Today’s Agenda

• Welcome & Introductions
• Update from DVRPC
• Presentations: Where are we now?
• Presentations
• Closing
Update from DVRPC

• To be published – Cultivating Camden: A Food Economy Strategy
• Recently Released – Greener Pastures
• Updating 2011 Food System Plan
• Healthy Communities Task Force – next meeting January/February 2015
• Working on Implementation of Cultivating Camden with the city’s stakeholders
Today

- **Presentations:**
  - Amy Verbofsy, DVRPC – Updating Eating Here
  - Molly Riordan, Common Market – Scaling up
  - Deb Bentzel, The Food Trust – Beyond Farm to School
  - Peggy Fogarty, Keystone Development Center – Local Shellfish
  - Lance Loethen, The Reinvestment Fund – Connection Regional Supply Chains
Updating *Eating Here: Greater Philadelphia’s Food System Plan*
Background

- Greater Philadelphia Food Systems Study informed Eating Here.
- Stakeholder Planning Process
  - Stakeholders Implement the Plan so Stakeholders Should Make the Plan
  - Reviewed other Plans and Policy Statements
  - Committee Meetings
  - Individual Meetings
  - Online Survey
  - Prioritization
Background

- 6 Values
  - Farming and Sustainable Agriculture
  - Ecological Stewardship and Conservation
  - Economic Development
  - Health
  - Fairness
  - Collaboration

- 10 Indicators

- 52 Recommendations
Indicators

Land in Production in New Jersey (1997 to 2012)


<table>
<thead>
<tr>
<th>Year</th>
<th>Total Acres</th>
<th>Total Cropland</th>
<th>Permanent Pasture</th>
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<tbody>
<tr>
<td>1997</td>
<td>612,919</td>
<td></td>
<td>34,506</td>
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<tr>
<td>2002</td>
<td>547,668</td>
<td></td>
<td>41,579</td>
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<td>2007</td>
<td>488,679</td>
<td></td>
<td>54,007</td>
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<tr>
<td>2012</td>
<td>456,751</td>
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<td>64,304</td>
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Indicators

Household Food Insecurity in PA (2000 to 2012)

Indicators

Affordability of Healthy Food in the US (2003 to 2013)

Sources: U.S. Bureau of Labor Statistics
New Indicators?

Average Age of Farmers (2007 to 2012)

Sources: USDA
RECOMMENDATIONS
Affordable Farmland
Maintain affordable land for farmers through a range of potential innovations and new business models. These include addressing the retirement needs of farmers, identifying opportunities to transition preserved land into food production, and creating investment vehicles for long-term agriculture production on preserved land.

NOFA-NJ Farm Incubator Program
Source: Kathy Johnson

Greener Partners Longview Center for Agriculture
Source: Christine Reckner
Composting
More local governments should adopt “Zero Waste” strategies or increase composting activities at all scales, from commercial businesses like restaurants to curbside pick-up for residents.
Recommendations

Healthy Food Retail

*Increase and support “governmental and philanthropic investments in fresh food retail in those instances where consumer demand meets suitable market conditions.”* – Jeremy Nowak

Healthy Corner Store
Source: The Food Trust

Progress Plaza
Source: The Reinvestment Fund
Recommendations

Food Procurement
Organizations and entities that regularly buy food for meetings, events, and meal services should establish procurement standards and bonus point provisions for the purchase of nutritious, ethical, sustainably produced, regionally sourced and/or fair-trade products.
Recommendations

**Nutrition Standards for Food in Government Facilities**

*Municipal, county, and state governments and the federal government should develop nutrition standards and labeling requirements for food that is served at cafeterias and in vending machines in publicly owned or managed facilities.*

*Greensgrow Mobile Truck in Camden*

Source: NJPHK-C

*Get Healthy Philly*

Healthy, Active & Smoke-Free
Anti-hunger Advocacy

Develop an action plan to reduce hunger and to advocate for an anti-hunger agenda in Harrisburg, Trenton, and Washington, D.C.
Recommendations

Integrating Food System and Sustainable Policies

Local governments should comprehensively integrate regional and local food system-related goals, objectives, and action steps into comprehensive and master plans.
Recommendations

Regional Food Policy Framework

“Continue to convene the Greater Philadelphia Food System Stakeholder Committee and encourage shared efforts.” – Kimberly Hodgson, American Planning Association
Next Steps

EATING HERE
GREATER PHILADELPHIA’S FOOD SYSTEM PLAN

Greater Philadelphia Food System Stakeholder -
We are in the process of updating the 2011 Food System Plan and need your help!

We want to know which recommendations have been achieved, which are in progress, and which are no longer relevant.

Let’s Get Started!
Thank You!
WWW.DVRPC.ORG/FOOD

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