



## Welcome to the CLU-IN Internet Seminar

Food Systems 101: Learning to Create Healthier Communities and Local Economies

Sponsored by: US EPA Office of Brownfields and Land Revitalization July 29, 2010, 2:00 PM - 4:00 PM, EDT (18:00-20:00 GMT)

Instructors:

Ann Carroll, U.S. EPA, Office of Brownfields and Land Revitalization (carroll.ann@epa.gov)

Kimberley Hodgson, MURP, MS, RD, American Planning Association (khodgson@planning.org)

Ken Meter, MPA, Crossroads Resource Center (kmeter@crcworks.org)

Elizabeth Tuckermanty, PhD, National Program Leader, Competitive Programs, National Institute of Food and Agriculture (etuckermanty@csrees.usda.gov)

Angie Tagtow, MS, RD, LD, Environmental Nutrition Solutions (angie.tagtow@mac.com)

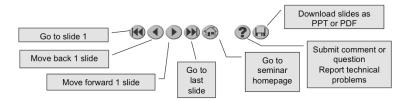
Moderator:

Jean Balent, U.S. EPA, Technology Innovation and Field Services Division (balent.jean@epa.gov)

Visit the Clean Up Information Network online at www.cluin.org

## Housekeeping

- Please mute your phone lines, Do NOT put this call on hold
  - press \*6 to mute #6 to unmute your lines at anytime (or applicable instructions)
- Q&A
- · Turn off any pop-up blockers
- · Move through slides using # links on left or buttons



- · This event is being recorded
- Archives accessed for free <a href="http://cluin.org/live/archive/">http://cluin.org/live/archive/</a>

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Although I'm sure that some of you have these rules memorized from previous CLU-IN events, let's run through them quickly for our new participants.

Please mute your phone lines during the seminar to minimize disruption and background noise. If you do not have a mute button, press \*6 to mute #6 to unmute your lines at anytime. Also, please do NOT put this call on hold as this may bring delightful, but unwanted background music over the lines and interupt the seminar.

You should note that throughout the seminar, we will ask for your feedback. You do not need to wait for Q&A breaks to ask questions or provide comments. To submit comments/questions and report technical problems, please use the ? Icon at the top of your screen. You can move forward/backward in the slides by using the single arrow buttons (left moves back 1 slide, right moves advances 1 slide). The double arrowed buttons will take you to 1st and last slides respectively. You may also advance to any slide using the numbered links that appear on the left side of your screen. The button with a house icon will take you back to main seminar page which displays our agenda, speaker information, links to the slides and additional resources. Lastly, the button with a computer disc can be used to download and save today's presentation materials.

With that, please move to slide 3.



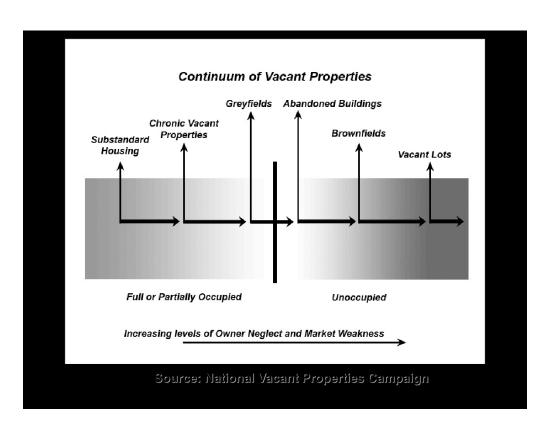
### Food Systems 101: Creating Healthier Communities and Local Economies



#### Ann Carroll, MPH

US Environmental Protection Agency Office of Brownfields & Land Revitalization Visitors' Center in Bellows Falls,

The Waypoint Visitors Center in Bellows Falls, VT was redeveloped with the help of an Assessment Grant awarded to Windham Regional Commission. A farmers market takes place at the visitors center.



JIMTED STATES

## Locally grown / sold food and urban Ag!

- Minimizes costs
- Maximizes food safety
- Provides use for vacant lands
- · Increased social benefits
- Minimizes
   environmental
   impacts



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Stay tuned – this will be the topic of an upcoming webcast.



#### **Brownfields Resources Can Help**

- Communities can ask their EPA/State for a <u>targeted brownfield assessment</u> (<u>TBA</u>) first come, first served to check properties proposed for gardens, farms or other food or agricultural uses.
- Government state, tribal, local (regional planning, town, etc....) can apply for a brownfield grant
  - Assessment Community-wide or site-specific Up to \$200,000
  - Cleanup Site-specific \$200,000 each, up to 5. Non profits eligible!
  - Revolving loan fund (RLF) Up to \$1 million each, individual or coalitions (e.g., state/county/city) of agencies to create a loan pool. RLF can make loans or subgrants.
  - Job training grants Up to \$200,000 to eligible community colleges, training organizations and workforce development boards
- Awarded \$78.9 million in assessment, revolving loan fund and cleanup grants in April 2010
- Awarded \$2.4 million in job training grants in April 2010
- · New grant guidelines for FY 2011 Summer 2011 www.epa.gov/brownfields
- Free National Conference April 3- 5, 2011, Philadelphia, PA
   www.brownfields2011.org the call for presentations is open till July 30,2010

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The Urban Oaks Organic Farm, once a brownfield, now operates as an organic farm. They sell what they grow, as well as produce from other local farms, onsite. New Britain, CT received a Brownfields Cleanup grant in 2003. For more information, please see: http://www.epa.gov/region1/brownfields/success/urban\_oaks\_ct\_agp.htm



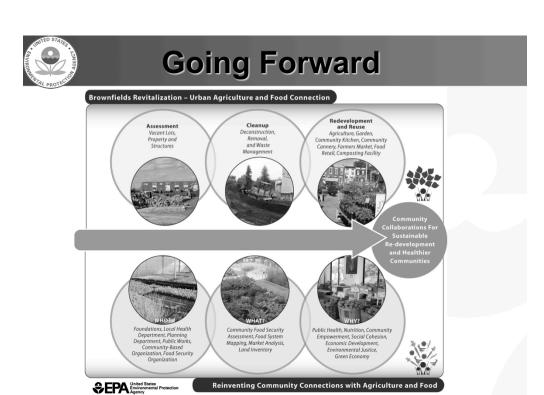
#### What's 'Your Food Environment'?



- USDA's 'Your Food Environment' Atlas
   http:// www.ers.usda.gov/ foodatlas/
- USDA's, 'Know Your Farmer, Know Your Food' Campaign

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### Today's 'Food Systems 101' Speakers!

- Kimberley Hodgson, MURP, MS, RD American Planning Association
- Ken Meter, MPA
   Crossroads Resource Center
- Elizabeth Tuckermanty, PhD
   USDA, National Institute of Food and Agriculture
- Angie Tagtow, MS,RD,LD
   Environmental Nutrition Solutions

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## Thank You!



