



March 30, 2012

# Food Marketing

## Creating More Demand for Healthy Foods

DELAWARE VALLEY  
**dvrpc**  
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

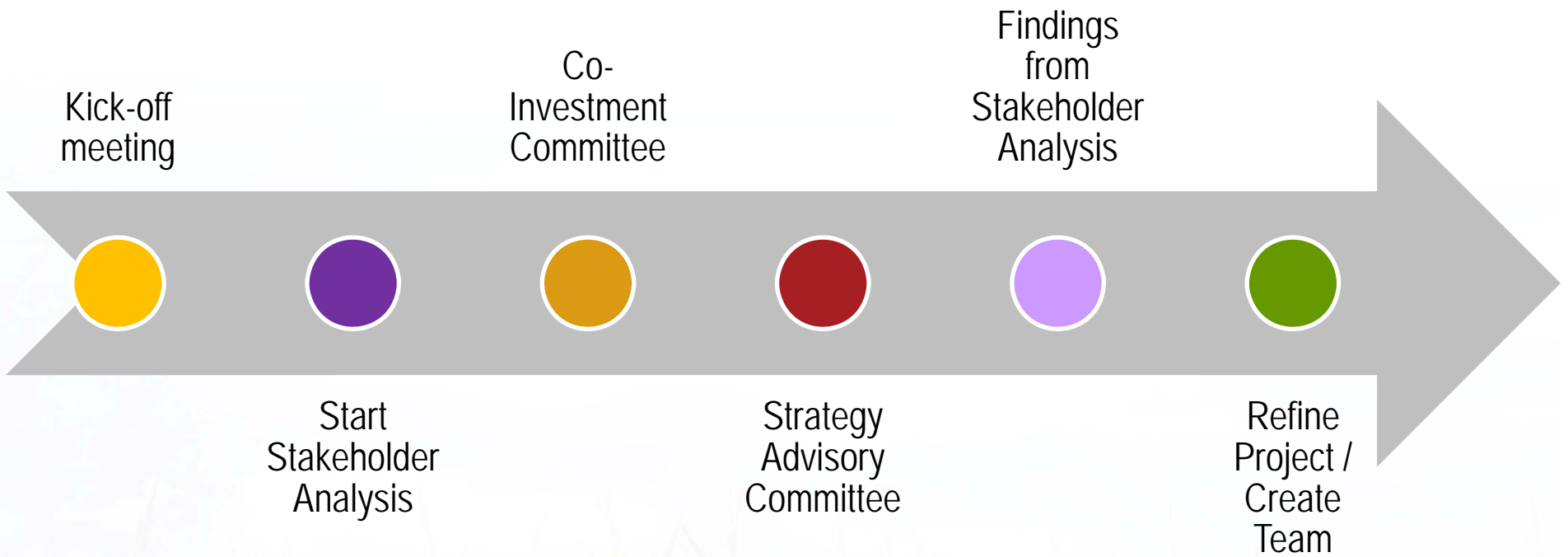
- Co-Investment with Campbell Soup Company's Initiative for a Healthy Camden
- Study vs. Strategy
- 24-month timeline



# Some Topics and Methodologies to Explore



# Camden Food Economy Strategy: First Steps



# 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







# Thank You!

[WWW.DVRPC.ORG/FOOD](http://WWW.DVRPC.ORG/FOOD)

Alison Hastings  
Senior Environmental Planner  
ahastings@dvrpc.org  
215.238.2929

