



PHILADELPHIA
FOOD POLICY
ADVISORY COUNCIL

Annual Report

2016

Table of Contents

About FPAC.....	3
FPAC Year in Review.....	4
Anti-Hunger	5
Food & Health	7
Good Food Procurement.....	8
Urban Agriculture.....	10
Workforce & Economic Development.....	13
Zero Waste.....	14
Communications & Outreach.....	16
Membership & Governance.....	18
Looking Forward.....	20
Acknowledgements.....	21



FPAC's August 2015 general meeting.

About FPAC

Mission: 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.

To accomplish its mission, FPAC convenes general meetings, executive sessions, subcommittees, and working groups. FPAC currently houses six programmatic subcommittees: Anti-Hunger, Food & Health, Good Food Procurement, Urban Agriculture, Workforce & Economic Development, and Zero Waste. Appointed members form and disband subcommittees around their food priorities; in fact, discussion about the gaps in FPAC's work led to the creation of the Food & Health and Workforce & Economic Development subcommittees this year. The Council also operates two standing subcommittees, Communications & Outreach and Membership & Governance, which communicate FPAC's mission to the broader community, manage internal affairs, and nominate new members.

Two fulltime staff members coordinate the Council's work, move projects forward between meetings, and provide administrative support. The FPAC Manager is a grant-funded position, while the FPAC Coordinator position serves as an AmeriCorps VISTA in SERVE Philadelphia. Generous support for FPAC is provided by the Centers for Disease Control and Prevention - Agency for Toxic Substances and Disease Registry, the Claneil Foundation, the Delaware Valley Regional Planning Commission, the Leo & Peggy Pierce Foundation, the Merck Family Fund, and Partners for Places - A Project of the Funders' Network for Smart Growth and Livable Communities.

FPAC's appointed members are appointed by the Mayor and serve three-year volunteer terms. Members come from a diverse range of food system sectors, including businesses, academia, non-profit organizations, farms and gardens, and advocacy groups. FPAC also has robust participation from ex-officio members who serve on the Council as a function of their positions within City government. Together, appointed and ex-officio members have fostered successful and productive collaboration among the City, appointed members and their respective organizations, food systems stakeholders, Philadelphia residents, and elected officials.

FPAC owes tremendous gratitude to its appointed and ex-officio members, who are responsible for FPAC's success over the past year:

Jennifer Aquilante	Bryan Fenstermaker	Robert LaBrum	Palak Raval-Nelson
Glenn Bergman	Jill Fink	Leah Lazer	Ashley Richards
Patricia Blakely	Kathy Fisher	Andy Marin	Elisa Ruse-Esposito
Joan Blaustein	Liz Fitzgerald	George Matysik	Barbara Schneider
Allison Blansfield	Jasmine Hamilton	Jessica McAtamney	Julianne Schrader
Amy Laura Cahn	Alison Hastings	Tommy McCann	Nicky Uy
Saleem Chapman	Nicole Hostettler	Dominic McGraw	Amanda Wagner
Katrice Cheaton	Ann Karlen	Greg McKinley	Dwayne Wharton
Diane Cornman-Levy	Esteban Kelly	Herman Nyamunga	Jimmy Wilson
Stephanie Dorenbosch	Christine Knapp	Calvin Okunoye	Sarah Wu
Donkey Dover Jr.	Linda Knapp	Alyson Platzer	Julie Zaebst
Nic Esposito	Nancy Kohn	Annie Preston	

FPAC Year in Review

FPAC's 2015-2016 year has been a year of tremendous growth and development. The Council welcomed new members and participants, expanded its meeting formats and subcommittees, and took on new projects.

An average of 54 people participated at each of the six general meetings between August 2015 and July 2016, up from 40 participants last year. FPAC's newsletter following more than doubled, and the Council gained hundreds of followers on social media. FPAC's website, which houses key information about the Council's work, drew nearly 5,000 visitors.

FPAC welcomed five new members this year, who bring valuable expertise in sustainable business, food recovery, urban agriculture programming, and farmworker justice to the Council. In October 2015, FPAC members elected Amy Laura Cahn to the co-chair position. Amy Laura, who has served as an appointed member of the Council for four years, joins ex-officio co-chair Sarah Wu to lead the Council.

Growth in FPAC's participation and productivity led to increasingly busy general meetings. Recognizing a need for more time for discussion, collaboration between subcommittees, and public comment,

appointed members voted in December 2015 to add bi-monthly executive sessions to FPAC's bylaws. Executive sessions, which take place in the off-months between general meetings, are open to the public and do not require quorum as no voting business is conducted.

The informal discussion space that executive sessions provided fostered thoughtful conversations on issues like Mayor Kenney's proposed soda tax, which the FPAC community discussed over the course of spring 2016. Executive sessions were also used to explore ideas for new subcommittees, catalyzing the development of the Workforce & Economic Development and Food & Health subcommittees.

Through their tireless efforts serving on the Council and its subcommittees, FPAC members and participants provided critical momentum to push FPAC to meet its increasingly ambitious project and policy goals.



FPAC member Kathy Fisher leads a breakout group on SNAP access.

