



PHILADELPHIA
FOOD POLICY
ADVISORY COUNCIL

Annual Report

2014

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About FPAC

The Philadelphia Food Policy Advisory Council (FPAC) facilitates the development of responsible policies that improve access for Philadelphia residents to culturally appropriate, nutritionally sound, and affordable food that is grown locally through environmentally sustainable practices. FPAC currently operates four programmatic subcommittees, Anti-Hunger, Local Food Procurement, Vacant Land, and Zero Waste. Two standing subcommittees, Governance and Membership, and Communications and Outreach, manage internal and external FPAC logistics.

FPAC members serve three-year volunteer terms, joining a dynamic group of individuals committed to FPAC's mission. Members come from a diverse range of sectors associated with the food system, including private business, academia, non-profit organizations, farms and gardens, City government, and advocacy groups. FPAC therefore illustrates successful and productive collaboration between the City, appointed members and their respective organizations, food systems stakeholders, Philadelphia residents, and elected officials.

FPAC owes tremendous gratitude to the following current and former appointed and ex-officio members, who are responsible FPAC's success:

Glenn Bergman	Tia McDonald
Patricia Blakely	Gregory McKinley
John Byrnes	Jaime McKnight
Amy Laura Cahn	Lisa Mosca
Diane Cornman-Levy	Anthony Ortiz
Laquanda Dobson	Angela Perez
Nic Esposito	Bob Pierson
Bryan Fenstermaker	Fabricio Rodriguez
Nan Feyler	Barbara Schneider
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Esteban Kelly	Nicky Uy
Linda Knapp	Amanda Wagner
Leanne Krueger-Braneky	Sarah Wu
Shiriki Kumanyika	Steveanna Wynn
Jessica McAtamney	Julie Zaebst

To learn more about FPAC, please visit the website at www.phillyfpac.org.



Dear Mayor Nutter,

This inaugural annual report reflects Food Policy Advisory Council (FPAC) members' tireless effort to fulfill FPAC's mission to facilitate the development of responsible policies that improve access for Philadelphia residents to culturally appropriate, nutritionally sound, and affordable food that is grown locally through environmentally sustainable practices.

Over the past three years, FPAC members created and adopted bylaws to govern the Council, established subcommittees to address food system challenges, and hosted meetings to engage Philadelphia residents around food policy. FPAC members serve as volunteers, donating their time and resources to further successful collaboration between City government and the community.

This report contains brief updates from all FPAC subcommittees, as well as policy recommendations from FPAC's four programmatic subcommittees – Anti-Hunger, Local Food Procurement, Vacant Land, and Zero Waste. Members take great pride in the Council's accomplishments and acknowledge that FPAC's success reflects the Administration's willingness to convene and support this valuable and unique coordination among diverse food system stakeholders.

On behalf of the entire FPAC, thank you for considering the policy recommendations contained here, and for supporting the Council over the past three years. FPAC will continue to serve the Administration diligently to help make Philadelphia the greenest city in America.

Sincerely,

Diane Cornman-Levy
FPAC Appointed Co-Chair

Sarah Wu
FPAC Ex-Officio Co-Chair

Anti-Hunger Subcommittee

Introduction

The Anti-Hunger subcommittee aims to increase access to healthy, affordable food for Philadelphians to reduce the City's rate of hunger. The subcommittee and FPAC both convened in 2011, and produced anti-hunger policy recommendations in 2012. In October 2013 the subcommittee began outreach and awareness campaigns about public benefits that alleviate hunger, including SNAP enrollment and using benefits at farmers' markets. While subcommittee members serve as individuals, they work at various anti-hunger organizations across the city that offer staff time and resources to support the subcommittee. These organizations include SHARE Food Program, the Food Trust, Acme Markets, POWER, the Greater Philadelphia Coalition Against Hunger, the Food Access Collaborative, the Free Library of Philadelphia, Philabundance, Philadelphia Corporation on Aging, St. Christopher's Foundation for Children, Saul High School, Project HOME, and Fair Food.

2013-2014 Accomplishments

The subcommittee identified the need for a food resources toolkit to help Philadelphia residents in every neighborhood access fresh and affordable food. The toolkits will package information about soup kitchens, food pantries, SNAP enrollment sites, WIC sites, farmers' markets, and senior meal options in each City Council district.

