



# FUTURE FOODS FOR FUTURE HEALTH CONFERENCE

‘Drivers and Opportunities’

24 – 25 July 2007



This conference is convened by the Victorian Government – Department of Primary Industries, Department of Human Services, Department of Innovation, Industry, and Regional Development, Department of Sustainability and Environment and VicHealth – With Food Science Australia



With support from:



# Community & Regional Food Planning

Delivering community health and economic vitality

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# Key Themes

- ◆ Planners' involvement in community-food issues has increased over 10 yrs.
- ◆ Food planning an important resource for community health and economic vitality
- ◆ Food planning needs community and political support

# (Re)Placing Food on Planners' Agenda—1997-2007

- ◆ 1997 Planner Survey: Food? Why?
- ◆ 2007 APA Food Planning Policy Guide
- ◆ 2007 PAS Memo (32 cases)

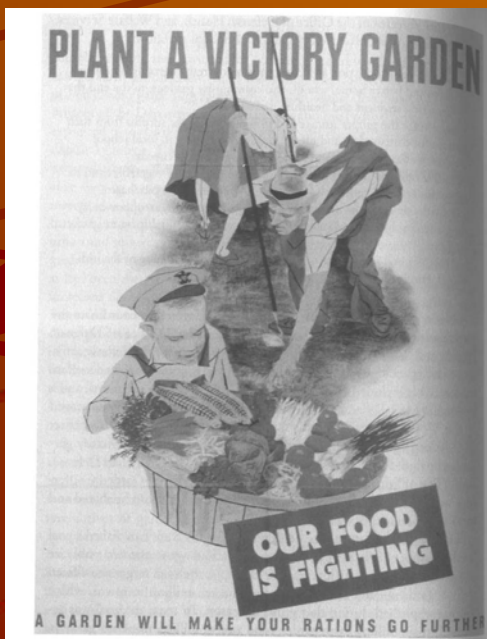


Figure 41. Poster from U.S. Information Services, Division of Public Inquiry, Bureau of Special Services, 1941–45. Artist: Robert Gwathney. Courtesy of the National Archives. photo no. NWND5-44-PA-368.



1.3 Market Terminus, Market Street, Philadelphia, 1859 (Courtesy of the Print & Picture Department, Free Library of Philadelphia)

Market Terminus, Philadelphia, 1859

Victory Garden Poster, WW II

# Why planning?

- ◆ Market failure tendencies
- ◆ Problems manifest in local areas
- ◆ Problems have land use, spatial links
- ◆ Problems link multiple systems
- ◆ Local, spatial, systems: Planner domains
- ◆ Local (partial) solutions are possible
- ◆ Solutions link to planning goals

# Community & Regional Food Planning Goals

- ✦ Build stronger, more sustainable LOCAL food systems from farm to fork and back
- ✦ Enhance community benefits from conventional food system, e.g., healthy food access in impoverished communities





## Dane County Comprehensive Plan

Draft 5/17/2006

### Goals, Objectives, Policies & Programs Agricultural Resources

#### *Goals*

- 2. Maintain Dane County's status as one of the nation's most productive and economically viable agricultural areas. Keep farming economically viable in Dane County through the 21st century.*

- ◆ **A Sustainable Agricultural Community.** Marin's working agricultural landscapes will be protected and the agricultural community will remain viable and successfully produce and market a variety of healthy foods and products.

# Economy



## Woodbury County, Iowa

1. Local Food Purchase Policy (~ \$300K impact)
2. Organic Conversion Tax Incentive Program (100-acre farm could save up to \$2,000 a year)

### **Resolution**

#### **Woodbury County Policy for Rural Economic Revitalization “Local Food Purchase Policy”**

##### Preamble

It is the policy of Woodbury County to promote the economic vitality, and public health and safety, of its rural communities. The “Local Food Purchase Policy” is intended to increase regional per capita income, provide incentives for job creation, attract economic investment, and promote the health and safety of its citizens and communities.

##### Summary

Woodbury County shall purchase, by or through its food service contractor, locally produced organic food when a department of Woodbury County serves food in the usual course of business. The Woodbury County Jail, Work Release Center, and Juvenile Detention facilities are presently serving food in their usual course of business. The contractor may cover for unavailable local organic supply through its current procurement practices with preference to be given local non-organic food products. An arbitration board shall be established to assure fair value to Woodbury County. A single-point-of-contact broker, located in Woodbury County, shall interact with food service contractor, for availability, price, quality, presentation and delivery terms of all locally produced organic food. The current food service contract shall be modified to carry out the intent of this policy. Purchases under this policy shall begin June 1, 2006.



