



# BINGHAM FELLOWS CLASS OF 2013

## *Developing a Smart Food Culture*

The 2013 Bingham Fellows are working to develop a smart food culture, one that promotes healthy eating, improved accessibility and one that is environmentally responsible over the long term. To start this movement, they have developed a set of community food principles to create awareness of simple, fundamental truths. Here are their principles; read on to learn more about their work.

### *We believe*

in creating a community food system whereby all community members have equitable, affordable, and convenient access to nutritional food.

### *We believe*

in supporting food education efforts that address how food is produced, processed, labeled, distributed, marketed, prepared, consumed, and disposed.

### *We believe*

in building a greater nutritional knowledge and awareness throughout our community, acknowledging the important link between the foods we eat and our health.

### *We believe*

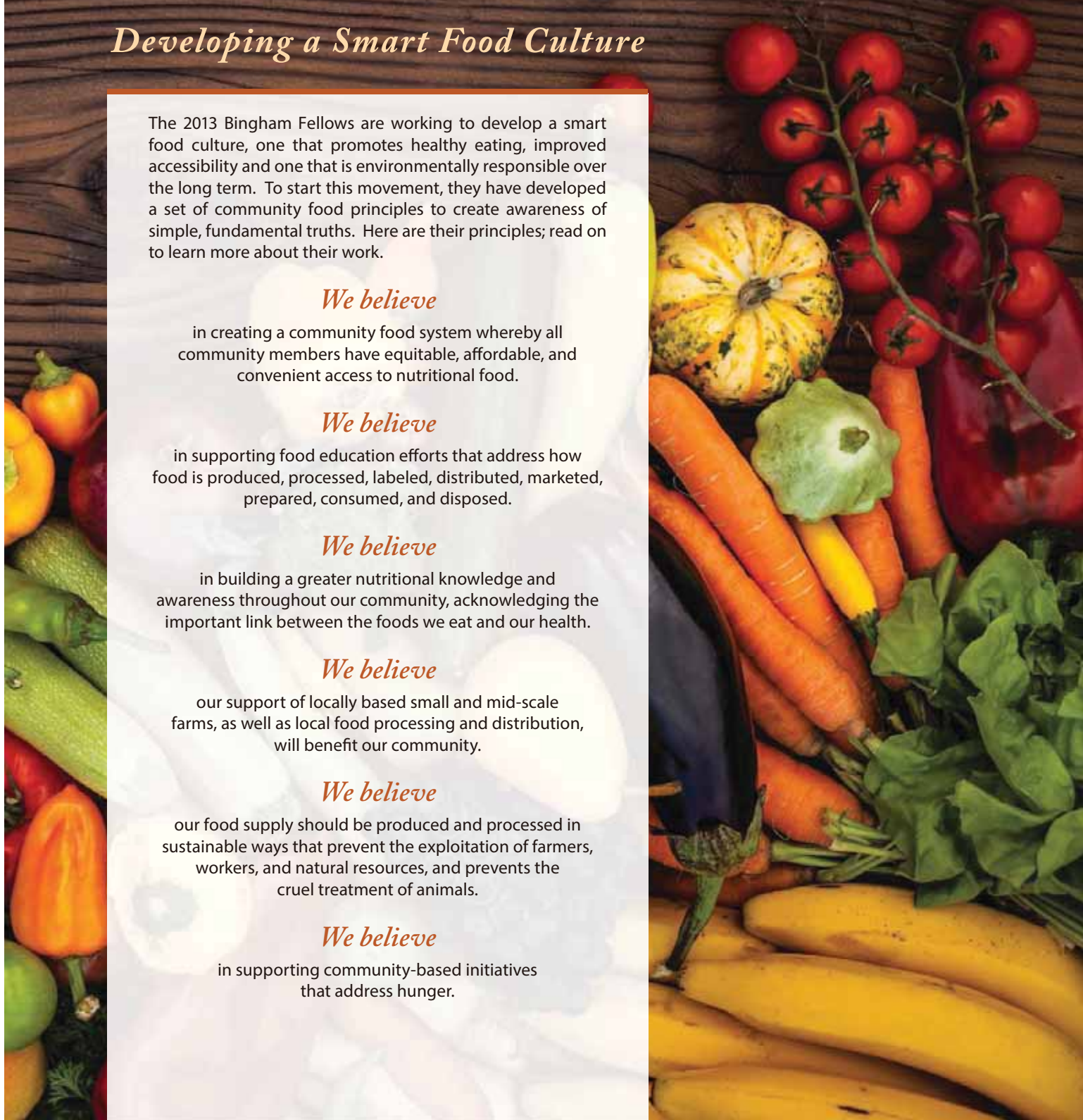
our support of locally based small and mid-scale farms, as well as local food processing and distribution, will benefit our community.


