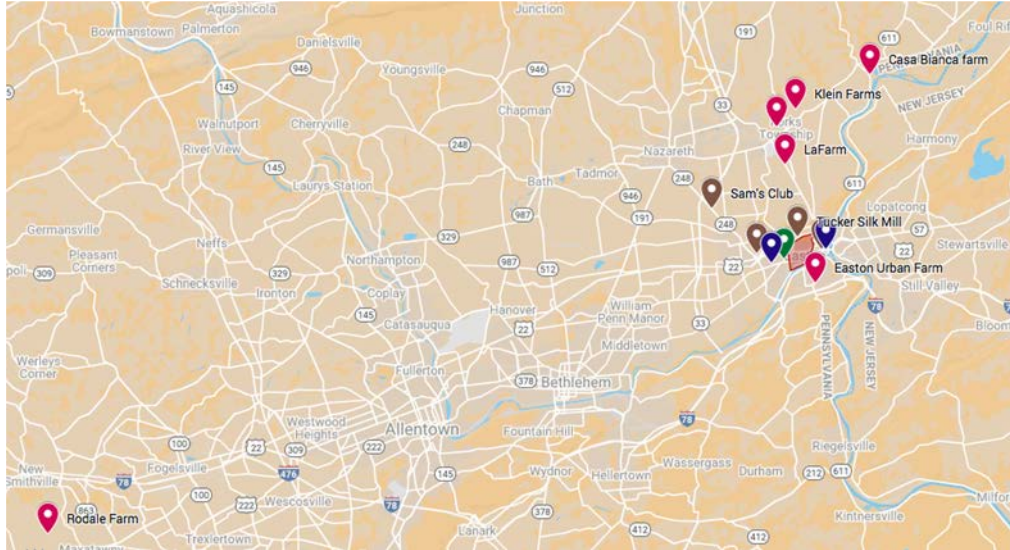
Recipients

Whole Life Center	Greater Shiloh Church	LINCS
Easton Community Center	St. Vincent de Paul	Project Easton
Third Street Alliance	Holy Temple of Easton	Cornerstone Church
Easton Area Neighborhood Center	Soul Winners Pentacostal Church	Vegetables in the Community Stand
St. Paul's Church	Rose of Sharon	Trinity Eposical Church*
Easton Salvation Army	YMCA Easton	Safe Harbor Kitchen*
Kellyn Foundation	Boys and Girls Club	

