



EXECUTIVE SESSION MINUTES

Wednesday, January 3rd, 2018

3:00pm-5:00pm

1401 JFK Blvd, 16th Floor Innovation Lab

AGENDA

- A. Welcome & Introductions
- B. Policy Platform Action Planning, Amanda Wagner & Esteban Kelly
- C. Open Session
- D. Conclusion

A. WELCOME AND INTRODUCTIONS

Present: Alex Boyd (Philabundance), Amanda Frankeny (PHMC), Amanda Wagner (Co-Chair, PDPH), Dwayne Wharton (TFT), Emma Kornetsky (Philabundance) Eric Sherman (UPenn), Erin Cassar (SDOP), Esteban Kelly (Co-Chair, US Worker Co-op), Hannah Chatterjee (FPAC), Howard Bilofsky (Weaver's Way / Philabundance), Jasper Jones Bey-El (UBC Community Trust), Jessica Moore (PASA), Jiana Murdic (GFD), Judy Burton (Arvasero), Kam Norris (TFT), Lan Dinh (VietLead), Lisa Quattlebaum (The Little School Project, Homesteadista Blog) Madeline Smith-Gibbs (Brandeis), Mary Pham (FPAC), Melissa Sattler (UPenn), Michaela Kupfer (Greensgrow), Michelle Lawson (SHARE), Molly Riordan (Co-Chair GFP, Procurement/PDPH), Noelle Dames (Anti-Hunger, Hunger Coalition), Patricia Blakely (The Merchant's Fund), Suzanne Weltman (Penn Extension)

B. POLICY PLATFORM ACTION PLANNING - [2018 FPAC Policy Platform](#), [Budget Implications One-pager](#)

Co-chairs Amanda Wagner and Esteban Kelly led the policy platform action planning.

Background

FPAC appointed and ex-officio members spent the last 5-6 months revisiting its previous policy platform, [A Philadelphia Food Policy Road Map](#). The goal was to update the platform to reflect subcommittees' current priorities and update recommendations to the Administration. The platform was approved at the December 2017 general meeting.

At the January executive session, members discussed budget implications of the updated recommendations, what subcommittees need to support the work plans, where subcommittees overlap in the recommendations, and which recommendations are time-sensitive and should be prioritized.

Budget Implications

Departments have submitted proposed budgets to the Mayor for the 2019 fiscal year. The Mayor will present the proposed budget to City Council in March 2018 for approval. Understanding when and where FPAC can insert itself in the process is key to moving its food policy recommendations forward.



The fiscal year is from July 1st to June 30th. Fiscal year 2019 will begin on July 1st, 2018. Even if FPAC cannot make budget recommendations before the Mayor's address in March 2018, FPAC can endorse important programs included in the budget and prepare for the next fiscal year budget process.

One suggestion is that the policy platform should stay broad rather than have specific dollar amounts attached to individual recommendations to avoid potential conflict of interest for ex-officio FPAC members employed by the City.

At the Mayoral Forum in 2014, Mayor Kenney endorsed recommendations from the [Food Policy Road Map](#), which is the precursor to the 2018 platform. FPAC meets with the Mayor annually to discuss focus areas and determine clear priorities. This is a good opportunity to present the platform and show progress and areas that need improvement.

The first and second general budget requests (*Dedicate funding and staff for FPAC within the Office of Sustainability, Consider appointing a Food Policy Director...*) may be less challenging to accomplish. Having a Food Policy Director may not impact the structure or change the governance of FPAC because FPAC can recommend that the Director be engaged with the Council. The director can be a liaison between FPAC and other departments.

The policy platform is not an annual report; FPAC releases its annual report every August. The report discusses FPAC accomplishments and progress in greater detail. The platform is an update to the 2014 *Food Policy Road Map* and is not a stand-alone document. One suggestion for improving the platform is including a rationale behind each recommendation or footnotes that connect it to the details in the *Road Map*. Another suggestion is expanding the introduction to provide a clearer link it to the original *Road Map*.

Support Needed

For the Urban Ag subcommittee, many recommendations are focused on the Land Bank. The Land Bank is a quasi-City agency created through City Council legislation in 2015. Angel Rodriguez, the Executive Director of the Land Bank, was hired several months ago. Members are interested in inviting Rodriguez to the Urban Ag Subcommittee meetings and to general FPAC meetings to discuss FPAC's recommendations.

A general issue is that many policy recommendations are not met because there is no ownership of recommendations and passed legislation. FPAC needs champions within departments that can take ownership and review passed policies to ensure that they are implemented.

Another comment was that it may be useful to expand the first general recommendation (*Dedicate funding and staff for FPAC...*) to include paid staff for each subcommittee. In response, some members stated that FPAC should strike a balance between citizen mobilization and the nonprofit structure of paid staffers. FPAC's influence on food policy would be even more powerful if it combines these two structures.



Overlap

There are several recommendations that overlap between FPAC subcommittees. Work plan collaboration should be explored at subcommittee meetings. Currently, the Good Food Procurement Subcommittee and Workforce & Economic Development Subcommittee meets jointly.

