

Pueblo Food Project

Pueblo Food Project (PFP) educates and equips local stakeholders with skills to create a more equitable food system. As PFP Director Megan Cover states, “Our mission is to make a more vibrant, equitable and nutritious food system for every eater across Pueblo County.” Since being convened by US Senator Michael Bennet’s office and Walter Robb, Stonewall Robb advisor and former Whole Foods co-CEO, PFP has grown from engaging 30 stakeholders to over 100 community members and organizations.



2024 Sun Soil Water Ag Summit

PFP’s programs aim to foster a future where all people of Pueblo have access to nourishing food, can use their power to make choices about their food, and can connect to their community, culture, land, and each other through food:

- Community Food Pantry
- Community Garden Sustainability Program
- Entrepreneur Development Program
- Food Skills Education
- Community-Led Coalition
- Sun Soil Water Summit

Pueblo Food Project’s biggest event of the year, Sun Soil Water Summit, is a weekend-long gathering that celebrates and uplifts Pueblo’s local food system. Bringing in over 200 attendees every March at Pueblo Community College, the event demonstrates the possibilities of collaboration and community learning. The Made in Pueblo: Local Food Showcase and Leadership Awards recognizes leadership in Pueblo’s food ecosystem and highlights innovative local food businesses. The Sun Soil Water Community-Led Conference offers a day of interactive learning with topics focused on food systems, agriculture, and food skills education. Following the conference is the Makers Market, where participants can browse local goods and connect with organizations. Every event offers bites that are sure to feed your belly and inspire your mind. From urban farmers and food justice advocates to those with a budding interest in gardening, conservation and sustainability, there is something for everyone at Sun Soil Water Summit!

Strategic Planning for Systems Change

In the Spring of 2024, PFP transitioned its fiscal sponsorship from the City of Pueblo to the HadaNōu Collective. With this transition emerged the need to strategically orient PFP’s work to ensure the long-term sustainability of the organization and food systems work in Pueblo. The contents of the plan were shaped by community members, partner organizations and key stakeholders, and include equity-centered goals and strategies that will serve as a roadmap for food systems work in Pueblo over the next 5-7 years. You can find the Pueblo Food Action Plan on PFP’s website.



**PUEBLO
FOOD
PROJECT**

www.pueblofoodproject.org

Increasing Food Sovereignty Through Skill Building

PFP invests in community members' skillsets to create agency and promote food sovereignty. These programs address food access gaps, offer opportunities for economic mobility, and develop tangible skillsets in the kitchen and garden.

- Edible Landscape Project: Collaborating with Master Gardeners from Colorado State University Pueblo County Extension to replace traditional landscapes—usually public parks—with edible gardens and trees
- Community Garden Sustainability Project: Cultivating gardens for education and produce distribution at the Pueblo Farmers Market and supporting community organizations interested in having their own garden
- Cooking Classes: Teaching cost-saving recipes and healthy cooking tips using local and seasonal ingredients and involving children in the cooking process
- Entrepreneur Development Program: Working with current and aspiring food, beverage and agricultural businesses to provide resources and technical assistance to help them thrive

Through these programs, PFP has impacted over 1,000 community members and 50 local businesses.

In the next few years, PFP plans to:

- Implement a CSA targeting neighborhoods with low access to fresh foods
- Increase locally owned grocery stores and produce stands in Pueblo neighborhoods
- Promote agritourism by hosting field trips to farms and farm stands in Pueblo County
- Address barriers in regulations and zoning for food and agriculture businesses



Strengthening the Local Food Economy

PFP uses its purchasing power to support the local food economy. PFP focuses on purchasing local meals for coalition events and meetings, local food procurement for cooking classes, gardening education, and food pantry assistance. With its equity-centered approach to procurement, PFP has contributed the following to Pueblo's local food economy:

- Supported over 50 growing food, beverage, and farm businesses through the entrepreneurship program
- Spent over \$300,000 on local restaurants, caterers, producers, and farmers markets for events and classes
- Spent over \$1 million on local foods for the community food pantry

PFP continues to seek grant opportunities that allow prioritized spending with local food businesses.



STAY CONNECTED TO PUEBLO FOOD PROJECT

Megan Cover, Director—megan@pueblofoodproject.org