



The
GOOD FOOD FOR ALL
AGENDA

Creating a New
REGIONAL FOOD SYSTEM
for
LOS ANGELES





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THE LOS ANGELES FOOD POLICY TASK FORCE

Martin Anenberg	Locally Grown Produce Specialist, FreshPoint of Southern California
Andrea Azuma	Project Manager, Community Benefit, Kaiser Permanente
Glen Dake	Landscape Architect, LA Community Garden Council
Paula Daniels	Commissioner, City of Los Angeles Board of Public Works
Gwendolyn Flynn	Project Director, Community Health Councils
Jonathan Gold	Food Critic, LA Weekly
Robert Gottlieb	Executive Director, Urban & Environmental Policy Institute, Occidental College
Renee Guilbault	Director of Food and Beverage, Le Pain Quotidien and West Central Produce
Karly Katona	Deputy, Office of Supervisor Mark Ridley-Thomas
Gregg Kettles	Deputy Counsel, Office of Mayor Antonio Villaraigosa
Mary Lee	Associate Director, PolicyLink
Miguel Luna	Executive Director, Urban Semillas
Elliott Petty	Director, Healthy Grocery Stores Project, Los Angeles Alliance for a New Economy
Bruce Saito	Executive Director, Los Angeles Conservation Corps
Matthew Sharp	Senior Advocate, California Food Policy Advocates
Jean Tremaine	Director, Nutrition Program, Los Angeles County Department of Public Health
Michael Woo	Dean, College of Environmental Design, California State Polytechnic University, Pomona
Alex Weiser	Farmer, Weiser Family Farms
Larry Yee	Advisor Emeritus, University of California Cooperative Extension, Ventura County and Roots of Change Stewardship Council

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Michael Dimock	Roots of Change
Karen Schmidt	Roots of Change
David Lee	The Jewish Federation of Greater Los Angeles
Garrett Broad	USC Annenberg School for Communication & Journalism
Rachel Surls	University of California Cooperative Extension, Los Angeles County
Judith Gerber	Farm and Garden Writer and Author
Carrie Kommers	dineLA
Mark Vallianatos	Urban & Environmental Policy Institute, Occidental College
Mia Lehrer	Mia Lehrer + Associates



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Research, Principal Writer and Project Management

Alexa Delwiche, Food Policy Coordinator, Los Angeles Food Policy Task Force

Research Support

Clare Fox, Abby Klein, and Cedar Landsman

Editorial Review

Paula Daniels, Gregg Kettles, Matthew Sharp, Robert Gottlieb, Larry Yee, and Amy Sausser Consulting

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FOREWORD

Los Angeles, I submit, is the best place to eat in the world right now, a frieze of fine dining overlaying a huge patchwork of immigrant communities big enough and self-sustaining enough to produce exactly the food they want to eat. The famous insularity of Angelenos, our love for the pleasures available in our own backyards, may affect the civic culture, but the anti-melting pot, the glorious mosaic is excellent for cuisine.

Until the 1950s, Los Angeles was still the largest agricultural county in the United States, a prime source of citrus and walnuts, strawberries and tomatoes, milk and meat. When you drive around the vast metropolis now, you can see vestiges of the old farms: marooned barns that still house rusted tractors; orange trees, once part of endless groves, that march in parallel across suburban backyards; old-fashioned farmhouses, like the one Dorothy inhabited in Kansas, sticking out amid blocks of equally charming 1910 tract houses. In industrial areas, hints of the old order sprout like grass through cracked sidewalks: lettuces in the shade of freeway overpasses and endless fields of edible cacti, or nopales, being harvested from old railroad right-of-ways.

If you keep your eyes open, any short trip to the supermarket can become a secret botanical expedition, a survey of hidden sugarcane, of trees bearing tejocotes, or Blenheim apricots, of chayote, loquats and tiny, fragrant Mexican limes. The scent of grapefruit blossoms, the hedges of rosemary, the surprising sight of cornstalks and beanstalks and wrinkly, impossibly fragrant Thai limes peeking over urban fences — the sense of miracles, of abundance, of sheer possibility that has drawn new residents from all over the world, is still everywhere you turn.

But even in the midst of plenty, at a time when the diversity of our restaurants, our splendid farmers' markets, and our splendid year-round growing climate are envied throughout the world, the bounty — what the Los Angeles Food Policy Task Force calls “Good Food” — is not available for all. A block from backyard vegetable gardens whose vitality could make you gasp, displays of cheap-calorie, high-profit, chemical-laden snacks, and vivid, sugary sodas all but crowd out the produce sections of neighborhood markets. Children eat prepackaged school lunches designed to ease the problems of distribution rather than nutrition. Billions of consumer dollars that could go towards sustainable, fairly priced locally grown food goes out of the region and out of the country. Improbably, even here, many thousands of Angeleno families go hungry each day.

The Good Food for All Agenda, assembled after many meetings of the Los Angeles Food Policy Task Force, may be just a first step toward making Los Angeles the world leader of Good Food that it should be, but it is an important step. Through its suggestions for encouraging responsible agriculture, centralizing distribution and improving accessibility, through targeting public investment, inviting citizen participation, and producing good jobs, through creating new markets, and promoting greatly expanded community gardens, the agenda would bring Good Food closer to Angelenos and Angelenos closer to Good Food. We eat better. We are happier. We all win.

—JONATHAN GOLD





“Eating with the fullest pleasure — pleasure, that is, that does not depend on ignorance — is perhaps the profoundest enactment of our connection with the world. In this pleasure we experience and celebrate our dependence and our gratitude, for we are living from mystery, from creatures we did not make and powers we cannot comprehend.”

—WENDELL BERRY





EXECUTIVE
SUMMARY

Los Angeles is a world city, with a feast of food riches. It sits within a region that has amazing potential for growing and consuming fresh and healthy food with its mild Mediterranean climate, remarkable natural resources, wealth, varied geography, and diverse, creative, and enterprising population. It is possible for Los Angeles to become a leader in “**Good Food**”: food that is healthy, affordable, fair, and sustainable.

Good Food will be accessible to all. A burgeoning food movement in Los Angeles has inspired new opportunities in the production, processing, and distribution of this Good Food, which has enabled Los Angeles to become a place where innovation can be eagerly pursued and readily accepted. This report outlines the opportunities and recommends initial actions towards this vision.

We see Good Food as the new paradigm within the food system — encouraging production, distribution, accessibility and consumption of high quality food to build a healthy, just, and sustainable^I food system.

^I Using the definition from the Los Angeles Urban-Rural Roundtable report, the term “sustainable” is used throughout this report to connote systems and practices that can be continued indefinitely into the foreseeable future without reliance upon ongoing depletion of non-renewable resources (e.g., soil, energy, biological diversity) or widening social inequities (within and across communities, countries, or generations). With respect to agriculture, the term can include, but is not limited to or synonymous with certified organic production practices.





What is Good Food?

The term “Good Food” used throughout this report refers to food that is:

HEALTHY

- 1) **Foods meet the Dietary Guidelines for Americans and provide freedom from chronic ailment.**
- 2) **Food is delicious, safe, and aesthetically pleasing.**

AFFORDABLE

Foods that people of all income levels can purchase.

