

GREATER PHILADELPHIA
FOOD SYSTEMS PLAN



OVERVIEW of DVRPC

- *Philadelphia's Metropolitan Planning Organization (MPO), created in 1965*
- *Interstate, intercounty, and intercity agency*
- *Prioritize transportation funding*
- *2 States, 9 Counties, 353 Municipalities*
- *Responsible for the region's Long Range Plan and Air Quality*
- *Strong "Home-Rule" control of land use*



*Key Findings
from the Study*

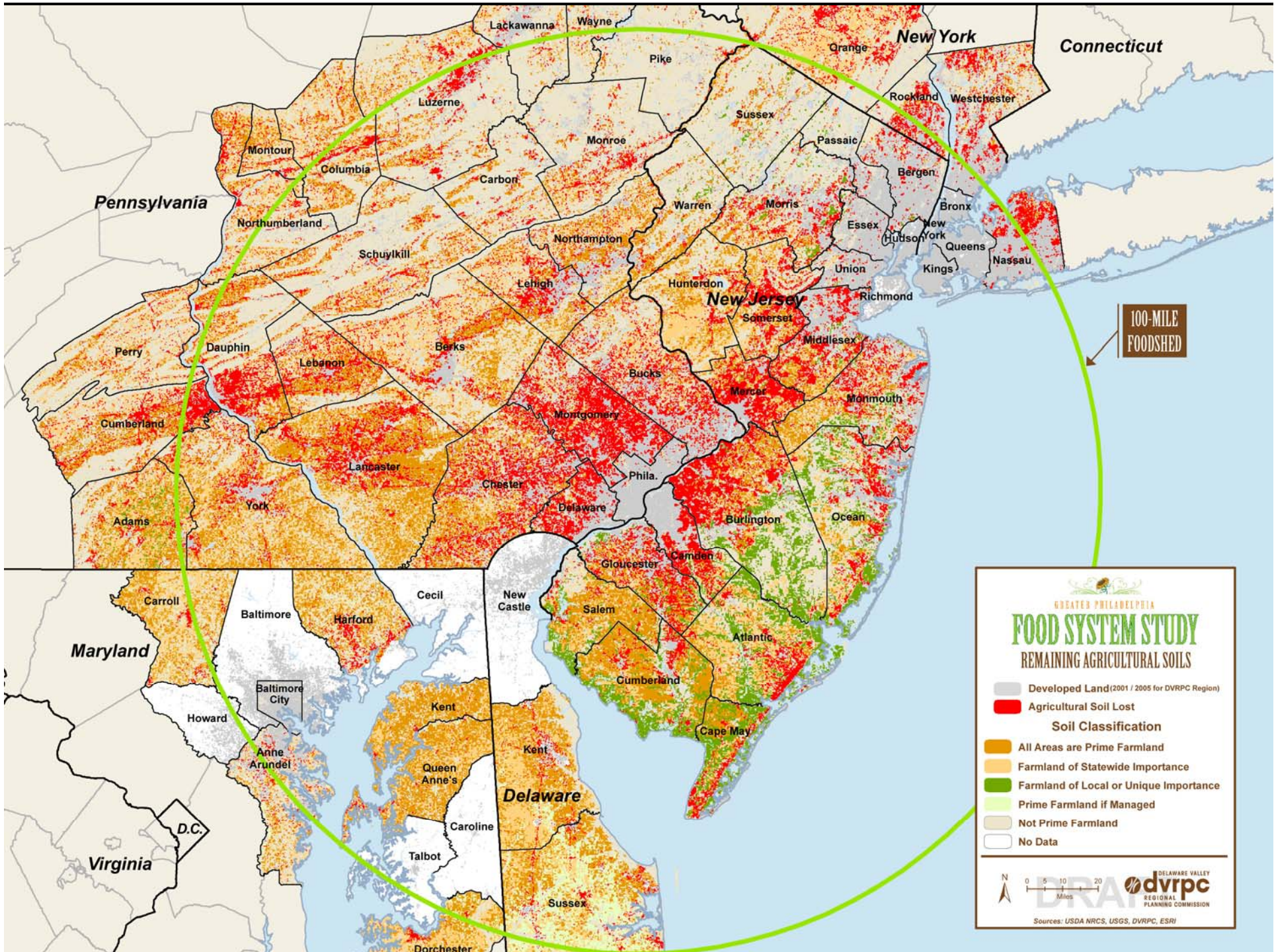
FINDINGS

The 100-Mile Foodshed's food supply is not sufficient to meet Greater Philadelphia's demand.