Anti-Hunger

Mission: The Anti-Hunger Subcommittee connects advocates to address food insecurity by educating the Philadelphia community, improving access to culturally appropriate, healthy, and affordable food, and developing policy recommendations that support systemic change.

INTRODUCTION

While subcommittee members serve as individuals, they work at various anti-hunger organizations across the city. These organizations include Feast of Justice, the Food Access Collaborative, the Greater Philadelphia Coalition Against Hunger, Greensgrow Farms, MANNA, the Office of Sustainability, Philabundance, the Philadelphia Corporation on Aging, and SHARE Food Program.

Anti-Hunger has been focused on maintaining and updating Philly Food Finder, a comprehensive food resources toolkit that helps Philadelphians access fresh, affordable, and healthy food. The subcommittee has also partnered with the Food Access Collaborative to facilitate the recovery of excess food from the 2016 Democratic National Convention (DNC).

2015-2016 ACCOMPLISHMENTS

Philly Food Finder Website

The inspiration for the Philly Food Finder website came out of a focus group that the Anti-Hunger Subcommittee held with restaurant industry workers, in which the subcommittee learned that the majority of participants were online most of the day. The discussion showed that, despite the “digital divide,” many food-insecure people would use an online resource. The subcommittee then collaborated with the Greater Philadelphia Coalition Against Hunger and the University of Pennsylvania student group Hack4Impact to develop an interactive, map-based web application, www.PhillyFoodFinder.org, which launched in May 2014.

The Philly Food Finder website allows users to enter

their address or zip code and find food pantries, soup kitchens, low-cost grocery sites, farmers markets, and senior meals in their neighborhoods. It also features information guides to resources such as the Supplemental Nutrition Assistance Program; the Women, Infants, and Children Program; farmers markets programs for low-income individuals; meal delivery and congregate meal programs for seniors; SHARE Food Program sites for purchasing low-cost groceries; and summer and after school meal programs for kids.

Recognizing that the type of information on www.PhillyFoodFinder.org changes constantly, the subcommittee built a provider update feature into the website. Users can submit updated information for organizations listed or alert site administrators to new resources. Anti-Hunger continues to partner with local organizations such as the Greater Philadelphia Coalition Against Hunger and the Philadelphia Department of Public Health to ensure that listed information is up to date.

Philly Food Finder Guides

For people without internet access, the subcommittee is creating printed guides featuring much of the same information as www.PhillyFoodFinder.org. These guides are broken down by councilmatic district to help users can find resources close to them. The subcommittee anticipates that the guides will be printed in fall 2016.

DNC Food Recovery

Emergency food providers, such as meal sites, shelters, food pantries, and food banks, regularly

receive calls from caterers and event planners when significant amounts of food are leftover after an event. In some cases, emergency food providers are able to respond quickly, coordinate delivery of the food, and store it or serve it. However, one lesson from the Papal visit in fall 2015 was that many emergency food providers have the capacity to use large food donations only if they know in advance that it will be available to them, when and where they can pick it up, and how much they need to store and serve. Without a food recovery plan in place for the Papal visit, some emergency food providers were overwhelmed with donations while others lacked offers, and a large quantity of food went to waste.

Over the summer of 2016, Anti-Hunger partnered with the Food Access Collaborative and other stakeholders to coordinate food recovery during the Democratic National Convention (DNC), which was expected to bring 50,000 visitors to Philadelphia. The DNC food recovery plan directed all food donations, whether from large events or small restaurants, through Food Connect, a volunteer-driven organization that picks up excess food and safely delivers it to emergency food providers. This level of coordination allows organizers a birds-eye view of the donations in live time, ensuring that no single food pantry is overwhelmed with donation offers. Food Connect forwarded large donations to Philabundance or SHARE Food Program for pickup. Smaller donations, such as excess food from restaurants, were picked up by Food Connect volunteer drivers in personal vehicles.

2016-2017 WORK PLAN

Anti-Hunger will focus on distributing the printed Philly Food Finder guides to local service providers and community organizations. Besides offering valuable information and resources, the guides are an introduction to FPAC's work, and FPAC will use the distribution of Philly Food Finder guides as a way to engage new communities. The subcommittee will also develop a strategy to maintain www.PhillyFoodFinder.org long-term, to ensure that its information remains up-to-date and relevant.

After the DNC concludes, Anti-Hunger and partner organizations will evaluate the food recovery project and explore other opportunities for large-scale food recovery. The volunteers, donors, and recipients that were recruited for the DNC effort dramatically increased the city's food recovery capacity, and the subcommittee will work to ensure this capacity is put to good use for future projects.



FPAC Manager Hannah Chatterjee leads a breakout group at a town hall on walkable food access.

Food & Health

Mission: The Food & Health Subcommittee advises the City on policies and practices that influence food and beverage choices with the aim of improving overall well-being and reducing health disparities for all Philadelphians. We envision healthy and prosperous communities where all Philadelphians have access to healthy affordable food and beverages, nutrition education, and culinary skills.