FAIR

- 1) **All participants in the food supply chain receive fair compensation and fair treatment, free of exploitation.**
- 2) **High quality food is equitable and physically and culturally accessible to all.**

SUSTAINABLE

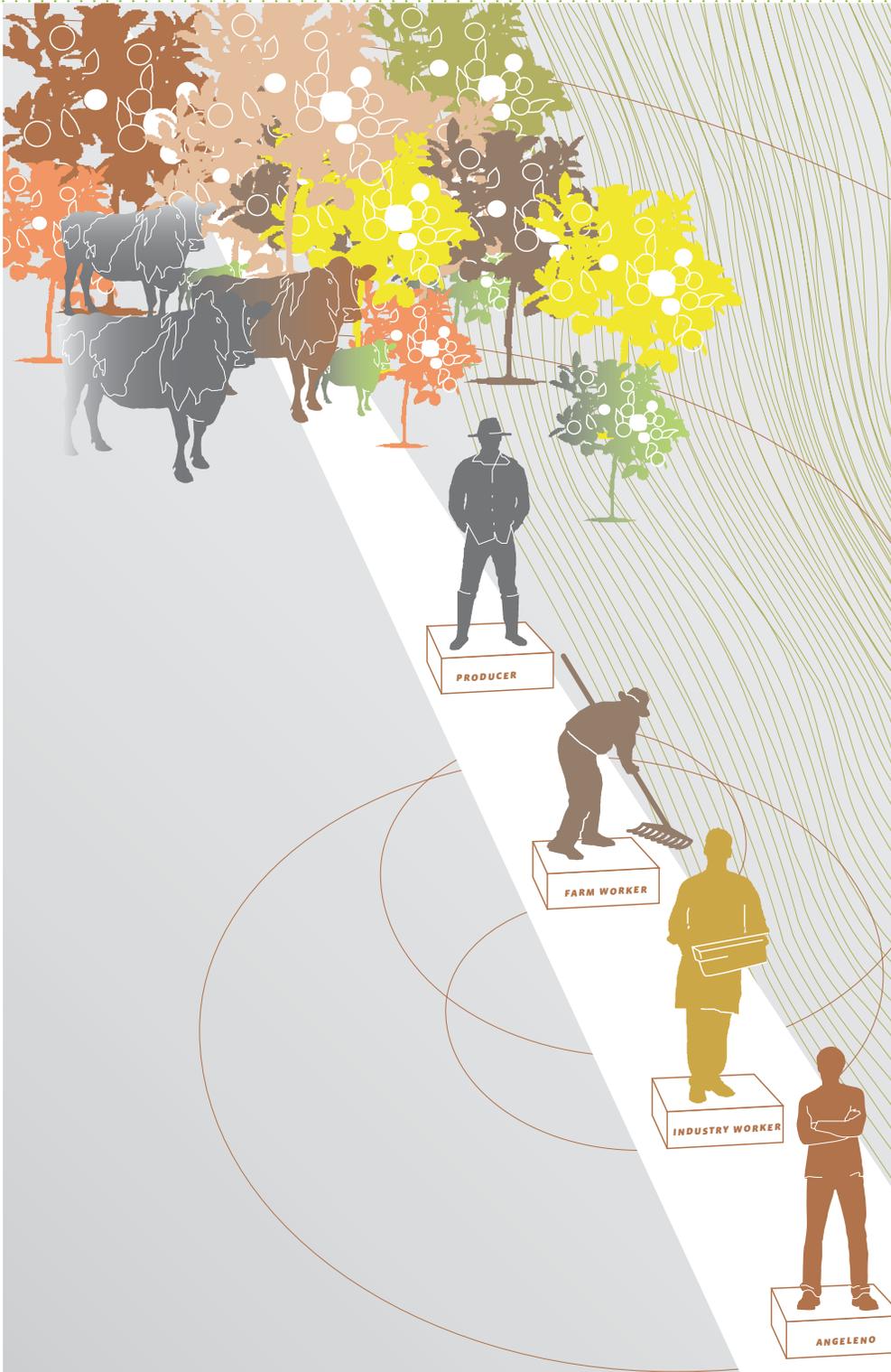
Produced, processed, distributed, and recycled locally using the principles of environmental stewardship (in terms of water, soil, and pesticide management).

A healthy, equitable, and sustainable regional food system is a complex set of activities and relationships related to every aspect of the food cycle, including production, processing, distribution, retail, preparation, consumption, and disposal.

Adapted from The W.K. Kellogg Foundation



CURRENT STATE OF THE PLATE



LIVESTOCK PRODUCTION ACCOUNTS FOR 18 PERCENT OF ALL GREENHOUSE GAS EMISSIONS IN THE WORLD. (UN FAO)

THE U.S. FOOD SYSTEM USES 15-20 PERCENT OF THE NATION'S ENERGY. (USDA)

AGRICULTURE CONSUMES ABOUT 80 PERCENT OF CALIFORNIA'S WATER. (PACIFIC INSTITUTE)

OVER 635 MILES OF RIVERS AND STREAMS IN THE CENTRAL VALLEY HAVE BEEN CLASSIFIED AS UNSAFE DUE TO POLLUTION FROM AGRICULTURAL RUNOFF. (EPA)

FOOD IS THE LARGEST SINGLE SOURCE OF WASTE IN CALIFORNIA. (CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD)

THE AVERAGE FARMER RECEIVES LESS THAN 20 CENTS FOR EVERY DOLLAR SPENT AT THE SUPERMARKET. (USDA)

125,000 FARMS (SIX PERCENT) PRODUCE 70 PERCENT OF THE NATION'S FOOD. (USDA)

BETWEEN 2002 AND 2007, 10 PERCENT OF SOUTHERN CALIFORNIA FARMLAND WAS CONVERTED TO OTHER NON-FARM USES. (COUNTY AGRICULTURAL COMMISSIONERS DATA)

FARM WORKERS WORK IN ONE OF THE MOST DANGEROUS AND LOWEST PAYING INDUSTRIES IN THE NATION. AT THE SAME TIME, HUNGER AND OBESITY DISPROPORTIONATELY AFFECT FARM WORKER FAMILIES. (DOL, CFPA)

FARM WORKERS EXPERIENCE CANCER RATES DOUBLE THE NATIONAL AVERAGE. (MILLS AND KWONG)

THE LEISURE AND HOSPITALITY INDUSTRY IS ONE OF THE LARGEST EMPLOYERS IN LOS ANGELES. IT ALSO CLAIMS THE HIGHEST NUMBER OF L.A. COUNTY WORKERS LIVING BELOW 200 PERCENT OF THE FEDERAL POVERTY LEVEL. (LAANE)

ONE IN TEN LOS ANGELES COUNTY RESIDENTS RECEIVED FOOD ASSISTANCE IN 2009. THE NUMBER OF CHILDREN RECEIVING FOOD ASSISTANCE MORE THAN DOUBLED SINCE 2005. (LA REGIONAL FOODBANK)

LESS THAN 40 PERCENT OF LA COUNTY RESIDENTS ELIGIBLE FOR FOOD STAMPS ARE CURRENTLY ENROLLED. \$1.3 BILLION IN FEDERAL NUTRITION BENEFITS ARE AVAILABLE, BUT NOT CLAIMED IN LOS ANGELES COUNTY EACH YEAR. (CFPA)

