

## City of Philadelphia | Food Policy Advisory Council

Through Greenworks Philadelphia and the Philadelphia Food Charter, the City set targets to create more equitable access to healthy food in neighborhoods, improve the environment and public health, and stimulate the economy by increasing access to local, fresh, and healthy food.

To help guide the City of Philadelphia's work on food system planning, Mayor Michael Nutter has asked the Department of Parks & Recreation, along with the Mayor's Sustainability Office, to convene a Food Policy Advisory Council.

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### Food Policy Advisory Council Notes January 24, 2011

**Welcome** by Glenn Bergman, Weavers Way and FPAC Chair, and Introductions

**Remarks** and considerations by Deputy Mayor Michael DiBerardinis

- How does the City support the local food system and movement?
- How do we organize ourselves as stewards of the local food movement?
- How do we build a system that is durable, accessible, and built for longevity?

**Current Efforts**

- Philadelphia Parks & Recreation (Joan Blaustein)
  - PPR is leading three of the four equity targets of *Greenworks Philadelphia* because, of all city agencies, it has the best access to our residents and communities.
    - Provide park & recreation resources within 10 minutes of 75% of residents
    - Bring local food within 10 minutes of 75% of residents
    - Increase tree coverage toward 30% in all neighborhoods by 2025
- Zoning Reform Commission (Eva Gladstein) [www.zoningmatters.org](http://www.zoningmatters.org)
- Department of Health (Amanda Wagner) [www.foodfitphilly.org](http://www.foodfitphilly.org)
- Mayor's Office of Sustainability (Katherine Gajewski) [www.greenworksphila.org](http://www.greenworksphila.org)

### Advisory Council Visioning Exercise Summary

Based on the feedback below, the FPAC should examine the following areas of discussion to guide the city's work in our local food system. *This summary does not represent an exhaustive list of concerns the FPAC will address or prioritize the issues to be discussed. The purpose of this section is to guide the council in framing future discussions about local food policy and how to advise city leadership.*

**Policy** – The FPAC will work with our local government to guide the work on food system planning. Issues to discuss include outlining a coordinated and streamlined process for city permits to host a farmers' market or create an urban/community garden, removing barriers to fostering agriculture and composting, improving land access systems, and fostering city incentives and tax abatements. Activities may include becoming an advocate for our local food system by promoting a soda tax, the Buy Fresh Buy Local Campaign, local food procurement policies for city government and large institutions, and educating our community on state and federal issues, i.e. the 2012 Farm Bill.

**Programs** – By scanning our current food system, we can best leverage existing projects, activities and initiatives to further the goals of improved food access, environments, health, and economic opportunities, and we hope to create a connected network of producers, processors, distributors, and consumers. FPAC will examine how to promote the benefits of our local food system. These can be accomplished through improved education, marketing, and outreach and

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should resonate with Philadelphia's various neighborhoods. Appropriate methods for indicators of success across the system should be identified – see short and long term challenges and indicators below.

**Partnerships** – In addition to feeding our city, our local food system is a means for job creation/training, community engagement, youth programs, and nutrition/health education. Like the connected programs network, the FPAC can serve as conduit to share information and best practices. Through partnership and collaboration, our local food system can increase the effectiveness of existing programs and shape future efforts.

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## Visioning Exercise Notes

### POLICY AREAS/IDEAS

#### 1. What are some collaborative roles for the city in a regional food system?

Forming the council – different departments must buy into this as a priority, aligning goals

Improved outreach to consumers/residents

- What's important and relevant to consumers?
- When/where are farmers markets?

Coordinate on a regional basis

- Streets Department – payment/fees/permit to use street and sidewalks for selling food
- Municipal school districts
- Create a unified permit for farmer's market
  - Currently need street closure and health department permit
  - Create a "How to Sell Food" brochure toolkit with one fee
- Leverage public funds
- Serve as connectors in the city and region
- Strengthen the office of sustainability and make it a larger partner in organic farming. It was great to have them as a guide through the zoning code situation and they can play this same role in other situations.

Campaigns

- Soda tax
- Coordinate with Greater Philadelphia Tourism Marketing Corporation (GPTMC)
- Celebrate the city (?)
- Increase awareness of "Buy Fresh Buy Local" week: make it a bigger deal and tie in equity issues

Remove barriers and incentivize

- Food waste/curbside composting

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- Food scraps at Fairmount Park compost facility
- Dedicated local food area at food distribution centers, i.e. Detroit's food distribution center.

### Share information

- Engage farmers and food with experience in production, distribution, retail and the mechanisms that affect these, such as zoning
- Discuss best practices for food system and its environmental impact, such as stormwater management.
- Value-added processing

### City Policy

- Farm Bill: position the city as an advocate and have Mayor Nutter bring up food system issues at the Conference of Mayors.
- Become a leader in food policy councils and document our process to assist other regions create FPCs (Philadelphia is the third FPC in Pennsylvania)
- Create a procurement policy – “buy local” preference
- Pass a tax ordinance that would create a fund to help subsidize urban ag and be a leader in a new concept of subsidization.
  - Set up special economic districts like the UCD but encompass businesses all over the city who want to participate.
  - This model exists in the Bay Area with the PACE project.