#### Ann Carroll, MPH Carroll.ann@epa.gov

http://www.epa.gov/brownfields



## Food Systems Planning Food Systems 101 | US EPA Office of Brownfields and Land Revitalization | July 29, 2010

Kimberley Hodgson, MURP, MS, RD Manager, Planning & Community Health Research Center American Planning Association

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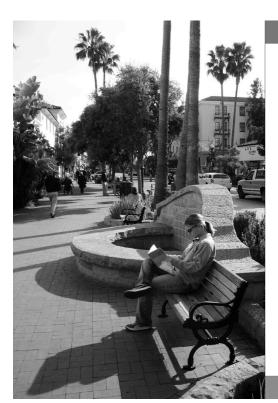


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#### **American Planning Association**

- Non-profit, professional membership & education organization
- Over 43,000 members
- Advocates & encourages good planning practices

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#### Planners help communities

- 1. Assess the present conditions and needs of the community;
- 2. Determine future needs and a vision for the community;
- 3. Plan the way a community grows and develops to meet these needs, and;
- 4. Consider the immediate and future impacts of local and regional level decisions and how they impact the safety of the community, the existing character of the community, and the social, economic and environmental aspects of the community.

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## Planning & Community Health Research Center

#### Mission

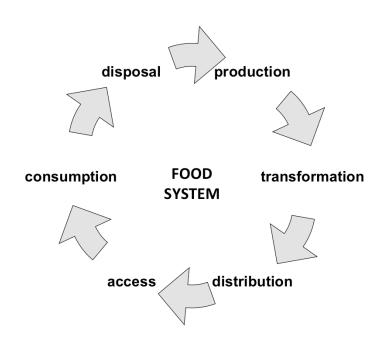
 Integrate community health issues into every stage and phase of urban and regional planning practice.

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## Planning & Community Health Research Center

#### **Priority Areas:**

- Physical activity and active living
- Access to healthy food
- Aging population and people with disabilities
- Community design
- Schools
- Environmental justice and social equity
- Environmental health
- Future planners and health professionals



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#### Challenges of the food system

- NUTRITION fruit and vegetable consumption
- PUBLIC HEALTH chronic disease, foodborne illness, antibiotics and other pharmaceuticals
- **ECONOMIC** living wage, age of farmers
- ENVIRONMENTAL (natural and physical)
   agricultural land, water pollution, soil erosion, biodiversity loss, waste
- SOCIAL food literacy

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## Characteristics of a community-based food system

- Place-based
- Ecologically sound
- Economically productive
- Socially just
- Food secure

**NATURAL SOLID PARKS RESOURCES OPEN SPACE WASTE** production disposal **ECONOMIC LAND** DEV USE **COMMUNITY BASED** consumption transformation **FOOD** TRANS-**HEALTH SYSTEM** 

access

**EQUITY** 

**CULTURE** 

**PORTATION** 

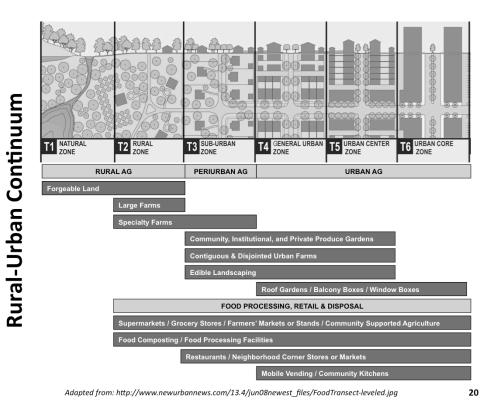
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**HOUSING** 

bution

**COMMUNITY** 

dis





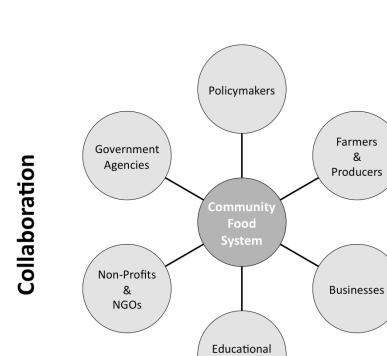
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## Community-based food systems planning

Collaborative planning process...

- 1. Develop partnerships
- 2. Measure existing conditions
- 3. Engage the **community**
- 4. Develop and adopt a **plan** (vision and goals for the future)
- 5. Implement the plan through **projects**, **programs and policies**
- 6. Evaluate **progress**





Organizations

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# EXAMPLE Interagency Committee King County Internal Advisory Group



## KING COUNTY COMPREHENSIVE PLAN 2008

**Adopted October 2008** 

http://www.kingcounty.gov/property/permits/codes/growth/CompPlan/2008.aspx

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# EXAMPLE Cleveland-Cuyahoga County Food Policy Coalition



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## Cleveland-Cuyahoga County Food Policy Coalition

- Food access
- Health and nutrition
- Community development
- Economic development
- Urban agriculture and gardening
- Environmental sustainability
- Urban-rural interface



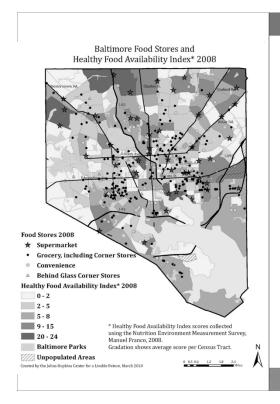
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# **EXAMPLE**Baltimore, MD





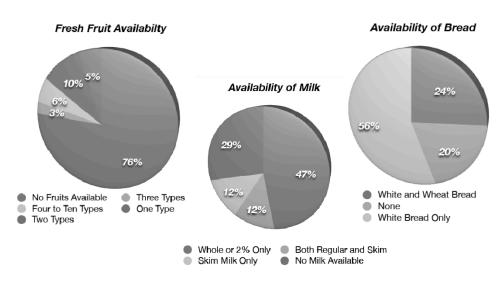
#### APA

## Maryland Food System Mapping Project

- Examine the state of Maryland's food system stakeholders
- Examine availability and access to healthy foods
- Interactive GIS mapping tool for public health, nutrition and agriculture communities

http://www.jhsph.edu/clf

#### **Baltimore Community Food System Assessment**

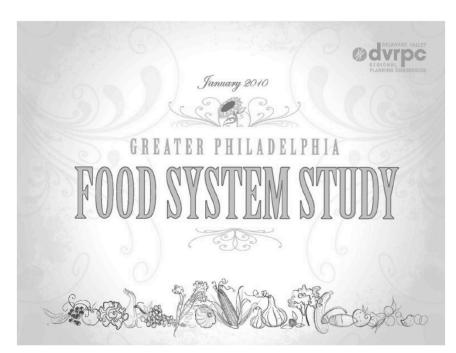


Source: http://www.jhsph.edu/clf/PDF\_Files/results\_food\_assessment.pdf

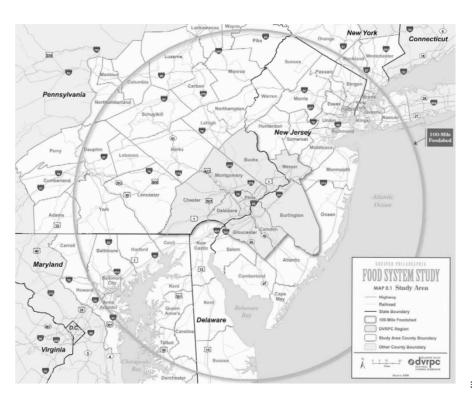
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# **EXAMPLE Greater Philadelphia Region**



Source: http://www.dvrpc.org/Food/FoodSystemStudy.htm





- ~ Government (local, state, federal)
- ~ Professional & Trade
- ~ Enterprises & Businesses

- ~ Institutions
- ~ Initiatives



Source: http://www.dvrpc.org/Food/FoodSystemStudy.htm



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#### EXAMPLE Photovoice San Joaquin Valley, CA



I see two boys in an elementary school eating unhealthy food that they just got from a liquor store across the street.