OVER 55 PERCENT OF ADULTS, 40 PERCENT OF MIDDLE SCHOOL STUDENTS AND 34 PERCENT OF TODDLERS ARE OBESE OR OVERWEIGHT IN LA COUNTY. (LA COUNTY DPH)

SOUTH LOS ANGELES, A PREDOMINANTLY AFRICAN AMERICAN AND LATINO REGION, HAS THE HIGHEST RATES OF POVERTY (30%) AND OBESITY IN ADULTS (35.5%) AND CHILDREN (28.9%) IN LOS ANGELES COUNTY. IN COMPARISON, WEST LOS ANGELES, A PREDOMINANTLY WHITE REGION WITH THE LOWEST RATE OF POVERTY (10%), HAS THE LOWEST RATE OF OBESITY IN ADULTS (10%) AND CHILDREN (16.6%) IN LOS ANGELES COUNTY. (LA COUNTY DPH)

PREDOMINANTLY WHITE NEIGHBORHOODS HAVE 3 TIMES AS MANY SUPERMARKETS AS BLACK NEIGHBORHOODS AND NEARLY TWICE AS MANY MARKETS AS LATINO NEIGHBORHOODS IN LOS ANGELES. (UEPI)

THE DENSITY OF CONVENIENCE STORES IN SOUTH LOS ANGELES IS DOUBLE THE REST OF LA COUNTY. (STURM, COHEN)

DID YOU KNOW?

Agriculture is responsible for about 80 percent of all water use in California. Field crops (which are not consumed as fresh food) are land and water intensive, using over 60 percent of applied water. Vegetables use much less land, account for only 10 percent of applied water, but generate close to 40 percent of California's crop revenue.

SOURCE: THE PACIFIC INSTITUTE

While we have a vision of what is possible, we must also deal with current issues and the barriers to Good Food. In many ways, these are troubling and even desperate times. Food banks and pantries are overflowing with more people arriving at their doorsteps than ever before. In 2009, one in every ten Los Angeles residents received some form of food assistance. Forty percent of those individuals were children.¹ Poverty and unemployment are endemic and provide the backdrop for this enormous gap in food security.¹¹

Our current sources of food largely consist of cheap, high calorie, low nutrient, and highly processed food often shipped from far away and grown by unsustainable practices. Industrial farms and the extensive transportation of their output debilitate the natural environment through water use, chemical impacts, and air quality. At the same time, the health and well being of farm and food workers are often sacrificed to meet demands for cheaper food. In 2008, six California farm workers died from heat-related illnesses, while harvesting the nation's food.²

Because of persistent poverty and growing unemployment in Los Angeles, hunger has remained a chronic problem in the region. For many families, the consumption of too many

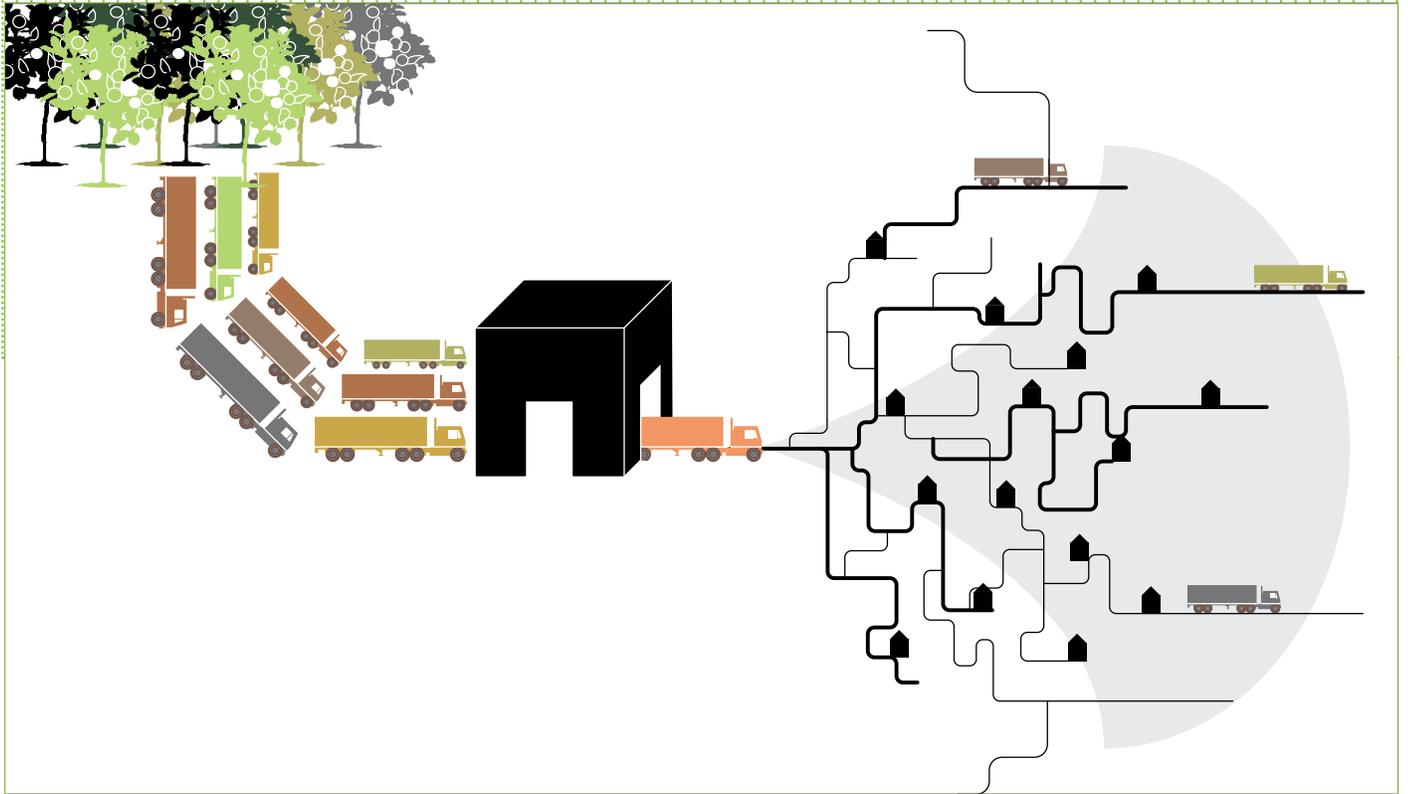
cheap calories and too little exercise has caused a diabetes and obesity epidemic. Good Food is not available in many low-income areas and neighborhoods of color. Retailers have been reluctant to locate in these neighborhoods making it even more difficult for residents to obtain Good Food. Moreover, our food retail environment continues to be largely segregated by race. Predominantly white neighborhoods have three times as many supermarkets as black neighborhoods and nearly twice as many markets as Latino neighborhoods.³ In these neighborhoods, convenience stores selling cheap, unhealthy foods overwhelm the neighborhood food environment. In fact, the density of convenience stores in South LA is double the rest of LA County.⁴

The density of convenience stores in South LA is double the rest of LA County.

The negative social, economic, and environmental impacts associated with our food system have recently gained wide spread public attention and visibility among local, state, and national leaders, due in large part to the hard work of food advocates over the last few decades. This increased attention to how food is produced, distributed and consumed in Los Angeles presents an unprecedented opportunity for local government agencies, businesses, institutions, non-profits and community partners to work together to re-imagine and re-create our local and regional food system.