Demand	DVRPC-Region 2005 Population (persons)	Total Agricultural Land Needs per Capita (acres)	Total Agricultural Land Needs for Greater Philadelphia (acres)
	5,519,051	1.23	6,788,433
Supply	100-Mile Foodshed 2007 Total Cropland and Pastureland (acres)		
	4,024,216		
Deficit	-2,764,217		

FINDINGS

Local agriculture benefits from Philadelphia's consumer markets; however, the characteristics that make Greater Philadelphia a strong and accessible market threaten the viability of local agriculture.

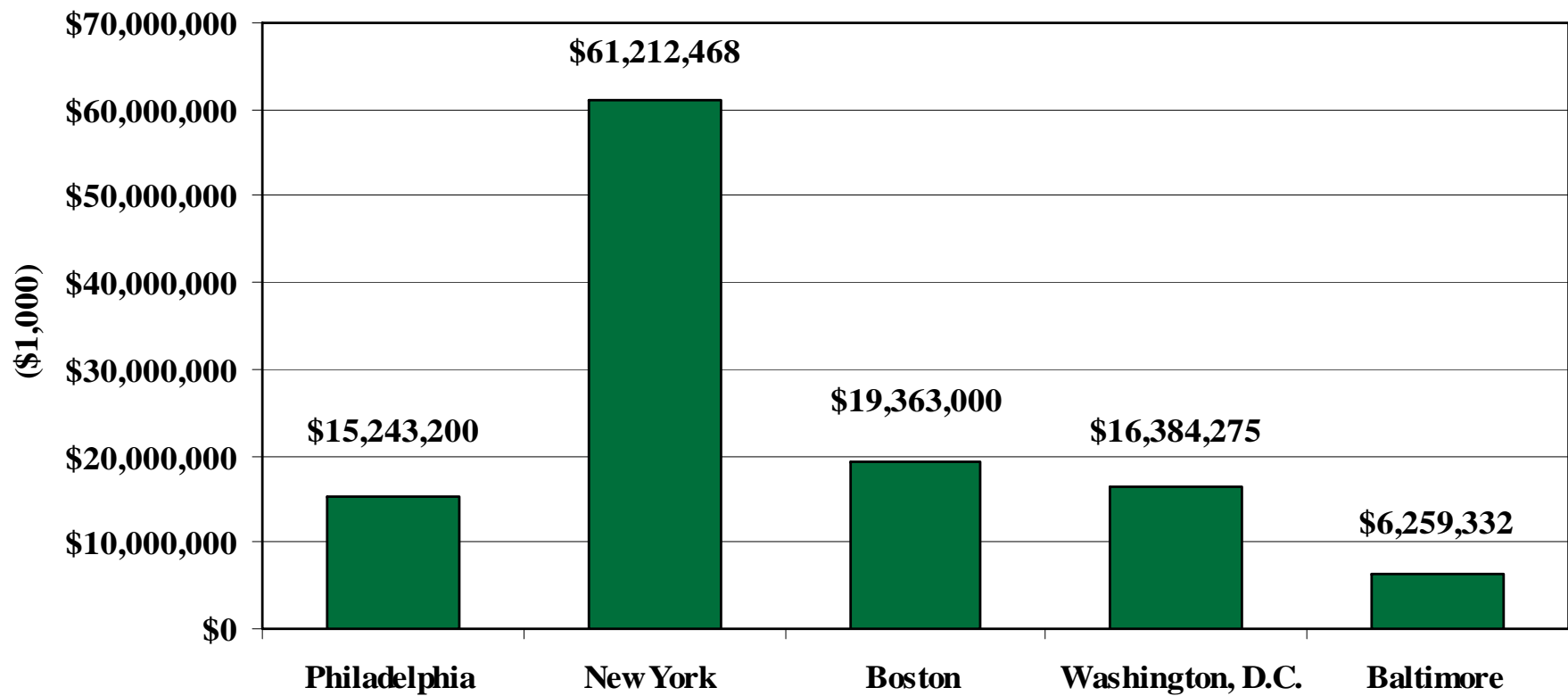


FINDINGS

Greater Philadelphia's 100-Mile Foodshed includes New York City metro area and is adjacent to Washington, DC. Greater Philadelphia has fewer aggregate food dollars than these metro areas, which creates an opportunity for foodshed producers, but increases our food supply deficit.