The subcommittee hosted FPAC's first town hall event in November 2013, a focus group with restaurant industry workers regarding their knowledge of healthy eating practices and food access programs and strategies. Subcommittee members learned that this subsection of the population is often eligible for food resources programs but largely unfamiliar with them, has a solid understanding of what healthy eating entails, and is online many hours a day. The subcommittee used information gathered from the town hall to inform the toolkit's content and format.

The FPAC AmeriCorps VISTA serving through the New York City Coalition Against Hunger's (NYCCA) Anti-Hunger and Opportunity Corps secured a NYCCA template for the toolkit, and redesigned the template to reflect the FPAC's branding. Subcommittee members contributed data about food resource locations, and with ArcGIS assistance from SHARE Food Program, the subcommittee mapped and labeled all of the food resources for each councilmatic district.

In partnership with the Greater Philadelphia Coalition Against Hunger, the subcommittee successfully applied for the University of Pennsylvania Hack4Impact competition in September 2014. In fall 2014, a dedicated group of University of Pennsylvania computer science students will work to develop an online version of the toolkit that can be easily updated.

2015 Workplan

The Anti-Hunger subcommittee plans to complete, edit, and release the comprehensive food resources toolkits in the fall of 2014. When the toolkits launch, the subcommittee will host an event to introduce toolkits to residents and non-profit organizations who will benefit from this unique resource.

Subcommittee members are working on a system to evaluate the accessibility and diversity of food resources in each Councilmatic district. With mapping support from Philabundance, the

subcommittee will use the toolkits to identify underserved areas in each councilmatic district to help shape policy and programmatic work in those areas.

Recommendations

1. Formally endorse the pending FPAC food resources toolkit and host training sessions with relevant City agencies to introduce representatives to the toolkit.
2. Make arrangements to update the toolkits regularly in the future.
3. Provide a food resources toolkit script for 311.

Local Food Procurement Subcommittee

Introduction

The Local Food Procurement subcommittee began as an ad hoc task force in early 2013. Frequent meetings and engaged participation led to its establishment as an ongoing subcommittee that aims to analyze the City's procurement process and make recommendations to increase City purchases of local and sustainable food that is affordable and healthy. Subcommittee members work at a variety of organizations, including the Philadelphia Department of Public Health (PDPH), Fair Food, the Food Trust, the Enterprise Center CDC, and Vetri Foundation.

2013-2014 Accomplishments

The subcommittee conducted research to understand the City's current food procurement process, learn what items City agencies commonly purchase, and determine how the City might incorporate healthy and local food. Subcommittee members compared the City's food procurement process to processes in other jurisdictions and by large entities, such as school districts. With that knowledge, the subcommittee generated a working list of local foods that City agencies could potentially source. The list includes affordable items available at a scale that could meet the requirements of a high-volume City contract. Based on the subcommittee's encouragement, PDPH also included sustainability guidelines in the citywide nutrition standards for City agencies, which recommend that all departments incorporate local and sustainable food into their contract where feasible.

To engage current and potential local food suppliers for City agencies, the subcommittee co-hosted a town hall event with PDPH's Get Healthy Philly program in July 2014 to educate vendors on how to contract with the City, and to provide an update on the City's new nutrition standards. The Healthy Food Vendor Forum gave the subcommittee an opportunity to gather feedback from vendors on their interest in and barriers to sourcing locally, and on how the City can be a better procurement partner. Fruit and vegetable purchasing emerged as a potential area of focus.

2015 Workplan

The Local Food Procurement subcommittee will distribute the local food list to all departments working with PDPH on healthier food contracting and offer follow-up as needed with implementing changes, including creating technical assistance resources. Resources may include tips for vendor communication, fresh produce preparation, and sourcing locally on a budget. The subcommittee will also focus on further identifying the opportunities and barriers to fruit and vegetable purchasing, and develop a pilot contracting model with the Procurement Department. Members will couple lessons learned from the pilot with research on other cities' local food procurement policies to make recommendations for Philadelphia's procurement process. The subcommittee will also identify partners interested in providing resources or additional support to City agencies.

Recommendations

1. Pilot and then expand local or sustainable food sourcing by City agencies.

2. Integrate support for local and sustainable food purchases into new contract opportunities where feasible.
3. Provide support to local and sustainable food businesses who seek to do business with City agencies.