¹¹ Food security – Access to enough food for an active, healthy life. At a minimum, food security includes: (1) the ready availability of nutritionally adequate and safe foods, and (2) an assured ability to acquire acceptable foods in socially acceptable ways (e.g., without resorting to emergency food supplies, scavenging or other coping strategies). Source: The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. Hungry No More: A Blueprint to End Hunger in Los Angeles.

MOVING FORWARD



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From Southern California Farms to Los Angeles Neighborhoods

A Good Food System:

Prioritizes the health and well-being of our residents

Makes healthy, high quality food affordable

Contributes to a thriving economy where all participants in the food supply chain receive fair compensation and fair treatment

Protects and strengthens our biodiversity and natural resources throughout the region

Ensures that Good Food is accessible to all

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In 2007, within a 200-mile radius, spanning ten counties, Southern California agricultural production contributed \$12.6 billion to our regional economy.⁵ Yet much of the food produced within the region is for national and international markets, never even reaching our plates in Southern California. Moreover, a large portion of this food is produced on large-scale industrial farms, benefiting from economies of scale, that out-compete small and mid-sized producers on price and volume of supply.

Los Angeles County spent \$25.4 billion on food in 2008. Imagine if we could redirect just one tenth, or \$2.5 billion, of that money towards developing a Good Food system. A system in which small and mid-sized growers and ranchers in the region would be paid a fair price enabling them to produce food sustainably and guarantee safe and fair working conditions for their workers; a system for urban farmers within our neighborhoods; local clean and green food processors and manufacturers; and green trucks and mobile food vendors with drivers able to earn living wages while driving shorter distances to deliver Good Food to diverse food retailers in every neighborhood, and to community kitchens, local restaurants, schools, hospitals, food banks and other institutions.

Developing a thriving regional food system and making Good Food a reality for all will require political commitment, leadership, policy changes, investments and sustained dedication. These changes depend upon financial resources from the public and private sector, as well as partnerships between government agencies, to facilitate a Good Food economy. Mechanisms are needed to assist low-income persons with purchasing Good Food. And executing this vision also depends on Los Angeles's extensive network of Good Food-focused organizations, businesses and consumers to create and implement many of the necessary changes.



LOS ANGELES CAN BE:

A LEADER in developing Good Food policies and programs, advocating for state and federal food system change, and leveraging outside funds to increase community capacity.

A LINKER in convening and partnering with diverse stakeholders and connecting residents to information and available resources.

AN INNOVATOR in developing collaborative projects, programs, and enterprises.

OUR PURPOSE AND METHODS

The Los Angeles Food Policy Task Force convened in November 2009 to identify a Good Food policy agenda and the steps to get there. The Task Force has worked to develop a Good Food for All Agenda with specific action steps and recommendations for how to advance the Agenda. The Agenda seeks to increase access to Good Food for everyone, improve public health, create quality jobs and small food enterprise opportunities, increase equity in our communities, and improve environmental sustainability throughout the region.

Creating this policy agenda required significant input from hundreds of stakeholders within the City and County of Los Angeles and throughout Southern California. The re-creation of a sustainable and equitable regional food system depends on a solid partnership with our regional neighbors, particularly those who will be tasked with supplying our region Good Food. To begin strengthening these relationships, the Roots of Change, a California non-profit organization, worked with leaders of the Los Angeles Food Policy Task Force to design

a process by which the recommendations of the Task Force could be broadened, informed, and enhanced by the perspectives and insights of food system leaders from around the region.⁶ The Roots of Change held three Los Angeles Urban-Rural Roundtable events and presented a final report with recommendations to the Los Angeles Food Policy Task Force. Individual meetings, interviews, document reviews, stakeholder listening sessions, and the Roots of Change Urban-Rural Roundtable all provided valuable expertise and feedback to the Task Force.

The Task Force was charged with developing a framework for moving forward, which is only the **first step** in this process. The second step is for policymakers, community, business, and neighborhood leaders to mobilize a coordinated, cross-sector, regional movement to advance and implement the Good Food agenda. Thus we see this report as a **living document** and our work as an **evolving process** that includes the recommendations of where we go from here.



A Timeline of Our Process



PRIORITY ACTION AREAS

- 1. Promote A Good Food Economy**
- 2. Build A Market for Good Food**
- 3. Eliminate Hunger in Los Angeles**
- 4. Ensure Equal Access to Good Food in Underserved Communities**
- 5. Grow Good Food in Our Neighborhoods**
- 6. Inspire and Mobilize Good Food Champions**

The Task Force has identified six priority action areas for the City and County. Within each area, there are objectives and specific action steps. While the report details more than 50 specific action steps, below we highlight the most critical first steps for the City and County to take.

PRIORITY ACTION AREA 1

PROMOTE A GOOD FOOD ECONOMY

Central to this new Good Food economy is the proper infrastructure. Small and mid-sized growers, vendors and distributors need facilities to aggregate Good Food, referred to in this report as a Regional Food Hub (RFH). This Hub will improve technology to better coordinate supply from small and mid-sized sustainable producers, encourage more local food processing facilities, develop alternative models for food market development, and offer more Good Food jobs and small food enterprise opportunities with training and career paths available to residents of all races, genders, ethnicities, and socio economic backgrounds. While no municipality has funded a Regional Food Hub, as proposed by the Task Force, several communities

around the country have developed similar models, such as the enhancements being made to Detroit's Eastern Market. Several members of the Task Force and other Good Food advocates and government agency players are currently engaged in exploring the development of a L.A. Regional Food Hub.

Initially, producers may need encouragement through incentives and supportive policies to shift their production practices in order to meet increased demand for Good Food. Incentives or policies might seek to encourage increased production of specialty crops (fruits and vegetables), smart water or soil management, agricultural land preservation, integrated pest management or transitioning to organic agriculture. Incentives or policies might also seek to address social sustainability in terms of improved wages or benefits or work sharing programs.

Growing a Good Food economy that creates good jobs and small business opportunities along the value chain involves a shift in how we evaluate the food system. The current practice of studying food system jobs (including production, processing, distribution, consumption and waste) as fragmented industries understates their economic impact on the local economy.⁷ If calculated as an industry, the food system would account for at least one out of every seven jobs in Los Angeles County, making it the largest employer in the County.

Creating a food system economic development strategy could offer incentives and loans for Good Food enterprises and provide Good Food job training. It also includes examining and updating current codes and regulations to lend support for a Good Food economy. Such a strategy will keep food



dollars invested in the local economy, support and create good jobs and local businesses throughout the region, and lessen our environmental impact, while improving access to and consumption of Good Food.

Initial steps in developing this strategy include deepening our understanding of the geographic scope of our foodshed^{III} and how it currently functions. Conducting a Los Angeles Foodshed Assessment would provide information on our linkages to surrounding counties, including agricultural patterns across counties, production styles, linkages to Los Angeles's food processing and shipping industry, and the flow of food throughout the foodshed. The assessment would collect key economic, employment, demographic, community food security, and environmental indicators throughout the region.

Any public investment must be linked to the creation of quality jobs and small business enterprises. To make this connection, more analysis is needed to

comprehensively understand workers' wages and conditions along the food value chain, as well as the nature of small food enterprises.

