



Welcome to the 2009 VicHealth Food for All Forum Securing the Future



Key Note Speaker
‘Linking local, sustainable Farming with Health’

**Professor Alice Ammerman,
University of North Carolina, USA**



Linking Local, Sustainable Farming and Health

Food for All – Securing the Future
VicHealth Conference, July 13, 2009

Alice Ammerman DrPH, RD

Director, Center for Health Promotion and Disease Prevention

Professor, Department of Nutrition

Schools of Public Health and Medicine

University of North Carolina at Chapel Hill, USA

Balancing Act

Healthy

Green

Fair

Affordable

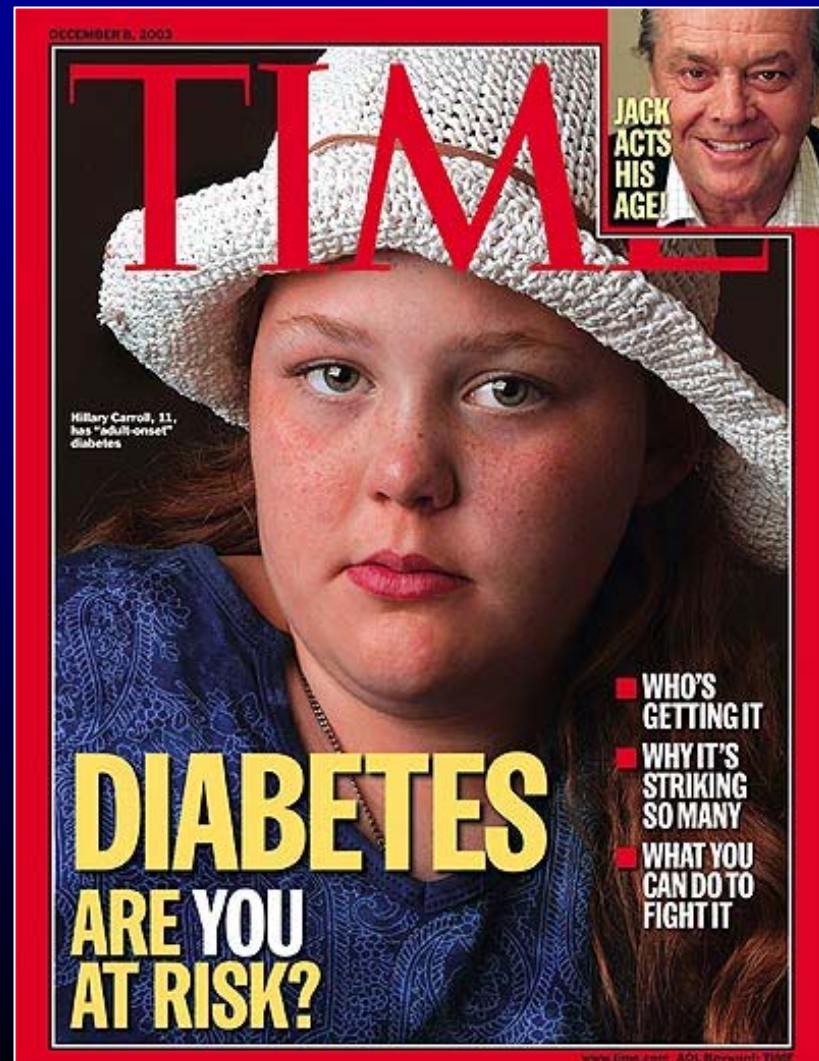
Topics

- Key issues at the intersection of sustainable local food systems and health/nutrition/obesity
- Thinking along the upstream – downstream continuum (socioecological model)
- Potential for creative solutions
- Research still needed – and community-based approaches
- Inspiration from our leaders
- Options for policy change



Among the most pressing public health problems in the world today are obesity, environmental degradation, and economic/health disparities.

Contributing significantly to each of these problems is our current food system.



"Unless effective population-level interventions to reduce obesity are developed, the **steady rise in life expectancy observed in the modern era may soon come to an end and the youth of today may, on average, live less healthy and possibly even shorter lives than their parents....**

The optimism of scientists and of policymaking bodies about the future course of life expectancy should be tempered by a realistic acknowledgment that **major threats to the health and longevity of younger generations today are already visible."**