FINDINGS

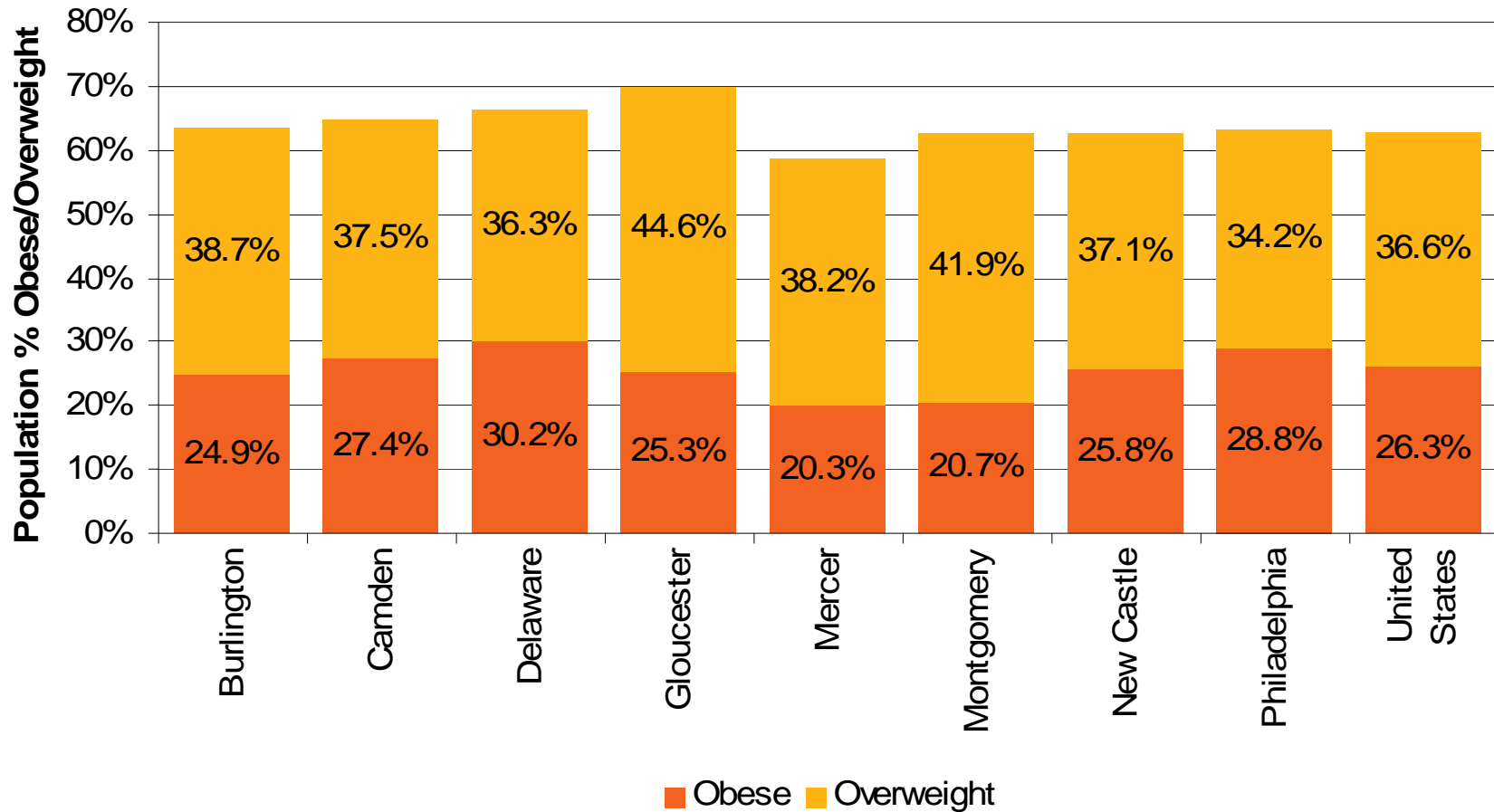
Total Food Dollars per MSA, 2006-2007



Source: BLS 2008

FINDINGS

An American culture of cheap food has led to a culture of unhealthy food.



FINDINGS

Efforts to strengthen a regional food system have gained momentum, but have not yet been **MEASURED.**

FINDINGS

Value of Agricultural Products Sold Directly to Consumer

	2007 Sales	% of All Farms Sales	2002 Sales	% Increase (2002 to 2007)
100-Mile Foodshed	\$95,408,000	1.4%	\$61,716,000	54.6%
United States	\$1,211,270,000	0.4%	\$812,204,000	49.1%

Most Direct Sales in 2007

Location	Direct Sales as Part of Total Ag Sales
Lancaster, PA	
Orange, NY	
Bucks, PA	Mercer, NJ 17%
York, PA	Monroe, PA 15%
Hunterdon, NJ	Morris, NJ 11%
	Carbon, PA 11%
	Westchester, NY 10%

Biggest Increase (2002 - 2007)

Atlantic, NJ
Carbon, PA
Caroline, MD
Mercer, NJ
Monroe, PA

Biggest Decrease (2002 - 2007)

Burlington, NJ	-70%
New Castle, DE	-52%
Cape May, NJ	-41%
Dauphin, PA	-27%
Howard, MD	-13%

FINDINGS

Systemic change will take actions and initiatives at all levels of government, in the private sector, and by individual consumer choices.