Local food purchases reduce vehicle trip miles from an average of 1,500 miles to 56 miles, benefiting the environment and the local economy.

SOURCE: THE LEOPOLD CENTER FOR SUSTAINABILITY

The food system accounts for one out of every seven jobs in Los Angeles County. If calculated as an industry, it would be the largest employer in the County.

SOURCE: DATA FROM THE CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT

^{III} A foodshed is the area of land and sea within a region from which food is produced in order to deliver nutrition to a population base. Source: Los Angeles Urban-Rural Roundtable report.



RECOMMENDED FIRST STEPS

CONVENE PUBLIC, PRIVATE, AND NON-PROFIT PARTNERS TO DEVELOP PLANS FOR A LOS ANGELES REGIONAL FOOD HUB.

Direct all relevant departments to convene a meeting with private and non-profit partners to discuss and identify next steps in pursuing the Hub model. First steps would include: 1) A Regional Food Hub Feasibility study to assess the viability of different RFH models and to evaluate job creation potential, 2) Identify federal, foundation, and private sector funding opportunities and 3) Site identification for Food Hubs.

URGE REGIONAL LEADERS TO ESTABLISH INCENTIVES AND DEVELOP POLICIES FOR GROWERS, RANCHERS, AND URBAN FARMERS TO MEET DEMAND FOR GOOD FOOD.

In order to ensure consistent supply of Good Food from local and regional small to mid-sized sustainable producers, ranchers and urban farmers, urge leaders around the region to establish incentives and develop policies to encourage environmental and social sustainability.

REVIEW AND UPDATE CODES AND REGULATIONS TO ENHANCE THE GOOD FOOD SYSTEM.

Direct relevant departments and agencies to conduct a comprehensive review of zoning, permitting, environmental health, food safety, and other regulations and develop action plans to reduce or remove barriers to encourage production, distribution and sales of Good Food.

CONDUCT A FOODSHED ASSESSMENT.

With outside funding, commission a participatory Foodshed Assessment in order to measure baseline food system indicators and better understand the challenges and opportunities of building a regional food system.

LINK PUBLIC INVESTMENT TO CREATION OF GOOD JOBS AND SMALL FOOD ENTERPRISES.

Tie public investment in infrastructure, private development and other subsidies (such as micro-loans and incentives to community food ventures or local green processors, vacant facility location assistance, funding for Good Food jobs training, zoning food enterprise districts) to the creation of good jobs and small food enterprises, which are made available to communities most in need. Begin by assessing the current state of food workers and small food enterprises in our foodshed.

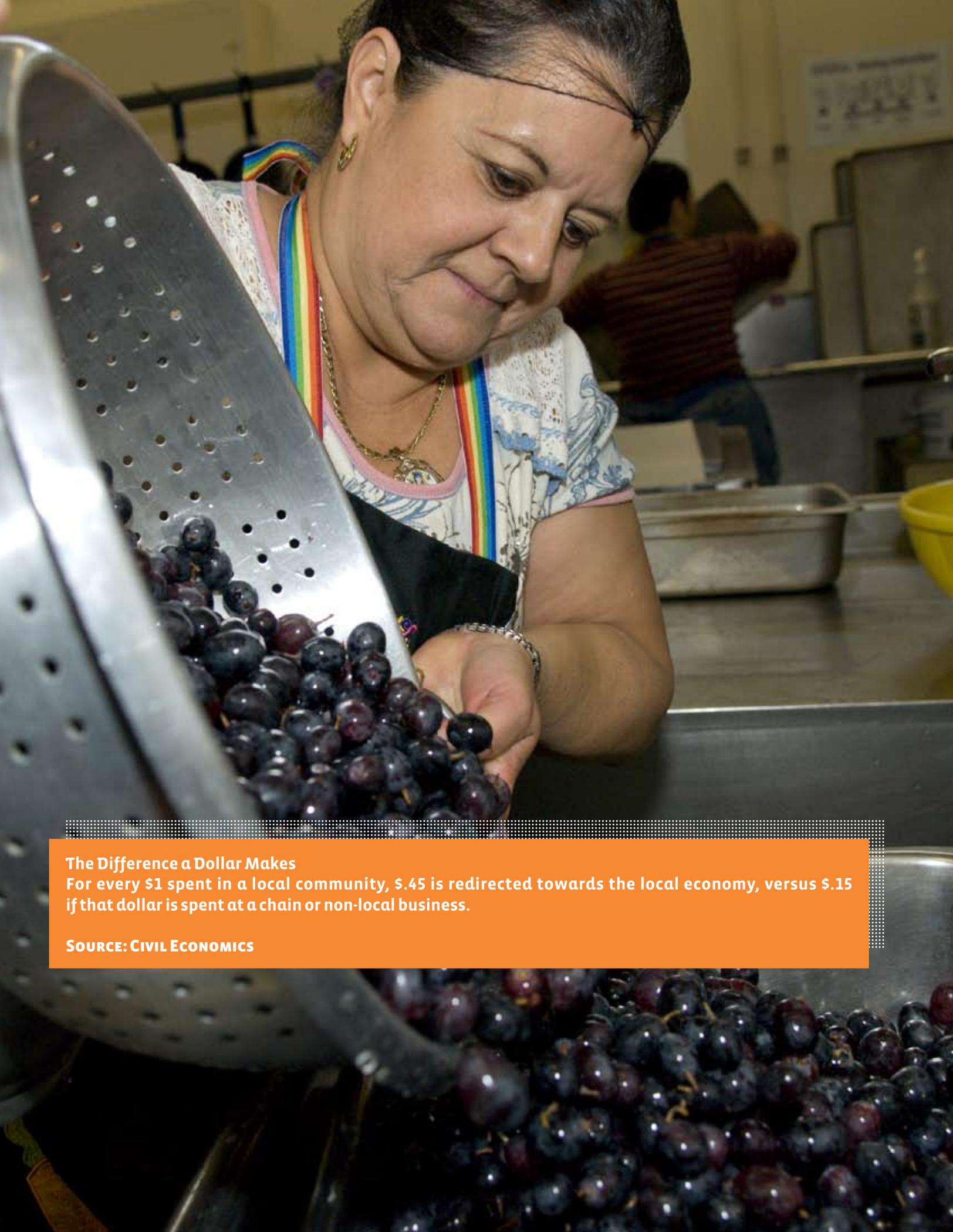
FIVE COMPONENTS OF A REGIONAL FOOD HUB

- 1. AGGREGATION** or consolidation of products sourced from multiple small to mid-sized growers to generate volumes compatible with wholesale markets.
- 2. HUB FACILITY** to house the infrastructure necessary for aggregation, processing and distribution functions of a RFH. A Hub could be owned by a cooperative, a non-profit, or a public entity.
- 3. COORDINATION** to facilitate the complex operations and logistics of a Regional Food Hub. This includes both coordination among growers in terms of planting to meet purchasers' needs, as well as coordination of product flow through the Hub.
- 4. COMMUNITY ORIENTATION** The RFH is intended to be integrated into the fabric of the community and provide resources to serve that community. The Regional Food Hub would serve as an anchor for good, green jobs for residents in the local food economy.
- 5. HUB NETWORK** A Regional Food Hub Network (Network) is comprised of autonomous RFHs, which operate as individual businesses but have chosen to be part of a broader network of Hubs that work in tandem to meet the local food demands of an entire region.