- New England Journal of Medicine



Australian Government
Preventative Health Taskforce

National Preventative Health Taskforce

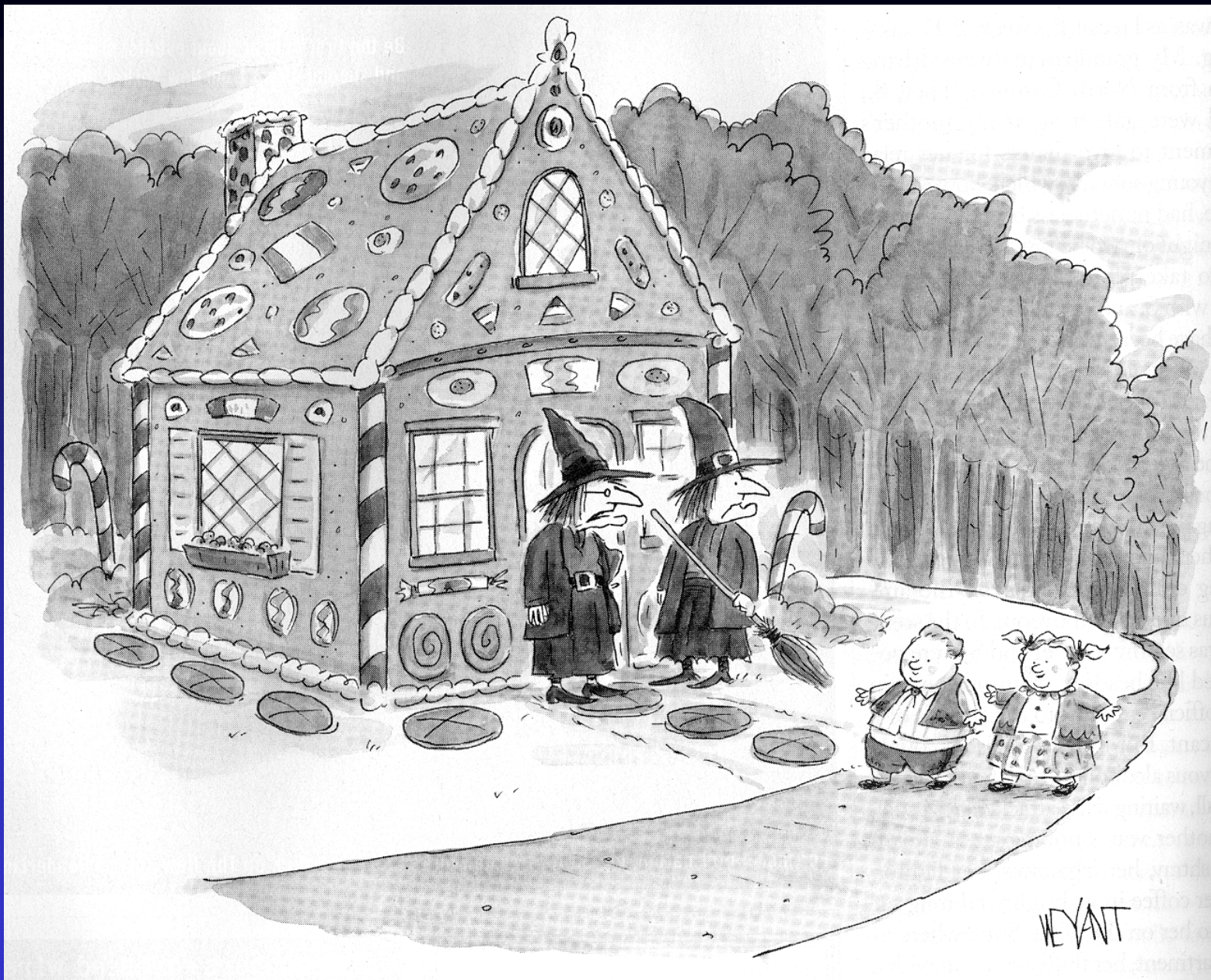


Increased Physical Activity could save \$1.8 Billion

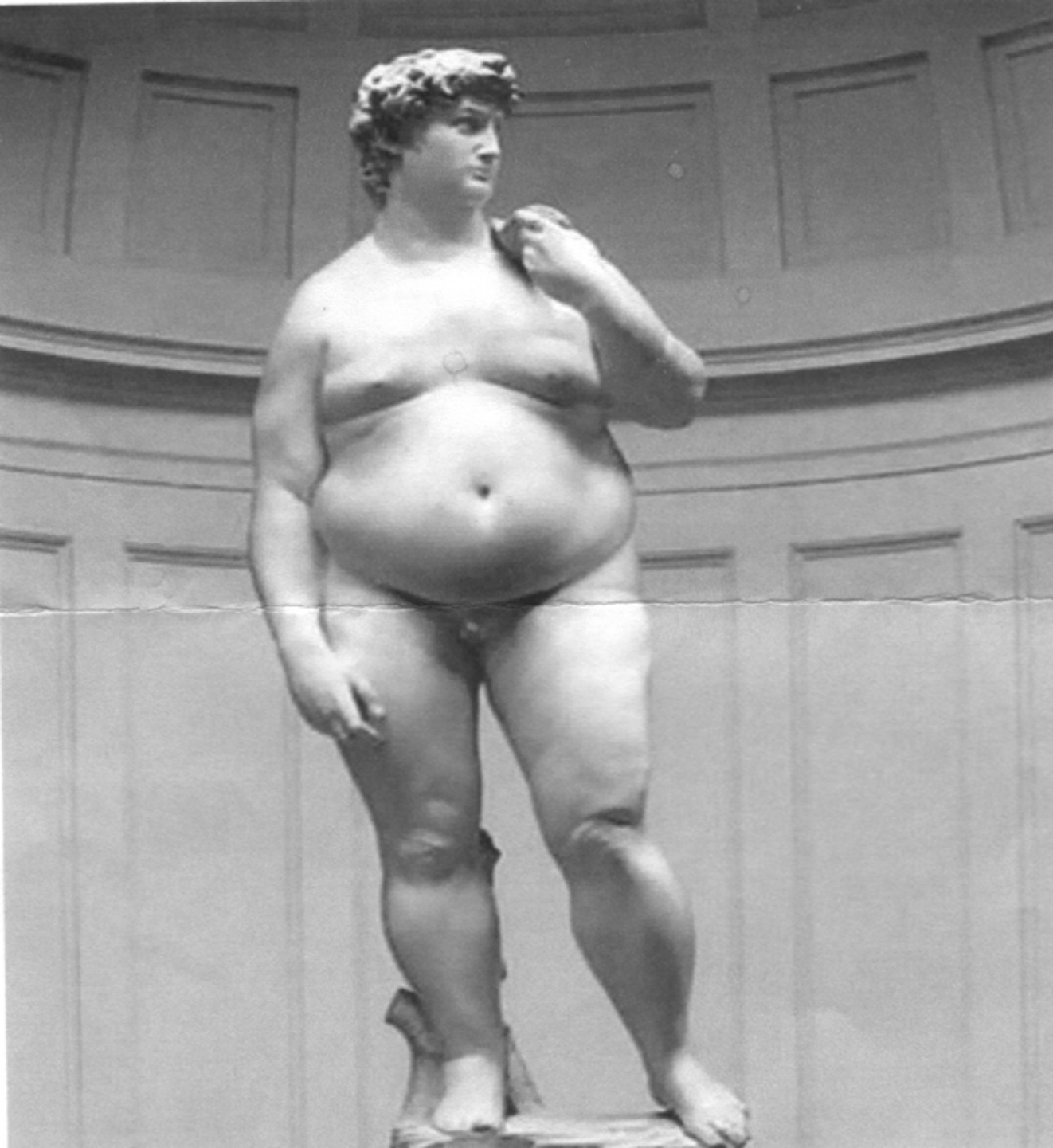
vs. Cost of sports injuries and participating in fitness cost \$831 Million

Technical Report No 1
Obesity in Australia:
a need for urgent action

*Prepared for the National Preventative Health Taskforce
by the Obesity Working Group*



Remember when we used to have to fatten the kids up first?