Vacant Land Subcommittee

Introduction

Since its inception in 2011, the Vacant Land Subcommittee has worked to enhance opportunities for food production in Philadelphia by increasing access to land for gardeners and farmers. The subcommittee has taken on several projects including soliciting feedback from gardeners and farmers on the City's disposition policies for vacant surplus land. The subcommittee's efforts have already resulted in significant policy improvements and increased transparency. Though subcommittee members serve as individuals, they work at a variety of organizations and agencies including the Public Interest Law Center of Philadelphia, the Pennsylvania Horticultural Society, Philadelphia Water Department, Philadelphia Parks & Recreation, City Council, Penn State Extension, Temple University, the Philadelphia City Planning Commission, and Weavers Way Co-op.

2013-2014 Accomplishments

To facilitate implementation of City urban agriculture land disposition policies, the subcommittee drafted application forms and evaluation criteria for community gardens and market farms, and provided feedback on a lease form that the Law Department developed. This process culminated in a productive meeting among a broad range of stakeholders and representatives from multiple landholding agencies that outlined next steps. Following this meeting, Parks & Recreation (PPR) stepped forward to take a strong leadership role in urban agriculture and vacant land access through the new FarmPhilly program, with support and guidance from the subcommittee. FarmPhilly, in partnership with the Neighborhood Gardens Trust, aims to preserve some of Philadelphia's oldest gardens while supporting residents and community groups to create new farms and gardens on City-owned property. The subcommittee regularly collaborates with FarmPhilly to streamline the process for residents to gain access to land, liability insurance, and other needed resources. FarmPhilly will hire a dedicated staff member for the project and, at the suggestion of the subcommittee, the Philadelphia Department of Public Health incorporated a request to fund a second FarmPhilly staff member into a CDC grant submitted earlier this year.

While preparing to launch FarmPhilly, PPR identified urban agriculture soil safety as a policy gap, not just for Philadelphia, but for cities nationwide. To address this concern, PPR asked the subcommittee to convene a Soil Safety Working Group to develop recommendations for City agencies and gardeners. The Working Group was established to create:

- Recommendations for soil testing protocols;
- Action steps based on soil risk level;
- Best practices for growers based on existing resources; and
- An outreach plan to share resources.

The Working Group garnered broad and enthusiastic participation from a range of agencies and institutions including the United States Environmental Protection Agency, the Pennsylvania Department of Environmental Protection, the United States Department of Agriculture, the Agency for Toxic Substances and Disease Registry, Penn State University and Extension, Temple University, the University of Pennsylvania, the Rodale Institute, the Pennsylvania Horticultural Society, Mill Creek Farm, East Park Revitalization, Glennwood Green Acres Garden, the Philadelphia Department of Public Health, the Philadelphia Water Department, the Office of Housing and Community Development, and the Philadelphia Redevelopment Authority. The

participants met three times in summer 2014 to discuss policies from other cities and to identify the best approach to urban garden soil testing for Philadelphia. The subcommittee anticipates providing soil safety policy recommendations to the City in fall 2014.

Finally, with support of FPAC as a whole, the subcommittee participated in the effort to pass land bank legislation. Subcommittee members kept FPAC informed about land bank legislation progress, and worked with FPAC Co-Chairs to submit testimony before City Council in support of the land bank law in October 2013. In October 2014 FPAC submitted testimony and feedback regarding the Land Bank's draft Strategic Plan and land disposition policies, which reflect earlier FPAC recommendations.

2015 Workplan

In addition to the projects described above, in partnership with GroundedinPhilly.org and Temple University, the subcommittee is working to create a Philadelphia Land Inventory for Urban Agriculture – a mapping tool that will document specific characteristics about vacant and underutilized lots in Philadelphia. The subcommittee gathered a set of existing databases on a number of criteria (from zoning code to shade cover) to help identify plots that are suitable for growing food. The Land Inventory will:

- Evaluate vacant and underutilized public and private land suitability for a range of types and intensities of urban agriculture;
- Increase equity by encouraging urban agriculture support for areas without adequate access to food or open space; and
- Increase data-informed discussions with stakeholders and policymakers.

