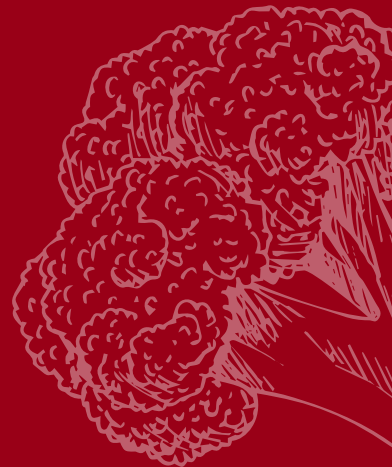
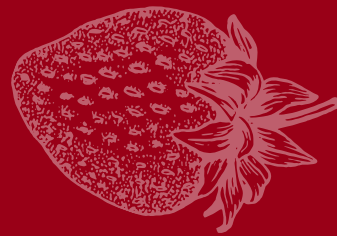




# Sustainable CAPE

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## STRATEGIC PLAN





Sustainable CAPE believes that a healthy, equitable, and resilient local food system is essential to the well-being of individuals, communities, and the environment across Cape Cod.

Yet many residents face barriers to accessing affordable, nutritious food, while local farmers and fishers encounter economic and structural challenges that limit the reach of locally produced food.



**Our** **THEORY of CHANGE** is that by integrating education, equitable food access, healthcare and other partnerships, and support for local producers, we can transform the regional food system to better serve both people and the environment.

**Our 4 core strategies:**

- *We expand **education and youth engagement** through farm-to-school programming, standards-aligned curriculum, and hands-on learning opportunities that build lifelong knowledge and leadership.*
- *We increase **equitable food access** by strengthening farmers' markets, expanding SNAP/WIC/HIP utilization and additional food access programming, and reducing financial and informational barriers to purchasing local food.*
- *Through our **Food is Medicine program**, we partner with healthcare providers to deliver medically-tailored local food alongside nutrition education and counseling, improving outcomes for individuals with diet-related disease.*
- *Finally, we support our local **food system & organizational sustainability** by building strong relationships with regenerative farmers and fishers, expanding collaborative partnerships, improving distribution systems, and advancing policies that incentivize local food production and consumption.*

As a result of these efforts, we will see increased knowledge of nutrition and local food systems, improved access to and consumption of healthy food, stronger connections between communities and local producers, and improved health outcomes for participants. Over time, these changes will contribute to a more economically viable agricultural and fisheries sector, a reduction in food insecurity and diet-related disease, and an increase in our community's health and economic well-being.

**Sustainable CAPE envisions a future where all residents—regardless of income—can access and benefit from a vibrant, sustainable local food system,** and where individuals are empowered to act as agents of change in creating a healthier Cape Cod.

This, we believe, is a future worth working towards. **We hope you'll join us.**

*Francie Randolph*

Founding Director, Sustainable CAPE - Center for Agricultural Preservation & Education

# OUR MISSION

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To celebrate local food while inclusively educating about the health of our bodies, community, and environment.