INTRODUCTION

In February 2016, FPAC launched a new subcommittee to address food issues related to health, such as drinking water access, sugar-sweetened beverage policies, and vending policies. In its first meeting, the subcommittee, chaired by Dwayne Wharton and Kelly Courts, completed FPAC's mission-building exercise to articulate its mission.

Food & Health Subcommittee members are affiliated with Care Coordination Services, Food Moxie, The Food Trust, the Greater Philadelphia Coalition Against Hunger, Greensgrow Farms, MANNA, the Office of Sustainability, the Philadelphia Department of Public Health, Repair the World, St. Christopher's Hospital, and Thomas Jefferson University Hospitals.



Subcommittee members develop Food & Health's mission.

2015-2016 ACCOMPLISHMENTS

Soda Tax Debate

In spring 2016, Philadelphia Mayor Jim Kenney proposed a tax on sugar-sweetened beverages. Billed as a source of revenue to fund universal pre-

kindergarten and other programs, the tax also promised significant public health benefits. FPAC discussed the proposed tax at its March executive session, then sent the issue to subcommittee for further discussion. Throughout this process, Food & Health was instrumental in compiling information on the tax and alerting FPAC members and supporters about opportunities to engage in the debate before City Council. City Council passed the soda tax in June 2016.

Water Access in Schools

Among the priorities Food & Health identified upon its launch is water access in schools. The subcommittee has heard from guest speakers on the state of water fountain access in schools, as well as concerns about water quality and safety. In fall 2016, the subcommittee will continue compiling research and identifying possible interventions.

2016-2017 WORK PLAN

Only a few months old, the Food & Health Subcommittee has already dived into multiple, complex issues. In the coming year, the subcommittee will further research the issues of water access and quality in schools and evaluate possible interventions. The subcommittee is also interested in exploring the standardization of food and beverage labels related to health.

Food & Health is excited to participate in FPAC's renewed focus on outreach and inclusion, and will work with partners to envision a Food Access Town Hall for 2017.

Good Food Procurement

Mission: The Good Food Procurement Subcommittee advises the City of Philadelphia on how to spend its public dollars on “good food” that improves outcomes for producers, consumers, and the environment. The subcommittee educates and guides key governmental purchasers to develop innovative procurement approaches and establish relationships with regional businesses to increase supply and purchasing of good food.

INTRODUCTION

The Good Food Procurement Subcommittee, formerly known as the Local Food Procurement Subcommittee, changed its name in 2015 to reflect members’ commitment to procurement policies that prioritize food that is not only local, but also healthy, fair, and sustainable.

While subcommittee members serve as individuals, they work at various organizations across the city. These organizations include The Enterprise Center, Fair Food, The Food Trust, the Office of Sustainability, the Philadelphia Department of Public Health, Restaurant Opportunities Center, Sustainable Business Network, and Villanova University School of Law.

2015-2016 ACCOMPLISHMENTS

Developing the Good Food Catering Guide

After conducting outreach to City departments regarding their food purchasing practices in 2014, the subcommittee identified catering as an opportunity to encourage City purchasers to support local food businesses. Many City departments order prepared food for meetings and events and expressed interest in buying healthy and local food for these occasions. The subcommittee decided to create a Good Food Catering Guide to help City purchasers find “good food vendors,” defined as:

- **Healthy** – The menu offers a variety of healthy options including water or no calorie beverages, fruits, vegetables, whole grains, vegetarian dishes, low-sodium options, and grilled, roasted, or baked

entrees.

- **Fair** – The business embodies fair labor practices for its own business and its suppliers, reflected in the fact that it has no OSHA violations, sources from a third-party certified farm, and engages in at least one of the business worker certifications or best practices.
- **Sustainably-sourced** – The business proactively works in at least three of the five sustainability areas: animal welfare, organic ingredients, fair trade, local sourcing, and other green activities.
- **Locally-owned** – The business has a valid commercial activity license and either has more than 50% of full-time employees working in the city 60% of the time, or the principal place of businesses is located in the city.

The subcommittee created and disseminated a survey that allowed catering businesses to nominate themselves for the guide by describing how their catering options are healthy, fair, sustainable, and locally-owned. Vendors that meet the subcommittee’s criteria and are able to verify their claims will be included in the guide.

Identifying a Good Food Procurement Policy for Philadelphia

Good Food Procurement identified barriers in Philadelphia’s procurement process that make it very difficult for the City to purchase food grown in the region. The City’s contracting process requires suppliers to estimate the cost of a food commodity six

months in advance of when the City may or may not purchase that commodity, making it difficult for the City to purchase high quality food from a variety of producers and suppliers. The subcommittee conducted a policy scan to identify successful food procurement strategies from other municipalities. Building on that research, a Villanova Law School fellow analyzed the policies and made recommendations on the best approach for Philadelphia based on direction from the Philadelphia City Code and the Procurement Department's capacity for changing regulations.

City Council held a hearing on "green procurement" in March 2015, in which FPAC testified that any sustainable procurement policy should include food. FPAC recommendations included signaling and increasing demand by increasing City purchases of good food; building supply in the region by engaging and supporting existing and new good food businesses; and encouraging innovative practices such as purchasing from cooperative contracts and prioritizing seasonally-responsive sourcing.