With support from the FPAC AmeriCorps VISTA, the subcommittee will analyze data to identify lots with high potential to support food growth, visit promising lots to survey conditions in person, and present a final report to FPAC and the Mayor. The subcommittee believes that this tool can help the Land Bank identify vacant lots that are suitable for growing in support of Goal Five of the Land Bank draft Strategic Plan – to reinforce open space initiatives and urban agriculture. The subcommittee will use the completed Land Inventory as a tool to improve coordination between agencies, nonprofits, gardeners, and farmers, and increase the possibility of cohabitating sustainability infrastructure, and leverage resources to support garden and farm permanency.

The subcommittee plans to organize a town hall to provide status reports on PPR's FarmPhilly program, City disposition policies for urban agriculture, the Philadelphia Land Bank, soil safety recommendations, and the vacant land inventory. This event will provide an opportunity to encourage participation in FPAC and collect feedback from a diverse range of stakeholders.

Recommendations

1. Clarify and implement existing disposition policies to allow for mid- and long-term leases for community gardens and implement existing disposition policies, including nominal and discounted pricing, to create a pathway to permanence for gardens with sustained track records of maintenance and community involvement.
2. Streamline the garden and farm application process using Philadelphia Parks & Recreation's expertise and staff capacity.

3. Work with FPAC to utilize pending urban agriculture land inventory to identify land and expand opportunities for new gardens and market farms, implementing projects that enhance soil safety and stormwater management.
4. Adopt soil safety protocols pursuant to FPAC's pending soil safety recommendations.
5. Create opportunities for discounted water access and a stormwater fee exemption or discount for gardens and farms that provide community benefit and contribute to stormwater management.
6. Identify all of the City agencies related to urban agriculture and create a task force to develop a citywide, cross-departmental urban agriculture agenda.

Zero Waste Subcommittee

Introduction

FPAC members created the Zero Waste subcommittee in fall 2013 in response to a presentation about the emerging food waste composting infrastructure in the greater Philadelphia area. FPAC members identified food waste as a policy gap in FPAC's programming, and sought to learn more about food composting opportunities and their connection to existing reuse and recycling efforts in the city. Subcommittee members from the Institute for Local Self-Reliance, the New Economy Coalition, the University of Pennsylvania, and Bennett Compost serve as individuals.

2013-2014 Accomplishments

In October 2013 the group reviewed proposed subcommittee goals and prioritized researching waste reduction and recycling in Philadelphia and other metropolitan areas. Members committed to developing a White Paper that will make policy recommendations to the City of Philadelphia for achieving zero waste with an emphasis on diverting food scraps and other organic material from the waste stream. The subcommittee defines zero waste as 90% diversion from landfills.

Subcommittee members created an outline for the White Paper that will:

- Address the relationship between hunger, waste, and topsoil depletion;
- Summarize current policies and regulations related to recycling, composting, and surplus food donation programs;
- Describe the existing Philadelphia area infrastructure for food scraps recovery;
- Review best policy and program practices from other urban areas; and
- Provide options and recommendations for achieving *zero waste* in Philadelphia.

Representatives from the City's Recycling Office and from local composting businesses presented summaries of their activities at subcommittee meetings as a part of the research process. The subcommittee hired a student intern seeking a Masters of Urban Planning at the University of Pennsylvania to assist with conducting background research and drafting the White Paper.

The subcommittee hosted the Philadelphia Zero Waste Lunch and Learn town hall in July 2014. Invited representatives from the City's Recycling Office, the U.S. Environmental Protection Agency, Philabundance, and the Philadelphia Department of Public Health spoke about how to redistribute surplus food safely, comply with City and State waste regulations, and reduce operational costs and greenhouse gas emissions.

2015 Workplan

The subcommittee will publish the White Paper, which will identify next steps.

Recommendations

1. Build on current recycling and reuse programs to strive for zero waste.
2. Support the diversion of food from the waste stream by facilitating surplus food donation and food composting activities in both the public and private sectors.

Communications and Outreach Subcommittee

Introduction

FPAC established the Communications and Outreach subcommittee to streamline both internal and external Council communications. Subcommittee members focus on external outreach, including presenting FPAC at community meetings, tabling at food-related events, and developing community engagement town hall events to increase FPAC's exposure in the public sphere. The subcommittee chair drafts a bimonthly FPAC newsletter, keeping FPAC appointed members and supporters updated on the Council's progress and events.