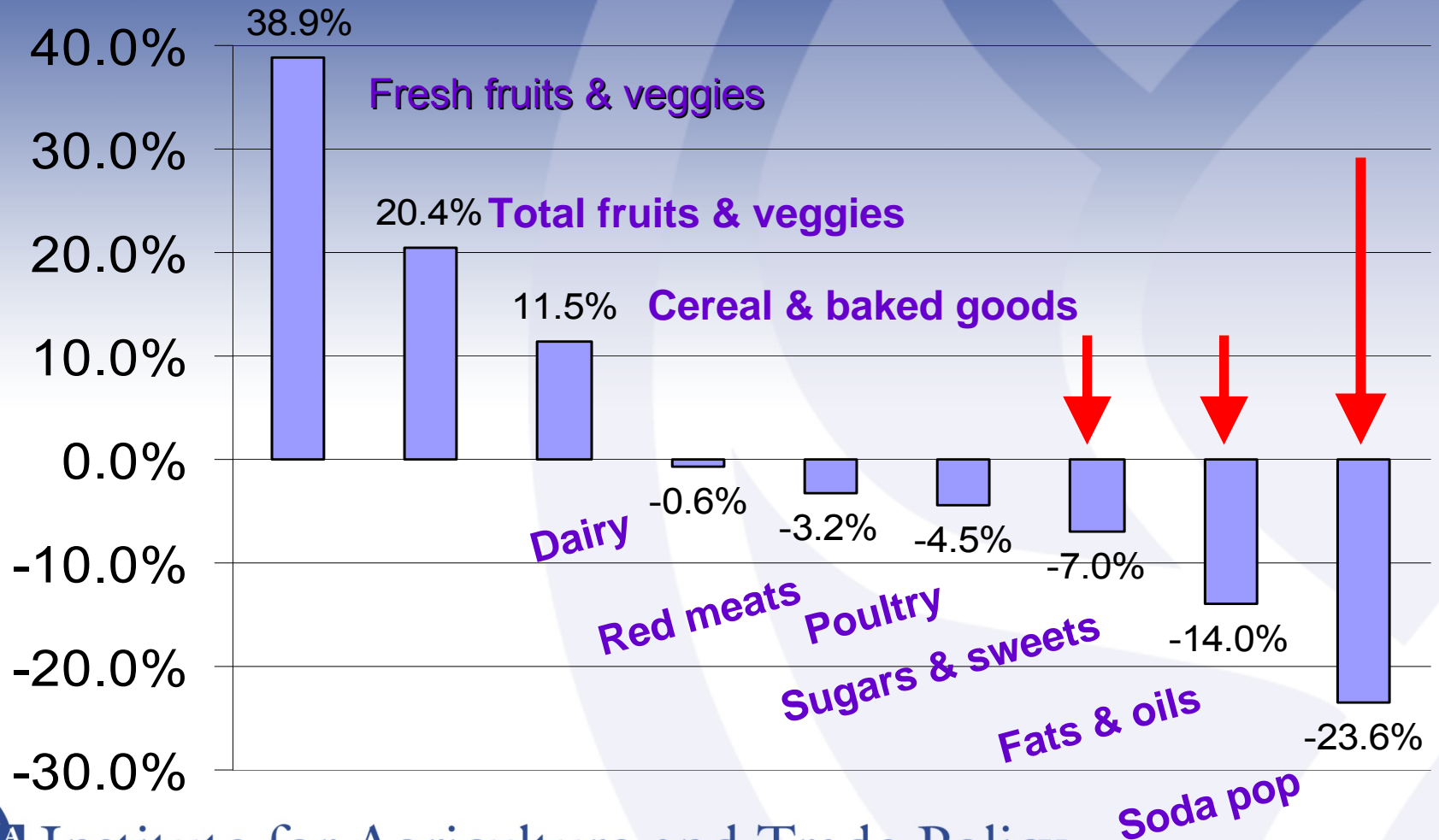


**Michelangelo's
David returns
to Italy after a
successful 12
week, 20 city
USA Tour....**

Inflation-resistant sweets, fats, meats

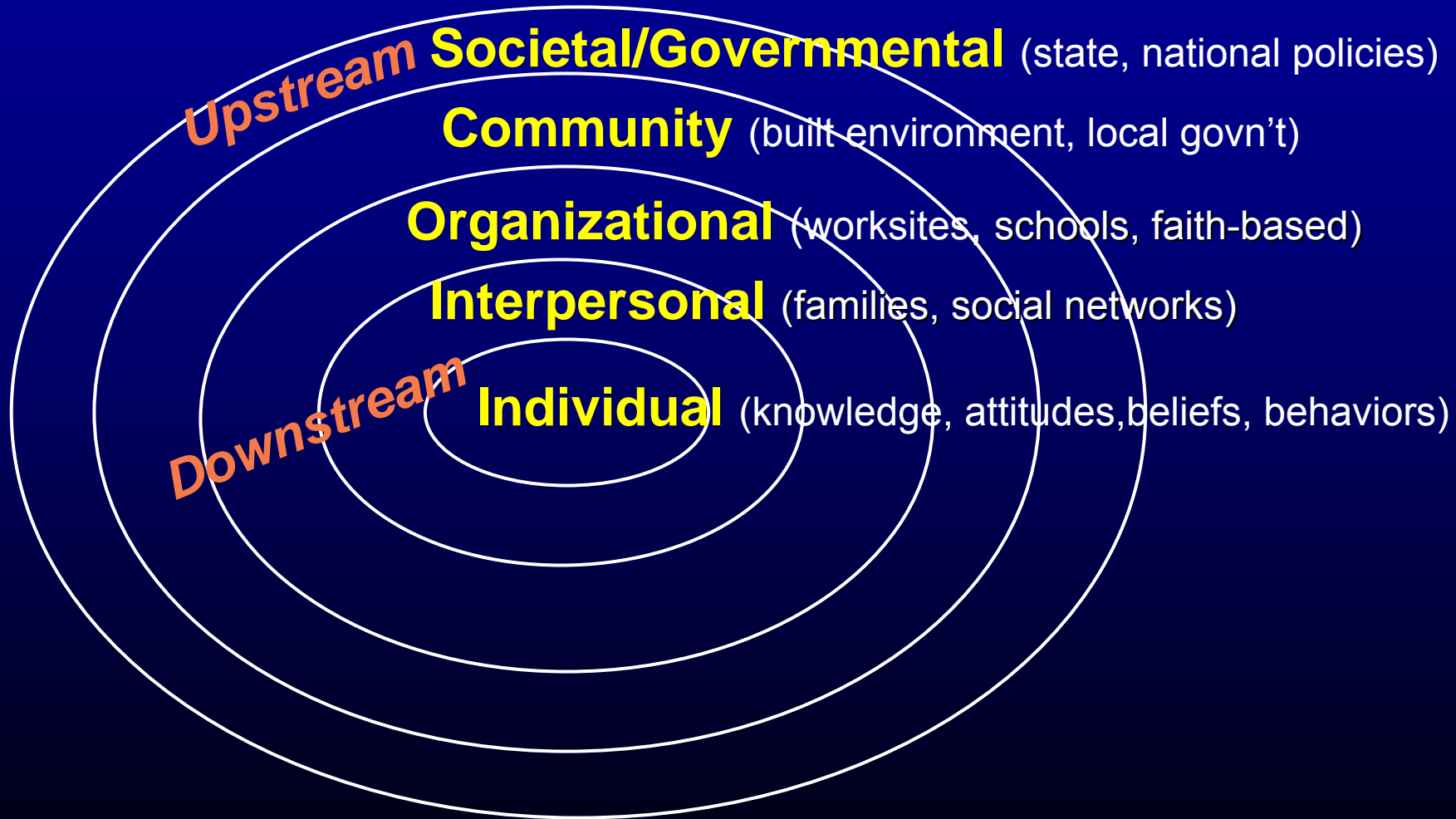
Change in food prices, 1985 –2000, real \$

IATP, based upon data from FoodReview, Vol 25, Issue 3, USDA ERS



How can you have an influence??

Socio-Ecologic Model



Farmer in Chief: Recommendations to President Obama from Michael Pollan

- How we got to where we are:
 - Focus on increasing production at the expense of all else
 - Inordinate dependence on fossil fuels
 - Food production: 37% of green house gas
 - 10 kcals of fossil fuel = 1 kcal of food
 - Health care costs in US 5% -> 16%
 - Largely due to chronic disease (diet and PA)
 - Spending on food: 18% to < 10% of income

Americans spend *less on food, more on health* than ever before, relative to disposable income



Sources: USDA Briefing Room. Food Expenditures by Families and Individuals as a Share of Disposable Personal Income. Economic Research Service. Accessed 18 March 2009 at www.ers.usda.gov/briefing/CPIFoodAndExpenditures/Data/table7.htm; Kaiser Family Foundation Health Care Spending in the United States and OECD Countries, January 2007 Accessed 18 March 2009 at www.kff.org/insurance/snapshot/chcm010307oth.cfm

“Never let a good crisis go to waste...”

The Tripple threat of:

- Energy
- Environment
- Obesity and health care costs

Is creating a political environment in which real reform of the food system may actually be possible for the first time in many years

Returning to a “Sun Food” system

“We need to wean the food system off its heavy 20th century diet of fossil fuel and put it back on a diet of contemporary sunshine.”

- Requires a return to local/regional food SYSTEMS

Potential health benefits:

- Decreased environmental damage – water, soil
- Decreased greenhouse gasses
- Increased connection to production of food
- Increased healthy food access?

Crossing Sectors and... Increasing Collaborations

- Agriculture and health policies:
 - Lack integration
 - Maintain their own silos
 - Often work at cross purposes:
 - Tobacco subsidies and controls/interventions
 - Commodity supports -> cheap calories -> increased \$ health care costs
- Need for synergies
 - Healthy agricultural workforce
 - Affordable healthy food

Consider unusual bedfellows

- (Radical) home economists
 - Cooking skills are essential for seasonal eating!
- Nutritionists
 - Fruit and vegetable access
 - Consider true cost of food including adverse nutrition impacts
- Physical activity (PA) advocates
 - Gardening as exercise
 - Landscaping to promote PA and gardens

Unusual bedfellows cont.

- City and regional planners
 - Urban gardens
 - Integrating farms in housing developments
- Transportation
 - Access to grocery stores/farmers markets
 - Median strips and right of ways for gardens
 - Increased walkability and bikability


Health Care Providers

Physicians Plus Eat Healthy Rebate - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.macsac.org/rebates.html

help.unc.edu MyUNC UNC-CH



MACSAC Madison Area Community Supported Agriculture Coalition
PO Box 7814 Madison, WI 53707-7814 (608) 226-0300

[Home](#) [About Us](#) [About CSA](#) [Find a Farm](#) [Resources](#) [Get Involved](#) [Cookbook](#) [Contact Us](#)

MACSAC and our Health Provider Partners want to make CSA even more rewarding and accessible...

The health provider partnership is much more than just eating healthier foods. It is a joint effort between area HMO's and MACSAC to encourage sustainable farming, keep local dollars within the community and to build a healthier Wisconsin.

The following health insurance companies are offering a cash rebate off the cost of produce shares from MACSAC farms for the 2008 season. Click on the links below and learn how to get paid to join a CSA.

PHYSICIAN'S PLUS INSURANCE CORPORATION

GROUP HEALTH COOPERATIVE OF SOUTH CENTRAL WI

DEAN HEALTH PLAN

UNITY HEALTH INSURANCE

Done

Fundamental Aim:

Re-solarize and Re-regionalize the food system

- Policies should aim to:
 1. Provide a healthful diet for all people
 - Quality and diversity vs. just quantity
 2. Improve the resilience, safety, and security of the food system
 3. Re-conceive agriculture as part of the solution to environmental problems like climate change

Re-solarizing the Farm

- Subsidize diversity vs. monoculture
 - Integrated farming (including animals)
 - Fertilization cycle with animal manure
 - Weed and pest control with rotation
 - Reduced need for pesticides and fertilizers
 - Has been done successfully – large and small scale – China, Argentina
- Keep fields green all year
- Mobilize community-wide composting
- Research perennial commodity agriculture

Re-solarizing meat production

- CAFOs (Containment Animal Feeding Operations)
Current federal policies support them through:
 1. The ability to buy grain for less than cost to grow
 2. FDA approval for antibiotics in animal feed
 3. Not required to treat wastes as do human cities
- Re-solarize by:
 - Returning to integrated farms
 - Primarily grass fed livestock
 - “Allow” consumers to pay real cost of meat
 - Requiring “food system impact statements”

Re-regionalizing the food system

- Building a regional food system infrastructure
 - New local markets
 - Regionalized distribution
 - Value added processing facilities
 - Scale sensitive meat inspection/ food safety regs.
 - Zoning and tax systems to protect farmland
- Benefits
 - Less processing = more nutritious
 - Greater resilience
 - Decreased fossil fuel use
 - Increased sense of community around agriculture