# Economy



River Market, Little Rock, Ark.



Food  
Infrastructure in  
Economic  
Development  
Plans



## Grocery Stores in City Neighborhoods:

*Supporting access to food choices, livable neighborhoods, and entrepreneurial opportunities in Madison, Wisconsin*

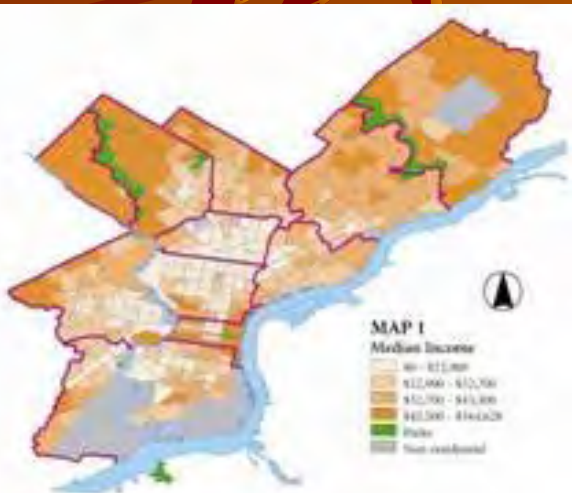
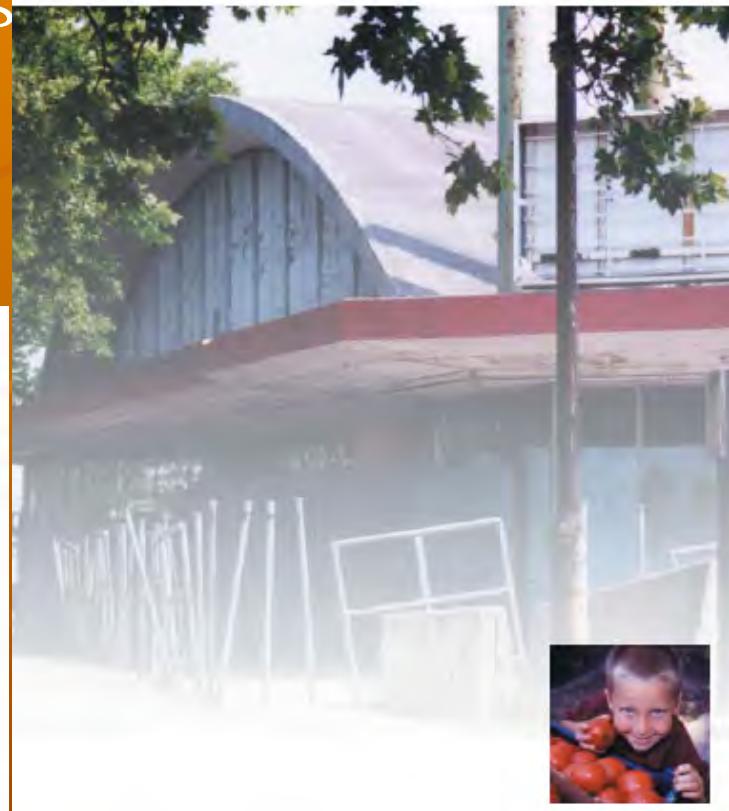
Heather Stouder, Author and Intern  
Office of the Mayor  
Madison, Wisconsin  
Mayor David J. Cieslewicz  
May, 2004



# Fresh Food Financing Initiative, PA

- ◆ Low supermarket access has health consequences
- ◆ \$20 million in state funds plus \$60 million leveraged
- ◆ 27 supermarket projects in state
- ◆ \$22.9 million+ in grants and loans
- ◆ 2,442 new jobs created
- ◆ 782,450+ square feet of retail space

## SPECIAL REPORT The Need for More Supermarkets in Philadelphia



# ◆ Healthy Bodegas Program, New York

- ◆ "Mooooove to 1% Milk"
- ◆ "Move to fruits and Vegetables"

# ◆ Healthy Corner Stores, Oakland, CA

# Health



# Health

## Urban Agriculture Policies

Madison, WI:

“Community Gardens are important civic uses”

Milwaukee, WI:

“Agriculture permitted in residential & industrial areas, parks”

Seattle, WA:

“1 Community Garden per 2500 people”

Portland, OR:

“Diggable City—assessment of public agency property for suitability for agriculture”



# Ecological Sustainability

Conservation Element



## L. Agricultural Resources

### Goals

- ◆ Retention of productive agricultural lands.