- Esmeralda, Age 16

http://www.map4change.org/maps/PhotoVoice



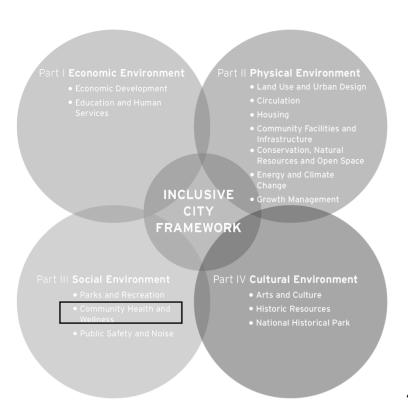
# Sustainability Plan Sustainability Plan

Source: http://www.ci.baltimore.md.us/government/planning/sustainability/

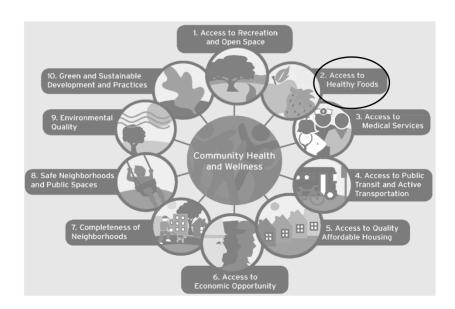


Goal 1	Double Baltimore's Tree Canopy by 2037
Goal 2	Establish Baltimore as a leader in sustainable, local food systems
Goal 3	Provide safe, well-maintained public recreational space within ¼ mile of all residents
Goal 4	Protect Baltimore's ecology and biodiversity

SHADING THE CITY OF THE SHAD IN DISTRIBLE NEW GENERAL PLAN UPDATE



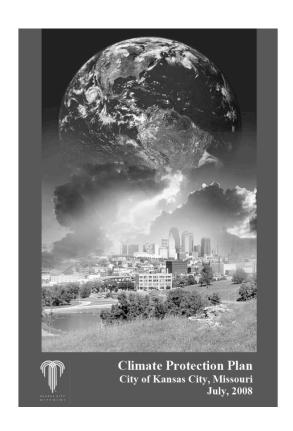
#### Element 11 | Community Health and Wellness



#### **CONNECTIONS**

The Regional Plan for a Sustainable Future





Welcome

Comprehensive Plan and all of its maps and information about ways to obtain a Plan in CD or printed format. Use this site to contact us with questions and concerns. Please use the links below to navigate the site.

INTRODUCTION

Comprehensive Plan

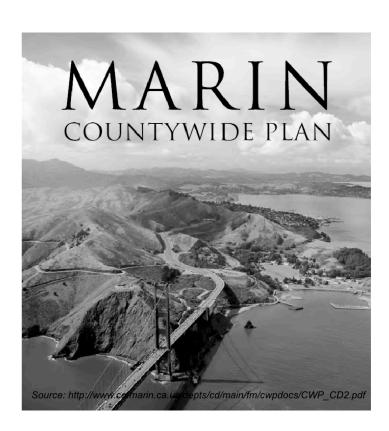
DRAFT PLAN

TIMELINE

COMMENTS

PRESENTATIONS

REPORTS







UC Cooperative Extension

#### 2.10 Agriculture and Food



#### Adopted October 2008

Food is as essential to our health and well-being as air and water. For example, King County is experiencing a rise in the rate of obesity, and at the same time, an increase in food insecurity and malnutrition. Both can be caused by lack of access to adequate amounts of nutritious food, and both can lead to the same thing - a diminished quality of life that ends with premature death due to diet-related chronic disease. King County plays an important role in guiding and supporting system improvements that will result in King County residents eating local, healthy food. King County supports food systems that are ecologically and economically sustainable and that improve the health of the county's residents.

Source: http://www.kingcounty.gov/property/permits/codes/growth/CompPlan.aspx

#### **Council-Adopted**

# REGIONAL OFFICIAL PLAN

June 16, 2009



Creating opportunities for all people, fair access to resources, commitment to healthy places for children, and using our ingenuity to capitalize on our assets are the values at the core of Re-Imagining a More Sustainable Cleveland.

A MORE SUSTAINABLE CLEVELAND



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#### **Projects, Programs & Policies**

- Projects
  - Land inventory or mapping project
- Programs
  - Consumer education
  - Education, skills and jobs training
- Policies/Regulations
  - Planning
  - Public health
  - Economic development
  - Natural resources
  - Solid waste
  - Water
  - School

#### Public investment decisions

 Location and design of public infrastructure and facilities

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#### EXAMPLE Richmond, CA

Richmond, CA

#### **POLICY**

#### Quality Food Stores

Promote the availability of fresh fruits and vegetables and quality foods.

#### **IMPLEMENTING ACTION**

#### Healthy Food Store Incentives Program

Develop a program to encourage existing liquor stores, convenience stores and ethnic markets to stock fresh produce and other healthy foods. Identify stores that are willing to participate in the program. Collaborate with community organizations and the Contra Costa County Health Services Department to develop and implement the program. Target the program in key neighborhoods that have a high concentration of liquor stores and convenience stores, but lack fresh and healthy food options.

Source: http://www.cityofrichmondgeneralplan.org/Content/10020/preview.html

#### **POLICY**

#### Local Urban Agriculture and Food

Support urban agriculture and encourage local farmers to provide fresh food locally.

#### **IMPLEMENTING ACTION**

#### Sustainable Urban Agriculture Assessment

Explore the potential for creating and sustaining local urban agriculture, including community gardens, orchards and farmers' markets. Urban agriculture has the potential to supplement the availability of fresh fruit and vegetables in the community, provide economic opportunities to Richmond residents, lower food costs, reduce overall energy consumption and build social cohesion (see also elements: Conservation, Natural Resources and Open Space, Action CN2.J; Energy and Climate Change, Action EC4.J).

#### **POLICY**

#### Quality of Restaurant Food

Encourage restaurants to serve healthy foods and provide nutritional information to customers. The City should collaborate with health agencies to encourage the availability of healthy foods at restaurants while supporting businesses that offer healthy foods.

#### **IMPLEMENTING ACTION**

#### Nutrition Display Guidelines

Collaborate with the Contra Costa County Health Services Department to develop information that assists consumers in evaluating nutrition, sugar and transfat content of their food choices.