## 2. What are the short and long term challenges to effective collaborative policies?

- Perceived lack of internal communication and collaboration
- Creating a movement and growing interest in urban producers
- Transparency
- Departmental barriers
- Evaluation – need study on savings of healthy living – to the city, community, household
- Supplying Farmer's markets with growers and producers
- No access to vacant or publicly owned land
- Short term- The preservation of existing farm markets and urban ag sites.
- Long term- The expansion of these sites into more zones of urban ag and local food vendors.
- Solution - knowing the possible partners and work on RFPs together

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### 3. What are some short and long term indicators of collaborative success?

Indicator of success – create way to share information and have others populate it

- City of Philadelphia will no longer be ranked as a “fat city”
- # of acres producing food in Philadelphia
- # of pounds of food produced (New York has a pilot program for self-reporting food production)
- Set goals to get land into production
- More people who are eligible for SNAP and WIC sign up
- Collaborative action groups beyond the FPC, for example PUFN – is it growing?
  - Have representative of organizations dedicate a staff member to attend.
- Short term- A better land management system
- Long- A rewriting of the tax code such as incentives for locally owned and produced business, or living in the area where your business is.

## ENGAGEMENT WITH STAKEHOLDERS

### 1. What are some methods to promote locally grown food products and communicate the benefits of fresh and nutritious foods?

Promotion and Communication of benefits – How to make it cool? How to frame? There is currently a split between “food we like” versus “food we should eat.”

- Champions of local food – marketing, leaders (mayor, sports, example: Philly Homegrown)
- What are people's values, priorities – not just local community leaders, cultural context
- Youth engaged in neighborhood-based projects can be “ambassadors”
- Use media, technology, and spokespeople – facebook, youtube, school programs – where food comes from
  - Use different approaches for different groups
- Example – Fair Food Local Food Guide; Buy Fresh Buy Local
- Focus on pleasure, enjoyment, and community
- Example – Glenwood Gardens nutrition classes, neighborhood-based
- Focus on growing own food
- Cool ad campaigns – “Got Milk” campaign, what can we learn from this campaign? What data is available on urban populations?
- Eat food, get involved, identify key stakeholders in community
- Is local “alternative” to existing marketing channels?
- How address existing food marketing (billboards)
- Challenges of not being mainstream
- Is it important to be a part of the “normal” marketing channels?
- How do we reach the groups open to messaging but are not buying local?
- Is the issue of price for fresh or local food a concern?

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### Collaborate with existing organizations

- Schools, rec centers, churches, food cupboards, stores, gardens, farms, markets, community kitchens, nutritional info, cooking classes
- Make it fun and social – community meals
- Community involvement and buy-in

Tax abatement for people starting up these enterprises so they can keep prices competitive with subsidized, conventional food systems.

## 2. What are some mechanisms to mobilize civic/community will around this?

### Education and Outreach

- Identify key stakeholders in community - Ask what they want? Data on what they do or do not.
- Look at sources of inequity – food justice, youth advocates
- Community advisory boards – capacity building
- What are other value propositions?
- Ask what need is being fulfilled (through the community perspective)? Jobs? Youth activity?
- Candy ladies > fruit ladies, opportunity for local folks
- How to address concerns of smells, etc

### Economics

- Support local economy and connection to community
- Incentives – Wholesome Way, SNAP population
- Market skills development
- Value of converting vacant lots into garden and farms
- Jobs for kids
- Jobs, jobs, and more jobs. Show people they can make a living wage at doing this, and they will start really incorporating it into their lives rather than just thinking it's a good model. I offer my youth cooperative growing model as an example.

Partnerships with local business: summer jobs, youth, work readiness, generational links – youth/seniors/food.

- Get local leaders involved
- Community kitchens: value-added, economic development and supplemental income
- Build demand, connect to distributors, for example ShopRites and restaurants
- Students selling healthy snacks – Weaver's Way, UNI programs
- Corners stores and farmers' markets to engage with the community

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### **3. What are some strategies to link producers, processors, distributors, and consumers in local and regional food systems?**

- Affordable CSA's, farmers' markets
- Demand is greater than supply – support producers
- Connect to common market – transportation/storage, co-ops
- Restaurants and stores need consistent quantity and quality – support small stores and co-ops
- Connect regional producers (scale)
- Centralized distribution center for this kind of produce. Almost like a replication of the food distribution center down at Packer Ave. SHARE can be a great place for this.
- Giving face to local farmers, A-A farmers (?)
- Buyer – grower event – wholesale
  - Grower info tradeshow
  - Consumer links
- Pots of farmer types
  - Direct marketers
  - Wholesale marketers
- Where are retailers?
- More collaboration with suburban growers to create local supplements for when urban ag comes up short, just to keep all local.

### **Wrap-up and Next Steps**

- Philadelphia Parks & Recreation and Mayor's Office of Sustainability will draft a "process map" for farmers markets and composting.
- Mayor's Office of Sustainability will send out a press release announcing the FPAC in February 2011.
- Members should email a brief one-paragraph bio to [lorilynn.violanta@phila.gov](mailto:lorilynn.violanta@phila.gov).
- Members should complete the [post-meeting survey](#).