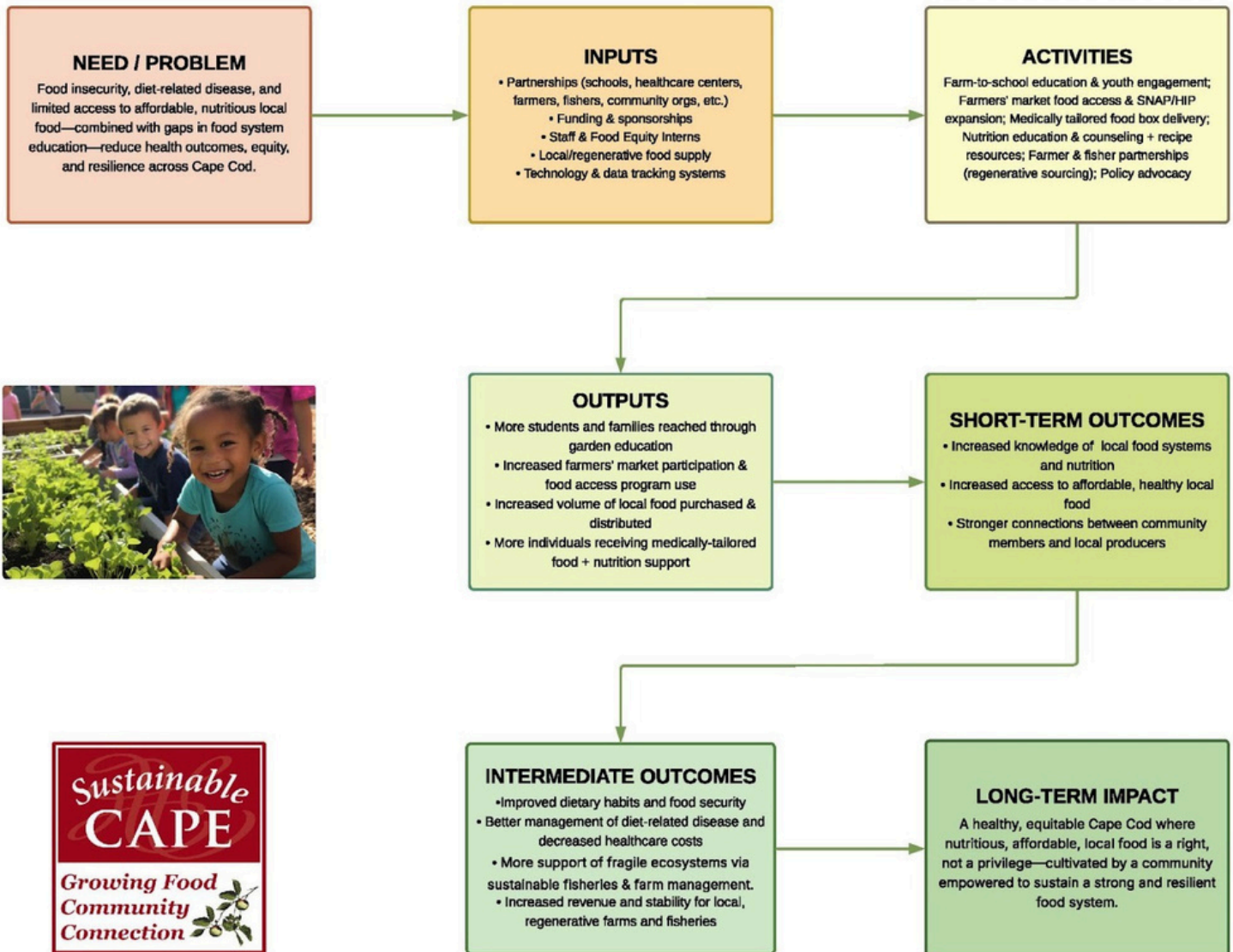
# OUR VISION

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To empower all individuals to become agents of change – creating a decidedly more delicious, healthy, affordable and sustainable Cape Cod.



# THEORY OF CHANGE



# STRATEGIC GOALS

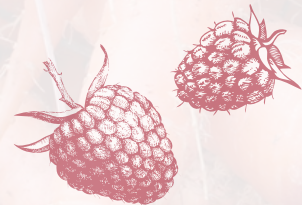
## GOAL 1

### Scale Sustainable Educational Programming & Youth Engagement

**TARGET:** Increase youth engagement.

#### ACTIONS

- Consult with additional school districts on Cape Cod, driving increased participation and education via farm to school activities.
- Design and implement a year-round curriculum to align our school garden work with Massachusetts DESE Science Learning Standards & DESE Health Learning Standards.
- Support regional food sovereignty and cultural literacy by integrating Wampanoag expertise into ongoing educational initiatives, fostering a collaborative environment rooted in deep listening and traditional environmental stewardship.
- Develop a Sustainable CAPE "Food Equity Internship" program to educate and involve the next generation of food system advocates.