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# **EXAMPLE**Cleveland/Cuyahoga County, OH

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#### Cleveland Policies & Programs to Support Urban Agriculture

- Urban Garden Zoning District
- Farm Animals & Bees Zoning Ordinance
- Farm Animal Licensing
- Gardening for Greenbacks
- Urban Agriculture Overlay District
- Local Purchasing Ordinance
- Summer Sprout Program

- -



American Planning Associatio

### **EXAMPLE**Marin County, CA

# Marin County, CA

#### How Will Success Be Measured?

#### **Indicator Monitoring**

Nonbinding indicators, benchmarks, and targets <sup>1</sup> will help to measure and evaluate progress. This process will also provide a context in which to consider the need for new or revised implementation measures.

Indicators	Benchmarks	Targets
Acres preserved with agricultural easements.	*	Increase by 25,000 acres by 2010 and by 12,500 additional acres by 2015.
Acres of land farmed organically.		Increase by 1,500% by 2010 and 1,700% by 2015.
Annual sales of identified Marin farmers' markets: Civic Center, Downtown San Rafael, Novato, and Fairfax.	\$9,860,000 in 2005.	Increase annual sales 10% by 2010 and 15% by 2015.

# Marin County, CA

#### How Will Success Be Measured?

#### **Indicator Monitoring**

Nonbinding indicators, benchmarks, and targets¹ will help to measure and evaluate progress. This process will also provide a context in which to consider the need for new or revised implementation measures.

Indicators	Benchmarks	Targets
Percent of insured county residents.	92% in 2001.	No decrease by 2020.
Percent of insured County employees.	100% in 2000.	No decrease through 2020.
Percent of Medi-Cal users.	56% in 2000.	Achieve 60% users (out of eligible population) in 2015 and 65% in 2020.
Numbers of children/youth insured annually through Medi- Cal and Healthy Families.	5,235 in 2000.	Increase the number of children insured through 2020.
Number of servings of fruits and vegetables consumed daily by children.	53% of children ate five or more servings of fruit and vegetables in the day prior to the survey.	Percentage of children eating 5 or more servings of fruit and vegetables per day increases 10% by 2020.
Amount of time children in grade 11 spend engaged in physical activity.	53% of children exercised at least 20 minutes on at least 3 days per week in 2002.	Amount of time spent in physical activity by children-grade 11 increases by 10% in 2020.
Percent of population overweight and obese by age and gender.	See H&HS dataset.	Obesity decreases 10% by 2020.

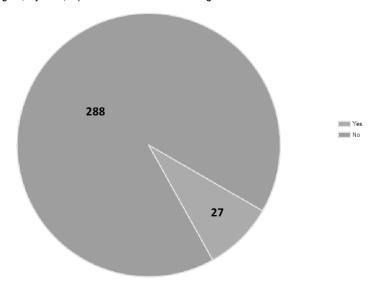
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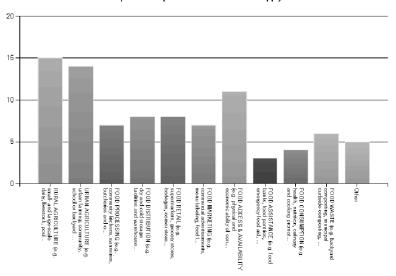
Making Great Communities Happei

## Moving Forward State of Food Systems Planning Practice

Does your jurisdiction's draft or adopted COMPREHENSIVE plan contain EXPLICIT goals, objectives, or policies that address the local or regional FOOD SYSTEM?



Which of the following FOOD SYSTEM TOPICS are explicitly addressed in the draft or adopted comprehensive plan? Please select all that apply.



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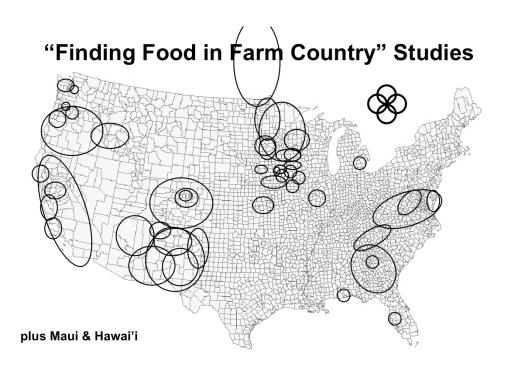
American Planning Association

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#### **American Planning Association Resources**

- Kimberley Hodgson, Manager of APA's Planning & Community Health Research Center, healthycommunities@planning.org
- American Planning Association Planning & Community Health Research Center, Food Systems Related Work <a href="http://www.planning.org/nationalcenters/health/food.htm">http://www.planning.org/nationalcenters/health/food.htm</a>
- QuickNotes: Food Systems Planning http://www.planning.org/pas/quicknotes/pdf/QN24.pdf
- A Planners Guide to Community and Regional Planning: Transforming Food Environments, Facilitating Healthy Eating, <a href="http://www.planning.org/apastore/search/Default.aspx?p=3886">http://www.planning.org/apastore/search/Default.aspx?p=3886</a>
- Planning Magazine, Aug/Sept 2009, Food Issue <a href="http://www.planning.org/planning/open/aug/">http://www.planning.org/planning/open/aug/</a>
- Zoning for Urban Agriculture (Zoning Practice, March 2010)
   <a href="http://www.planning.org/zoningpractice/2010/pdf/mar.pdf">http://www.planning.org/zoningpractice/2010/pdf/mar.pdf</a>
- Planning Healthy Communities Forum <a href="http://planninghealthycommunities.webs.com">http://planninghealthycommunities.webs.com</a>
- Twitter @planning4health





51 regions in 22 states & one province

#### **Vision for local food economies**

#### **Build:**

Health Wealth Connection Capacity



### The current food system takes wealth out of our communities

**%** 

"Local" foods may be the best path toward economic recovery



# State and local governments spend \$50 billion each year to subsidize economic development

Wall Street Journal, Oct. 11, 2008

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### "Local" is a shorthand....



Photo: DSC 74



Goal: to build Community-Based Food Systems

Photo: DSC 75

### Lorentz Meats (Cannon Falls)

### Thriving niche markets: 60 employees

- Beef & pork processing
  - Organic processing
  - Own national brand
- Custom work for nearby farms

Lorentz Meats (Cannon Falls)

**Beef processing:** 

Costs 35 cents/lb

Competes with 3 cents/lb

Lorentz Meats (Cannon Falls)

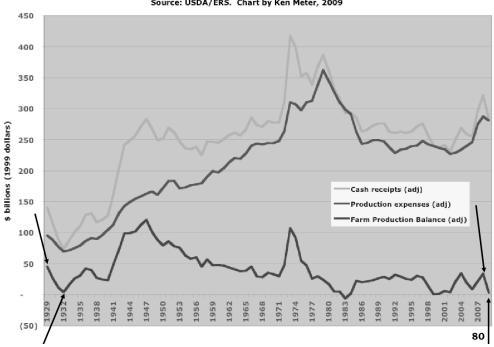
Helps launch other businesses:

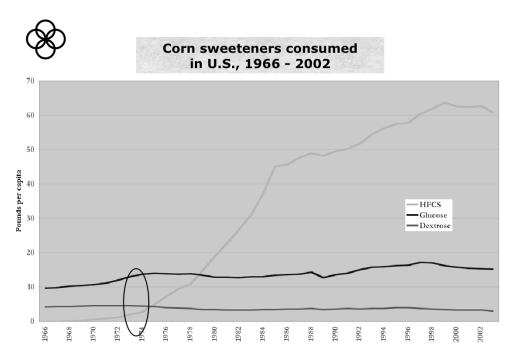
Thousand Hills Cattle Co.

