Food Marketing
Creating More Demand for Healthy Foods

March 30, 2012

DELAWARE VALLEY REGIONAL PLANNING COMMISSION
GREATER PHILADELPHIA FOOD SYSTEM STAKEHOLDER COMMITTEE
Today’s Agenda

- Welcome
- Update from DVRPC
- Opening Remarks
- Featured Presentation
- Panel Discussion
- One-Minute Reports
Update

- Technical and Financial Assistance Initiative
- Camden Food Economy Strategy
- Assisting with others’ efforts when possible
- Monitoring implementation of Food System Plan (official 2014 Update)
- Food System Stakeholder Committee
  - Committee members/organizations help create each meeting’s agenda
  - Next meeting in June 2012
Camden Food Economy Strategy

- Co-Investment with Campbell Soup Company’s Initiative for a Healthy Camden
- Study vs. Strategy
- 24-month timeline
Some Topics and Methodologies to Explore

- Healthy Food Index
- Community Gardens
- Current Investments
- Economic Snapshot of Camden City
- Urban Farming
- Nutrition Assistance Programs
- Food Access Points
- Stakeholder Analysis
- Community Health Profile
- Future Investments
- Food Jobs
- Schools
- Institutional Buyers
- Emergency Food Providers
Camden Food Economy Strategy: First Steps

Kick-off meeting

Co-Investment Committee

Findings from Stakeholder Analysis

Start Stakeholder Analysis

Strategy Advisory Committee

Refine Project / Create Team
Today

- **Co-conveners**
  - Amanda Wagner, Philadelphia Department of Public Health

- **Featured Presentation**
  - Nancy M. Childs, Ph.D., Saint Joseph’s University

- **Panelists**
  - Carly Spross, Fresh Grocer
  - Denise Devine
  - Giridhar Mallya, MD, MHSP
One-Minute Reports