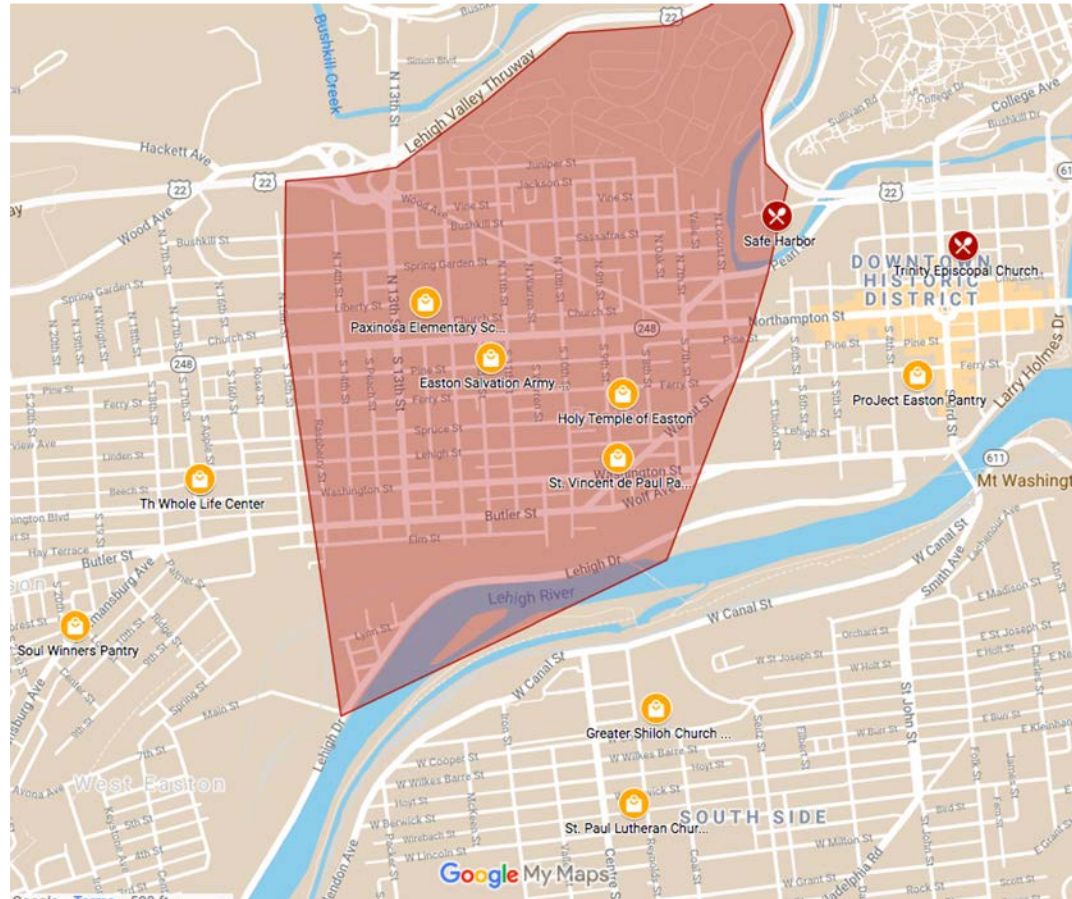
*Serves hot meals, not a pantry

Locating Sources

-  Farm (6)
-  Store (4)
-  School (2)
-  Distribution Site (1)



Locating Distributors



-  Pantry (11)
-  Hot Meals (2)

Sources (2019/2020)

Name	Pounds Distributed Annually
Whole Life Center	121,996
Tucker Silk Mill	75,920
Sam's Club	247,942
Casa Bianca	2,997
Lafayette College	LaFarm: 7,619 (3,732 through VIC)
	Bon Appetit: 1,863
School Districts	Easton: 1,124 Wilson Area: 2,022
Grocery Outlet	2,262
Easton Urban Farm	9,100
Easton Garden Works	536

Recipients (2019/2020)

Name	Pounds Received Annual	# of Families Served
Easton Area Neighborhood Center (EANC) Food Pantry	5158	1705 / year
Whole Life Center	248,170	1353 / year
St. Paul's Church Pantry	577	
Safe Harbor Kitchen	2800	
Greater Shiloh Church	1190	
St. Vincent de Paul Pantry	33600	150- 175 / week

Recipients cont'd (2019/2020)

Name	Pounds Received Annual	# of Families Served
Trinity Eposical Church Kitchen		75-125 /week
Project Easton Pantry	1861	
Holy Temple of Easton	115	
Riverside Ministries - Cornerstone Church	115	
YMCA	11590 meals	
LINCS Easton		160 /week
Vegetables in Community Veggie Stand- Lafayette College Farm (LaFarm)	9356	70 /week

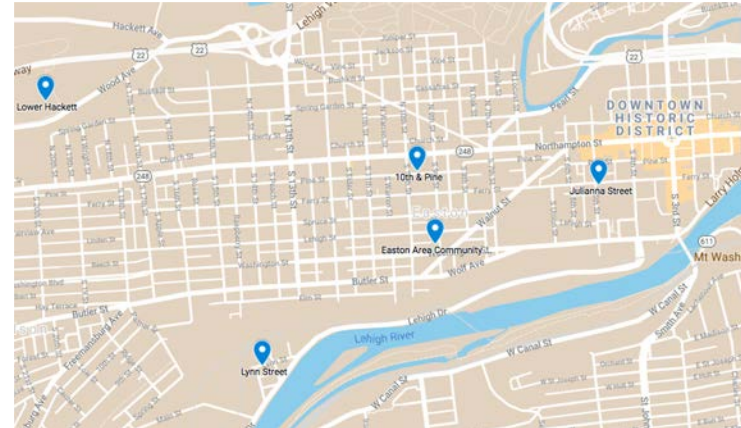
Community Gardens & Urban Farms (2020 Data)

Community Gardens:

- Personal Easton Garden Works Personal Garden Plots: **37 Households**
- Produce donated by Easton Garden Works: **478.55 lbs**
- Produce donated by community gardeners: **57 lbs**

Farms:

- Easton Urban Farm: **9,100 lbs donated**
 - Easton Neighborhood Center: **5,158 lbs**
 - VIC: **4,028 lbs**
- LaFarm: **7,619**
 - VIC: **3,732 lbs donated**
 - Project Easton: **1,244 lbs donated**
 - Kellyn Foundation: **2,643 lbs sold**



Food Data: Highlights

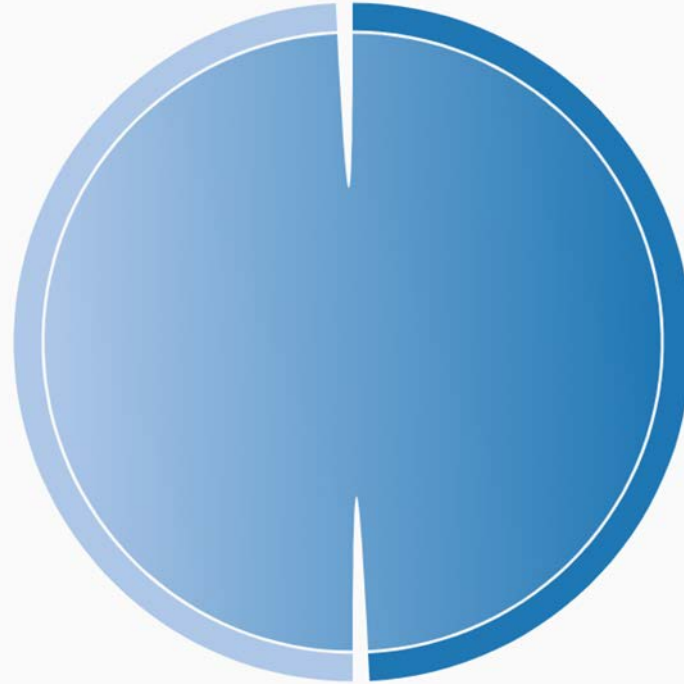
- Largest sources of produce
 - Second Harvest
 - Tucker Silk Mill
 - Easton Urban Farm
 - Sam's Club
- Largest recipients of produce
 - Neighborhood Pantry
 - Whole Life Center
 - St. Vincent's Pantry
- Different systems for logging data
- Covid-19 created challenges and changing needs
 - Some data may not reflect the typical flow of produce within the community