Hillside Farmers' Co-op

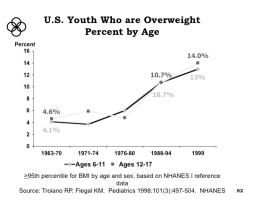


Farm Production Balance in U.S., 1929 - 2009 Source: USDA/ERS. Chart by Ken Meter, 2009





Source: USDA/ERS — chart by Ken Meter, 2006 81



This slide shows data from NHANES III and its predecessors: the percentage of young people who were overweight was steady in the 1960s, increased marginally in the 1970s, but then nearly doubled by the time of the last survey, 1988-94.

Clearly, we're headed in the wrong direction in a number of areas, and the future public health consequences of these trends are decidedly grim -- unless we do something to reverse the trends.

Overweight children are more likely to have high blood pressure, high cholesterol and high insulin levels. They are also more likely to become overweight adults who are at increased risk for heart disease and diabetes (School health Index pamphlet).



### 5,000 deaths due to food poisoning each year in U.S.

Sources: CDC/Walters 83

Walters, Jonathan (2001). "Spoiled Food Federalism" in *Governing Magazine* (formerly Congressional Quarterly), May, 12.

Frazão, E. (1999). "High Costs of Poor Eating Patterns in the United States," in Frazão, E. (ed.) *America's Eating Habits: Changes and Consequences*. USDA, 5-32. Cited by Nestle, Marion (2002) *Food Politics*. University of California Press, 7.



#### **Health suffers**

# Medical costs of obesity are \$174 billion per year —

# Half of what farmers earn selling commodities!

Source: CDC/Walters, Harvard Public Health/Colditz

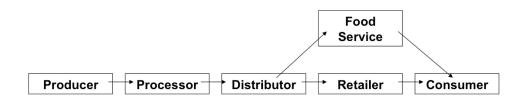
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Walters, Jonathan (2001). "Spoiled Food Federalism" in *Governing Magazine* (formerly Congressional Quarterly), May, 12.

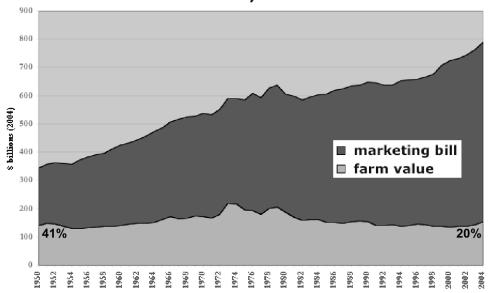
Colditz, Graham, "The Economic Costs of Obesity and Inactivity," unpublished manuscript from the Harvard School of Public Health, cited in Gardner, Gary; & Halweil, Brian (2000). The higher estimate of costs of obesity was released in an e-mail broadcast by Paul Hawken, director of the Natural Capital Institute, on April 25, 2002.







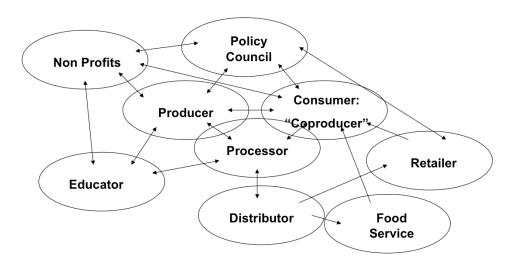
# Farmers' share of retail prices paid by consumers, 1950-2004



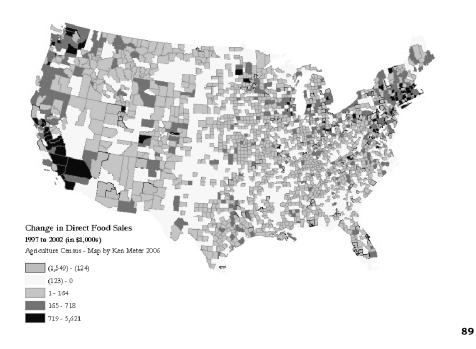
Source ERS; chart by Ken Meter, 2007

**%** 

#### Value Network



### Direct Food Sales



Innovative farm operations

### Winter CSA Milan, Minnesota

### Fresh fresh organic greens November to April

Sells only within 30 miles



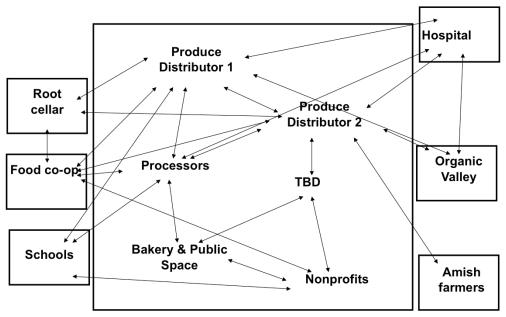
### Greensgrow Gardens, Philadelphia



### Greensgrow Gardens, Philadelphia

Viroqua, Virginia

### Viroqua Business Cluster



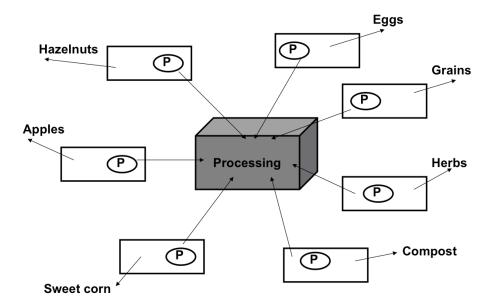
### Hillside Farmers Co-op Northfield, Minnesota



### Production on 1/4-acre sites



### Poultry Business Cluster



### "Finding Food in Farm Country"

www.crcworks.org (612) 869-8664

kmeter@crcworks.org









#### **USDA**



- Effort to create new economic opportunities by connecting consumers with local producers.
- A national conversation about the importance of understanding where your food comes from and how it gets to your plate.
- Marshalling resources from across USDA to help create the link between local production and local consumption.







- Reinvigorate our nation's local and regional food systems
  - Support Local Farmers
  - Strengthen Rural Communities
  - Promote Healthy Eating
  - Protection Natural Resources







- Food Hubs
- Food Deserts
- Farm to Cafeteria
- Food Processing Infrastructure



## Grant Opportunities for Local Food at USDA

- Community Food Projects \*
- Healthy Urban Food Enterprise Development Center\*
- Hunger Free Communities
- School Gardens
- · Farmers Markets
- Rural Development



### Community Food Security

- Origins of the Concept:
- Community Food Security Act: The Law
- Purpose: Address Nutrition, Farming and Food Access Issues in low income communities while also addressing social and economic equity and environmental stewardship

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Tell people where the lunch will be....(last time it was down the hall from the plenary room)

Do we have a sign up sheet?





