



FOOD ON THE MOVE



OUR MISSION

Food On The Move, Inc.'s mission is to transform food access in Oklahoma through community partnership, education, and innovative solutions.

**"LET THEM
KNOW I AM
HERE."**

Excerpt, Mr. Ambassador,
Warrior for Peace





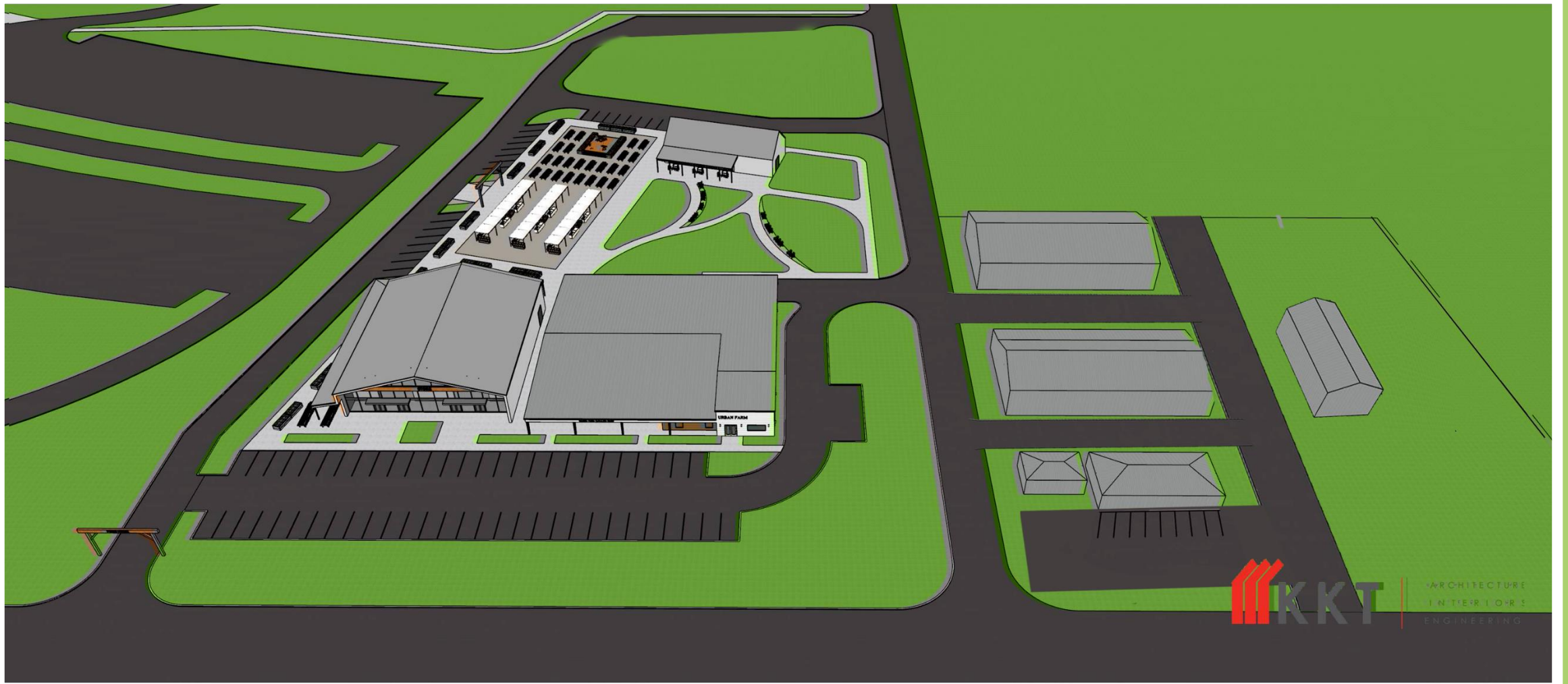
BUILDING BRIDGES THROUGH FOOD



Community Food & Resource Festivals

**"GO TO
THE
PEOPLE"**





FOUR PHASE FOOD CAMPUS

Urban Farm • Food Hub • Community Hub • Market

COMMUNITY PARTNERS

Bama Companies

Oasis Fresh Market

R & G Grocery

Frontier Produce

Cherokee Nation

Go Fresh

Ascension St John

BlueCross BlueShield of Oklahoma

Tulsa Community College

Cleveland Central Kitchen

Community Food Bank of Eastern

Oklahoma

Oberlin Food Hub

Global Gardens

Hunger Free Oklahoma

Oak Street Health

OSU Extension Office

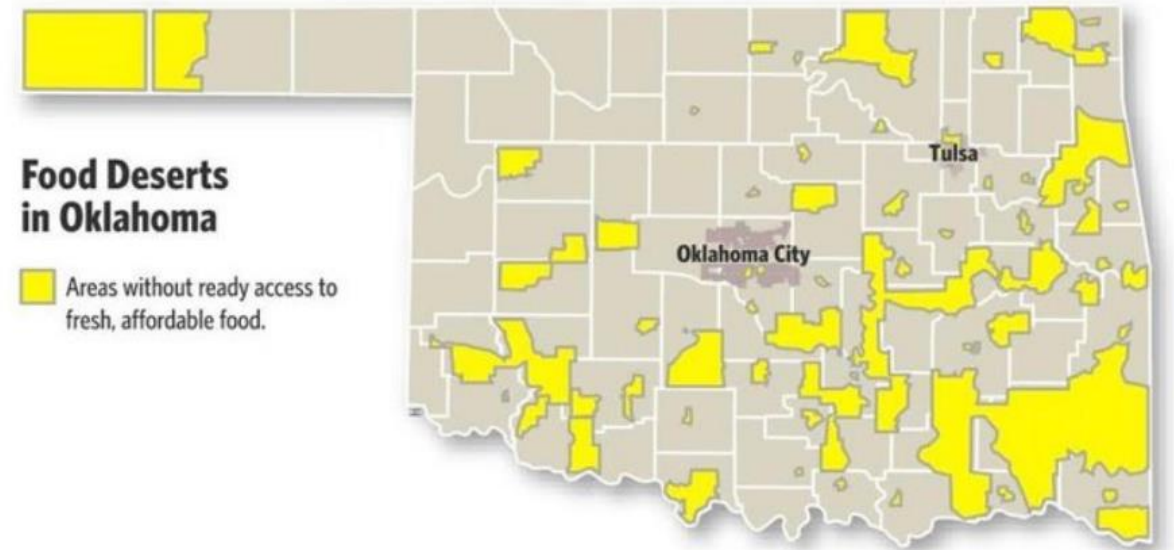
OSU Medical

The Tulsa Dream Center

• Tulsa Parks • A New Leaf • Arts Alliance • Birthright • Black Wall Street Chamber of Commerce • Catholic Charities • Cellular One • City Of Tulsa • Emergency Infant Services • City of Tulsa Financial Empowerment • Due North • Family and Children Services • Gaining Ground • Holburton Tulsa • INCOG • Milo's Tea • Parent-Child Center of Tulsa • Paul Mitchell School of Hair • Philbrook • Tulsa Responds • Youth Services of Tulsa

- Oklahoma is one of the most food insecure states
- 32 of our 77 counties have food deserts
- Over 500,000 Oklahomans live food insecure
- Oklahoma spends \$1,400,000,000 on medical issues related to food
- Oklahomans face several diet-related chronic health problems such as obesity, heart disease and diabetes.
- Many small to mid size farmers are struggling to make end meet
- Oklahoma farming loans are increasing, and repayment rates are decreasing
- Local independent grocer is paying higher prices for a lower quality product

FOOD HUB – THE NEED



THE FOOD HUB FUNCTION

A regional food hub is a business or organization that actively manages the aggregation, distribution and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail and institutional demand.

- Prioritize food access activities in economically disadvantaged communities
- Food distribution through networked farmers' markets, grocery stores, restaurants, etc
- Closing the loop through waste reduction and reuse



THE FOOD HUB SOLUTION

We need more LOCAL PRODUCE to reach more LOCAL FAMILIES

Because more LOCAL PRODUCE means more AFFORDABLE QUALITY FOOD.

For BETTER FOOD to be available:
The LOCAL GROCERY STORE has to have ACCESS,
The LOCAL FARMER has to SUCCEED,
The LOCAL FOOD SYSTEM has to be REDEFINED!