Mapping the Flow of Food

Creating a Chord Diagram

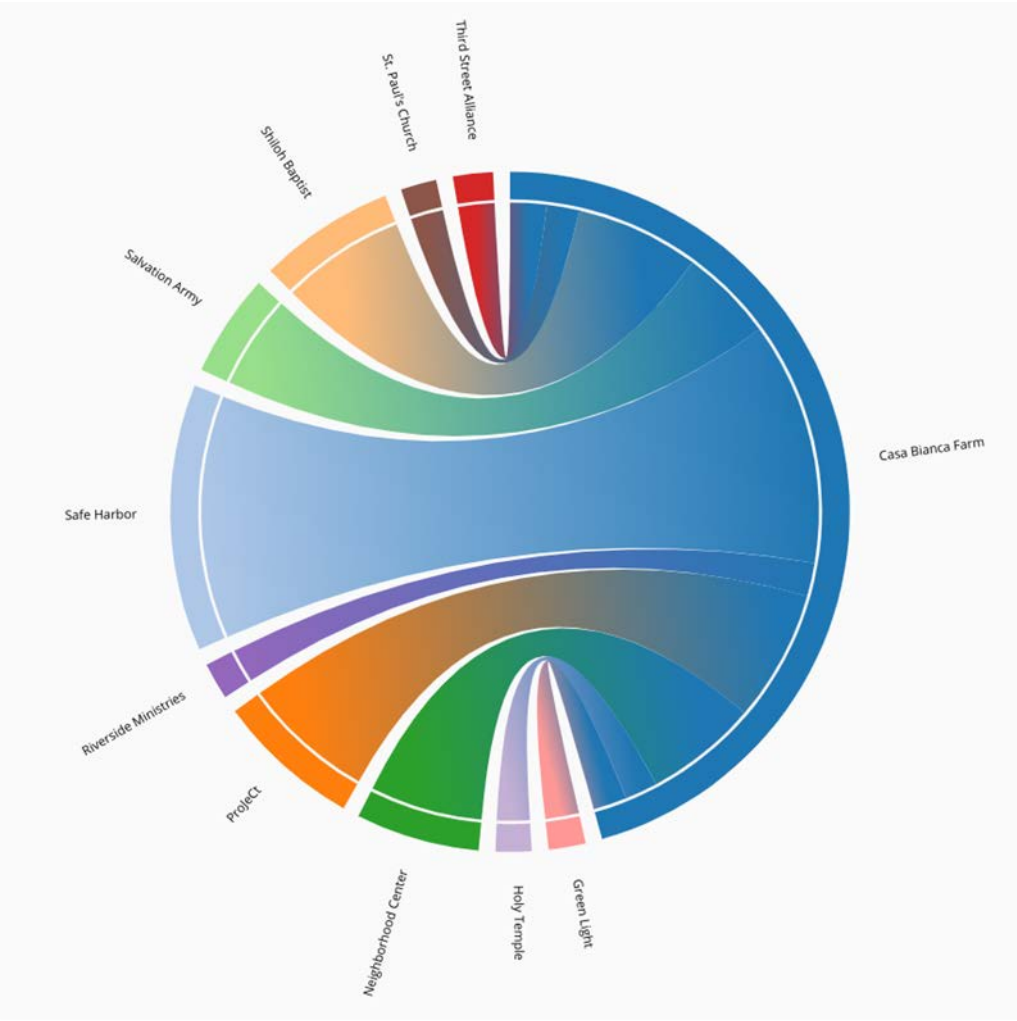
Distributor

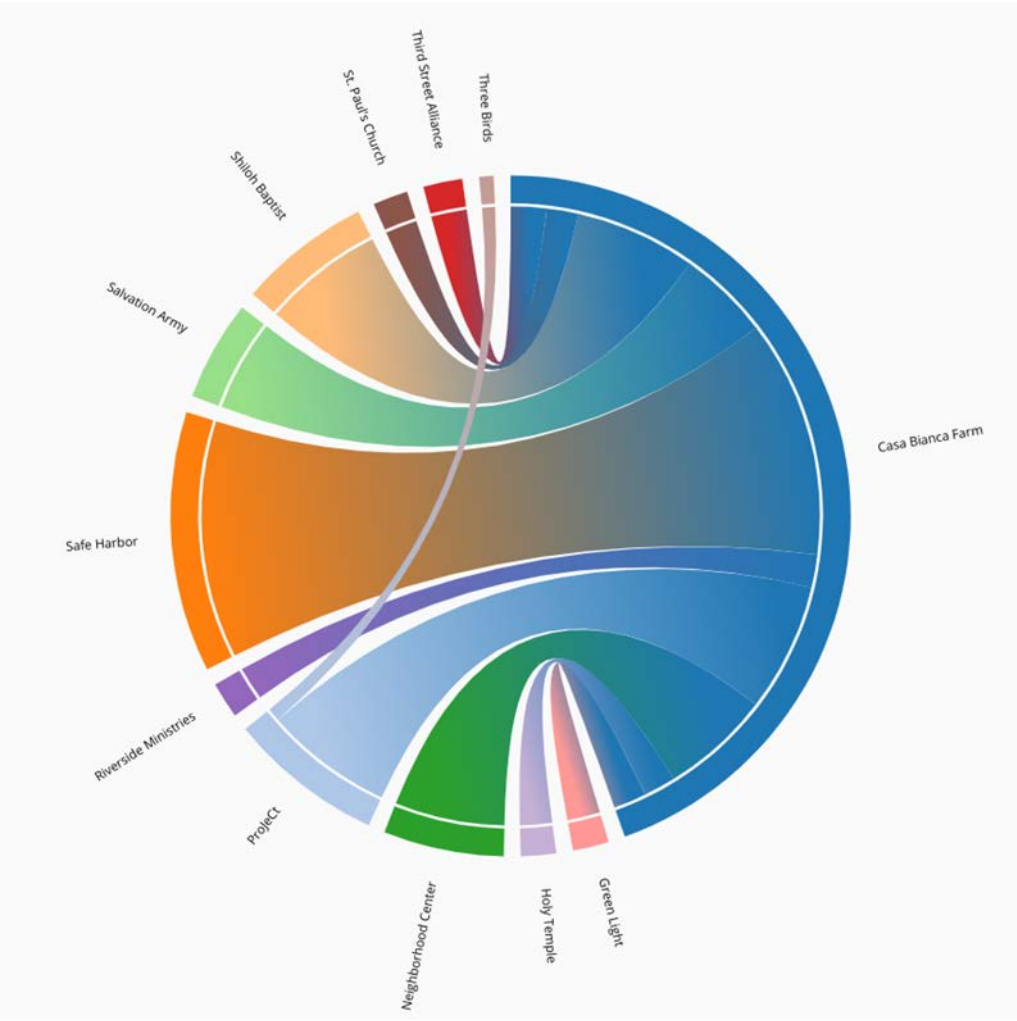
Green Light

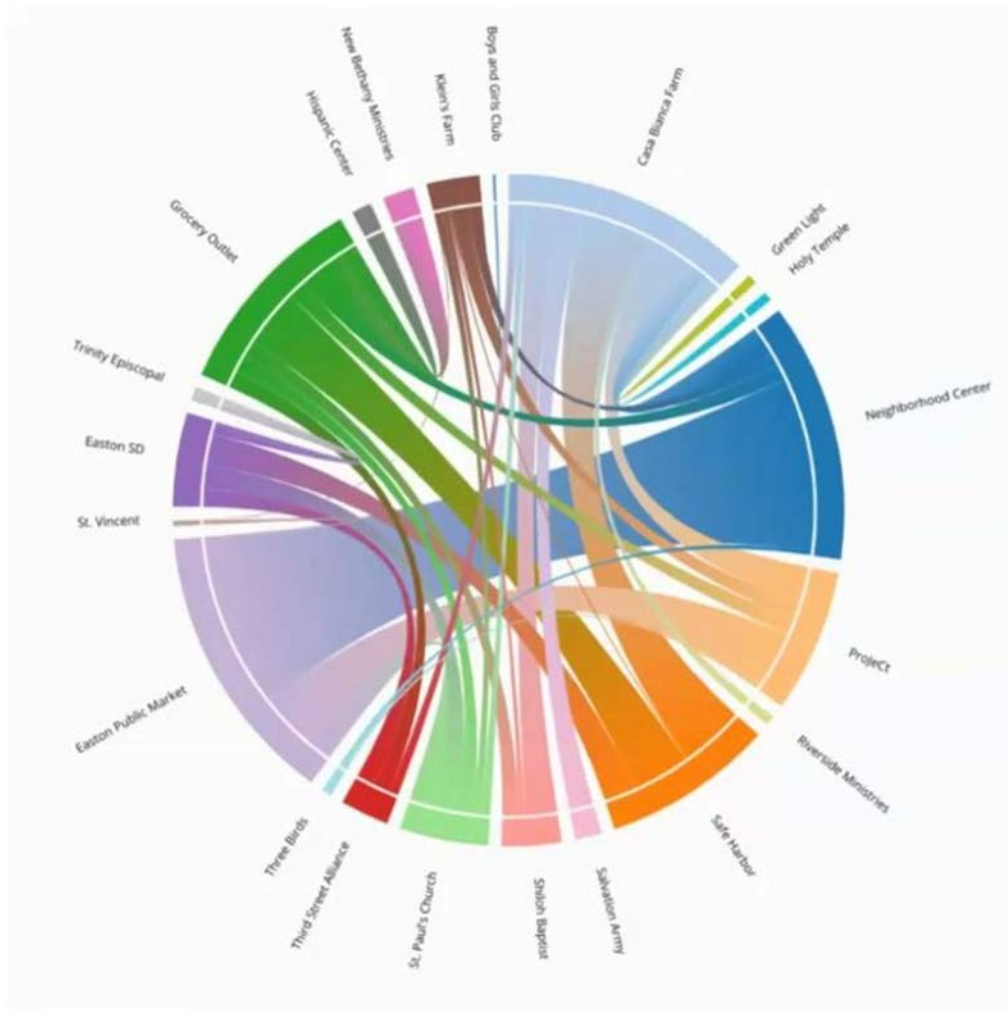


Casa Bianca Farm

Producer

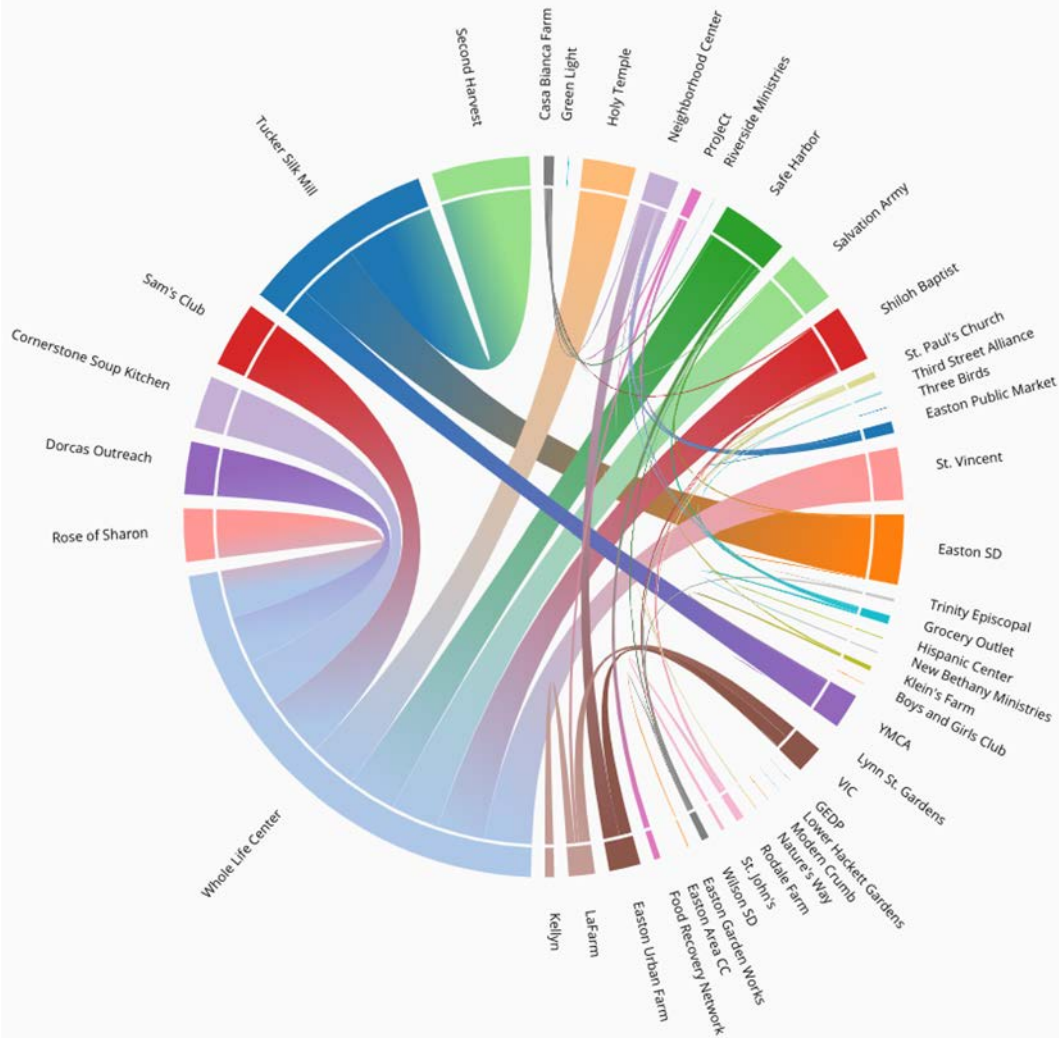