In May, Good Food Procurement met with leadership from the Procurement Department and the Mayor's Policy Office to discuss the feasibility of integrating the subcommittee's good food procurement recommendations into regulations.



FPAC member Ann Karlen presents Good Food Procurement's green procurement testimony before City Council.

2016-2017 WORK PLAN

Good Food Catering Guide Release and Event

After conducting final verification to ensure that the businesses included in the Good Food Catering Guide are meeting at least two of the four criteria, the subcommittee will design and launch the guide in the fall. The subcommittee also plans to host a showcase event in which City department purchasers are invited to sample items from the businesses listed in the guide. By disseminating the guide to City employees, the subcommittee hopes that departments will choose to order from businesses that are contributing to the health of the regional food system. The subcommittee will conduct another round of City department outreach to understand whether or not purchasing practices have changed with the guide's release.

Facilitating Good Food Procurement Policy

Meeting with the Procurement Department initiated a stronger relationship between FPAC and the Procurement Department that will enable FPAC to support the City's movement towards buying good food through contracting. The policy approach that FPAC and Procurement identified is to research other competitively-bid food contracts that the City might be able to purchase from. The subcommittee will also develop a reporting template that Procurement can integrate into its current food contracts that requires the City's food suppliers to share information about food origin, price, quantity, and other indicators that the subcommittee can use to establish a baseline understanding of where food purchased by the City comes from. This information will help the subcommittee create a plan for how the City can support the regional food system through its large food contracts.

Urban Agriculture

Mission: The Urban Agriculture Subcommittee guides the City of Philadelphia to develop and implement innovative laws and policies to support the conversion of Philadelphia's vacant and underutilized lands into sustainable community assets that increase food security and sovereignty for all Philadelphia residents. The subcommittee engages diverse stakeholders to inform recommendations and make current policies more transparent.

INTRODUCTION

The Urban Agriculture Subcommittee, formerly known as the Vacant Land Subcommittee, changed its name in 2015 to formalize the subcommittee's focus on urban gardening and farming. While subcommittee members serve as individuals rather than as representatives of their organizations, members are affiliated with Farm to City, Jewish Farm School, The Merchant's Fund, North Philly Peace Park, the Penn State Center Engaging Philadelphia, Pennsylvania Horticultural Society, Philadelphia City Planning Commission, Philadelphia Orchard Project, Philadelphia Parks Alliance, Philadelphia Parks & Recreation, Public Interest Law Center, Soil Generation, and Temple University.

2015-2016 ACCOMPLISHMENTS

Soil Safety and Urban Gardening

The subcommittee released and disseminated FPAC's *Soil Safety and Urban Gardening in Philadelphia: Process and Recommendations Report* in fall 2015 after FPAC appointed members voted to approve the report and recommendations. The report provides recommendations to the City of Philadelphia on how to support urban growers to grow food safely on potentially contaminated urban soil. The recommendations included seeking funding from the U.S. Environmental Protection Agency (EPA) to conduct environmental site assessments and exploring educational opportunities for gardeners to better



Urban Agriculture Subcommittee members join Councilman Al Taubenberg and PA Secretary of Agriculture Russell Redding for a tour of Bartram's Garden.

understand their risk of exposure to soil contaminants.

FPAC staff led a successful application to the EPA for a \$200,000 Brownfields Assessment Grant awarded to the Philadelphia Redevelopment Authority in October 2015. The subcommittee advised the grant team on selecting existing, city-owned urban agriculture sites for testing. The subcommittee also assisted with outreach to community gardeners to volunteer their sites for testing based on a set of site selection criteria.

The Philadelphia Department of Public Health also received a federal grant from the Agency for Toxic Substances and Disease Registry (ATSDR) to support soil safety and urban gardening in Philadelphia. Through the grant, Philadelphia Parks & Recreation developed a series of soil safety workshops that educated attendees on simple gardening best practices, such as washing hands and produce, that will reduce their exposure to potential contaminants in soil. FPAC staff provided a project management role to coordinate the grant partners, who also supported the Philadelphia Land Bank in facilitating changes to their process for accepting Expressions of Interest on vacant land for gardening based on the subcommittee's recommendations.

Engagement with City and State Officials

The Pennsylvania Department of Agriculture (PDA) reached out to FPAC leadership to learn more about urban agriculture activities in Philadelphia, including the subcommittee's work. Following a series of meetings between



FPAC ex-officio member Elisa Ruse-Esposito answers questions about soil safety at the Urban Agriculture Open House.

PDA, FPAC leadership, Philadelphia Soil Safety Working Group participants, and Pittsburgh counterparts, PDA committed to establishing an initiative to advance urban agriculture statewide, and endorsed and distributed FPAC's *Soil Safety and Urban Gardening in Philadelphia: Process and Recommendations Report*.

In April 2016, with support from FPAC and PDA, Councilman Taubenger introduced a City Council resolution to hold public hearings on urban agriculture. On the same day, PA Secretary of Agriculture Russell Redding met with Philadelphia gardeners to understand their concerns and needs related to growing in the city.

