

Documenting Sustainable New England Food Systems

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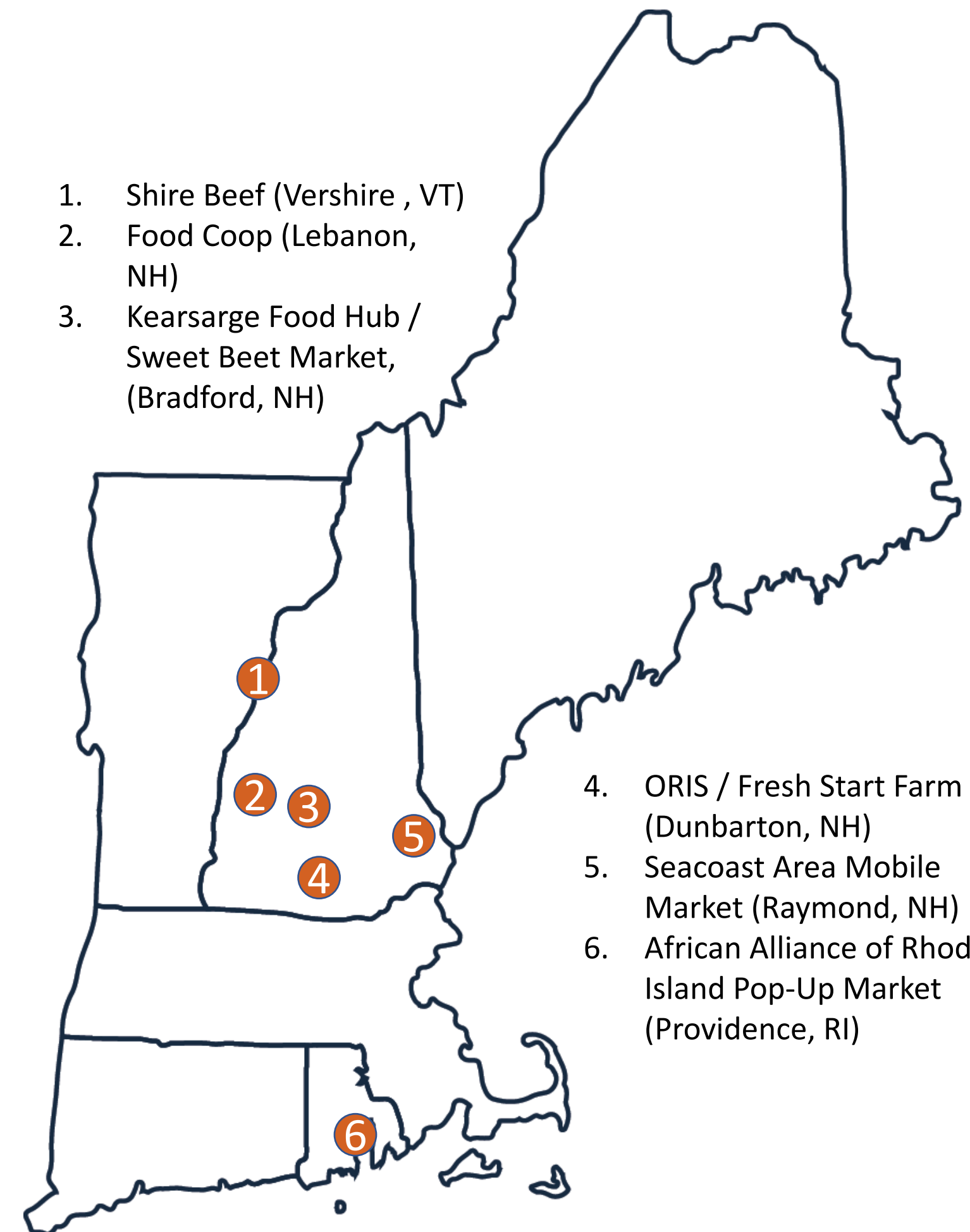
Objectives

Create a bank of marketing materials for FSNE and NHFA in photos, audio interviews, and video

Amplify the audience reach of FSNE / NHFA by creating one audio documentary for public radio

Key Challenge

It's difficult to capture a representative cross section of the many categories of diversity involved in creating a sustainable food system...



Site Selection Filters

- Satisfy our diversity criteria, with special attention to BIPOC representation (schedule those sites first and use them as anchors) and states
- Present compelling alternatives to existing food system narratives
- Cluster geographically whenever possible
- We are sharing all photos and transcripts with the host organizations

So far...

6 site visits 3 states 28 interviews

We have identified 3-4 possible feature story ideas and appropriate radio/podcast outlets



Next steps

- Continue scheduling site visits and conducting interviews
- Visit the three remaining states and outstanding NH regions
- Pitch story ideas to PRI's *The World*, NHPR, and NPR New England bureau chief

Thank you to the many individuals who have shared their time and stories to make this work possible.

...meanwhile, gathering visually and sonically diverse documentary materials that serve a diverse set of functions



We can change the conversation about sustainable food through **strategic storytelling.**