2013-2014 Accomplishments

The subcommittee developed and adopted FPAC's Media and Communications Guidelines in June 2013. These guidelines established processes for FPAC's interaction with the media, FPAC supporters, and appointed members.

The subcommittee committed to engaging directly with residents of Philadelphia through presentations at community meetings and encouraging community members' participation on FPAC. Subcommittee members built a database of community and food-related organizations that might be interested in hearing from FPAC, and sent a letter requesting an opportunity to present. FPAC presented at the Germantown Restoration Community Development Corporation, and tabled at the Philly Farm and Food Fest and the Philadelphia Veg Fest.

In partnership with the Humane League, the subcommittee produced a Meatless Monday Nutrition Education event in June 2014 at the Free Library's Culinary Literacy Center. Facilitators educated attendees about the Meatless Monday campaign and the related sustainability and nutrition benefits. The first meeting's success led to a standing Meatless Monday program at the Culinary Literacy Center that occurs monthly.

The subcommittee also leveraged graphic design volunteers to develop outreach materials, including a Prezi about the FPAC and its history, a poster for tabling, quarter cards, and flyers.

2015 Workplan

The subcommittee will continue to focus on increasing FPAC's visibility among the broader public and in the media. The subcommittee will standardize materials for FPAC subcommittee town halls, conduct outreach to increase participation at those events, and capitalize on opportunities to present about FPAC in the community.

To increase FPAC's online presence, subcommittee and general council members will blog regularly on the phillyfpac.org website. FPAC will also create a Facebook page to consolidate information about meetings and events.

Finally, FPAC secured a SERVE Philadelphia AmeriCorps VISTA, Rachel Passman, who will focus on community engagement and outreach and help FPAC reach new audiences between July 2014 and July 2015. She will help develop a comprehensive communications strategy for the Council, and implement the plan throughout her year of service.

Governance and Membership Subcommittee

Introduction

The Governance and Membership subcommittee manages the nomination process for new appointed members and addresses Council governance questions by researching and drafting new policies as needed. When the Council convened in 2011, the subcommittee created bylaws to establish FPAC's internal structure and processes. The subcommittee continues to play a critical role in bolstering the Council's capacity to function effectively. Subcommittee members work at various organizations including the Delaware Valley Regional Planning Commission, the Enterprise Center CDC, and the Pennsylvania Horticultural Society.

2013-2014 Accomplishments

Over the past year, the subcommittee increased FPAC membership and adopted new bylaws to improve Council processes. The subcommittee standardized the nomination process for new appointed members and set expectations about members' roles and responsibilities through the following new bylaws:

- Interim Member Nomination, Application, and Appointment Process Article
- Duties of Appointed Members, Co-chairs, and Coordinator Article
- Attendance Policy for Appointed Members

The subcommittee managed two member nomination rounds and a co-chair nomination round based on the new bylaws, resulting in nine new appointed members and one new co-chair.

To identify membership recruitment priorities, solicit nominations, and chart the direction for future policy work, the subcommittee conducts an annual membership survey. The subcommittee analyzed the Council's diversity to set priorities for new member recruitment, and worked towards improving members' experiences on the Council.

The subcommittee launched a research project regarding conflict-of-interest policies in response to Council members who saw a potential need for these policies. Subcommittee members also looked into structure and funding streams for other food policy councils in the country to determine how FPAC might receive monetary support in the future.

2015 Workplan

Approving the bylaws and establishing a nomination process gave FPAC the infrastructure it needed to start expanding in size. Once an individual submits a nomination form, that individual remains in the nomination pool until they are selected to join the Council. The subcommittee aims to increase the nomination pool size from 25 to 100 this year.

The subcommittee will also increase ex-officio participation on the Council and the subcommittees since productive partnerships among the City, civic organizations, and community members has been one of FPAC's most valuable products. Finally the subcommittee will support a sub-working group focused on FPAC's long term strategic plan.

Conclusion

FPAC members are tremendously proud of the Council's accomplishments, and value the opportunity to serve the Administration and the Philadelphia community through the Council's work. FPAC leadership collaborated successfully on a grant proposal for Partners for Places – a project of the Funders' Network for Smart Growth and Livable Communities – to support a full-time staff position for FPAC. Dedicated staff support is crucial to continue FPAC's momentum. With increased capacity, FPAC will continue to produce and implement policy recommendations that address food systems concerns identified by FPAC members and the public.