### *We believe*

our food supply should be produced and processed in sustainable ways that prevent the exploitation of farmers, workers, and natural resources, and prevents the cruel treatment of animals.

### *We believe*

in supporting community-based initiatives that address hunger.





*Not only are we charged  
as Bingham Fellows with  
understanding our current food  
culture, but we must also lead  
our community in its betterment.*

The 2013 class of Bingham Fellows consists of 46 community leaders from all corners of Louisville, including global companies with a local presence, universities and our public school system, non-profit organizations, government, small local businesses, and the media. Together, we make up a diverse class that has enriched the discussion of our topic, "Developing a Smart Food Culture."

We are all attracted to this topic for different reasons. For some it is the impact of food on health and wellness, for others it is the livelihood of farmers and availability of local food, and for others still it is what food represents in terms of access and opportunity. Because food is both immensely personal and infinitely public, it becomes a difficult culture to dissect, and an even more difficult one to influence.

The Leadership Louisville Center has given us every resource to explore food culture, both within our class and beyond it. We have heard from farmers, food access advocates, nutritionists, chefs and restaurateurs, the medical community, food scientists, local food proponents, government officials, economic development officers, and many others.

We have learned how food is produced, distributed, and consumed.

The diversity of our projects reflects the complex nature of our topic. We all, however, recognize the role environment plays in shaping food culture. All five projects focus on modifying or supporting environments that encourage positive relationships with food. Our projects are priming our community's soil and planting the seeds for a smarter food culture.



## *Louisville Community Food Principles*

How do you start a movement? You invite more than 100 leading organizations in our community to publicly commit to a set of food principles that declare simple, fundamental truths: healthful food is essential to healthy lives and to a healthy society, environment, and economy. By securing this support, the Fellows are fostering changes in institutional policies and decision-making in order to leverage our region's strong food economy, raise the nutritional IQ, enrich the lives of our citizens, and reverse negative health trends through promotion of healthy food consumption.



changes by working with their peers, parents, educators, and community stakeholders. The Fellows have also created The League of Healthy Heroes, a network of chefs, nutritionists, trainers, and volunteers, to assist students in making policy and environmental changes in their schools. This work will culminate in a student-led showcase at the end of the academic year.



## *Louisville Barn Raising*

According to the 2013 Local Food Demand Survey, our community wants more local food. The Fellows see this as an opportunity to transform our local food economy and provide the fresh food our community wants. The Fellows will convene hand-selected leaders for a charrette called the Louisville Barn Raising, January 13-14, 2014 at 21c Museum Hotel. The charrette will design collaborative solutions to increase food production, improve aggregation and distribution, and create local processing capacity, by tapping into the wisdom of knowledgeable leaders to address the significant and systematic gaps identified in the survey. The result will be an action plan to transform our local food economy.

## *Students Taking Charge*

For sustainable change, young adults need to take ownership and lead the conversation around healthy eating and physical activity. The Fellows will work to make this a reality by building on and assisting in the implementation of a proven national program called Students Taking Charge with Jefferson County Public Schools (JCPS) high school students. Students will be given the tools to identify areas of health policy and environmental improvement in their schools, formulate action steps for change, and then implement those



## *Building a Smart Food Culture Model*

Wellington Elementary is a JCPS school that serves a diverse student body and is at the heart of the Shively community, a known "food desert" with poor health outcomes. The Fellows are connecting two non-profits, New Roots and The Food Literacy Project, with new expertise and resources to empower Shively residents and create a replicable model for other "food deserts" in Louisville. This will build the nutrition IQ for students and families, create demand for fresh food, and reduce food insecurity through the Wellington Fresh Stop, a community-operated market that assists members in pooling their resources (including food stamps) to receive seasonal produce from local farmers at wholesale rates.