Tackling the Food Swamps & Deserts

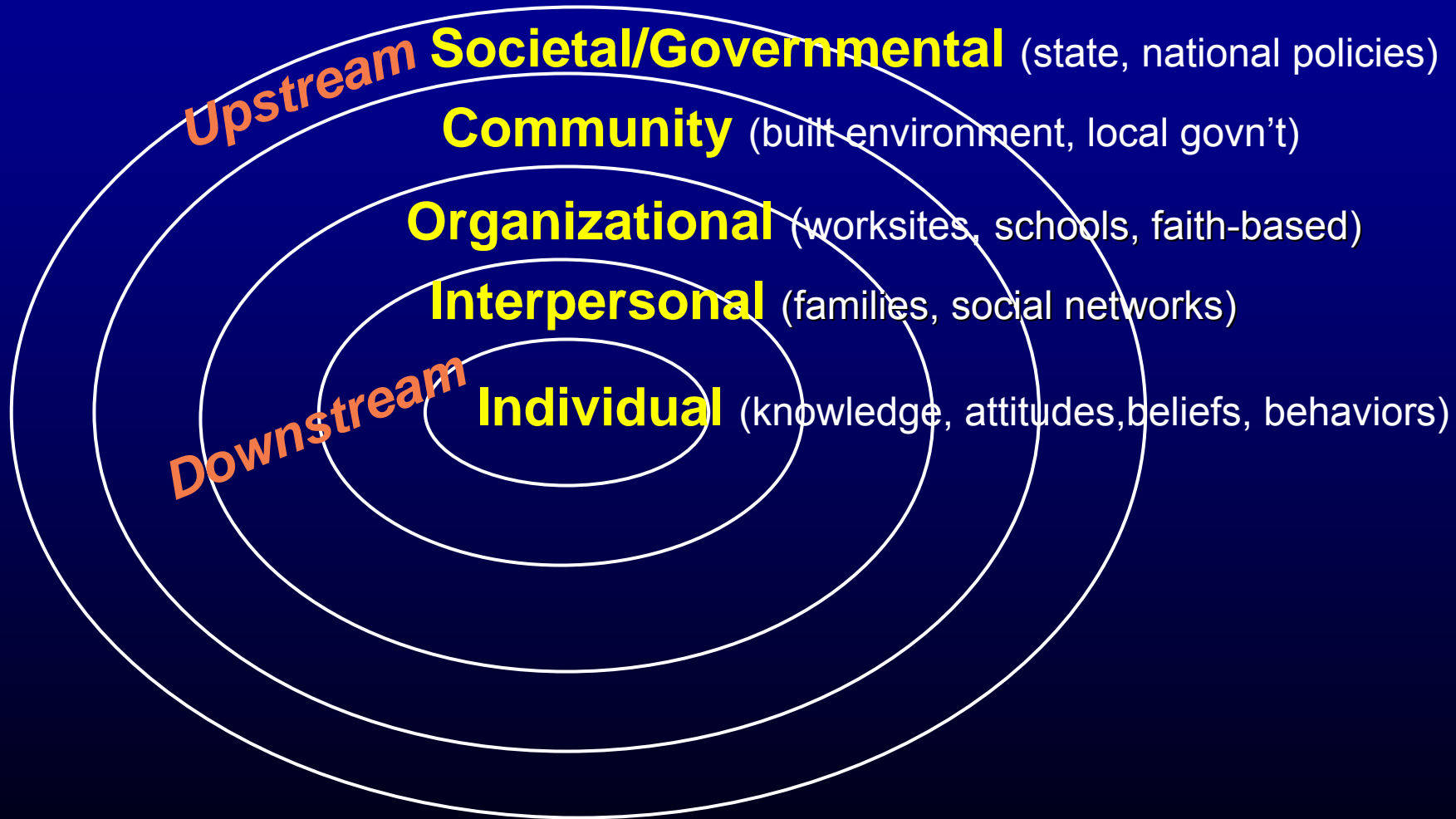
- Policies to encourage/support regional purchasing:
 - Farm-to-School/Institution
 - Community-supported Agriculture (CSAs)
 - Local economic multipliers
- Linking food security (access) to markets
 - Federal welfare programs
 - Eg) USA “EBT” /voucher systems
 - Location of Farmer’s Markets

Re-Capturing Food Preparation Skills

- Cooking with the seasons
 - Valuing indigenous foods
 - Emphasizing culture
- Reviving family meal times
- Required cooking classes in schools
- Food preservation – canning and freezing

Checking in with the Model

Examples



Getting physiology, behavior, and the environment on our side...

- *NEAT*
 - Non-Exercise Activity Thermogenesis
- *Disinhibition or Opportunistic Eating*
 - Tendency toward overeating and eating “opportunistically” in an obesigenic environment.

NEAT

- All physical activities other than voluntary sporting-like exercises
- “Includes all those activities that render us vibrant, unique, and independent beings such as going to work, playing guitar, toe-tapping, and dancing.”

J. Levine

NEAT – Energy Expenditure

- Studies show up to 2,000 kcal variability in expenditure a day
 - Compensation studies with overfeeding
- Components of neat
 - Biological
 - Environmental
 - Egocentric – personal lifestyle/decisions
 - Geocentric – built environment, policy

Increasing NEAT

Egocentric (Downstream)

- Find joy in motion:
 - Turn the soil or weed the garden
 - Think about how you could move more not less – avoid remotes, use steps, park far
 - Get off the bus one stop early and enjoy the walk
 - Suggest walking meetings with colleagues or clients
 - Add extra movement to routine chores
 - Stand more than sit, stretch often
 - Create an “activity permissive” home and yard
 - Dance!

Increasing NEAT Geocentric (Upstream)

- Creative “activity-permissive” workplaces, schools, places of worship, hospitals, other institutions
 - “Instant Recess”
 - Walking meetings
 - Standing meetings after 1 hour
- Advocate for policies that:
 - Mandate sidewalks in new developments
 - Create safe places to be active (school tracks, gyms)
 - Create and maintain safe trails for walking and biking
 - Increase public transportation
 - Make stairwells accessible, safe, and attractive
 - Promote local community food systems

Opportunistic Eating

- Associated with:
 - Greater body weight
 - Less healthful food choices
 - Eating disorders
 - Poor self esteem and psychological health
- Also called “Thrifty Eating”
 - Protective during times of feast or famine
 - Now lethal in a “toxic food environment” where energy dense food is plentiful and PA is no longer “built in” to our daily lives



Downstream approaches

- Eat 3 squares and avoid the rest
- Resist “grazing”
- Think through your “eating opportunities” for the day and plan
- Make it easier on yourself and others:
 - Create a home environment that keeps the good stuff in and the bad stuff out
 - Don’t stand next to the chip bowl at the party

Upstream Approaches

- Support sensible school policies that balance good nutrition & economic reality
- Support policies that address zoning for “Food Deserts” and “Food Swamps”
- Advocate for local food systems that increase access to healthy food



Downstream - Individual

- Choose to buy and serve local food when possible
- Grow your own – even if only in a pot
- Cook!



Eat Seasonally and Overcome “Neophobia”

Build on indigenous/local culture



Interpersonal, Family

- Birthday parties at a farm
- Gifts of local, home grown, or home cooked/canned food
- Neighborhood garden
- Volunteering at or visiting a farm
- Pick your own fruits and vegetables
- Food Co-op

Mid Stream - Organizational

- School, church, or worksite garden
- Worksite Farmer's Market or CSA
- Sharing seasonal food in the break room
- *Gleaning* to share with disadvantaged
- Healthy fundraiser with local food

Community

- Urban planning to include farmland in developments
- Zoning and taxation policies to preserve farmland – special protections for minority farmers
- Urban gardens
- Structures supporting Farmers Markets
- Mini-mobile markets
- Innovative entrepreneurial models

Farmers' Market Brings Urban Youth and Family Farmers Together; Improves Local, Healthy Food Access in West Louisville

Community Farm Alliance and Urban Fresh are celebrating the success of the new California Farmers' Market at Victory Park. The market kicked off the season on Saturday, June 2. CFA members Sayheed Asante of Urban Fresh; Dee Johnson, California neighborhood resident; and Adam Barr, President of the Smoketown/Shelby Park Farmers' Market; were on hand to unveil plans for the California Farmers' Market and speak about the significance of the market to both farmers and residents. The market has since sold out several weeks in a row and provided a vibrant community atmosphere, bringing neighborhood residents together for good conversation as well as good, healthy food.

Urban Fresh is the newest addition to the West Louisville food Working Group and link between family farms and inner-city

“LIFE is a sound economic development strategy for both urban and rural communities,” continues Taleia Cooley of Urban Fresh. “We believe that the creation of a local food economy should be grassroots led and will create jobs for both urban and rural residents. LIFE is about

educating urban consumers about the advantages to both their own health and the health of the land and the local economy when they purchase food from small family farmers in Kentucky.”