Priorities

- Ensure Land Bank legislation is implemented effectively
- Protect SNAP in the Farm Bill
- Oppose state welfare reform bills and protect geographic waivers for able-bodied adults without dependents (ABAWDs)
- Mobilize organizations and individuals at the subcommittee level on these issues

Additional comments:

- FPAC can sometimes be an insular group. It is important to find out what organizations are already working on these issues and collaborate.
- Work at the subcommittee level can be done more efficiently. Revisiting the policy platform often and tracking progress regularly is key.
- The School District of Philadelphia updated its [Wellness Policy](#) in September 2017, which shows progress on Food & Health's third recommendation (*...expanding PDPH's healthy vending policies in schools*).
- The platform is a living document. FPAC should plan communication strategies and work to keep the recommendations current throughout the year.
- FPAC should improve on its social media strategies to mobilize people.
- FPAC should leverage its underutilized public platform to engage more effectively with residents. One possible way is sponsoring debates.
- FPAC can be more effective if it is more solutions-oriented instead of reactive to policies, such as the issues with the Land Bank and urban gardens.
- A business plan, timeline, and budget projections may be useful additions to the recommendations. These additions can highlight connections between recommendations to show the bigger picture and where dependencies are along the chain of food production, distribution, cooking, etc. The budget projections can provide example partnerships so that FPAC does not overstep boundaries with organizations already working on issues.

C. Open Session

Jasper Jones Bey-El suggested a few additions to FPAC's policy platform. Most people in Philadelphia cannot afford and/or do not have access to high quality food. Organic food is the highest quality and should be promoted, Jasper believes. The public should shift away from conventionally-grown food and food containing genetically-modified ingredients. Secondly, Jasper said that Philadelphia only has a two-day food supply, which can cause a public health crisis if there were a natural or man-made



disaster. Other considerations for food production and delivery include the cost of energy, feed types, and other inputs in animal husbandry.

A final issue that should be addressed is unemployment. Philadelphia needs adequate workforce infrastructure, particularly in the agricultural and other food production sectors, to lift communities out of poverty.

The Philadelphia Public Health Resilience Coalition meets monthly and discusses community vulnerabilities to disasters. Noelle Dames (Hunger Coalition) presented on emergency food management and anti-hunger resources at the December 2017 meeting. The next meeting is on Monday, January 22nd, 2018; co-chair Amanda Wagner will send more information. FPAC ex-officio member Sarah Wu is developing a climate and food preparedness plan at the Office of Sustainability. Other organizations that are developing food resiliency plans include The University of Pennsylvania and the Philadelphia Public Health Department's Climate Change and Health Subcommittee. Amanda will send more information on this subcommittee.

FPAC appointed member Jessica Moore suggested that there is a branding and public relations issue for the city in relation to the state and its farmers. Anecdotally, many farmers beyond Lancaster do not have a positive opinion of Philadelphia and choose to sell their products to Washington, D.C. Their products tend to be very affordable because cost of production and cost of land drops dramatically past Lancaster and Harrisburg. Jessica thinks that this is a big missed opportunity for the city. Philadelphia should work to change its image and draw these farmers into its marketplace. It would be interesting to draw a map and see where PA farmers are selling.

FPAC appointed member Dwayne Wharton stated that this is not an issue specific to agriculture. Philadelphia is the largest and poorest city in the U.S, which means perception is sometimes reality because businesses want to capitalize on their products. The discussion is not complete without the issue of race and institutionalized racism. There was also the suggestion of including more framing on poverty, institutional racism, and FPAC's values in the introduction of the food policy platform.

FPAC appointed member Lisa Quattlebaum also stated that federal and state grant money is not equitably distributed to people of color and that more infrastructure is needed to provide training for youth and young adults in urban ag work.

FPAC appointed member Lan Dinh suggested that threading the issue of racial inequities and institutionalized racism throughout FPAC meetings and publications would bring many more community organizations and people of color to the table. Community members need to know that everyone is on the same page about these values at the beginning of meetings.

Get Healthy Philly! released a request for proposal for a local food economy assessment. The assessment will identify the food industry clusters in Philadelphia that have the greatest opportunity to serve the demand of anchor institutions including the City of Philadelphia and grow the Philadelphia food economy. It will include analysis of changes and trends, identify gaps and opportunities, and create



recommendations for a strategy to support and grow the Philadelphia food economy. Questions related to the RFP are due January 17th, and the closing date to submit proposals is January 24th at 5:00pm EST.

The RFP is posted on the eContract Philly site, at <https://secure.phila.gov/eContract/>. Look for Opportunity #21171205105619 or search for 'Health' under departments to find out more, including the current and expected funding for the project.

The Anti-Hunger Subcommittee will be hosting a Food Resources 101 with City Council on February 8th. Councilwoman Blondell Reynolds office is sponsoring the event. For more information on the event, email [Kathy Fisher](mailto:kathy.fisher@phila.gov) and [Steveanna Wynn](mailto:steveanna.wynn@phila.gov).

There will be a Farm Bill 101 presentation at the next FPAC General Meeting. Dwayne Wharton of The Food Trust will be presenting. To stay informed on the farm bill, see <http://healthyfoodaccess.org/take-action-now/farm-bill-101>.

Next Steps

- Invite Angel Rodriguez to general meetings/subcommittee meetings
- Amanda Wagner sends information on Public Health Resilience meeting and Climate Change and Health Subcommittee

D. Conclusion

Submitted by FPAC Coordinator Mary Pham
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