



**The
Idaho
Foodbank**

Food for Change

A Hunger-Free Idaho Through Permaculture

A Presentation by Amy Dillon | COMSTRAT 562



“ The Idaho Foodbank’s Mission is to help feed, educate and advocate for Idaho’s hungry through collaborative partnerships to develop efficient solutions that strengthen individuals, families and communities.”



The Issue

- 9% of Idahoans struggle with food insecurity.
- That is approximately 152,890 people.
- 46,800 of those people are children.
- Nearly 50% of food insecure Idahoans may not qualify for SNAP benefits.
- Donations to the Idaho Foodbank are declining and may not be able to keep up with increasing demands.



The Solution

- To combat increasing food insecurity and decreasing donations, a long-term, sustainable solution is needed.
- The Food for Change program seeks to educate Idahoans about permaculture as a way to combat food insecurity and lessen the need for food donations by at least 5%.
- Food for Change would provide homesteading education and community garden programs.



Why Permaculture?

Principles

Permaculture is a sustainable form of agriculture that evolves over time.

Permaculture encourages inter-planting or companion planting, where all of the varied species bring a different specialty.

Benefits

Permaculture spaces are designed to be self-sustaining aggregations of plants.

This food supply can be added to over time and used to feed an entire community of people.

Results

Food forests, community gardens, and general education on permaculture are long-term solutions to food insecurity.

Many locations in Idaho could also benefit from permaculture-style gardens for personal use.



Idaho Foodbank SWOT Analysis

STRENGTHS

The Idaho Foodbank has a wide reach in the state of Idaho, with robust support from various organizations.



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WEAKNESSES

The Idaho Foodbank is dependent on food donations from corporate sponsors and the public.



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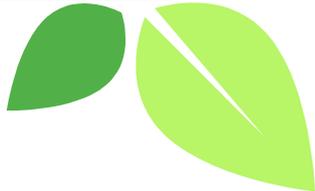
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Permaculture education is an untapped resource for Idahoans looking to become food secure.

OPPORTUNITIES

The increasing need for food donations will likely not be met without additional resources like permaculture.

THREATS



Campaign Call to Action

The key takeaway of the campaign is that Idahoans can achieve long term self-sufficiency through permaculture, no matter their environment. The general call to action (Food for Change) delivers a message of hope to Idahoans struggling with food insecurity and Idahoans that seek to be more independent from corporate food systems. The campaign would encourage Idahoans to take action towards self-sufficiency through permaculture practices.



FOOD for Change

LEARN PERMACULTURE WITH THE IDAHO FOODBANK

Long-Term Food Security

Join the Food for Change program, a new initiative by the Idaho Foodbank. Learn permaculture practices to enhance your gardening skills and experience self-sufficiency through growing your own food.

Community Gardens

Join our community garden program to learn permaculture with your local community and form lasting connections. Don't have a community garden in your area? Contact us to start the process.

Homesteading Education

Are you an aspiring homesteader looking to learn more effective gardening and canning techniques? Look no further than the Food for Change program. We'll give you the educational resources you'll need to start.



CONTACT US

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Campaign Details

Suggested Taglines and Hashtags:

- Food for Change
- Working Towards a Hunger-Free Idaho
- #FoodforChange
- #HungerFreeIdaho
- #IdahoFoodBank
- #IdahoPermaculture

Campaign Keywords/Phrases

- Permaculture
- Community
- Food Security
- Self-Sufficiency
- Homesteading
- Idaho Foodbank

Campaign Salient Points

- Permaculture can be a long-term solution to food insecurity.
- Permaculture education is attainable.
- Becoming more self-sufficient is possible.

Campaign Reach

Reaching food insecure Idahoans all over the state will require a variety of digital and traditional methods to ensure the widest possible reach. Some methods include:

- The Idaho Foodbank website (and program microsite), Facebook page, Instagram profile, YouTube channel, and a potential TikTok channel.
- Direct mail, posters, and billboards to contact older, rural, and off-the-grid populations.
- Earned media from local media organizations.