“Urban Fresh is about taking a broken food system and making it work for our community,” explains Urban Fresh member Sayheed Asante. “This year, Community Farm Alliance completed a Community Food Assessment. We all knew that West Louisville has many problems in terms of access to fresh and healthy food, but this

document makes that clear: there are 24 fast food



Urban Fresh members (L to R) Taleia Cooley, Sayheed Asante, and Victor Barnes in front of a billboard

HealthierFundraisers



*A web-based
solution for schools
seeking healthy
fundraising
approaches*

Parents are reaching the tipping point...

"It's frustrating that I make a point to not keep cookies and candy in the house, and then the kids come home from school with it to sell. Of course they want us to buy some.... and then we all eat it."

Current Fundraising Websites



CHIPPERY COOKIE DOUGH

Otis S...

BEST PROFIT

The Candy Lady Fundraising - Mozilla

File Edit View Go Bookmarks Tools Window Help

Back Forward Reload Stop

http://www.candy lady.net/index.php

Home Bookmarks help.unc.edu MyUNC UNC-CH



Products Order

Want more information about how we can help you earn thousands of dollars for your group?

Your Name

Your Organization

Phone Number

Your Email

Your Website (if any)

Address

City

State Zip



The Candy Lad perfect way to r needs. Uniform other park need fundraising doll don't for get the parties and tro a youth group v

Mars Fundraising - Welcome to MARS FUNDRAISING. The Worlds Best Loved and Trusted Chocolate and Confectionary Brands Earn Profit For Your ...

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Back Forward Reload Stop

http://www.marsfundraising.com.au/

Home Bookmarks help.unc.edu MyUNC UNC-CH



- HOME
- PRODUCTS/PROFIT
- PRIZES
- WHAT'S HOT
- CONSULTANTS
- GET'N STARTED
- ORDER FORM
- RECIPES



WELCOME BACK 2007 LOOK WHAT'S NEW →

WELCOME BACK 2007 BACK TO SCHOOL OFFERS Click for more

ALL FUNDRAISING ENQUIRIES. FREE CALL: 1800 035 000

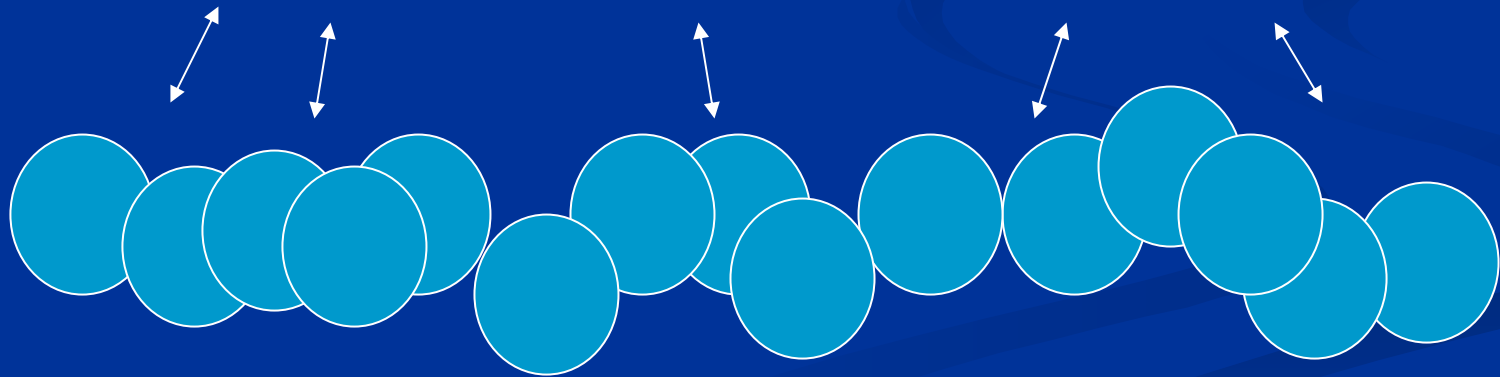
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Vendors of Healthy/Health Neutral Products



HealthierFundraisers

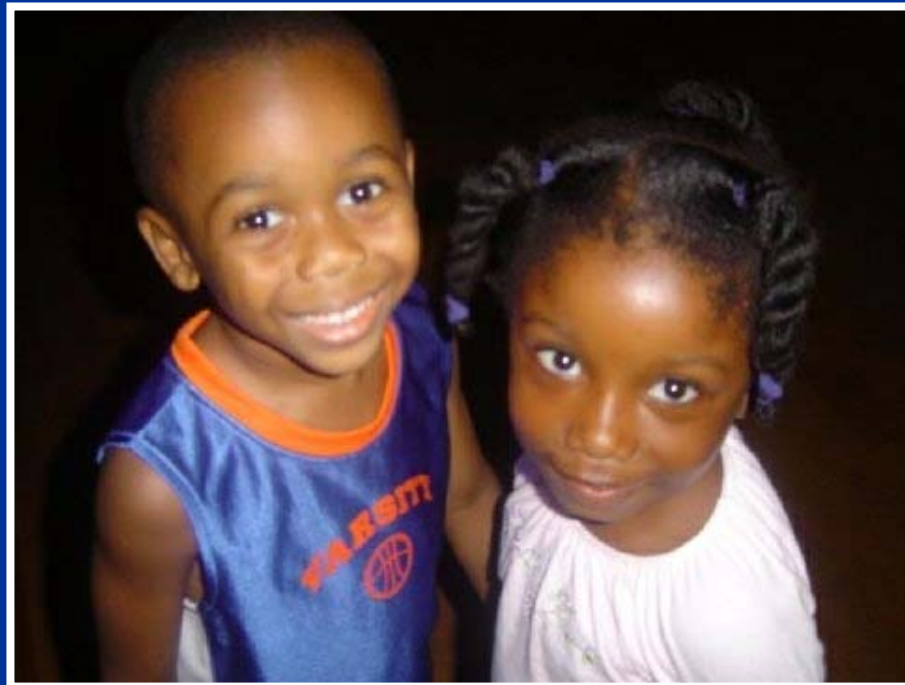


School Fundraising Groups



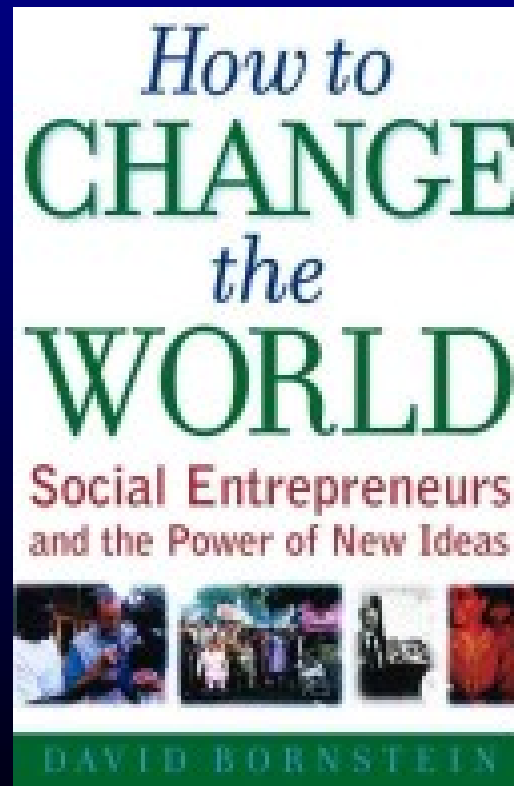
HealthierFundraisers

*Worthy causes & quality products
for healthy communities*



An Approach to Sustainability and Social Justice

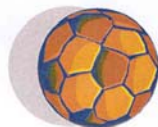
Social Entrepreneurship



Challenge: raising money for scoreboards for a new school while promoting physical activity and healthier eating for all....



Dealing with Middle School Cool....