A REGIONAL FOOD HUB COULD OFFER LOS ANGELES SEVERAL IMPORTANT BENEFITS:

- Increased access to nutritious and sustainably produced food options.
- Infrastructure that enables local institutions such as schools, hospitals, and corporate cafeterias to purchase and serve Good Food.
- Creation of good jobs in all segments of the value chain.
- A community center that can revitalize a neighborhood.
- A central location for various community services.
- Commitment to serving community needs.

SOURCE: THE URBAN & ENVIRONMENTAL POLICY INSTITUTE, OCCIDENTAL COLLEGE



The Difference a Dollar Makes

For every \$1 spent in a local community, \$.45 is redirected towards the local economy, versus \$.15 if that dollar is spent at a chain or non-local business.

SOURCE: CIVIL ECONOMICS

PRIORITY ACTION AREA 2

BUILD A MARKET FOR GOOD FOOD

Schools, hospitals, childcare centers, and workplaces are major purchasers and servers of food. Public institutions can influence eating behavior, increase healthy food access for underserved communities, and raise awareness of deeper issues connected to the food system. Just as institutional purchasers will depend on the development of a regional food infrastructure to ensure adequate volume and consistent supply at a lower wholesale price, the Good Food system will rely on the purchasing power of large institutions to create the necessary demand. Businesses must also be encouraged to purchase and promote Good Food eating environments.

Creating a vibrant market for Good Food, fueled by a strong brand and marketing campaign focused on the many benefits of eating Good Food from the region, will drive demand from local institutions, restaurants, and individuals. This demand will influence producer decisions, encouraging them to shift their production practices in order to supply environmentally and socially sustainable food products, thereby improving their “foodprints”.

The City and County of Los Angeles and school districts should extend their commitment to supporting Good Food through developing new procurement policies that incorporate preferences for foods that meet Good Food guidelines; prioritizing nutrition, affordability, geography, and sustainable production practices including sound environmental practices, fair prices for producers, and labor standards for workers. For example,

municipal leaders should urge and support school leadership to expedite implementation of the pending federal requirements for all school meals to meet the 2005 Dietary Guidelines for Americans, as a first step towards this vision. Many cities and school districts around the country, such as San Francisco and Seattle, have revised contracts to seek Good Food. At the same time, foodservice providers could be encouraged to participate in building the demand for Good Food by incorporating Good Food criteria into the City’s Green Business Certification Program.

RECOMMENDED FIRST STEPS

DEVELOP CITY AND COUNTY GOOD FOOD PROCUREMENT POLICIES AND URGE SCHOOL DISTRICTS TO PARTICIPATE.

Direct relevant departments to convene a multi-stakeholder working group to review best practices in other jurisdictions and define Good Food criteria that extend from ‘farm to landfill’, with emphasis on nutrition, affordability, geography, and sustainable production practices including sound environmental practices, fair prices for producers, and labor standards for workers. School districts should be urged to do the same. In 2009, Los Angeles County school districts spent approximately \$600 million on school food. This money could be spent supporting the local food economy and providing nearly one million children with high quality Good Food.

INTEGRATE GOOD FOOD CRITERIA INTO GREEN BUSINESS CERTIFICATION PROGRAMS FOR FOODSERVICE PROVIDERS.

Purchasing a minimum percentage of Good Food should become criteria for Green Business Certification Programs for foodservice providers.

PROMOTE THE BRAND.

Work with partners to actively promote the program and encourage restaurants and institutional foodservice providers to commit to purchasing a maximum percentage of Good Food.



\$1.3 billion in federal nutrition benefits are available, but not claimed in Los Angeles County each year.

SOURCE: CALIFORNIA FOOD POLICY ADVOCATES

PRIORITY ACTION AREA 3

ELIMINATE HUNGER IN LOS ANGELES

Food system change is incomplete without increasing the affordability of Good Food in order to eliminate chronic hunger in Los Angeles. Dozens of valuable recommendations were presented in the Jewish Federation’s Blueprint to End Hunger released in November 2009, based on the expertise and tremendous work of many in Los Angeles.⁸ The City, County, and LAUSD have each indicated interest in working towards implementing several of the report’s policy proposals. The Task Force urges continued progress.

The Task Force recommends that City and County leaders focus on increasing the purchasing power of residents so they can afford to buy Good Food. Several immediate actions are needed to increase participation in the Supplemental Nutrition Assistance Program (formerly known as the Food Stamp Program), as well as increasing acceptance of SNAP or WIC vouchers at farmers’ markets. The City and County must also help strengthen the emergency food system, particularly in its ability to access Good Food as part of its operation. Recommendations emphasize the co-benefits of improved economic and physical health of residents, and leveraging federal dollars to support the local Good Food economy and producers within our region.



RECOMMENDED FIRST STEPS

INCREASE ENROLLMENT IN FOOD STAMP PROGRAM.

Currently, only 40 percent of eligible individuals participate in the Food Stamp Program in Los Angeles County. To increase participation, establish phone and mail application options, reduce required paperwork, and integrate SNAP into efforts to assist families with applying for health insurance and the Earned Income Tax Credit through the One E-App program.

REQUIRE FULL EBT AND WIC PARTICIPATION AT FARMERS’ MARKETS.

Implementing a system to accept EBT at farmers’ markets offers an important tool to improve the affordability of Good Food among low income residents, as well as a significant economic benefit for small farmers. Currently, 27 out of 123 farmers’ markets in Los Angeles County accept EBT cards. EBT redemption represents on average

\$10,600 a month for farmers vending at farmers’ markets.⁹ In order to improve the affordability of Good Food among low-income individuals, require full EBT and WIC participation at farmers’ markets that receive state, federal, or local subsidies, such as fee waivers and grants within Los Angeles County.

PROMOTE FUNDING OPPORTUNITIES AND TECHNICAL ASSISTANCE FOR FARMERS’ MARKETS.

Help educate market operators of funding opportunities through federal and other sources (such as the USDA AMS Farmers’ Markets) to help implement new EBT devices.



PRIORITY ACTION AREA 4

ENSURE EQUAL ACCESS TO GOOD FOOD IN UNDERSERVED COMMUNITIES

The greatest impact of our food system’s failures falls on low-income residents, primarily in communities of color, where Good Food is scarce and cheap, unhealthy foods are abundant.¹⁰ South

Good Food can serve as a catalyst to eliminate race and class inequities and health disparities.

Los Angeles, a predominantly African-American and Latino region of Los Angeles, has the highest rates of poverty and obesity in Los Angeles County, with nearly 30 percent of households living in poverty and 35 percent of adults considered obese.¹¹ By comparison, ten percent of residents in West Los Angeles, a

**“Where you live has a lot to do with how you live.”
ANGELA GLOVER BLACKWELL,
FOUNDER AND CEO OF
POLICYLINK**

predominantly white region of LA, live in poverty and ten percent of West LA adults are considered obese.¹²

Improving food retail in underserved communities offers more than just health benefits, as important as that may be. Supermarkets provide banking services

and pharmacies and act as anchors to other retail, often inspiring economic investment in historically underserved neighborhoods.¹³ Furthermore, supermarkets can provide stable, middle class jobs that pay a living wage and offer health benefits to individuals living in the community.¹⁴

The City and County should facilitate opening or transforming food retail businesses to fit a particular community’s needs, in low-income communities and communities of color, through strengthened incentives, technical assistance, zoning changes, improved transit routes, and working with partners to leverage outside financing for food retail development and existing store improvements. Public resources should target businesses that keep food dollars in the local economy and lift up their employees and their surrounding communities.^{III}

It is equally important for local government leaders to implement policy strategies to reduce the overabundance of high-calorie and low-nutrient snacks, beverages and meals that pervade many of our most underserved neighborhoods.