Finally, the subcommittee saw the fulfillment of their longstanding goal of securing stormwater management fee exemptions for urban agriculture projects, which naturally provide natural green stormwater infrastructure. In June 2016 FPAC submitted written testimony in support of Philadelphia Water Department's decision to exempt gardens from paying stormwater fees, which have been substantive financial burdens for community gardeners.

Increasing and Diversifying Participation

The subcommittee recognized that their 2015 work plan was heavily focused on municipal actions, which resulted in high participation on the subcommittee from City government officials, but low participation among urban growers. To ensure that the subcommittee's work plan reflected the needs of Philadelphia's gardening community, the

subcommittee hosted an Urban Agriculture Open House in February 2016, which was attended by nearly 100 urban growers. Subcommittee members updated attendees on their past work and solicited new ideas to inform their future work plan and policy goals.

Based on feedback from Open House participants, the subcommittee transitioned alternating between daytime and evening meetings in an effort to increase participation of those who cannot attend meetings during work hours. This move supports FPAC's larger goal to increase diversity and inclusion on the Council.

2016-2017 WORK PLAN

Expanding Access to Resources for Gardening

Feedback from the Urban Agriculture Open House indicated a clear need for resources to help urban growers. After incorporating the feedback into its work plan, subcommittee members divided up into groups to work on the new projects. One group will explore opportunities for free water access for community gardens and farms, while another will look into using municipal biosolids as fertilizer for urban agriculture projects. Another group will consolidate existing resources for urban agriculture into one comprehensive list, housed on FPAC's website, and commit to periodically updating the list. The subcommittee will continue to host Urban Agriculture Open Houses throughout the year to provide updates on its work and solicit feedback from a larger group of stakeholders.



FPAC Co-Chair Amy Laura Cahn takes questions at the Urban Agriculture Open House.

Urban Agriculture Strategic Plan

The City of Philadelphia recognizes the need for a strategic plan to guide departments in standardizing internal procedures and practices to support urban agriculture. Urban Agriculture will contribute to a City-led effort to develop a Philadelphia Urban Agriculture Strategic Plan ("the Plan"), and will conduct comprehensive outreach to ensure the Plan reflects the vision, needs, and voices of Philadelphia's passionate gardening and farming community.

The subcommittee will also support an effort to analyze vacant parcels in Philadelphia and assess their suitability for urban agriculture projects. The Plan will help the City prioritize vacant parcels for urban agriculture, which also fulfills the Philadelphia Land Bank's commitment to preserving open space. The subcommittee will work with the Harvard Food Policy and Law Clinic, which provides consulting services for food policy councils in the region, to research models from other municipalities for supporting urban agriculture and identify the best approach for Philadelphia.

Workforce & Economic Development

Mission: The Workforce & Economic Development Subcommittee guides the City of Philadelphia in developing and implementing policies and practices to build a stronger regional economy and just food system in which workers along the entire food chain enjoy quality jobs that provide economic stability and upward mobility.

INTRODUCTION

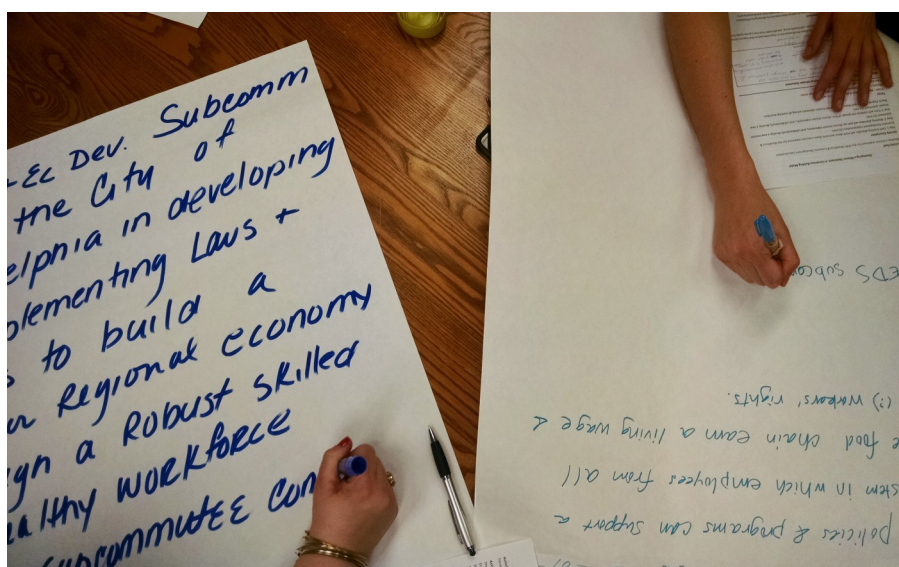
FPAC has long recognized the need for a subcommittee devoted to improving working conditions and opportunities throughout the food chain. FPAC member Calvin Okunoye brought a proposal to start the Workforce & Economic Development Subcommittee to FPAC's first executive session in January 2016. After recruiting its membership, the subcommittee met for the first time in March and completed a mission-building exercise.