# GOAL 2

## Expand Equitable Food Access & Local Food System Resilience

**TARGET:** Reach more food insecure individuals on Cape Cod with affordable, local food at farmers markets and via delivery while increasing the economic impact on local, regenerative farms and fisheries.

### ACTIONS

- Expand the Farmers' Market Coalition to include all interested farmers' markets from Provincetown to Falmouth and the Islands.
- Develop partnerships to support awareness, funding and increased program utilization.
- Enlist Food Equity Interns to support the execution and promotion of individual farmers' market food access programs and efforts.
- Enhance "Harvest Highlight" educational programs to include year-round, locally sourced, affordable and easy to make local food recipes for food-insecure households.
- Leverage new technologies to broaden education about and reach of SNAP, WIC, and Senior Bonus Match programs as well as the Healthy Incentive Program (HIP).



# GOAL 3

## Expand the "Food is Medicine" Program to Deliver More Food Across the Cape

**TARGET:** Deliver medically-tailored local food boxes to more food insecure individuals and families throughout Cape Cod.

### ACTIONS

- Expand relationships with community healthcare centers to increase referrals of food-insecure patients with diet-related disease into the program.
- Create relationships with additional farmers and fishers to harvest locally-grown food using regenerative methods for aggregation and distribution across the Cape.
- Develop cost-effective, sustainable distribution partnerships to support deliveries across Cape Cod communities.
- Offer individualized nutrition education and counseling, along with access to a dedicated online library of low cost local food recipes for enrolled participants.
- Support advocacy for MA state tax-deductions for local food donations from farms and individuals.

# GOAL 4

## Strengthen Organizational Capacity & Financial Sustainability

**TARGET:** Increase operating reserves and secure 3-year funding cycles for core programs.

### ACTIONS

- Develop a diversified and sustainable funding strategy, including an Annual Sponsorship donor program and Endowment.
- Implement a data-driven system to measure the utilization and impacts of programming.
- Establish a "Stories from the Field" initiative to share impact and drive growth.





# CORE VALUES & ALIGNMENT

## CONNECTION, CREATIVITY, DIGNITY

All programs will uphold the dignity of participants by ensuring high-quality, fresh food access to all income levels using stigma-reducing protocols.

## ENVIRONMENTAL & CULTURAL EQUITY

Aligning with the Cape Cod Commission's 2025 Regional Policy Plan, Sustainable CAPE will support farmers and fishers protecting fragile land/water resources through sustainable practices.

## LAND ACKNOWLEDGEMENT

Our work will continue to honor the Wampanoag Nation, the original stewards of this region, and their deep knowledge of food (alongside our shared land and water resources) as medicine.



# KEY PERFORMANCE INDICATORS

- 1. Total Value of Locally Grown Food Purchased (\$2.4M → \$3.0M by 2031)
- 2. Number of Students Reached (1,000 → 2,500+ by 2031)
- 3. Increased utilization of SNAP/HIP/Bonus Match (\$200,000 → \$275,000+ by 2031 )
- 4. Funds Raised for Endowment (\$500,000 target)

# 5-YEAR IMPLEMENTATION ROADMAP

<u>Timeframe</u>	<u>Focus Area</u>	<u>Key Actions</u>
Year 1 (2026)	Expansion	Consult on our Farm to School model in 1-2 new districts; Connect with additional farmers markets & healthcare centers across Cape Cod; develop sponsorship programs.
Year 2 (2027)	Operations	Formalize the new Farmer-in-the-School curriculum; Launch "Food Equity Internship" program; evaluate delivery service strategies, embed sponsorship program into program operations.
Year 3 (2028)	Regionalization	Implement Farmers' Market Coalition food access work at all interested Cape Cod markets; Launch Farmer-in-the-School curriculum in 3 districts; Deliver Food is Medicine to patients from 3 regional Health Centers; Share "Stories from the Fields".
Year 4 (2029)	Sustainability	Launch 3-year funding campaigns; Evaluate 5-year data impact.
Year 5 (2030-31)	Legacy	Fully operational year-round local food educational hub; Farmers Market food access programs adopted region-wide; data-supported decision-making.

