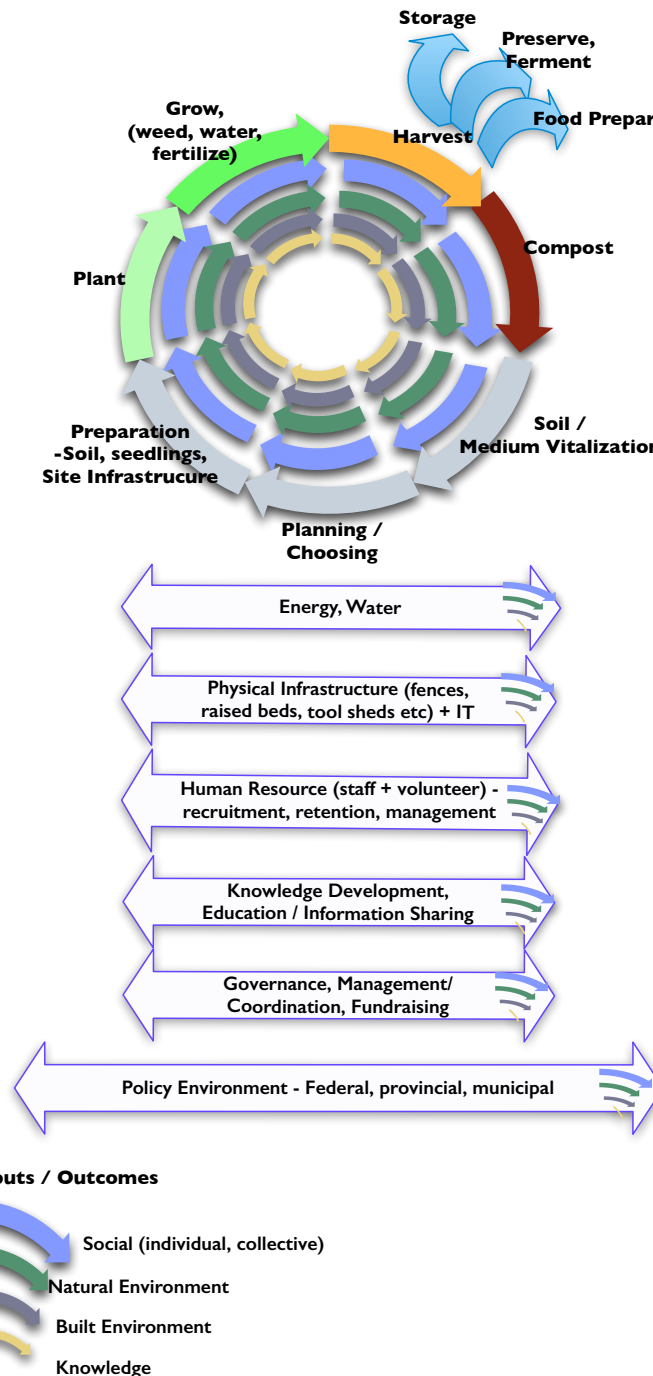


**If we use a supply chain and value chain for understanding how to maximize value when developing and marketing products, could we use a 'supply cycle' and a 'value cycle' for living systems like urban agriculture / local foods?**

Returning to the 'supply cycle' diagram of a community garden presented earlier - the diagram below takes the approach of identifying all the places along the cycle where social dynamics value (and other types of value) can be created, gives a way of being more precise about calculating a value for social dynamics.



There are four potential value streams - social (individual and collective types of social assets); Natural environmental assets, built environment and Knowledge Assets. Or Genuine Wealth identifies a number of types of assets that need to be considered in a robust calculation of wealth.

A 'supply cycle' or 'value cycle' also offers the chance to purposefully enhance the level of social dynamics assets in an initiative, in different segments of the cycle. As the diagram illustrates, the social benefits / potential assets associated with Urban Agriculture can be direct or indirect. An example of an indirect association would be social benefits associated with a waste to energy process, since one of the elements of a successful initiative = energy. Waste to energy might be mostly focused on the environmental benefits, but in the case of companies like CleanGen Inc., there is also a social benefit that could be considered important. CleanGen ([www.cleangen.ca](http://www.cleangen.ca)) is an aboriginal owned company, involved in Waste to Energy projects, and . They also support aboriginal employment and career development - [www.cleangenahr.ca](http://www.cleangenahr.ca) So, a waste -to - energy source for an urban agriculture project could have an enhanced social asset created by the human resource approach of the company.

If this approach (of unpacking the 'supply / value cycle' of a community garden) seems to have some promise, this might not be the only 'supply cycle' that can be identified for a community garden. And of course the community garden is only one of many types of urban agriculture / local foods initiatives that generate social assets / social capital. Check Google Images with 'Urban Agriculture Infographics' for many other interesting approaches to showing the various facets of Urban Agriculture & Local Foods, where an opportunity to enhance the social dynamics value might exist.