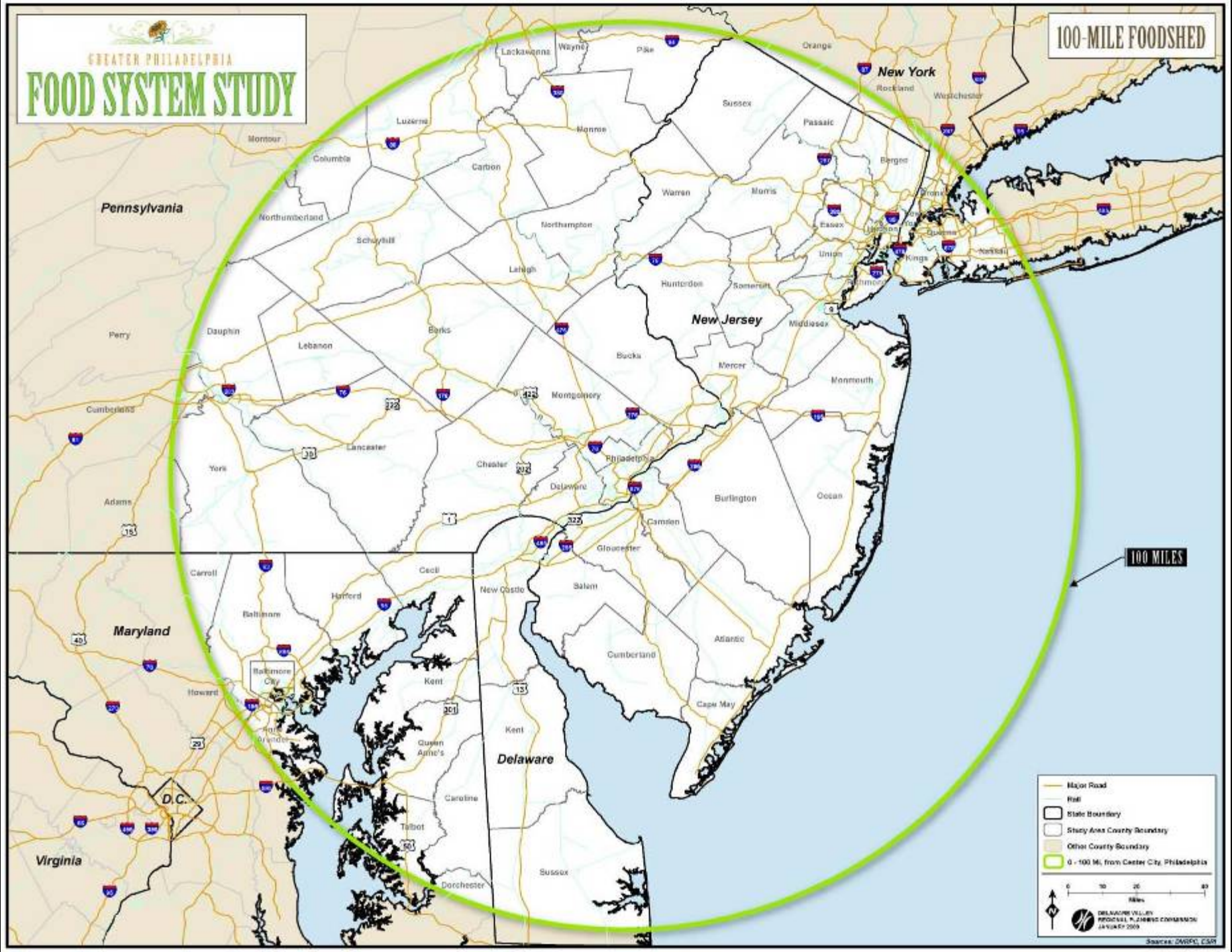
PLANNING for Greater Philadelphia's Food System

SCOPE OF WORK:

- Envision a healthier food system by identifying our values
- Choose indicators that measure sustainability
- Create a Plan with recommendations to shift those indicators towards improvement