### ◆ Greater use of sustainable agriculture practices.

- ◆ Reduction in land use conflicts between agriculture and other Policies

- ◆ Retention of the rural agricultural character of river valleys.

## City of San Diego General Plan

Final Public Review Draft  
October 2006

- CE-L.1 Manage agricultural activity to minimize soil erosion and minimize the release of contaminants into surface and groundwater resources.
- CE-L.2 Limit retail activity in agriculturally-designated areas to uses that are reasonably related to agriculture (e.g., sale of locally grown farm products).
- CE-L.3 Encourage agricultural operations (especially on City-leased lands) to provide for educational experiences which demonstrate the history, importance and value of agricultural operations.
- CE-L.4 Continue water reclamation research programs to develop realistic methods of providing inexpensive means of leaching soils, irrigating crops and preventing salt water intrusion.
- CE-L.5 Encourage sustainable agricultural and water quality best management practices, such as tillage, use of grass filter strips, runoff detention basins, and organic farming, on all private land and require BMPs on new or renewed City land leased for agricultural purposes. Provide the minimum amount of flood control/channelization.
- CE-L.6 Provide mechanisms to permit private land owners of prime agricultural lands to take advantage of the Williamson Act.
- CE-L.7 Balance the economic benefits provided by agricultural uses with the competing water resource, biological and cultural resource management and recreation priorities.

# Ecological Sustainability

Conservation, Farm-centered Subdivisions  
Prairie Crossing, Grayslake, IL



[www.nahb.org](http://www.nahb.org)

[www.prairiecrossing.com](http://www.prairiecrossing.com)



847-548-5400

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847-548-5400

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# Ecological Sustainability

Restored  
Prairie

Troy  
Community  
Farm

Troy Community Farm -- organic C

Troy  
Community  
Gardens

30 Mixed-  
income town  
houses with  
Common  
House

Troy Gardens, Madison, Wisconsin





# Ecological Sustainability

## Food Wastes to Farms

Food Scrap Composting Program, San Francisco, CA



# Equity



Bashas'  
Crownpoint, NM (Navajo Nation)



Bashas'  
Chinle, AZ  
(Navajo Nation)

# Equity



People's Grocery,  
Oakland, CA



- 45 Community gardens
- 44 Greenmarkets, 15 year-round; City Council funding to support EBT outreach, use
- New Farmer Development Project: 11 immigrant farmers brought produce to Greenmarkets in 2006



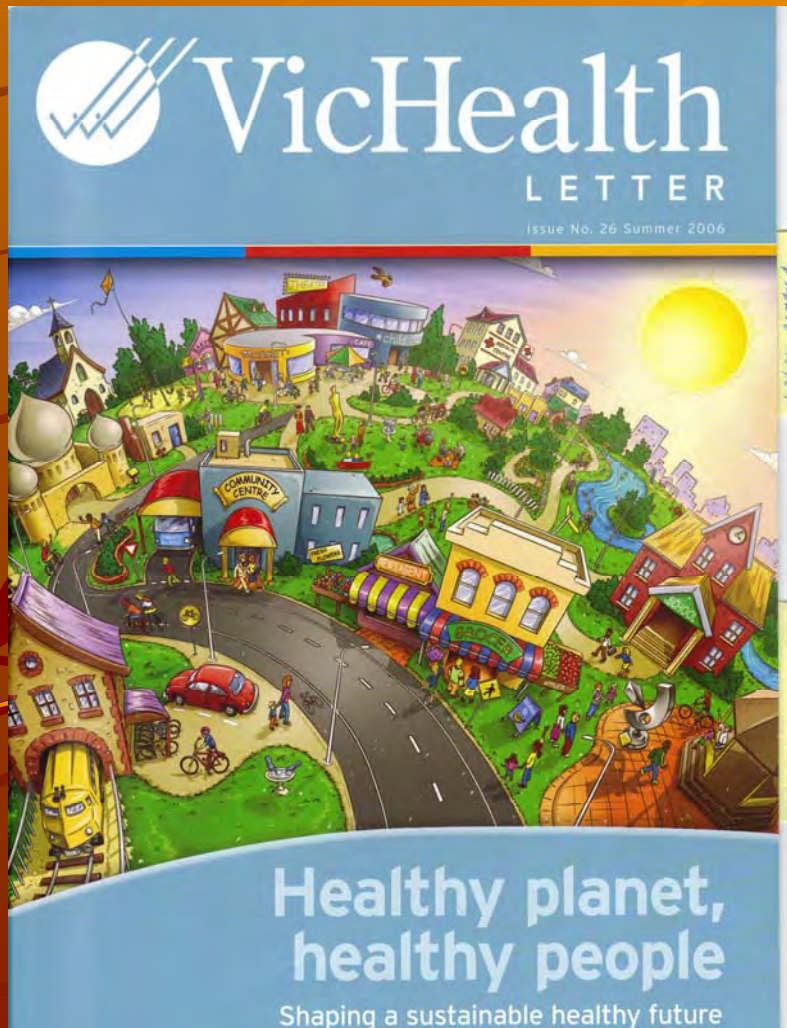
Yeng Wue, Hmong Farmer  
National Immigrant Farmer  
Initiative