^{III} The definition of a “responsible retailer” includes retailers who locate stores in underserved communities and communities of color, agree to hire locally, pay a living wage and offer health benefits, comply with reduced energy, waste, and water requirements, invest in a public health social marketing and education outreach fund for community, and include a strong community benefits component.

Pennsylvania Fresh Food Financing Initiative: The Future of Attracting Food Retail?

In 2004, the Pennsylvania state government invested \$30 million in the Pennsylvania Fresh Food Financing Initiative and leveraged an additional \$90 million in economic development and private funding. The initiative facilitated the development of 22 new stores and renovated 47 additional stores. The program has created or preserved 4,860 jobs.

SOURCE: POLICYLINK

RECOMMENDED FIRST STEPS

SUPPORT THE CRA/LA'S EFFORTS AND STRENGTHEN THE MARKET OPPORTUNITIES: INCENTIVES FOR FOOD RETAILERS.

Based on the findings of the Community Redevelopment Agency of the City of Los Angeles's (CRA/LA) analysis to identify the level of financial and non-financial incentives, and technical assistance needed to develop new and/or improved retail food markets in the most underserved neighborhoods in the City, strengthen the financial incentive package of federal, state, local and private funds offered by Market Opportunities, and include measurable timetables and objectives.

LINK PUBLIC INVESTMENT IN HEALTHY FOOD RETAIL TO RESPONSIBLE RETAILERS.

Outreach and promotion of Market Opportunities, as well as other public investment in infrastructure, private development, incentives and subsidies should be tied to responsible food retailers, including co-ops, community food enterprises and mobile vendors, as first priority to attract retailing in underserved communities and communities of color.

URGE CONGRESS AND CA LEGISLATURE TO APPROVE AND FUND THE HEALTHY FOOD FINANCING INITIATIVES AND DEVELOP INNOVATIVE HEALTHY FOOD RETAIL PROPOSALS.

Work with relevant stakeholders to build support for full federal funding of the National Healthy Food Financing Initiative in 2011 appropriations bills. Additionally, the City and County should advocate state lawmakers to ensure passage of AB-2720 requiring the California Department of Food and Agriculture to coordinate the effort to maximize funding opportunities provided by the federal Healthy Food Financing Initiative. If HFFI is enacted, convene a multi-stakeholder working group to develop proposals for a variety of healthy food strategies, such as a healthy vending mobile truck program or food cooperatives.



INCORPORATE PUBLIC HEALTH STRATEGIES INTO LAND USE DOCUMENTS.

Incorporate public health strategies, such as a Healthy Food Zone component, into Community Plans and other planning documents for underserved communities. Such strategies might streamline permitting processes for healthy food retailers, while limiting stores unable to offer healthy food products.

Currently, over 70 community gardens, at least 100 (throughout LAUSD) and as many as 500 school gardens, and 90 commercial food producing farms exist in Los Angeles County.

**SOURCES: LA COMMUNITY GARDEN COUNCIL
AND COUNTY AGRICULTURAL COMMISSIONER**

PRIORITY ACTION AREA 5

GROW GOOD FOOD IN OUR NEIGHBORHOODS

Los Angeles has a long history of urban food production. Urban agriculture should thrive in Los Angeles given the region's nearly perfect growing climate and the City and County's commitment to greening the region. Urban food production offers many benefits to individuals, communities, and the environment.

These include community revitalization, citizen education on the benefits of local food, and job creation and small business opportunities, notably for at-risk youth or for those unable to work in the formal economy. Gardening provides people with exercise for the body, mind, and soul; particularly in underserved neighborhoods where safe and beautiful open spaces are scarce. Further, it encourages healthy eating behaviors, provides residents an opportunity to grow culturally appropriate foods, and helps meet food needs, while offering important environmental benefits such as capturing, filtering, and reusing rainwater runoff and sequestering carbon.

While the benefits of urban agriculture are significant to individuals and neighborhoods, poverty and hunger in Los Angeles exist on such a massive scale that supporting urban agriculture should only be viewed as a supplement, not a replacement strategy, to solve food insecurity and improve food access.

RECOMMENDED FIRST STEPS

STREAMLINE PERMITTING AND PUBLIC LAND LEASES FOR COMMUNITY GARDENS.

On average, it takes nearly 24 months for approval of County conditional use permits for community gardens.

EXPAND JOINT-USE AGREEMENTS WITH SCHOOL/ COMMUNITY GARDENS.

Urge LAUSD and other school districts to establish more joint-use agreements, which include preventive health centers, school and community gardens, and kitchen infrastructure.

INTRODUCE HEALTHY FOOD ACCESS COMPONENTS IN AFFORDABLE HOUSING DEVELOPMENTS.

The City and County should identify mechanisms to incentivize or reward new affordable housing development projects to include a healthy food access component, such as a community garden, CSA or farmers' market.

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“We are what we eat, quite literally. The molecules that were once our food become the structure and function of our human form...intimacy with the food is our future.”

—DENESSE WILLEY

PRIORITY ACTION AREA 6

INSPIRE AND MOBILIZE GOOD FOOD CHAMPIONS

Improving affordability and access to Good Food must be coupled with educational strategies to increase demand, particularly in communities that have historically lacked financial and physical access to Good Food. Children should have the opportunity at school and elsewhere to plant, harvest and prepare their own food.

Fundamental to rebuilding our regional food economy is re-establishing the relationship of food and agriculture to the health of individuals, our communities and natural resources, with the goal of inspiring residents to demand a more just and sustainable food system. We believe communicating the complicated story of our relationship to food will compel this demand.

RECOMMENDED FIRST STEPS

URGE CONGRESS TO EXPAND DEFINITION OF SNAP-ED TO INCLUDE SCHOOL GARDENING AND COOKING PROGRAMS.

USDA food assistance outreach and administrative funds for nutrition and health education outreach (known as SNAP-ED) severely restrict the type of nutrition and education outreach allowed. With an expanded definition, funds could be used for a “Garden in Every School Campaign”, based on successful models in Ventura, California and Portland, Oregon.

LEVERAGE PROJECT RENEW FUNDS TO PROMOTE GOOD FOOD EFFORTS UNDERWAY.

Using Project RENEW funds, create a website that provides an inventory of LA County food system change efforts underway with links to a wide-range of food-related information.

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The City and County of Los Angeles have numerous opportunities to facilitate the food system changes proposed by the Task Force to build a sustainable and equitable regional food economy. By pursuing food policies and strategies, the health and well being of the residents of the Los Angeles region can significantly improve, and there will be greater physical, cultural and financial access to Good Food for all residents, and increased sustainability throughout the regional food system.