Workforce & Economic Development members are affiliated with The Enterprise Center, Friends of Farmworkers, The Merchant's Fund, the Office of Sustainability, Restaurant Opportunities Center, the US Federation of Worker Co-ops, and other local organizations.

2016-2017 WORK PLAN

After completing its mission-building exercise, Workforce & Economic Development began developing a robust work plan. The first project the subcommittee identified was putting Philadelphia's new sick leave law into plain English and translating it into other languages. For ease of comprehension, the subcommittee will create a simple infographic which can be distributed to workplaces throughout the city.

The subcommittee will also review *Fair Food: A Guide for Consumers*, which was drafted for FPAC's Good Food Procurement Subcommittee by a law student subcommittee member. The guide helps consumers understand the conditions faced by farmworkers, identify fair food practices, and distinguish between different certifications.



Subcommittee members use FPAC's collaborative mission-building exercise to develop Workforce & Economic Development's mission.

Zero Waste

Mission: The Zero Waste Subcommittee convenes stakeholders to facilitate the development of environmentally responsible policies and practices that help the city achieve ‘zero waste’ (90% waste diversion) through food waste minimization, increased surplus food donation, and a robust composting infrastructure. The subcommittee educates Philadelphians about the economic, environmental, and social benefits of converting food waste into valuable resources.

INTRODUCTION

Zero Waste Subcommittee members are affiliated with Bennett Compost, the Compost Coop, The Dirt Factory, the Institute of Local Self-Reliance, the Office of Sustainability, Philabundance, Philadelphia Parks & Recreation, and the University of Pennsylvania.

2015-2016 ACCOMPLISHMENTS

Zero Waste White Paper Recommendations

In 2014-2015, Zero Waste Subcommittee members worked diligently to draft a white paper report about food waste in Philadelphia. The report outlines the various complexities of the food waste system in Philadelphia and offers recommendations for reducing food waste by increasing food donations and improving the local composting infrastructure. FPAC members approved the report’s nine recommendations at the October 2015 general meeting.

Summer Meals Food Recovery Pilot

Philadelphia Parks & Recreation’s (PPR) summer meals program oversees approximately 800 sites that serve meals and snacks to youth ages 18 and under. Given the volatility of demand day-to-day, sites may have leftover food and limited storage capacity to hold it until the next day. Zero Waste identified an opportunity to reduce food waste while also addressing the high demand for emergency meals in Philadelphia.

In summer 2016, the Zero Waste Subcommittee is

partnering with PPR and emergency food providers in the city to launch a pilot project in PPR’s second district that will connect excess food at summer meal sites with nearby food pantries and soup kitchens. After researching different food recovery models, the subcommittee selected an online platform called MEANS Database to coordinate the donation and transportation of excess food. The platform allows summer meals site hosts to advertise food donations to local emergency food providers, who may then claim the donation and arrange pickup.

Compost Competition

Following discussions with The Dirt Factory, a local composting facility, Zero Waste identified a need for a design for neighborhood-scale, in-vessel composting systems that could be used by schools and community composting organizations. This system would need to be rodent-proof, able to operate year-round in Philadelphia’s climate, and simple enough to make long-term maintenance by a community organization feasible.

Zero Waste decided to host a design competition and solicit ideas from local technical schools, engineering programs, environmental groups, and anyone else interested in participating. The subcommittee convened a group of local composting experts to develop specifications for designs and is working with regional partners to promote, fund, and support the competition.



FPAC ex-officio member Nic Esposito trains Philadelphia Parks & Recreation summer meals site hosts on food recovery.

2016-2017 WORK PLAN

Zero Waste's Summer Meals Food Recovery Pilot will conclude by the end of summer 2016, at which point the subcommittee can review data on the quantity, size, and location of donations and consider expanding the program to all PPR districts in summer 2017. The MEANS Database can also be easily used for other projects, and the subcommittee will explore other opportunities for large-scale food recovery.

Zero Waste expects to launch the compost design competition in fall 2016 or spring 2017. The subcommittee will sponsor the construction and testing of finalist designs before determining the winner. Zero Waste will then establish a plan to roll out the winning design at appropriate sites.

Communications & Outreach

INTRODUCTION

The Communications & Outreach Subcommittee manages FPAC's external communications, including its social media, website, newsletter, and media relations. The subcommittee draws expertise from members associated with The Food Trust, Honey Pie Cooking, Jewish Farm School, the Office of Sustainability, and Philadelphia Parks & Recreation.

2015-2016 ACCOMPLISHMENTS

Social Media

FPAC has expanded and deepened its social media presence this year. The subcommittee has fastidiously maintained FPAC's Facebook presence and achieved its goal of reaching 500 likes this year. To expand its audience, FPAC also launched a Twitter presence in September 2015, which quickly gained nearly 200 followers.

While the Communications & Outreach chair handles the day-to-day management of FPAC's social media, the subcommittee has provided valuable feedback and advice. To institutionalize this knowledge, the

subcommittee created an internal guide for social media. This guide contains advice on encouraging engagement, timing and planning social media posts, promoting events, and evaluating impact.