GREATER PHILADELPHIA
FOOD SYSTEM STUDY

100-MILE FOODSHED



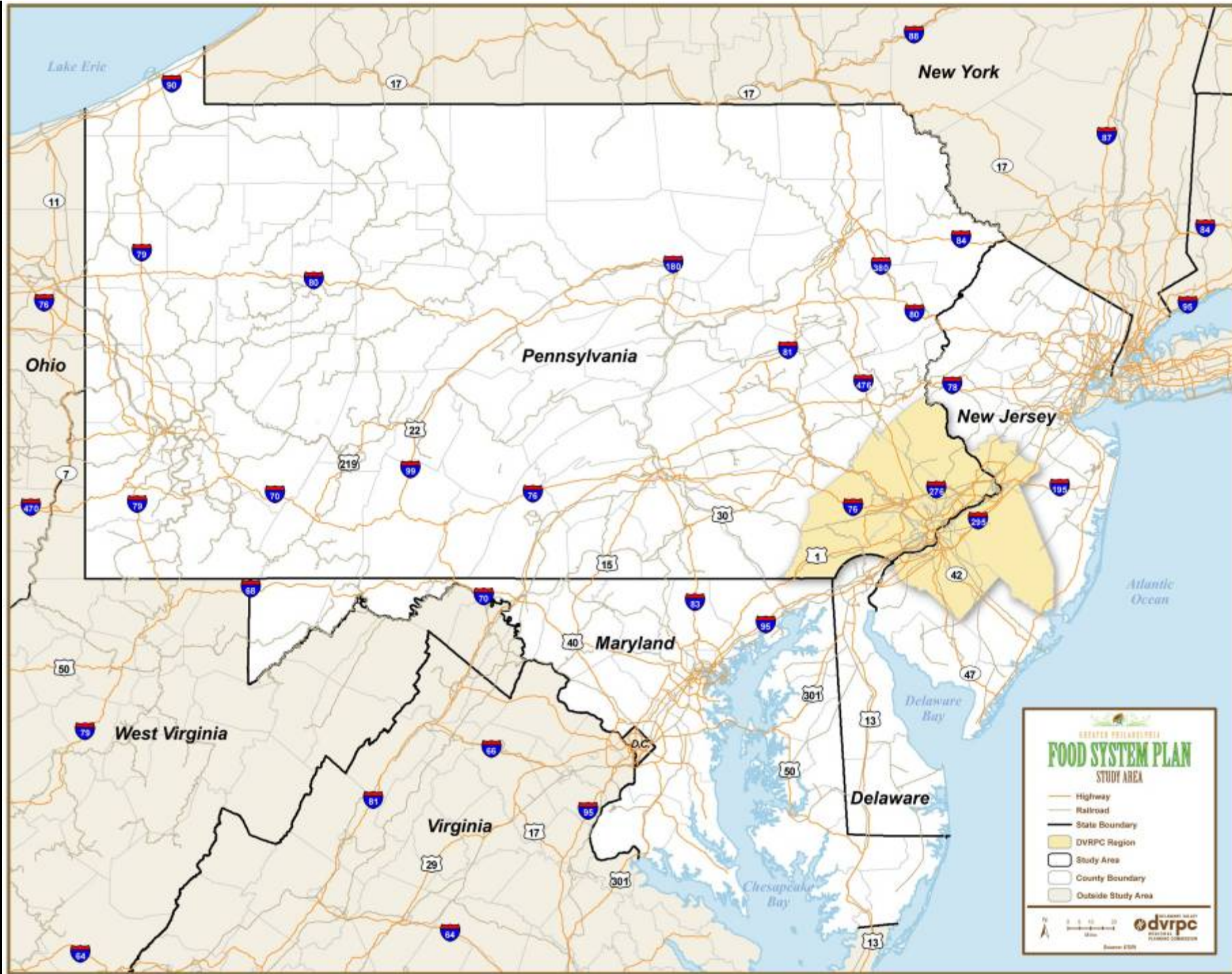
100 MILES

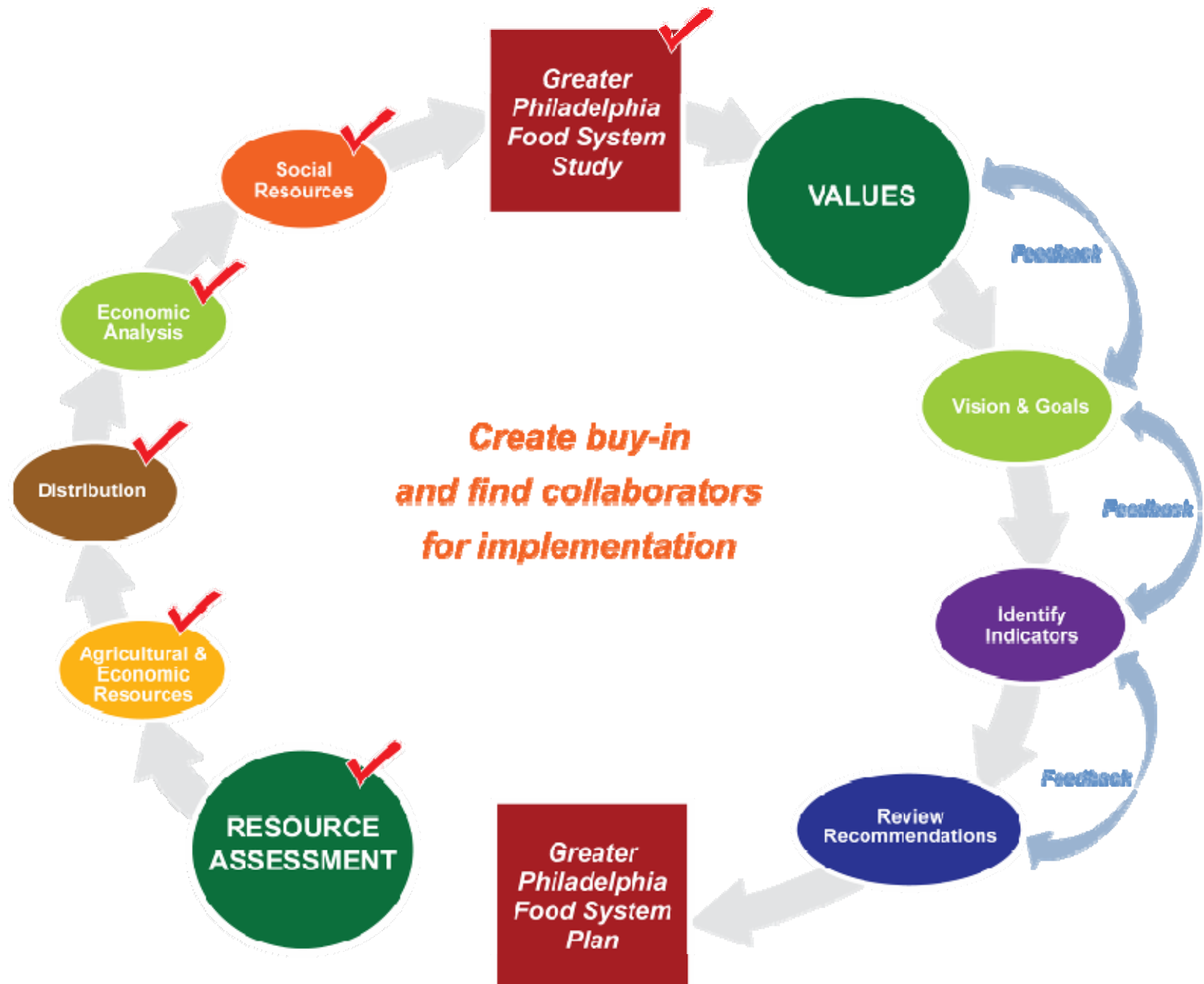
- Major Road
- Rail
- State Boundary
- Study Area County Boundary
- Other County Boundary
- 0 - 100 Mi. from Chester City, Philadelphia