Don't miss the
Cyclone Games



Thursday, February 16th,
5:00-8:30 PM, Smith Middle School Gym

**Smith teachers and students
mix-it up on the court:**

**Scooter Basketball, Relay Races, Big Ball 4-way Volleyball,
Australian Rules Circle Game**

Play-by-Play and Color Commentary by UNC Star Center from
the 1993 NCAA Championship Tarheel Team

Eric Montross



After the games, join the Smith community for ***home cooked*** Italian Pizza, Pasta, Salad, and Dessert in the Smith Cafeteria

A fundraiser for the Booster Club (supporting Smith sports teams
and more/fun physical activity for **all** Smith students)

Cyclone Game tickets:

- game participants: \$3
- student spectators: \$2
- adult spectators: \$5

Dinner tickets:

- Kids (13 and under) and Smith students: \$4
- Adults: \$8

Check <http://www.unc.edu/~hebryan/> for details and volunteer opportunities



The TRASH TALK has already started:

The teachers: (Bomber Bunn, Aldrizzle, Oh No Abbo, Barrata the Barbarian, Jammin' Jeremy, Slammin' Sleeman, Big Daddy Cain, Jonte Mountain, and many more) are saying:

- "I got more elements in my game than a periodic table."
- "The students are going down like the value of a fraction as the denominator increases."

And the Students respond:

- "You may have knowledge, but I've got skills. Sit down, I'm the teacher today."

If you thought I put my
foot down in English class,
wait til you see where I
put it in Crab Soccer...

-Aldrizzle-

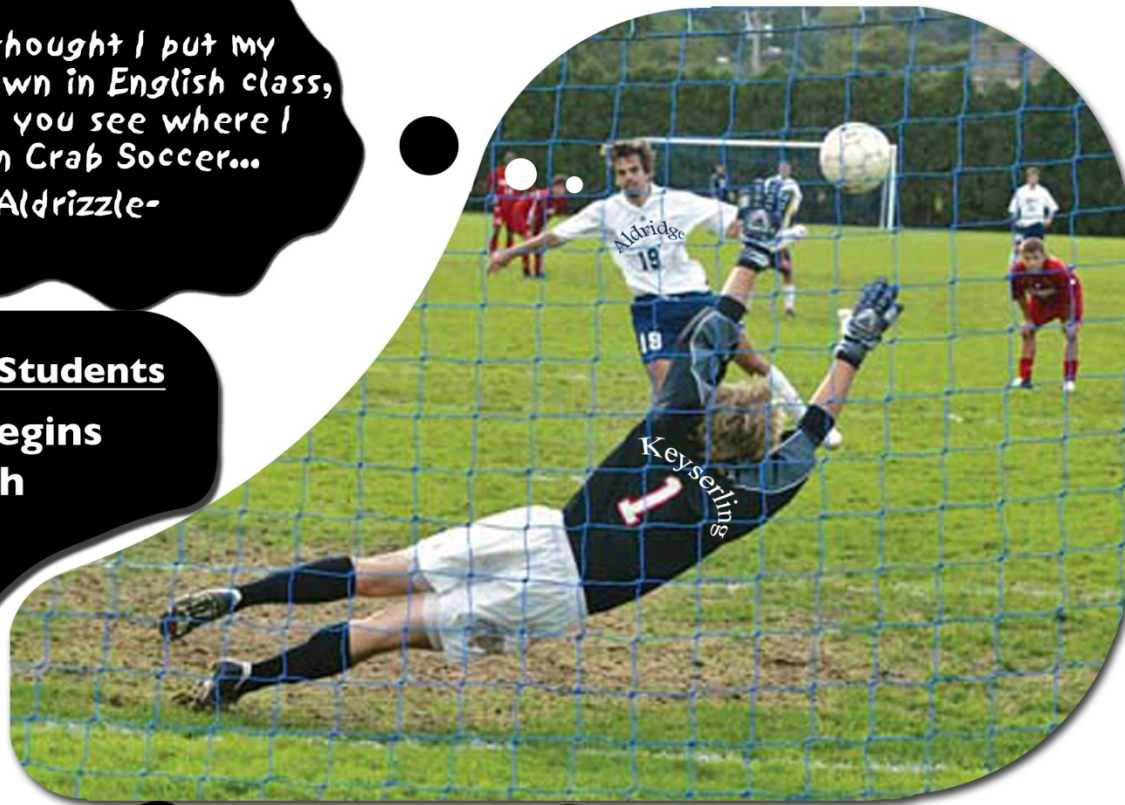
Teachers Vs Students

The Battle Begins

February 16th

5 pm

- \$3 to play -
- \$2 to watch
- Adults 5\$ -



the  clone Games

The trash talking among teachers and students has already started. On the 6th grade Blazers Team, the science teacher says, **“I got more elements to my game than a periodic table!”** and the math teacher claims: **“The students are going down like the value of a fraction as the denominator increases.”**

Not to be outdone, the Blazers students are saying, **“We’re gonna take you to school! You’ll be diggin’ da “Fs” after this game.”** and **“You think you’re all that and a cafeteria lunch.”**



**SMITH MIDDLE SHOOOL
CYCLONE GAMES
2006**



Cyclone Games 2007

BUY!
Local
SUPPORT LOCAL BUSINESS

Cyclone Games 2007
Healthiest
and
Best Tasting
Casseroles





2008...

.....Dinner options following the fun and games featured decidedly nutritious choices, veiled in the disguise of pizzas. Dr. Alice Ammerman, the Smith booster club's president and Director of UNC's Center for Health Promotion and Disease Prevention, said use of local products was emphasized.

"We'd focused again on locally grown foods as much as possible, built around homemade pizza as the main dish ... with sausage from Ficklecreek Farm, pointed head cabbage from Lyon Farm," she noted. "According to the farmer, the cabbage is the best cabbage in the world," she added.

"The important thing is that this is a healthy way to raise money, instead of a cake-and-doughnut fundraiser."

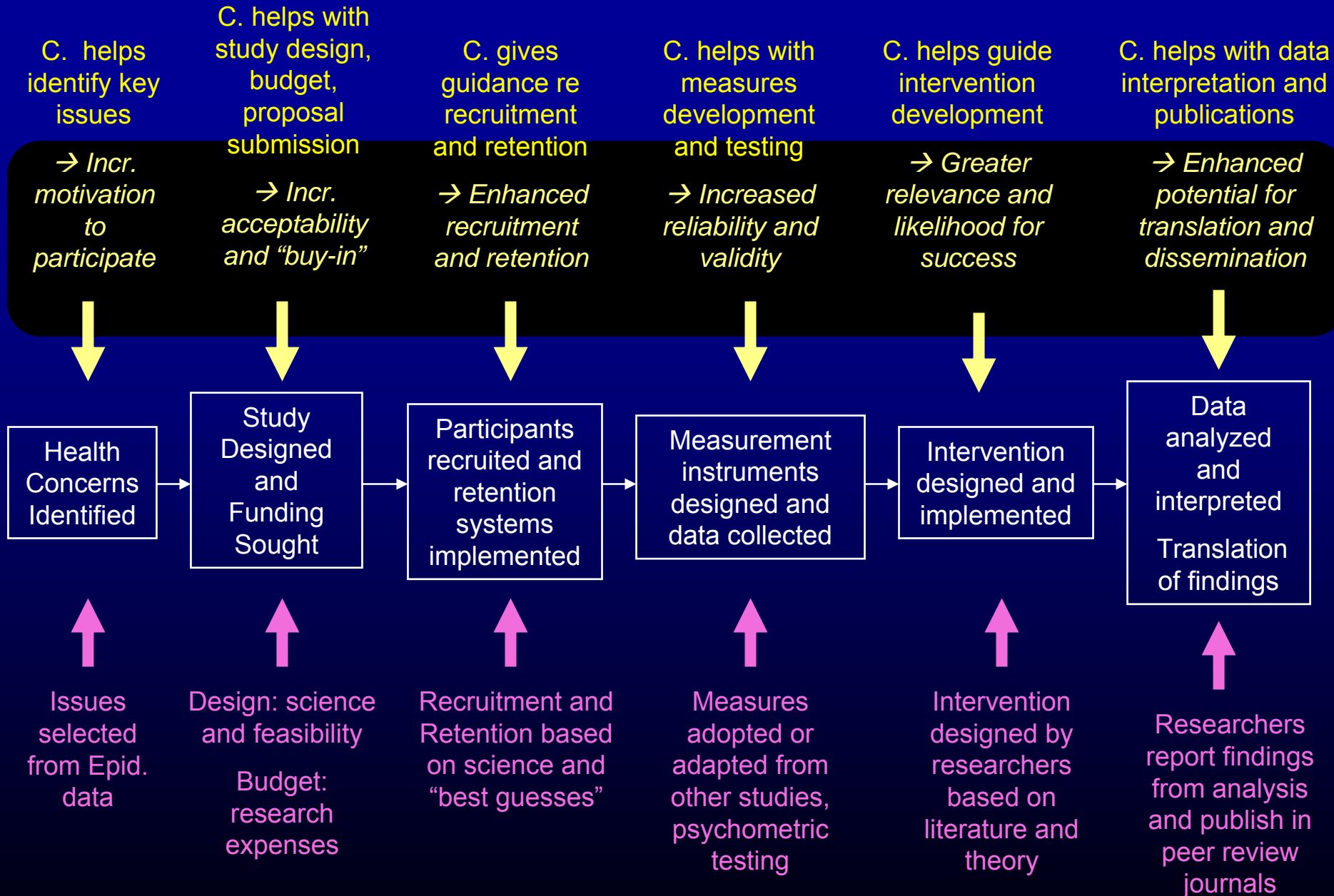
Between the healthy menu of activities and the healthy menu itself, the Cyclone event has raised eyebrows as a model fundraiser. PTA organizations and the "Eat Smart, Move More, NC" initiative are recognizing the success of the Cyclone Games as a model for outside-the-box, innovative fundraising.