### Community Food Projects

Requires a one-time infusion of Federal assistance to become self-sustaining

Dollar for dollar match required



### Community Food Projects

Meets the food needs of low-income people

Increase the self-reliance of communities in providing for their own food needs

Promote comprehensive responses to local food, farm and nutrition issues; or...



### Community Food Projects

Meet specific State, local, or neighborhood food and agricultural needs for:

Infrastructure improvement and development

Planning and long-term solutions; or The creation of innovative marketing activities that mutually benefit agricultural producers and low-income



### Community Food Projects

- Preference to projects that:
  - Develop linkages with 2 or more sectors of the food system
  - Support the development of entrepreneurial projects
  - Develop linkages between for-profit and nonprofit sectors; or





#### Community Food Projects

#### Preference to projects that:

Encourage long-term planning activities, and multi-system, interagency approaches with multi-stakeholder collaborations, that build long-term capacity in communities to address food and agricultural problems of the communities, such as a food policy council





#### Community Food Projects

- 5 million dollar program
- Private Non-profit organizations eligible
- \$10,000-300,000 for one to three years
- · Dollar for dollar match required





#### Fund distribution

\$5 million available each year 85% to Community Based Projects

10% to Training and Technical assistance \$500,000

5% to Planning Projects \$10,000- 25,000 for 1 – 3 year



#### Community Food Projects

1996-present ~ 320 grants made Clearinghouse:

Food Security Learning Center: http:// www.whyhunger.org/programs/fslc/ features/community-food-projectsdatabase.html

Funding available through 2012





#### CFP Activities

Youth/School Garden/Agriculture Project 43%

Promoting Local Food Purchases 42%

Entrepreneurial Food and Agricultural 36%

Farmers' Market s 31%

Community Gardens 30%





#### CFP Activities

Training and Technical Assistance 27%

Community Food Assessment 27%

Food Policy Council/Network 25%

Farm to Cafeteria Project 23%

Food Access and Outreach 22%



National Institute of Food and Agriculture www.nifa.usda.gov



#### CFP Activities

Micro-enterprise/Entrepreneur Skill
Training 22%

Job Skills Training 22%

Farm/Grower Cooperative 19%

Community Supported Agriculture Program 19%





#### CFP Activities

Community or Incubator Kitchen/Value-Added Production/Processing 17%

Emergency Food Collection and Distribution 14%

Restoration of Traditional 13%





#### CFP Activities

Immigrant/Migrant Farm Project9%Planning Grants9%Food-buying Cooperative6%Urban Agriculture3%



National Institute of Food and Agriculture www.nifa.usda.gov

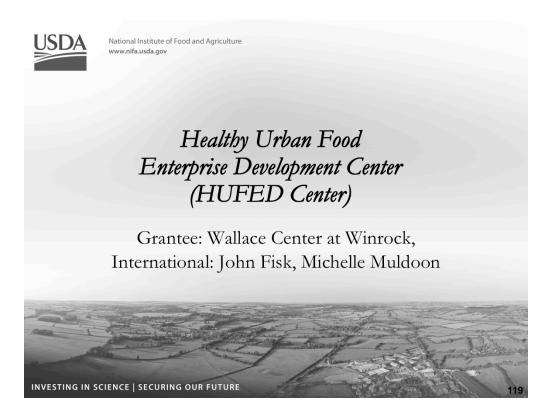


# CFP Collaborating Organizations

- Community-based organizations
- Farmers and farmers' groups
- Businesses
- K-12 Schools
- Local, State and Federal Governments

- · Faith-based groups
- Colleges, universities and technical schools
- Food banks and food pantries
- · Hospitals,
- Nursing homes and assisted living facilities

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#### HUFED Center Purpose

- Increase access to healthy affordable food to underserved communities
- Collect, develop and provide technical assistance
- Award Sub-grants



### HUFED Center Sub-grants

- Carry out feasibility studies to establish businesses to increase access to healthy affordable foods;
- Establish and assist enterprises that process, distribute, aggregate, store, and market healthy affordable foods.



### Eligible for HUFED Sub-grants

Non-profit organizations

Cooperatives

Commercial Entities

Agricultural Producers

Academic Institutions

Individuals

Other entities as the Secretary designates



#### Priorities for HUFED Sub-grants

## Benefit underserved communities: an urban or rural community (or an Indian tribe) that has:

- Limited access to affordable, healthy foods
- A high incidence of a diet-related disease (including obesity) as compared to the national average;
- A high rate of hunger or food insecurity; or
- Severe or persistent poverty.

Develop market opportunities for small and mid-sized farm and ranch operations.





#### HUFED

- \$ 1 million dollars available in FY 09 FY 11 a continuing grant.
- Required detailed annual report to the Secretary annually





#### USDA Agriculture Marketing Service

Farmers Market Promotion Program
Carmen Humphreys:
Carmen.Humphrey@usda.gov
Federal and State Farmers Market
Improvement Program
Janise Zygmont:
janise.zygmont@usda.gov



National Institute of Food and Agriculture www.nifa.usda.gov



#### USDA Food and Nutrition Service

#### **School Garden Grants**

~ Purpose to help establish gardens for school





# **USDA Food and Nutrition Service**

#### **Hunger Free Community Grantts:**

Purpose to establish hunger-free communities and learn more about effective strategies to reduce hunger in the United States

Planning and Assessment Implementation





# **USDA Food and Nutrition Service**

Hunger Free Community NOFA www.fns.usda.gov/fns/outreach/documents/hfc\_rfa.pdf

Deadline September 1, 2010



#### **USDA Rural Development**

Rural Business Opportunity Loans and Grants

Community Facilities Loans and Grants

http://www.rurdev.usda.gov





- · Contact info:
- Elizabeth Tuckermanty
- etuckermanty@nifa.usda.gov

Public Health Benefits of Sustainable
Community Food Systems - An Iowa Case Study
EPA Food Systems 101: Creating Healthier Communities and Local Economies, July 2010

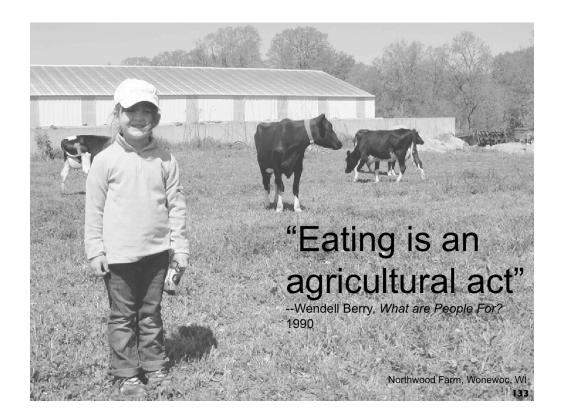
Angie Tagtow, MS, RD, LD
Owner, Environmental Nutrition Solutions
Co-Convener, Iowa Food Systems Council
Coordinator, Iowa Food Access & Health Working Group
Managing Editor, Journal of Hunger & Environmental Nutrition
2008-2009 Food and Society Policy Fellow

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### **Highlights**

- Describe the characteristics of a sustainable, resilient food system.
- Describe the public health benefits of sustainable, resilient food systems.
- Outline the benefits of a food policy council as a tool to advance the health of individuals, families, farms and communities using lowa as a case study.

