

Edible City: An Art Atlas

Cincinnati's Foodshed - Past, Present, and Future

The Cincinnati and Ohio Valley Region has a rich food and farming history and a promising future. The Greater Cincinnati Regional Food Policy Council of Green Umbrella is hosting this collaborative project. We are gathering historical images, commissioning original artwork, and creating infographics and maps that celebrate our food system's evolution and related innovations. The collection is being used to curate publications and create unique community-based spaces for conversation and action.

Topics covered range from Johnny Appleseed, the inventions of the disassembly line and removable bee frames, the founding of Kroger and P&G, North America's wine making renaissance, to our contemporary global and local food system components. We explore our food forest installations, craft brewing and coffee roasting, to our diverse food retail environments, food rescue, composting, and food asset mapping projects. We also dream of what the future could be.

Join us in deepening our understanding of the past and present and in imagining a more sustainable, healthy, and equitable future. Please consider sponsoring our project. We graciously accept any level of financial support.

Sincerely,

Alan Wight

R. Alan Wight, PhD
Assistant Professor, The Christ College of
Nursing & Health Sciences; School &
Community Garden Liaison, University of
Cincinnati wightra@ucmail.uc.edu

Michaela Oldfield

Michaela Oldfield, JD, PhD
Director, Green Umbrella's Greater Cincinnati
Regional Food Policy Council
michaela@greenumbrella.org

Additional team members:

- Cal Cullen, MFA, Executive Director, Wave Pool
- Julie Kramer, Publisher/Creative Director, Edible Ohio Valley
- Arynn McCandless, Education Program Director, Cincinnati Museum Center
- Alex Tarr, PhD., Assistant Professor of Earth, Environment, and Physics, Worcester State University
- Alyssa Ryan, MA., Assistant Professor, The Christ College of Nursing and Health Sciences
- Julia Glenn, University of Cincinnati DAAP student

Partners:



Community
Driven
Artist Led



Sponsorship Opportunities

Premier \$10,000	<ul style="list-style-type: none">• Opportunity to provide a forward for the book• Logo included at premier sponsor level on website, in the Atlas, at events, in project media & invitations• Personal/Org feature on Green Umbrella social media• Recognition in Green News (e-newsletter)• 6 VIP admissions for the Book Launch• 10 copies of the book• Framed poster of your choosing
Major \$5,000	<ul style="list-style-type: none">• Logo included at major sponsor level on our website, in the Atlas, at events, project media and invitations• Personal/Org feature on Green Umbrella social media• Recognition in Green News (e-newsletter)• 4 VIP admissions for the Book Launch• 5 copies of the book• Framed poster of your choosing
Partner \$2,500	<ul style="list-style-type: none">• Logo included at Partner sponsor level on website, in the Atlas, at events, project media and invitations• 2 VIP admissions to the Book Launch• 3 copies of the book
Supporter \$500	<ul style="list-style-type: none">• Acknowledgement by name/organization in the Atlas• 2 copies of the book
Book \$150	<ul style="list-style-type: none">• 1 Pre-Ordered Book

Green Umbrella's Messaging Reach

Website: 374,000 page views in 2019

Social media: ~14,000 followers and 2 million impressions

E-Newsletter: ~9,000 Subscribers

How to give

Checks may be made out to Green Umbrella and mailed to Edible City: An Art Atlas c/o Green Umbrella, 5030 Oaklawn Dr, Cincinnati OH 45227. Your sponsorship is tax deductible as provided by law. Sponsors will receive an official receipt for tax purposes outlining the tax-deductible portion of the sponsorship. Green Umbrella is a 501(c)(3) organization; our tax ID# is 31-1770299.

Your Sponsorship Supports

Design and publication of a beautiful coffee table book that tells the story of Cincinnati's unique food history, innovations, and promising future through visually stunning layout, carefully curated content, and thoughtful commentary.

Food policy pamphlets that the Greater Cincinnati Regional Food Policy Council will utilize to engage stakeholders in advocating for healthy, equitable, sustainable food systems.

Creative place making through interactive art exhibitions featuring 10+ commissioned pieces from local artists including Mark Harris, Aryn Blazer, Reid R. Radcliffe, Terrance Hammonds, and Cal Cullen and original maps and archival images featuring over 40 regional companies, organizations, groups, and individuals.

Events have included:

2.19.2020 Farm to Cafeteria Panel, Xavier University

3.14.2020 Camp Street Corner Foodways at Wave Pool Art Gallery

Additional events planned:

TBA: Good Discovery(s), University of Cincinnati

TBA: Midwest Regional Sustainability Summit

TBA: Lloyd Library & Museum

TBA: Queen City Sausage Exhibition in Camp Washington

TBA: Library of Cincinnati & Hamilton County

TBA: Book Launch Celebration