Research and Evaluation

Community Based Participatory Research (CBPR) finding the right balance

- **Community**: Research as imposing on/using vs. benefiting/involving the community
- **Academia**: Community participation as largely incompatible with rigorous research

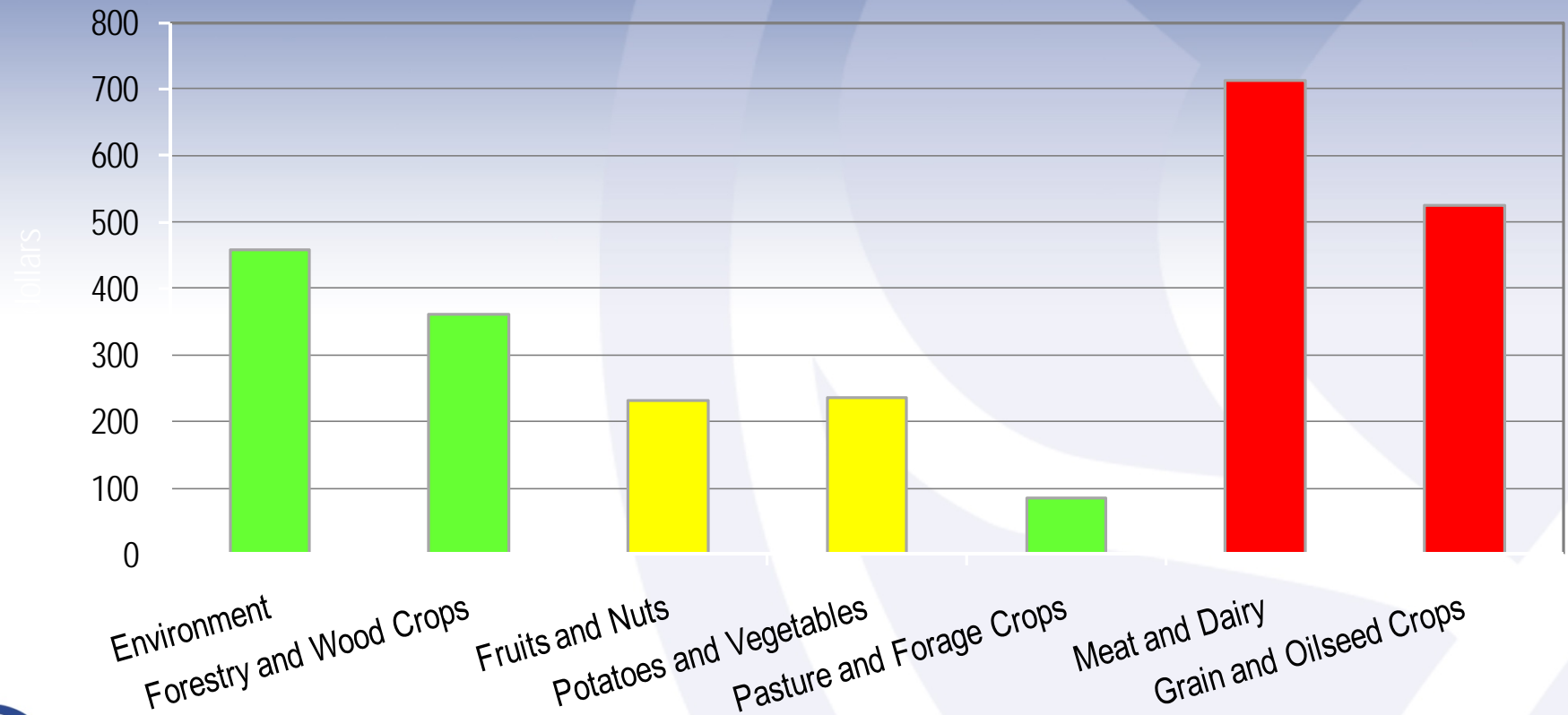
Community-Based Participatory Research



Traditional Research Approach

“There is concern that **publicly funded agricultural research** has influenced the development of technologies that have been or will be *biased toward changes in farm size and industrialization* of the farm sector. Source: National Research

Council. *Publicly Funded Agricultural Research and the Changing Structure of U.S. Agriculture* (2002). www.nap.edu



Institute for Agriculture and Trade Policy

Research Effort: Public Health Impact of Moving Toward a Sustainable Food System in North Carolina: Informing Policy



Aim 1: Agricultural Transition

- Document the agricultural transition through case studies, documentary photography
 - a. Patterned after “Small Towns Big Ideas”
 - community characteristics of successful transitions
 - role of agriculture in economic development
 - b. Documentary studies seminar at Duke – including students from UNC and NC State

Aim 2: Environmental Impact

- Collaborative grant proposals around environmental issues and sustainable agric.
 - NCSU: Center for Environmental Farming Systems
 - UNC-CH: Environmental Sciences & Engineering



UNC
GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

Aim 3: Nutrition Impact

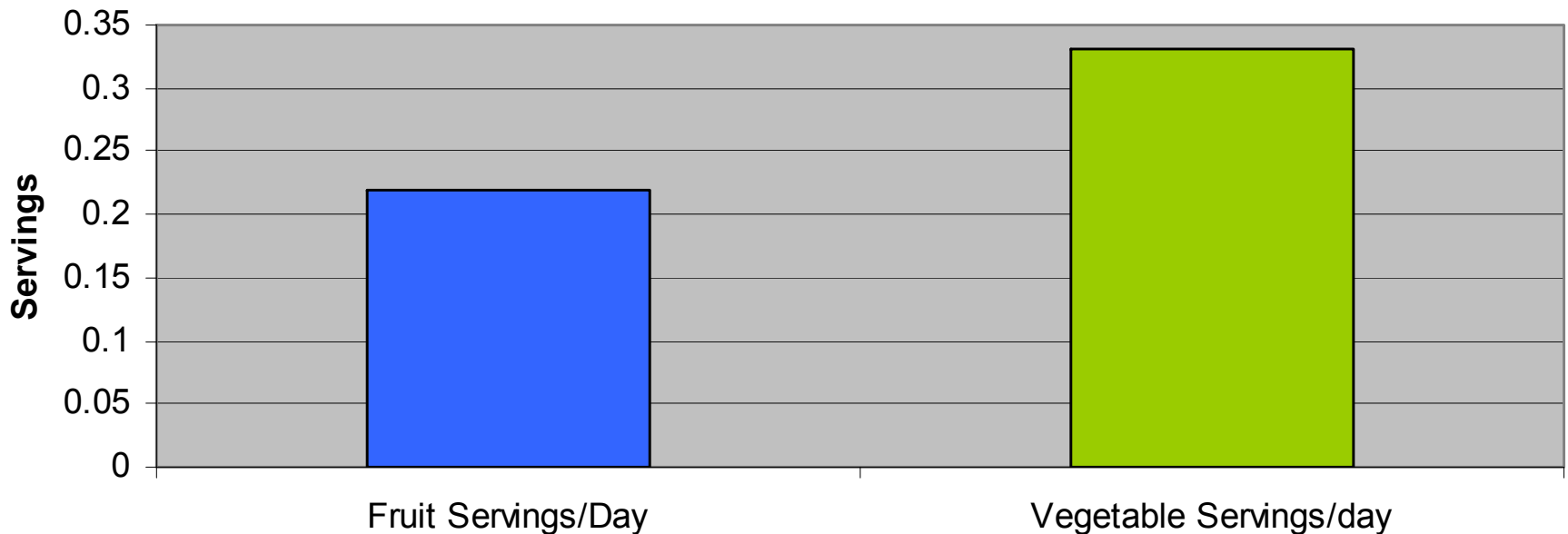
- Determine whether there are nutrition benefits associated with local food production/consumption
 - a. Impact of afterschool program “Seeds to Sales”
 - b. Association between parent purchasing behavior and child intake of fruits and vegetables