# Building Support for Community & Regional Food Planning

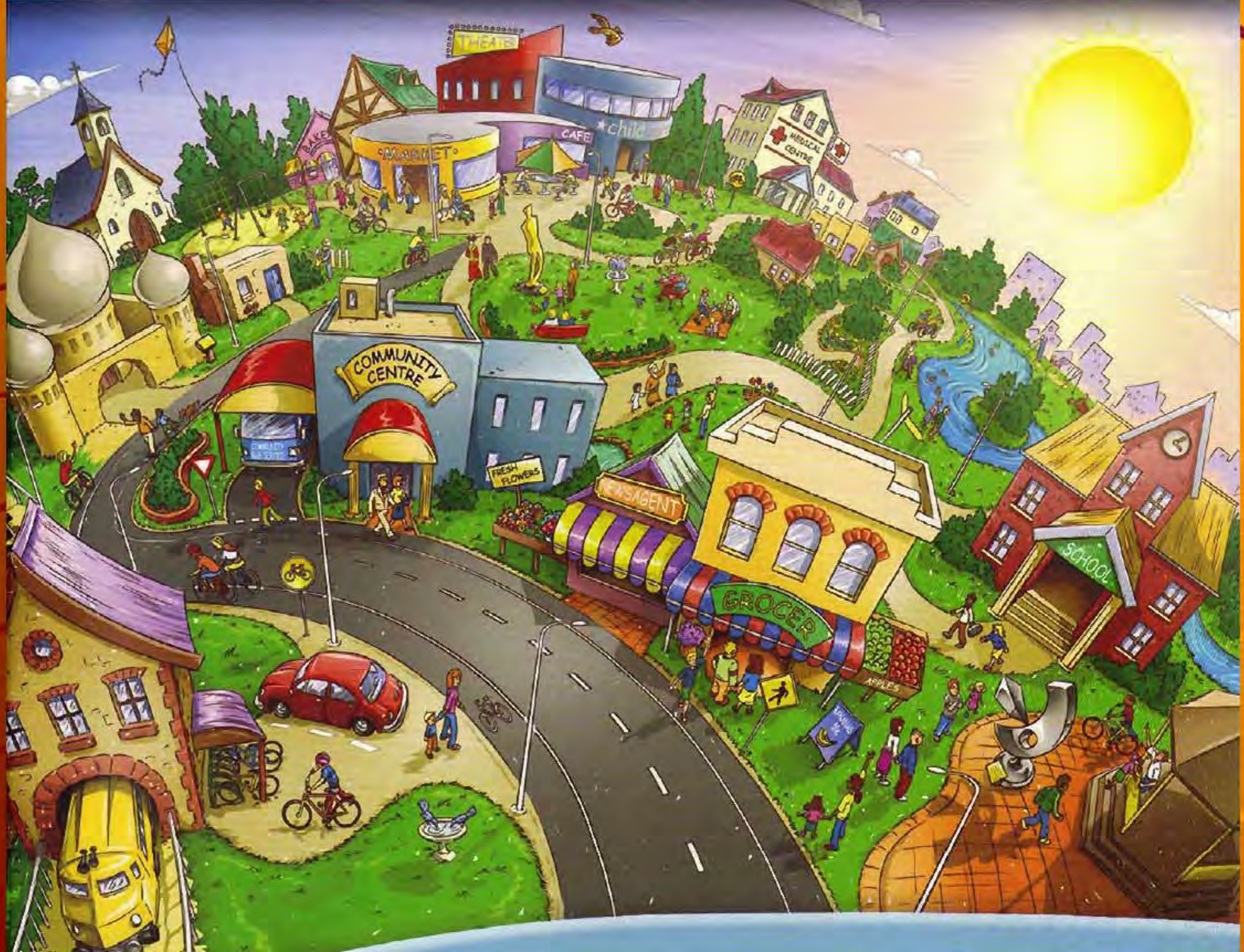
- ◆ Community and Regional Food Assessments
- ◆ Bottom-up Planning Strategies
- ◆ Top-down Planning Strategies
- ◆ Federal/State Food Policies and Programs



