Entrepreneurship & Careers in Sustainable Food Systems

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Who's in the room?

My Story

- New Jersey
- Penn State Undergrad, BS in nutrition
- Cornell Dietetic Internship, Ithaca NY
- Registered Dietitian license
- FoodCorps in Albuquerque & Hawaii
- UNMH Outpatient Dietitian
- Masters in Health Education at UNM
- Owner of Sprouting Kitchen

It all began with some curiosity

- Lorenzo Candelaria, of Cornelio Candelaria Organics
- Siggi’s Nutrition Entrepreneur Grant Contest
- First cooking class May 2019

What is an entrepreneur?

Dictionary.com: “a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.”

Entrepreneur.com: “An entrepreneur is an initiator, a challenger and a driver.”

So you want to start a business?

YOU LOVE THE IDEA OF RUNNING A BUSINESS

YOU HAVE A REALLY GOOD IDEA!
New Mexico is a great place to start a business.

**NM is very business friendly**
- Several resources like:
  - WESS small business development
  - SBDC small business development center

**Networking events**
- 1 Million Cups, Impact & Coffee, Creative Mornings

**Local support**

We need more innovative nutrition ideas!

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The basic steps of starting a business

1. **Choose a name**
2. **Choose and register**
   - Choose and register your legal structure (sole proprietor, LLC, etc)
3. **Citizen**
   - Obtain your Federal Employer Identification Number (FEIN) from the IRS
4. **Register**
   - Register with the State Taxation and Revenue (get a CRS #)
5. **Submit**
   - Submit a Business Registration Application with your city (pay fees for incorporation)

[https://www.cabq.gov/economicdevelopment/small_business/how_to_start_a_business](https://www.cabq.gov/economicdevelopment/small_business/how_to_start_a_business)

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Anyone can start a business, but dedication is the hard part.

*Preliminary to small businesses fall within the first year.*
- 21.6% of small businesses founded in March 2017 were closed by March 2018.

*Roughly 33% of small businesses fall within two years.*
- 31% of small businesses founded in March 2016 were closed by March 2018.

*Roughly 50% of small businesses fall within five years.*
- 49.3% of small businesses founded in March 2013 were closed by March 2018.

*Roughly 66% of small businesses fall within 10 years.*
- 66.3% of small businesses founded in March 2008 were closed by March 2018.

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The Sprouting Kitchen began as a sketch in 2016.

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The pros of starting a business

- Freedom! Be your own boss
- Creativity
- Potential impact

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"We are the people who care enough to think that we can change the world, one decision at a time."

- Harry John 2018
And the cons ...

- Wearing ALL the hats
  - Marketing, finance, HR, inventory, communications, janitor, etc.
  - Perseverance
  - Hello Coronavirus!
  - Not exactly a 9-5...
  - Risk!

Sometimes you have to pivot!

Take a virtual cooking class with the Sprouting Kitchen. Register at https://www.thesproutingkitchen.org/events/

Other tips

- Connections! Connections!
  - Coffee dates, volunteer, support businesses, DPG interest groups, informational interviews
  - You never know where connections can lead – especially locally.

- You don’t have to start a business to share your ideas!!!!
  - You can have an entrepreneurial-like work ethic and creativity

Incorporating Sustainability into Dietetics

What is sustainability?

Sustainable, resilient, and healthy food and water systems assure eaters have equitable and optimal access to food and water now and in the future. The foundation of these systems include:

- The Health Benefits of Sustainable Food Systems
  - Provides fresh, flavorful food
  - Decreases chronic disease
  - Boosts beneficial nutrients
  - Strengthens food security
  - Increased diversity of foods
  - Preserves natural resources
  - Establishes relationships amongst community
  - Increased economic viability and stability
  - Often higher and more stable farm incomes
  - Saves farmland

Healthy Land, Healthy Food & Healthy Eaters. Dietitians Cultivating Sustainable Food Systems
Vitamin D(irt)

“Proper soil fertility which builds appropriate levels of humus in the soil is the basis of the public health system of the future.” - Sir Albert Howard

Spending more time in nature, starting a home garden with compost, getting your hands dirty in rich, microbiologically abundant soils and eating from local, organic farms may provide a natural amount of soil-based probiotics to your body.


Vitamin D(irt)

“I wish that everyone who decided to be a doctor, or nurse, RN, or any kind of healer in healthcare, spent 2 years working with ecologists or farmers or someone who works with natural systems.” - Daphne Miller, author of Farmocology

Where do dietitians fit in?

We need a seat at the table! We advise people on what to eat We are leaders in degnermic public

Examples of how RDs can be leaders in sustainable food systems

Dietary Guidance
- Advocating for local and seasonal food
- SNAP benefits like Double Up Food Bucks

Community Nutrition
- Farm to school, farm stands, cooking classes, garden clubs

Policy
- Advocating for policies that support sustainable food systems (Farm Bill, state bills)

Research & Education
- Research, university classes, internships

Food Procurement
- Purchasing local and sustainable foods, reducing food waste

Corporate Practices
- Influence distribution and access of sustainably produced foods

Be a Role Model!
- Connect with farms, learn about seasonal food, engage in food policy

Healthy Land, Healthy Food & Healthy Eaters: Dietitians Cultivating Sustainable Food Systems

Sustainability can be incorporated into what ever field of dietetics you are in!

RDs in action!

Marie Spiker - Healthy and Sustainable Food Systems AND Fellow
- She leads AND Foundation’s strategic initiatives to empower nutrition and dietetics professionals to be leaders in sustainable food systems

Winona Bynum – Executive Director of Detroit Food Policy Council
- She leads efforts to create a sustainable, local food systems that promotes food security, food justice and food sovereignty
RD’s in action!

Chavanne Hanson – Food Choice Architecture and Nutrition Manager at Google
• She works to catalyze change in workplace environments and institutional foodservice

Kasey Hutchinson – Big Sky Resort, Montana
• In her self-created position, she initiates relationships between local farmers and chefs, promote local food, create sustainability initiatives for the food service and produce nutrition analysis data for menu items.

References & Resources


HEN (Hunger and Environmental Nutrition) DPG (Dietetic Practice Group) https://hendpg.org/


Questions?
Reach Fallon at thesproutingkitchen@gmail.com
Follow the @thesproutingkitchen (Instagram & Facebook)