1

2

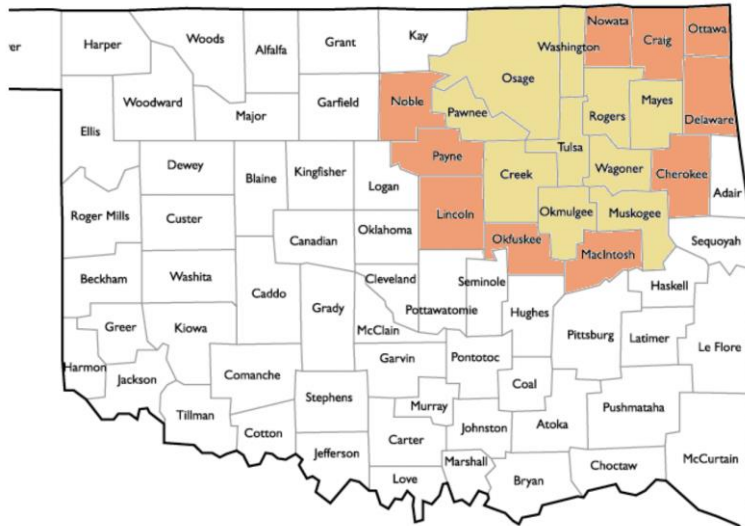


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Food Hub - Outcomes

Serving Farmers in Year 1

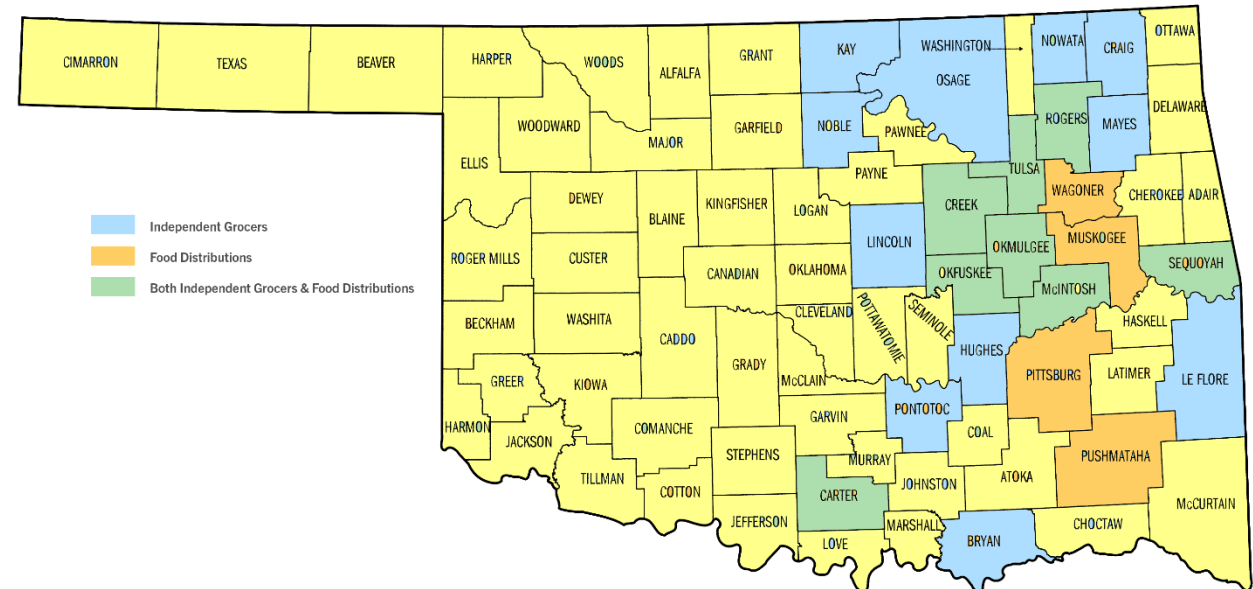
- 15,041 acres
- 9 adjacent counties with Tier 1 farms
- 11 outlying counties with Tier 2 farms
- Any Oklahoma farmer can participate



County	Tier	Sq. Miles
Creek	1	950
Mayes	1	655
Muskogee	1	810
Okmulgee	1	697
Osage	1	2,246
Pawnee	1	568
Rogers	1	676
Tulsa	1	570
Wagoner	1	562
Washington	1	415
Cherokee	2	749
Craig	2	761
Delaware	2	738
Lincoln	2	952
MacIntosh	2	619
Noble	2	732
Nowata	2	566
Okfuskee	2	619
Ottawa	2	471
Payne	2	685