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Noted author and farmer, Wendell Berry said that "Eating is an agricultural act."

Unfortunately we have become very disconnected or disengaged to where food comes from and the role that ag does have on the quality, quantity and biodiversity of our food supply.

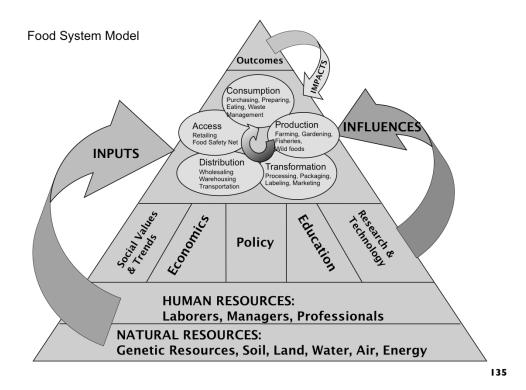
Ag and food production is central to public health

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# What is a Food System?



So let's start with the fundamentals and I'm going to ask you to think beyond nutrients and the treatment of disease and take a systems perspective of food and it's connection to nutrition and health.

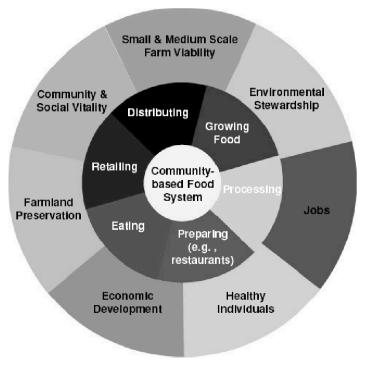


This is the Sustainable Food System model developed by the Sustainable Food System Task Force of the American Dietetic Association.

First, the foundation is built from natural, human and economic resources. These are the inputs to food system sectors. Society has become greatly disconnected from our natural resources and the fact that we need things such as soil, water and biodiversity of plants and animals in order to grow food.

Next we have a cadre of influences on our food system such as cultural trends and social values, economics, education and research. But I believe policy, specifically agriculture and food policy are the core or root of what is grown, harvested, processed, imported/exported and ultimately is available for human consumption.

In addition, the outcomes that are generated from our food system further impact the inputs and influences, such as individual and population health, the availability of resources and nutrition policy.



CS Mott Group for Sustainable Food Systems, www,mottgroup.msu.edu 136

Theoretical model to guide us is the Community-Based Food System model - CS Mott Group for Sustainable Food Systems

Demonstrates the interconnectedness of how food is produced, processed, transported, purchased, prepared and consumed.

The inner ring, or food systems sectors, influences the many outcomes identified in the outer ring.

Enables public health practitioners to communicate the relationships between health, economic development, natural resources and social well-being.

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# What is Sustainability?



So what is sustainability? There are many definitions to choose from and I believe the term sustainability is more accepted by mainstream culture, however, the term sustainability is now being co-opted by the food industry.

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"The capacity of being maintained over the long term and meeting the needs of the present without jeopardizing the ability to meet the needs of future generations."

--Gussow J, Clancy K. Dietary guidelines for sustainability. J Nutr Educ. 1986;18:1-5.

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Twenty-three years ago, Joan Dye Gussow and Kate Clancy defined sustainability in the Journal of Nutrition Education as "the capacity of being maintained over the long term and meeting the needs of the present without jeopardizing the ability to meet the needs of future generations."

"...sustainability is always an emerging concept.

Sustainability is about maintaining something indefinitely into the future...sustainability is a process, not a prescription. This process always requires social, ecological, and economic dimensions. There is therefore, no simple definition. It is a journey we embark on together, not a formula we agree to."

--Frederick Kirschenmann, PhD, Distinguished Fellow, Leopold Center for Sustainable Agriculture, Food as Relationship. J Hunger Env Nutr. 2008;3(2&3):106-121.

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Because we do not have a standardized definition for sustainability I asked Distinguished Fellow Dr. Frederick Kirschenmann of the Leopold Center for Sustainable Agriculture to define sustainability and he said...

"Since nature is full of emergent properties, sustainability is always an emerging concept. Sustainability is about maintaining something indefinitely into the future. Consequently, to be sustainable we have to anticipate and successfully adapt to the changes ahead. Sustainability is a process, not a prescription. This process always requires social, ecological, and economic dimensions. There is therefore, no simple definition. It is a journey we embark on together, not a formula we agree to."

There is never an endpoint but a continual process (like continual quality improvement)

Because it is not a scripted process and involves gathering science from many disciplines, I think we struggle with connecting how sustainable food systems impacts nutrition and health

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## What is a Sustainable Food System?



So what happens when we pair food systems with sustainability?

A sustainable and resilient food system conserves and renews natural resources, advances social justice and animal welfare, builds community wealth, and fulfills the food and nutrition needs of all eaters, now and in the future.

--Harmon A & Tagtow A, 2008

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Well, after working together for several years, Dr. Harmon and I set out to define sustainable food systems. Our definition is "A sustainable and resilient food system 1) conserves and renews our natural resources; 2) advances social justice and animal welfare; 3) builds community wealth; and 4) fulfills the food and nutrition needs of all eaters, both now and in the future.

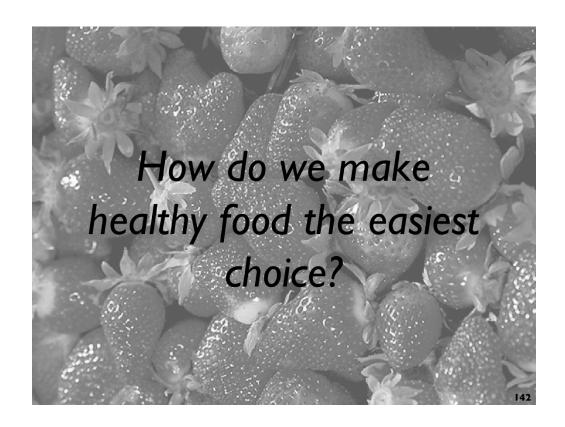
Often when we refer to the pillars of sustainable agriculture we refer to the social, economic and ecological benefits. In building upon those pillars, we propose that a fourth, very important pillar be added and that is the nutrition and health benefits.

I believe that sustainable food systems can optimize the world's health thru food and nutrition.

Here's my logic: When food becomes a community asset (such as it is in Italy) we see food production integrated within a community. This 1) increases access to fresh, locally-grown food; 2) improves food security at the household and community level; therefore, increases the consumption of fruits and vegetables, thereby halting the progression of diet-related chronic diseases and resulting in lower health care costs.

Regardless of area of practice, dietitians can be key partners when reconnecting eaters to the source of their food. A sustainable food system can refocus the relationships between farmers, processors, distributors, retailers and eaters.