## *LouisvilleIsFood.org*

There's no shortage of players, projects and initiatives working to build a smart food culture in Louisville. Because the "whole is greater than the sum of the parts," the Fellows have partnered with food economy stakeholders and businesses like Winston Industries to create an exciting new resource to support and amplify all initiatives in our region. LouisvilleIsFood.org will promote greater connection and coordination among organizations working in all aspects of the food system, educate the public, provide a springboard for advocacy, and promote the good work happening in Louisville around food. By connecting these disparate but like-minded entities, their efforts, and therefore our smart food culture, become more sustainable. When the players start talking, even virtually, our food economy becomes stronger through collaboration. ✨

*"We all have a stake in creating a healthier community. Louisville's prosperity and opportunities rely on a new level of community awareness, understanding and commitment to improving health outcomes."*

– Greater Louisville Project, 2013 Special Report

## ABOUT THE BINGHAM FELLOWS

Bingham Fellows is the leadership-in-action arm of the Leadership Louisville Center. Created in 1988 through a \$500,000 endowment from the Mary and Barry Bingham Sr. Fund, the Fellows are social entrepreneurs who have the imagination and talent needed to gather critical resources and create social change. Now in its 22nd year, the Bingham Fellows have had an impressive track record providing emerging issues with visibility and momentum.

The Fellows don't ponder what might be. They roll up their sleeves, shine a spotlight on an issue and put new ideas to work. In recent years, they've contributed to the development of a long-term vision for our community, enhanced environmental responsibility through initiatives at the grassroots and policy levels, worked to attract and retain talent with an internship program now managed by Greater Louisville Inc. and helped form the Kentucky Indiana Exchange, a regional leadership coalition. The impact of the Fellows goes back to the 1990's with the creation of The Housing Partnership, construction of the Presbyterian Community Center, growth of local farmers' markets and numerous other positive outcomes.

### 2013 BINGHAM FELLOWS

**Claire Arnold**

Louisville Education & Employment Partnership

**Summer Auerbach**

Rainbow Blossom Natural Food Markets

**J. Duffy Baker, Jr.**

Chase - Louisville Market

**Julia Bauscher**

Jefferson County Public Schools

**Sasha Belenky**

YMCA of Greater Louisville

**Tanya Bowman**

Frost Brown Todd LLC

**Alice Bridges**

KentuckyOne Health

**B. Todd Bright**

Kentucky Farm Bureau

**David Burianek**

Humana Inc.

**Jeff Calderon**

Deming, Malone, Livesay & Ostroff

**Christopher Chase**

Discernity

**Ivor Chodkowski**

Field Day Family Farm, Grasshoppers Distribution

**Elena DeGooyer**

Humana Inc.

**Lisa DeJaco**

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**Beth Dlutowski**

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**Jeffrey Ellison**

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**Christopher Fuller**

Yum! Brands, Inc.

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Neighborhood House, Inc.

**Carol Gundersen**

Food Literacy Project at Oxmoor Farm

**Diana Han, M.D.**

GE

**Karyn Hascal**

The Healing Place

**Joshua Honaker, M.D.**

Norton Healthcare

**Lisa Hunter**

Brown-Forman Corporation

**Maggie Keith**

Foxhollow Farm

**Kristopher Kelley**

Woodland Farm LLC, Kelley Green Biofuel

**Cheryl Kersey**

Kersey and Kersey Architects

**Robert Kingsolver, Ph.D.**

Bellarmine University

**Andrew Koon**

Venture Vending LLC

**Steve Makela**

Edible Louisville

**Karyn Moskowitz**

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**Melissa Richards-Person**

Papa John's International

**Lynn Rippy**

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**Attica Scott**

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Dare to Care Food Bank

**Theresa Watson, RN**

Seven Counties Services, Inc.

**Debbie Wexler**

GE

**James Whaley**

Consultant Chef

**Edward Raynard White**

River City Drum Corp Cultural Arts Institute, Inc.

**F. Bruce Williams, D.Min.**

Bates Memorial Baptist Church

**Jackson Woodward**

The Horton Fruit Company, Inc.

**Theresa Zawacki**

Louisville Metro Government

### 2013 BINGHAM FELLOWS STEERING COMMITTEE

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Norton Healthcare

**Al Cornish (LL '11, BF '07, FL '06)**

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YMCA of Greater Louisville

## Humana Foundation

**SPECIAL THANKS TO THE HUMANA  
FOUNDATION FOR SUPPORTING THE  
BINGHAM FELLOWS CLASS OF 2013**



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Louisville Center

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