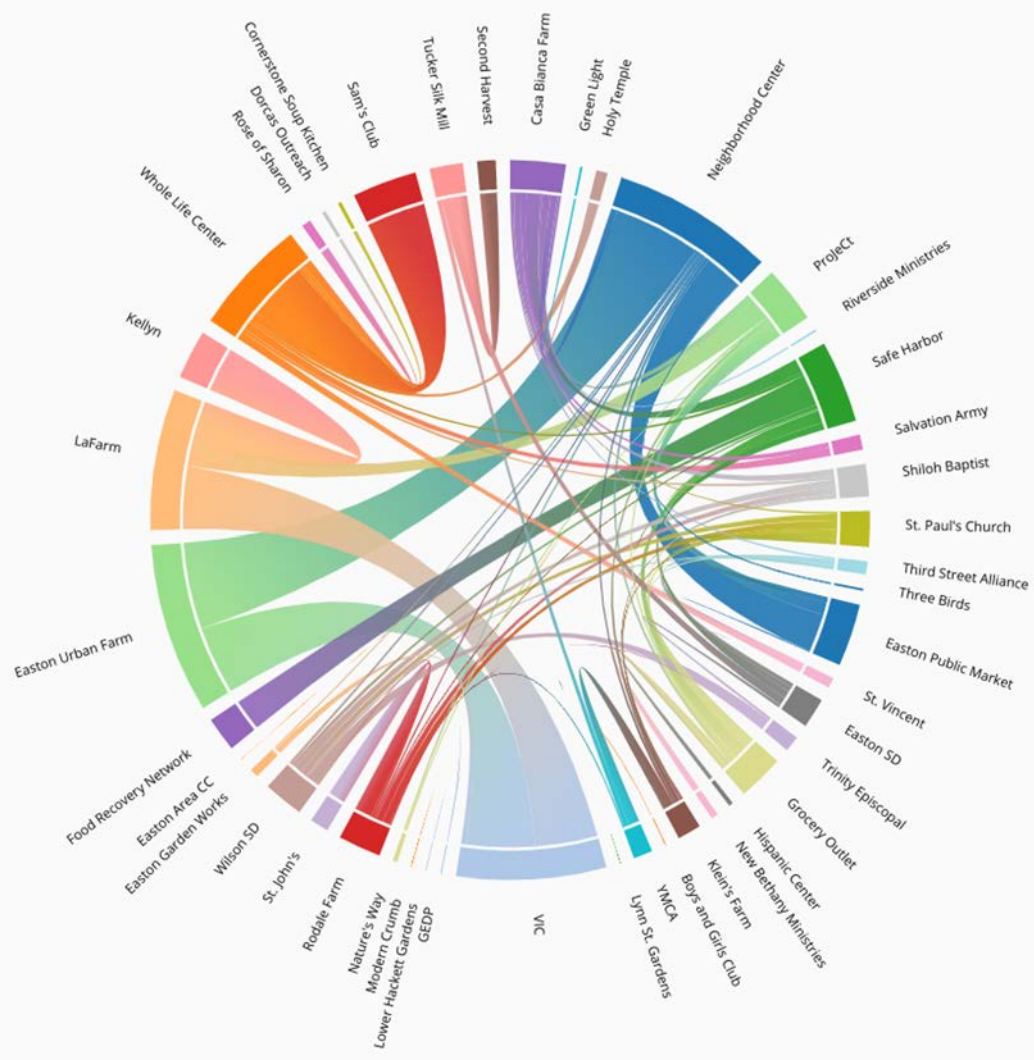
Mapping Flow

Chord Diagram Showing True Transfer of Food Between Easton Organizations



Mapping Flow

Chord Diagram Showing Adjusted Transfer of Food Between Easton Organizations



Summary

Massive web of many individuals and organizations