Serving Oklahomans Year 1

- 300,000 individuals impacted the first full year
- Mobile food distribution targeted in 12 counties of Eastern Oklahoma
- Independent grocers in 19 counties in Eastern Oklahoma



Food Hub - Impact

Our Feasibility study revealed:

- Tulsa is a likely source for a Food Hub
- Farmers have a strong interest in a Food Hub
- The market for locally grown produce is increasing

Transformational Impact:

- Create a consistent place for farmers to sell their produce
- Create better access to fresh/affordable produce
- Reduce Oklahoma health care costs
- Minimize food waste

FOOD HUB

- Leverage the local food system to improve access to healthy foods.
- Provide low-cost grocery items to small community grocery stores as well as non-profit agencies addressing food insecurity in Food Deserts.
- Provide training for new and existing farmers.
- Increase access to healthy, affordable food to underserved communities as well as the creation of jobs and occupying vacant property.
- Assist in creating new markets and expanding production existing and new Rural & Urban farmers.



Food Hub

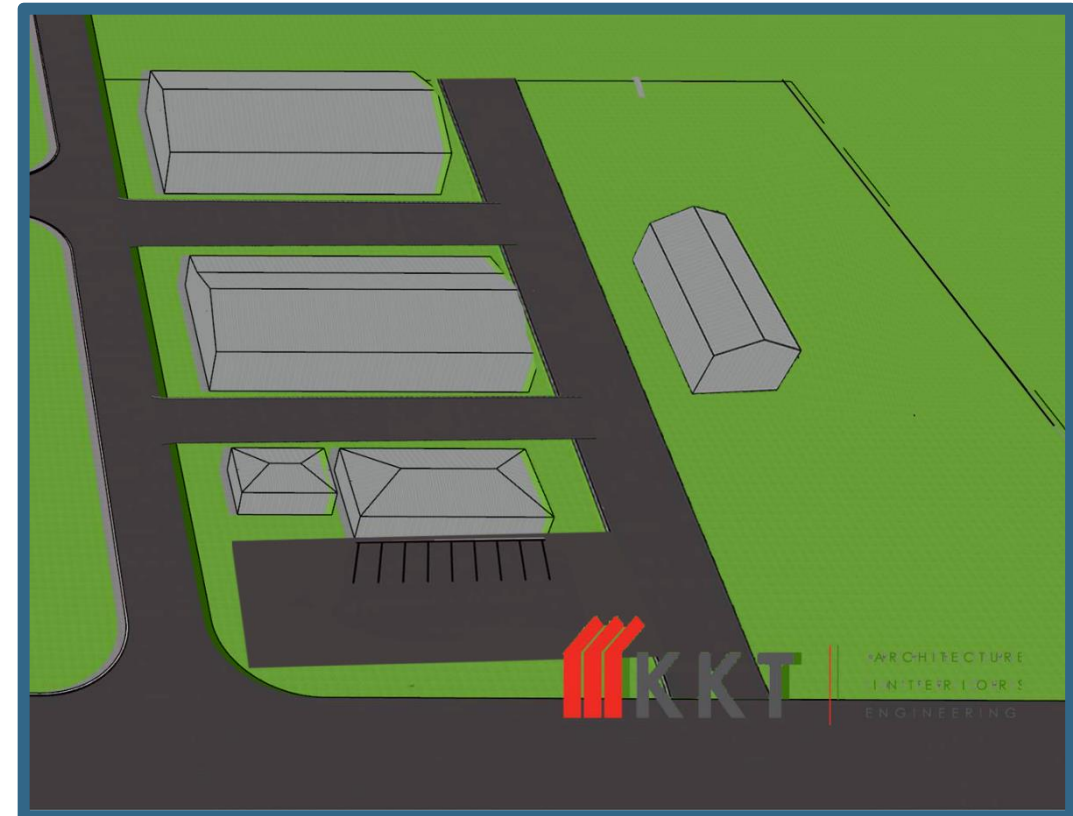
Total Food Hub Project - \$11,509,860

State ARPA Request is \$3,000,000

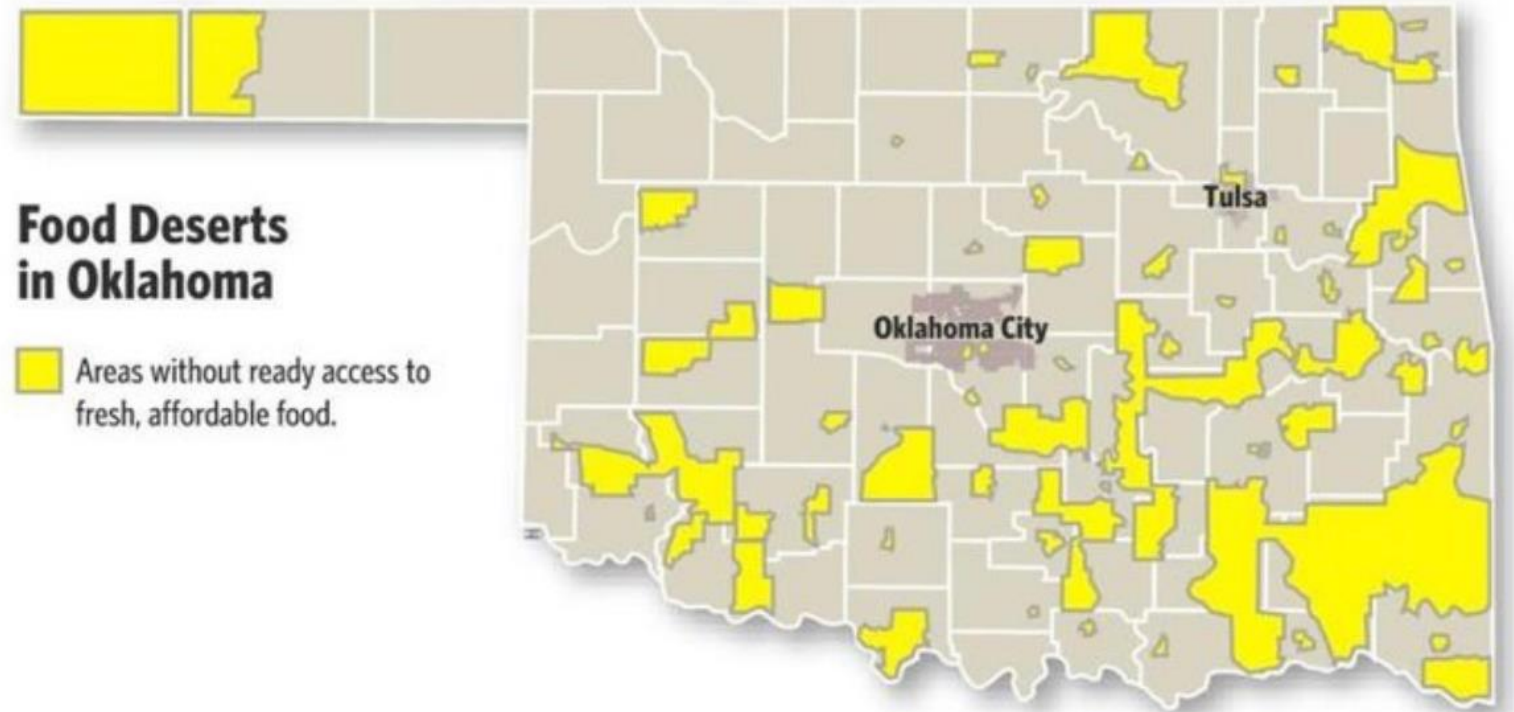
- Secure the property
- Open 6,500 square foot cold storage warehouse
- House the shipping and receiving office
- Provide the infrastructure

Other funding sources

- Private Companies
- Philanthropic Organizations
- ARPA Funding - received from Tulsa County and Cherokee Nation for phase 1



FOOD HUB



INVESTMENT IN A SOLUTION
INVESTMENT IN A MODEL FOR THE ENTIRE STATE
INVESTMENT IN SHRINKING THE FOOD DESERT MAP
INVESTMENT IN THE FUTURE OF OKLAHOMA



FOOD ON THE **MOVE**