0 10 20 30
 Miles

DELAWARE VALLEY
 FOODS & FIBERS COMMISSION
 JANUARY 2009

Source: DAVFC, ES&P





FEATURED PRESENTATION

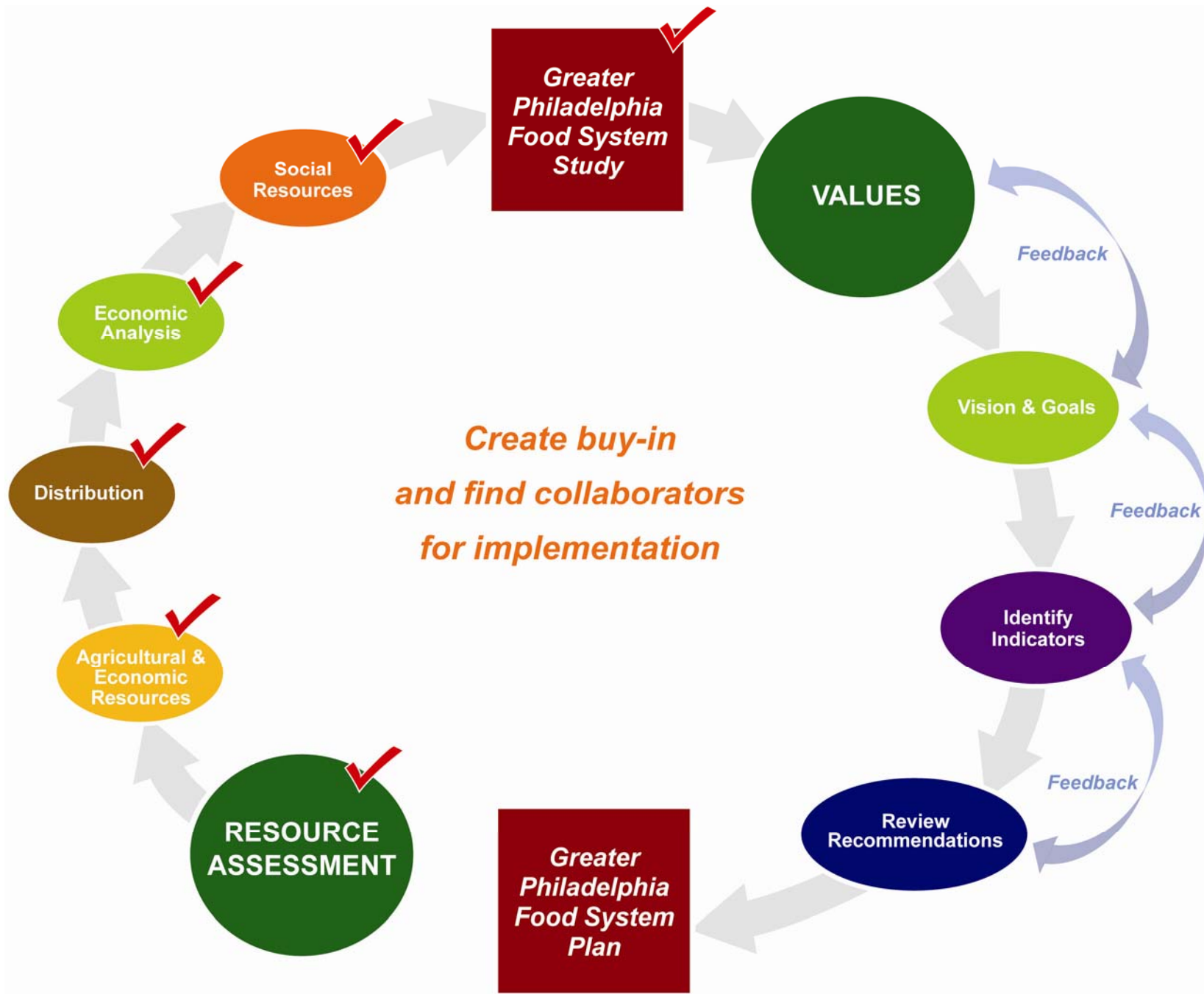
Kate Clancy

Senior Fellow, Minnesota Institute for Sustainable Agriculture

**“What Are We Talking About When We
Talk About Local and Regional Food
Systems?”**

A rural landscape featuring a dirt road that curves to the right. On the left side of the road is a tall cornfield. On the right side is a green field enclosed by a white wooden fence. In the background, there are trees and a few buildings under a blue sky with white clouds. The text "Identifying Our Values" is overlaid in the center of the image.

*Identifying Our
Values*



IDENTIFYING OUR VALUES

- The things that really matter to us;
- Important and enduring ideas or beliefs about what is good;
- Broad guidelines;
- The foundation for action.
- They can be shared or distinct.

Small Group Discussion **GROUND RULES**

- Practice “both/and” thinking
- “Try on”
- It’s okay to disagree
- Practice “self –focus”
- Notice both content and process

Source: *Visions, Inc.*

Small Group Discussion LOCATIONS

- **Red- PA Room**
- **Blue- Conference Room, Front Podium**
- **Green- Conference Room, Back Right (near PA)**
- **Yellow- Conference Room, Back Left (near NJ)**

RECONVENE AND RECAP

What did your small group identify as the values associated with:

- Local
- Regional
- Sustainable
- Resilient

NEXT STEPS

- Draft Goals based on our Values
- Complete Additional Analysis as needed
- Identify Indicators
- Review Goals and Indicators at an upcoming Stakeholder Committee Meeting (tentatively December 4th)



*One Minute
Reports*

THANK YOU!

FOR MORE INFORMATION: WWW.DVRPC.ORG/FOOD