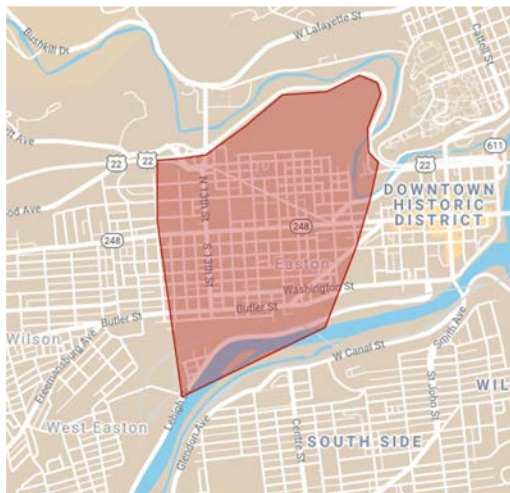
Covid created challenges yet established opportunities for new connections

Different data logging methods

Refrigeration and transportation posed common challenges

Opportunities to Explore

- A uniform, shared system for data logging
- Shared refrigeration/transportation systems
- Advisory board between community farms and gardens
- Focus more on increasing flow to the West Ward



Thoughts? What did we miss?

Contact Us!

With any questions, suggestions, or comments, feel free to contact us:

TechClinic@Lafayette.edu