To help FPAC members use social media effectively and share FPAC's work, Communications & Outreach hosted a Member Media Training at the 2015 December general meeting. Pennsylvania Horticultural Society's Alan Jaffe presented on best practices for messaging and engaging with the media, followed by social media tips and strategies from Green Philly Blog's Julie Hancher.

Newsletter and Website

FPAC's newsletter provides members and supporters with subcommittee updates, information about upcoming FPAC events, and announcements from the community. The subcommittee is continually tweaking the newsletter to be more engaging and has recently started taking photos of FPAC events make the newsletter more visually engaging. As a result of these improvements and outreach, the newsletter gained more than 260 subscribers in 2015-2016.

FPAC's website, www.phillyfpac.org, features information and updates from FPAC's subcommittees; access to annual reports, FPAC testimony and reports, full body meeting minutes, and other publications; appointed and ex-officio member biographies; and information about FPAC's funders. Between August 2015 and July 2016, the website drew nearly 5,000 visitors.

Media

FPAC's Urban Agriculture Subcommittee asked Communications & Outreach to create a media plan for its Open House event in February 2016. Communications & Outreach created a database of



media contacts and developed a media advisory and press release for the event. This engagement with media partners led to FPAC projects being featured in Grid Magazine's April 2016 issue.

Inclusion and Diversity

In line with FPAC's commitment to diversity, inclusion, and participation, Communications & Outreach researched how FPAC could increase the participation of diverse community stakeholders in its work. The research was compiled into a short document with 25 recommendations under the following headings: shift who's at the table, make general meetings accessible, expand opportunities for engagement, actively engage in outreach and coalition building, make meetings awesome for everyone, remove barriers to participation, and develop leadership.



General meeting attendees participate in subcommittee speed dating.

To better understand barriers to participation related to meeting culture, the subcommittee created a survey and distributed it online and at a general meeting. The survey asked questions about the meeting time and location, as well as to what extent meeting participants understood everything that was presented at meetings and felt comfortable participating.

In analyzing the survey results, the subcommittee identified a theme that meetings could be "wonky," presenters moved too fast, or the meeting format felt formal and intimidating. Communications & Outreach accordingly made a series of recommendations with the aim of making meetings more engaging and welcoming.

Some of the changes were simple. FPAC Co-Chairs made an effort to slow down, give context for every discussion, and invite questions. FPAC staff made nametags to encourage meeting attendees to learn each other's names. FPAC planned a happy hour was planned to allow the FPAC community to get to know each other in a more casual environment.

A more substantive change was shifting the format of subcommittee updates at general meetings. In the past, subcommittee chairs would give updates one by one in "presentation style." Upon advice from Communications & Outreach, FPAC switched to "subcommittee speed dating," in which a representative from each subcommittee stands in each section of the meeting room and attendees speak with them in groups over two or three ten minute rounds. This format received a lot of positive feedback, as it encouraged discussion and deeper engagement.

2016-2017 WORK PLAN

FPAC has received feedback from members and supporters that a centralized calendar with Council meetings and events would be a helpful resource. The subcommittee will research options for integrating a calendar into FPAC's website and newsletter.

Having successfully institutionalized much of its communications work, the subcommittee is looking forward to assisting in the outreach efforts of other subcommittees and the full body.

Membership & Governance

INTRODUCTION

The Membership & Governance Subcommittee establishes and oversees processes that govern the council and manages new member recruitment. Subcommittee members work closely with FPAC staff and its co-chairs and are affiliated organizations such as the Delaware Valley Regional Planning Commission, the Office of Sustainability, the Passyunk Avenue Revitalization Corporation, and the Public Interest Law Center.

2015-2016 ACCOMPLISHMENTS

Strategic Planning

The Membership & Governance Subcommittee led a Strategic Planning Working Group to develop A *Philadelphia Food Policy Road Map* during the 2015 Philadelphia mayoral campaign. After releasing the *Road Map*, FPAC members met with mayoral candidates, including current Mayor Jim Kenney, to secure endorsements of the *Road Map*.

Updating FPAC's Bylaws

The Membership & Governance Subcommittee led members through a process to update FPAC's bylaws to improve the Council's practices and operations. Some of the revisions simply adjusted language to accurately reflect the Council's existing practices, such as requiring FPAC members to participate on at least one subcommittee and clarifying rules around votes taken over email.

Other changes met needs that FPAC members identified over the past year, including establishing public, bimonthly executive sessions that function as working meetings. As participation in FPAC increased at general meetings and on subcommittees, members realized that the increased volume of business at general meetings left insufficient time for discussion

and public comment. To make room for brainstorming and in-depth discussion, and provide a more comfortable, unthreatening space for people who are new to FPAC to participate, FPAC established public executive sessions on the off-month between general meetings, effectively moving the Council to monthly full body meetings.

Membership Recruitment and Training

In its 2015 Annual Report, FPAC reported that the Council met its goal to grow FPAC's nomination pool to 100 nominations, with 111 nominations as of July 2015. As of July 2016, FPAC has 158 nominations in its pool. FPAC brought on five new members in 2016, with expertise ranging from farmworker rights to sustainable business.

