

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

ARCADIA

**Center for sustainable
food & agriculture**



ARCADIA

**Center for sustainable food &
agriculture
Washington DC**

ARCADIA

**Patricia Griffin from
the Nueva Vista Group,
LLC**

**National Trust for
Historic Preservation**

Funders.

**Michael Babin
Elizabeth Bennett-
Parker**



Context.

This is one of the 4 case studies for the Kiwibee project. With the presentation of this case studies, I intend to look for similar projects and new strands to add to the Kiwibee farm that already works efficiently but can benefit from new activities.



Arcadia.

Arcadia is a non-profit organization that, with its team, works to create a more equitable and sustainable local food system in the Washington, DC area (Woodlawn Estate in Alexandria, Virginia).

Works especially in four distinct program areas that address a specific need in the community, and at the same time tries to engage with consumers, farmers, schools, and institutions.



The process.

Arcadia Farm started in 2010 as a response to improve the health of the community, support the viability of local farmers, and preserve the environment for future generations. Its grounds are based in Alexandria, Virginia.



Governance and Policy Making



Industrial agriculture is displacing small producers

There's an increase of environmental degradation like erosion, polluted waterways, and a changing climate.

Arcadia Farm was created because the funders saw how the national trends in agriculture were disturbing and unsustainable. Involving and teaching young people about agriculture as well as involving the community and helping other groups of in need people, is the best way to contribute for fight the growing of industrial agriculture and all the disadvantages that come from it.

Activism and Civic Participation



Keep small farms working and give them an important place in society

Create activities to alert and help people

To build the more equitable, sustainable local food system that Arcadia is committed to created they offer membership programs as well as Volunteer Opportunities. Arcadia programs have a variety of typologies. From guided tours to the farm for children, two mobile market trucks for the whole community to be able to purchase healthy food, reading moments for children to learn more about agriculture.

Programs for veterans, after the struggle of retiring from the military and become economically independent, by giving them the skills they need to at least be a vegetable farmer, regardless if they're doing livestock or produce.

Another interesting program is the fact that the farm brings knowledge to students in schools, doing classroom sessions and serving them meals with products grown in the farm.

There is a summer camp with lots of summer activities for children to learn and have fun in the nature.

Social Interactions and Relations



**Receive the community and
give out to the community**

**Teach and help, using different
methodologies, for different
groups of people**

The Arcadia Farm project is clearly comprehensive of community collaboration, sustainability and cohesion through all the programs they have. From educating young children to be aware of the concept of sustainability and community agriculture, to programs to help veterans struggling to get a job after retiring from the military service, even giving them their own land in an incubator type program. They are focus in the present and in the future generations.

City and Environmental Planning

**Give the «small farm» concept
another life**

**Community learning and well-
being**

The city is becoming much more informed about agriculture and therefore sustainability. People from all ages have the opportunity to start learning and becoming much more informed about this new skill, so the city is getting much greener and supportive of this new way of living.

Production, Distribution and Consumption



**Produce the best and sell it
at affordable prices**

**Sell in neighborhoods that
lack affordable convenient
access to healthy food**

The Arcadia Farm sells all the products that are produced by the diverse groups of people that come to the farm to live new experiences and learn new things (children, volunteers, members, veterans, etc...) in their two mobile trucks, as well as in their feeding sites near the farm to anyone who is interested in buying fresh, healthy food.

Skill Training



Agriculture skill

Start a business

The project has a lot to do with learning new skills, from little kids with their visits to the farm in field trips and class visits, to the adults who volunteer and are apart of membership programs to learn more and work in the agriculture. There's also the veteran's program in which the retired veterans learn, and even have the possibility to own and produce their products not only to sell but to start their own little business.

Job Creation



**Give the skill and knowledge
to start their own business**

**Retired veterans and aging
population**

One of the ways the Arcadia Farm helps in terms of job creation is to give and teach the knowledge behind agriculture and sustainability. Retired Veterans (most of them are a big part of the aging population) are helped by learning this activity (physically or through research work), so they can, in the future work independently. They have a different program where the veterans have food access and distribution, sourcing, can work with local chefs and retailers and have farm and nutrition education. Finally, there's the Veteran Farm Incubator that is open to graduates of Arcadia's training programs, and other veterans on a case-by-case basis. They have access to land, water for irrigation, shared equipment, and additional shared infrastructure to support the incubator farmers to launch their new farm businesses.

Storytelling and Visualisation



Involving all age ranges

Multiple platforms

Arcadia uses a lot of social media platforms to keep their public interested in the multiple programs they have. From their own website where people can sign up to the programs, to Facebook page, Twitter and Instagram, they share a lot of activities and incentivate the community to get involved.

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

www.arcadiafood.org

beatrizg@ua.pt



ARCADIA
**Center for sustainable food &
agriculture**
Washinton DC
Beatriz Gonalo