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My professional quest is to answer this question

#### "Good Food"

Healthy + Green + Fair + Affordable/









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How do we make Good Food the Easiest choice?

Litmus test - principles I use to gauge sustainability - Sustainable Food Systems must meet the principles of "Good Food"

Healthy - The healthy food choice is the easiest food choice. Dietary Guidelines are based on good food principles; food does not incur disease; nutritional value of food is retained and food is free of artificial ingredients. Maintain knowledge of food origins and preparation

Green - Strengthens the agricultural base through diversification. Conserve resources and food is produced with no or low environmental impacts - creates a healthier environment; balanced ecosystems; preserves genetic diversity; non-renewable energy is minimal; wastes are recycled

Fair - food system does not exploit anyone or anything; farmers are economically self-sufficient; local food systems are economically vibrant. Promote dietary equity

Affordable/Accessible - all eaters have equal and regular access to fresh, safe, nutritious, seasonal and sustainably-produced food to maintain a healthy lifestyle. Individual, household and community food security is maximized.

Vision must be a part of public health



### Public Health Benefits of Sustainable Food Systems

- Provides fresh, flavorful food
- Increases diversity of foods
- Boosts beneficial nutrients
- Decreases chronic disease
- Promotes healthy child development
- Strengthens food security

# Public Health Benefits of Sustainable Food Systems

- Establishes relationships and social capital
- Protects animal welfare
- Decreases widespread contamination
- Improves economic viability and stability
- Boosts farm incomes





# Public Health Benefits of Sustainable Food Systems

- Saves farmland
- Preserves natural resources
- Maintains ecological balance
- Builds the foundation of a vibrant community

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United States President Franklin Roosevelt said "The nation that destroys its soil, destroys itself."

When the soil is unhealthy it becomes the source of disease in plants, animals and people. And when there is no soil, there are no farms. And if there are no farms, there will be no food. And with no food, societies decline.

We know the foundation of sustainable and resilient food systems is built on healthy and diverse natural resources. The science proves that healthy soil grows healthy food. As dietitians we know the science proves that eating healthy food nourishes healthy people. And, from a public health perspective, healthy people live in healthy communities.



# Food Policy Councils

Advancing food systems that support healthier individuals, communities, economies and environments

## Iowa Food Policy Council v I.0

 Provided a vehicle for networking, communication, examining the lowa food system and reporting to the Governor's office policy recommendations to improve the food system in lowa, especially focused on food security issues and local food production

Iowa Food Policy Council v I.0

- Executive Order issued in 2000 and renewed thru 2006
- Administered by Drake Agriculture Law Center
- 21-member Governor-appointed Council
- Food system experts + state agencies (ex-officio)
- Six subcommittees and task-forces
- Diverse funding



Governor Tom Vilsack

## Lessons Learned

- Limitations of governance structure
- Sustainable support/funding
- Define the role of the council
- Understanding of food policy
- State agency involvement is critical
- Cultivating leadership

## Iowa Food Policy Council v2.0

- Convened stakeholders in an 18-month strategic planning process
- Drafted vision, mission, core functions, domains and goals
- Determined governance structure
- Secured funding for convening and planning
- Initiated a statewide food system assessment which will result in a report card and recommendations



- Vision
- lowa has a just and diverse food system which supports healthier people, communities, economies and the environment.
- Mission
- To recommend research, program and policy options for an lowa food system which supports healthier lowans, communities, economies and the environment.

# Iowa Food System Goals

#### Analysis & Evaluation

- Goal I Data Collection. Collect and objectively analyze data on a regular basis regarding lowa's food and farming systems to create informed research, program and policy recommendations.
- Goal 2 Policy Impacts. Monitor and analyze the health, social, economic and environmental impacts of proposed and existing food and farming policies on lowa farmers, businesses, communities and citizens.

# Iowa Food Systems Goals

#### Policy

- Goal 3 Nutrition & Health Optimize Health. Develop and recommend policy, research and program options which support systems that produce safe and nutritious food for healthier Iowans.
- Goal 4 Nutrition & Health Food Access. Develop and recommend policy, research and program options which strengthen food access and self-reliance among all citizens and communities in Iowa.
- Goal 5 Environment Natural Resources & Land Use.
   Develop and recommend food and farming policy,
   research and program options which improve, protect and conserve Iowa's natural resources and farmland.

# Iowa Food Systems Goals

#### Policy

- Goal 6 Economic Production/Processing/Business
   Development. Develop and recommend policy, research
   and program options which support economic viability,
   resilient agricultural diversity and regionalized
   infrastructure for food and farming systems in lowa.
- Goal 7 Economic Buying & Selling. Develop and recommend policy, research and program options which promote the buying and selling of lowa-grown foods by lowans.
- Goal 8 Fair Food & Farming. Develop and recommend policy, research and program options which help assure lowa's food and farming systems are fair.

# Iowa Food Systems Goals

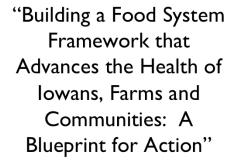
#### Communication

- Goal 9 Outreach & Education
  - (a) Increase dialogue among food system stakeholders across Iowa.
  - (b) Cooperate with existing local and state-wide food system groups by providing technical assistance and outreach on food and farming policy, research and program options.
  - (c) Provide outreach and education to Iowans and legislative/regulatory bodies on food and farming policy, research and program options.

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- Through a report card, measure the health, economic, environmental and social justice implications of lowa's food system; and
- Provide direction for policy, research and program recommendations to ensure a just and diverse food system which supports healthier lowans, communities, economies, and the environment.





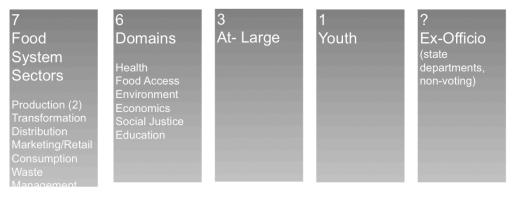




#### Iowa Food Systems Council Board of Directors

This structure is being considered by stakeholders (July 2010)

Officers
President, Vice President, Secretary, Treasurer, Past President,
Executive Director (ex-officio)



Members vote for the 17 seats on the Council of Directors. The Directors vote for the Officers

On the Road to Success

- Define process
- Establish networks and relationships
- Stakeholder engagement
- Establish short-term and long-term goals
  - Food system assessment and planning
- Document milestones
- Obtain resources and funding
- Ongoing momentum
- Shared leadership
- Cultivating champions
- Invest in building a foundation
- Celebrate accomplishments



### Resources

- Special Issue: Food Systems and Public Health: Linkages to Achieve Healthier Diets and Healthier Communities. Journal of Hunger & Environmental Nutrition. 2009;4 (3-4). Available open access at www.tandf.co.uk/journals/WHEN
- Community Food Security Coalition, North American Food Policy Council webpage.
   Available at www.foodsecurity.org/FPC/

## Resources & Feedback

- To view a complete list of resources for this seminar, please visit the <u>Additional Resources</u>
- Please complete the <u>Feedback Form</u> to help ensure events like this are offered in the future