Membership & Governance developed a new strategy for member recruitment in which potential nominees are invited to participate on a subcommittee; FPAC will then prioritize nominees who participate regularly and meet the demographic or expertise gaps identified in FPAC's Annual Membership Survey for official appointment to FPAC. This strategy ensures that potential new members are introduced to FPAC's work well in advance of joining FPAC as an appointed member and improves member attendance at FPAC's general meetings, at which quorum is required for decision-making.

For the second year in a row, FPAC sent an appointed member and a staff person to the Chesapeake Food Policy Council Leadership Institute, which builds networks and leadership skills among regional food policy councils. The FPAC Membership & Governance Chair and FPAC Manager participated in valuable learning sessions on policy-making, evaluation tools, and diversifying membership.

2016-2017 WORK PLAN

Revising the Annual Membership Survey

The FPAC Annual Membership Survey is an opportunity for FPAC to analyze the demographics of its appointed membership and identify gaps in member expertise. Following the 2016 survey, Membership & Governance received feedback from members on how the survey could be improved. With suggestions from members, the subcommittee will revise the survey questions, add new questions that will help FPAC evaluate its work, and choose a new online survey platform that provides better data analysis functionality.

Institutionalizing Membership and Leadership Responsibilities

As FPAC has grown from six to eight subcommittees and from bimonthly to monthly full-body meetings, the administrative burden of managing meeting schedules and reminders has increased substantially. To better support FPAC staff for these tasks, the subcommittee will build capacity at the subcommittee chair level, including formalizing chair responsibilities in a “job description” so that subcommittees can transition leadership seamlessly when needed. Membership & Governance will also develop an FPAC Member Dashboard, a streamlined tracking system to report on members’ activities, such as their meeting attendance and voting decisions.

Strategic Planning

The Membership & Governance Subcommittee set a precedent for leading FPAC’s strategic planning activities, including the development of *A Philadelphia Food Policy Road Map* in 2014. As FPAC develops relationships with the new mayoral administration and City Council, the subcommittee will support the full Council to conduct outreach to relevant City officials and continue to disseminate FPAC’s policy recommendations listed in *A Philadelphia Food Policy Road Map*.

Looking Forward

FPAC members anticipate covering exciting new territory in the coming year. As it deepened relationships and took on new projects, FPAC became involved in conversations among food-related nonprofits and funders about developing common methods of measuring the health of our food system. This “shared metrics” project would help funders understand how proposed projects plug into larger food systems goals, while streamlining the tracking and reporting work that nonprofits must do for funders. Given FPAC’s role as a convener of local food systems leaders, the shared metrics group proposed housing the project under the Council. FPAC looks forward to leading this deeply collaborative process to set the agenda for food systems work in the Philadelphia region.

Conversations about the need to make the shared metrics project as inclusive as possible coincided with broader conversations that FPAC has had all year about diversity and inclusion on the Council. FPAC recognizes that the true measure of its success is not the number of people attending meetings, but the Council’s ability to represent and serve all of Philadelphia, especially its most vulnerable citizens.

While the diversity and inclusion project led by the Communications & Outreach Subcommittee was an important step to deepening FPAC’s engagement with community members, FPAC aims to focus on long-term food policy agenda-setting through direct community outreach this year. FPAC will host a series of neighborhood conversations to hear directly from communities who experience food system barriers, including but not limited to immigrants, low-income residents, and residents with disabilities. A more robust process for engaging community members will increase FPAC’s capacity to provide policy recommendations that directly serve all of Philadelphia’s residents.



FPAC staff use sticky notes to organize feedback and policy priorities from workshop participants.

Acknowledgements

This report was developed by:

Hannah Chatterjee, *FPAC Manager*
Madeline Smith-Gibbs, *FPAC Coordinator*

With contributions from the FPAC Executive Board:

Amy Laura Cahn, *FPAC Co-Chair*
Kelly Courts, *Food & Health Subcommittee Co-Chair*
Bryan Fenstermaker, *Membership & Governance Subcommittee Chair*
Linda Knapp, *Zero Waste Subcommittee Chair*
Nancy Kohn, *Urban Agriculture Subcommittee Co-Chair*
Andres Marin, *Anti-Hunger Subcommittee Co-Chair*
Monica McCollin, *Anti-Hunger Subcommittee Co-Chair*
Calvin Okunoye, *Workforce & Economic Development Subcommittee Co-Chair*
Ashley Richards, *Urban Agriculture Subcommittee Co-Chair*
Amanda Wagner, *Good Food Procurement Subcommittee Chair*
Dwayne Wharton, *Food & Health Subcommittee Co-Chair*
Sarah Wu, *Ex-Officio Co-Chair*
Steveanna Wynn, *Anti-Hunger Subcommittee Co-Chair*

And with support from FPAC's generous funders:

Centers for Disease Control and Prevention - Agency for Toxic Substances and Disease Registry
Claneil Foundation
Delaware Valley Regional Planning Commission
Leo & Peggy Pierce Family Foundation
Merck Family Fund
Partners for Places - A Project of the Funders' Network for Smart Growth and Livable Communities