Preliminary data: Children of parents who report purchasing locally grown food at least once a year consume .22 more servings of fruit and .33 (p<0.01) more servings of vegetables per day (n= 1,308)



Purchasing Locally Grown Food association with Fruit and Vegetable Intake



Aim 4: Economic Analysis

- Examine economic opportunities and constraints re local/sustainable food systems
 - a. Collaborate on statewide food system assessment
 - model standard economic indicators (jobs created, tax base) – production and distribution
 - determine disparities in access
 - b. Farmers' Market "Geolocator"
 - address consumer access and ROI for farmers



Aim 5: Policy Analysis

- Stakeholder analysis to determine best approach to policy change

**Supplemental grant, UNC-CH Poverty Center:
Prevention of Black farmland loss**



Upstream: Societal, Governmental Policy

- Regulating healthy eating??
- Food assistance programs emphasizing locally produced food
- State and National policies
- Inspirational Leaders

Imagine...Regulating High Risk Behavior -> Changing Social Norms

"Risky" Behavior	Controlled access to limit exposure to youth	Restricted Advertising	Limit Direct "Marketing" on TV	Social Norms at Worksites, other institutions	Middle and High Schools Rules	Meeting and Conference Norms
Smoking	√	√	√	some	√	√
Drinking	√	√	some	√	√	?
Gambling	√	?	?	√	√	√
Unsafe sex	√	√	√	√	√	?
Illegal drug use	√	√	√	√	√	√
Overeating						
Sedentary behavior					~	~
Food from an unsustainable system						

Farm to Fork Initiative: North Carolina

- Statewide effort to rebuild the local food economy – focus on policy change
- Regional meetings across the state to bring together diverse stakeholders
- Working Interest Groups (WIGs) formed around key issues
- Statewide Summit – speakers and workgroups
- Writing state plan, legislation to create a Sustainable Food Policy Council



International: Permaculture





Microenterprise
RUTF
Plumpynut





San Francisco launches first sustainable food policy

By end of Sept., all food served in hospitals, jails and community centers must be healthy, sustainable

by Sustainable Food News
July 8, 2009



Mayor Gavin Newsom makes announcement at West Oakland Woods Farm

San Francisco Mayor Gavin Newsom on Wednesday issued the city's first-ever comprehensive food policy intent on taking "sweeping action" in making improvements to the food supply in northern California.

"The stark reality is that hunger, food insecurity, and poor nutrition are pressing health issues, even in a city as rich and vibrant as San Francisco," said Newsom. "From the alleviation of hunger, to the need to support local and sustainable agricultural practices, these recommendations form a comprehensive and strategic approach to addressing pressing needs in all sectors of the food system."

The new food plan calls for a range of actions to be completed in just six months to reach the goal of ensuring that all regional residents have access to healthy food, and will have far reaching impact throughout northern California by increasing support for area farms.

The actions include a requirement that all departments conduct an audit of unused land suitable for farming or community gardening.

The city's departments also are required to introduce new health and sustainability requirements for food sold by vendors under city permits, as well as a "healthy meetings policy" requiring the purchase of healthy, locally produced foods for city meetings.

And, within just two months, Newsom said he will hand down a new law requiring that food purchased by the city for its hospitals, jails, shelters and community centers - has been grown regionally and through sustainable methods.

To read the new directive, [click here](#).

Newsom also released recommendations of a community group called the San Francisco Urban-Rural Roundtable, including a trade mission that connects regional food growers to local San Francisco restaurants and food purchasers to increase purchasing of regional food, and using philanthropic funds to augment the spending power of residents who use food stamps at local farmers markets.

San Francisco Sustainable Food Policy

- By the end of September, all food served in hospitals, jails, and community centers will be healthy, sustainable
- Requires all departments to conduct an audit of unused land that might be suitable for farming or community gardening
- Food sold by vendors under city permits
- Healthy meetings policy
- Includes recommendations from the San Francisco Urban-Rural roundtable to augment spending of Food Stamp recipients at Farmers Markets

Breaking news! – USDA US Department of Agriculture

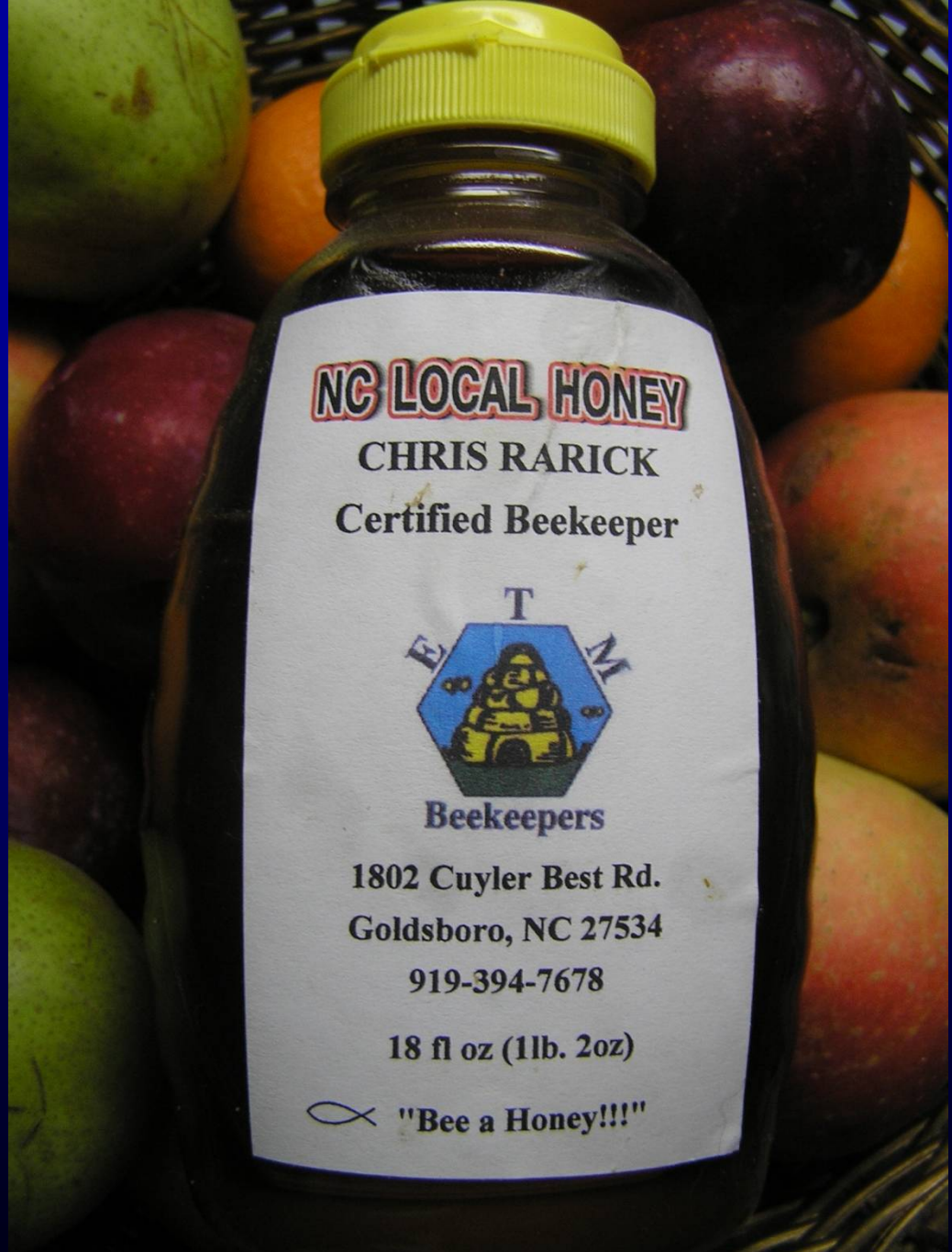
- Conference – June 26, 2009
 - Local Food Systems: Emerging Research and Policy Issues
 - Introduction by Kathleen Merrigan- Deputy
 - Describing local food systems
 - Local food markets
 - Economics and Impacts on Local Food
 - Panel Discussions
 - Programs for Local Food Systems – what works?
 - Food Policy, Role of Government in Local Food Sys

Yes we can....



Creative
marketing
strategies are
key!

Credit to: Angeline Stuckman
Aka Aunt Angie: 11/12/13





Welcome to the 2009 VicHealth Food for All Forum Securing the Future