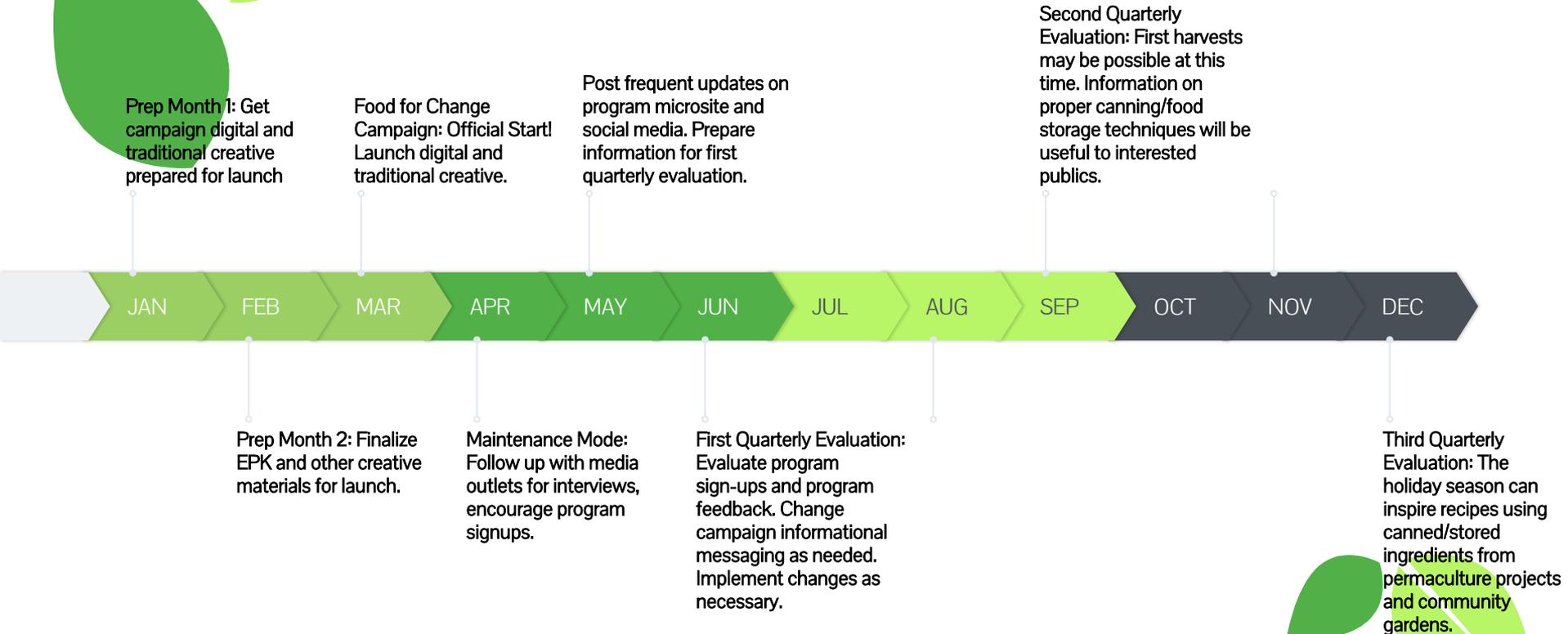




Campaign Evaluation

- The campaign will be tracked through:
- Food for Change microsite impressions through Google Analytics.
- Food for Change program sign-ups.
- Food for Change program inquiries from interested publics.
- Homesteader education program completions.
- Quantity of community gardens established.
- Paid social impressions, engagements, and CTR.
- Organic social impressions, engagements, and CTR.
- Email newsletter open rates.
- Quantity of earned media engagements.
- Idaho Foodbank overall food donation needs.

Timeline - The First 12 Months



References

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