# What might a “food-planned” community look like?



Cover Illustration by:  
Toby Quarmby,  
Vishus Productions



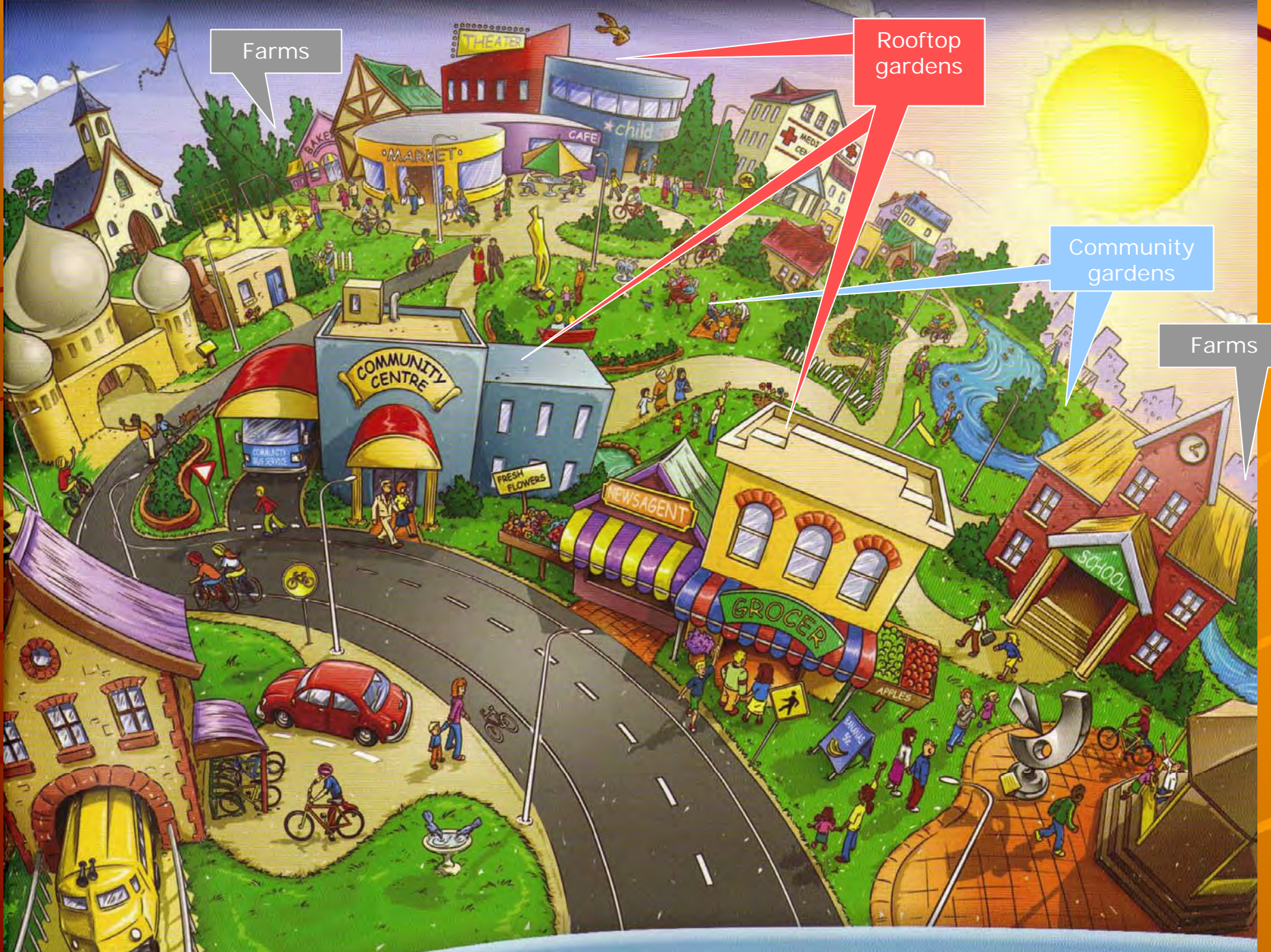


Farms

Rooftop gardens

Community gardens

Farms



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