NEXT STEPS: TURNING WORDS INTO ACTION

So how do we turn these words on paper into action? While this report highlights multiple, specific actions local government can take to add value to and lead Good Food reforms underway in the Los Angeles region, the Task Force, Urban-Rural Roundtable, and listening session participants unanimously voiced the need to work together to create a healthy, just and sustainable food system.

The most common method to achieve cross-sector, regional collaboration around food system change is through **the formation of a Food Policy Council**. The councils are typically organized by state or local governments or by a coalition of non-profit groups to improve coordination among diverse entities and throughout the region. Over 90 Food Policy Councils have been formed around the nation; with the purpose of:

- Bringing together diverse food system stakeholders to break down silos;
- Sharing information;
- Inviting citizen participation in food system decision-making;
- Jointly advocating for comprehensive food policy approaches; and
- Inspiring new collaborative project ideas and funding proposals.

The Task Force was asked to consider the viability of a future Los Angeles Food Policy Council and offer recommendations for how a Food Policy Council could be structured to help advance a collaborative, comprehensive food system change agenda.¹⁵ While we offer recommendations on next steps towards implementation of the Good

Efforts toward comprehensive food system change in Los Angeles will succeed only to the extent they leverage the diverse knowledge, resources, and momentum of food system stakeholders.

Food agenda, we also acknowledge the importance for participants in the next phase to offer new perspectives and unify around a common vision. Time is of the essence in moving forward with this work. Public and political momentum has reached unprecedented levels. This moment will not come again. And we cannot let it pass us by.

OUR RECOMMENDATION

ESTABLISH A REGIONAL FOOD POLICY COUNCIL

In order to identify a model that can effectively facilitate both policy change and movement building with broad community participation, the Task Force recommends that City and County leaders support the continued effort to build a regional Food Policy Council by endorsing work along two concurrent and integrated tracks with staff support:

- Track 1: City-County elected leaders advance short-term policy actions articulated in this report, and
- Track 2: Establish a Food Policy Council with government, non-profit, private, and community involvement to foster collaboration and coordination, expand participation, and to build momentum and capacity to rebuild a sustainable and equitable regional food system.

TRACK 1

CITY-COUNTY REACH FOR THE “LOW-HANGING FRUIT”

Addressing food problems comprehensively will require active participation from City and County elected leaders, department heads, and others in government. Working with policy makers to advance particular priorities to accomplish “quick wins” will build momentum and establish the necessary credibility within government to continue advancing the Good Food for All Agenda.

An intergovernmental working group would informally bring together City-County staff from departments responsible for implementing food policy changes to: 1) break down silos, 2) share information, and 3) discuss how departments can work in coordination to achieve similar goals. This involvement will help to embed food systems thinking within City-County departments and agencies, as well as identify key “City-County” Good Food champions.

TRACK 2

ESTABLISH A FOOD POLICY COUNCIL TO STRENGTHEN THE GOOD FOOD AGENDA

The second track would lay the foundation for building a Good Food system by creating a Food Policy Council with government, non-profit, private, and community involvement to foster collaboration, expand participation, and to build momentum and capacity. Track 2 would begin with a Food Summit.

The Task Force recommends that Los Angeles develop a regional Food Policy Council (FPC) model. A phased approach will be helpful to ensure a proper foundation. In the first phase, from Fall 2010 to Fall 2011 the FPC would be incubated as an

GOALS OF TRACK 2: ESTABLISH A FOOD POLICY COUNCIL

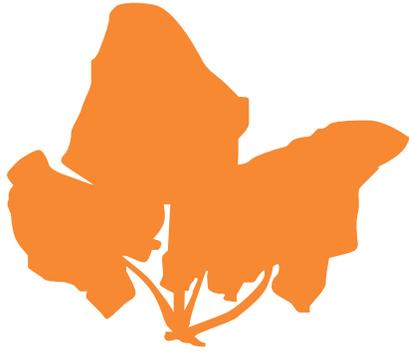
- **DEVELOP AN INFORMATION HUB** with an inventory of LA County food system change efforts underway.
- **BUILD AND STRENGTHEN RELATIONSHIPS** across sectors.
- **ORGANIZE OPPORTUNITIES** for public education and networking.
- **CREATE A SPACE** for conversation, education and collaboration between diverse stakeholders.
- **FORM SUBCOMMITTEES** to expand participation and develop action plans to advance Good Food movement.
- **LEVERAGE FUNDS.**
- **COMMUNICATE AND INVOLVE PUBLIC** in food system change dialogue.
- **DEVELOP A STATE AND FEDERAL GOOD FOOD ADVOCACY AGENDA.**
- **IDENTIFY AND ADVISE** on key policy opportunities and initiatives.
- **IDENTIFY CIVIC** champions.

initial stand-alone entity, convened by a carefully chosen neutral non-profit to avoid conflict and competition. Leadership would also be provided through participation of members from City and County agencies.

The next phase of this work will emphasize inclusion, collaboration, and giving stakeholders a meaningful voice in food system change, through participation on the Food Policy Council, subcommittees, and education and outreach activities, such as Good Food Summits.

TASK FORCE REPORT TO MAYOR	CITY-COUNTY REVIEW REPORT & TAKE ACTION	FOOD SYSTEMS SUMMIT	FOOD POLICY COUNCIL FORMS (PHASE 1)	2ND FOOD SYSTEMS SUMMIT W/ REGIONAL FOOD POLICY COUNCIL ANNOUNCED
JUNE 30	SUMMER 2010	FALL 2010	FALL 2010	FALL 2011

Timeline Fall 2010–Fall 2011



LOS ANGELES MUST LEAD THE WAY

**By making Good Food affordable,
policymakers can make the healthy
choice the easy choice.**

Food is a basic human right. It can celebrate and bridge diverse cultures, but it also represents one of the most striking examples of the gulf between the “haves” and “have nots.” Southern California is one of the most abundant and productive agricultural regions in the nation, yet Los Angeles has a hunger crisis that dwarfs most US cities. Indeed, Los Angeles is the “epicenter of hunger,” according to Lisa Pino, President Obama’s USDA Deputy Administrator of the Supplemental Nutrition Assistance Program (formerly known as Food Stamps).

On a daily basis, over one million Los Angeles County residents confront hunger or food insecurity, meaning they go without enough food to lead an active and healthy life. Our most vulnerable members of society suffer the most. Twenty-five percent of children and 50 percent of seniors are food insecure.¹⁶ At the same time, 34 percent of Los Angeles toddlers and 40 percent of middle school students are overweight or obese. These children are calorie rich, but nutrition poor.

Fortunately, U.S. taxpayers have committed \$90 billion in 2010 to improve the nutrition of low-income Americans. Los Angeles policymakers need to take action to ensure Angelenos receive their fair share of these valuable benefits to improve health and access to Good Food. By making Good Food affordable, policymakers can help make the healthy choice, the easy choice.

A powerful role for Los Angeles and a future Los Angeles Food Policy Council would be to collaborate with other local and state Food Policy Councils to advance a coordinated Good Food agenda at the regional, state, and federal level. The Agenda would promote the policy goals that reflect the region’s desires for building a healthy, just and sustainable food system. Such an advocacy effort would require participation from our local and regional leaders to voice shared support for state and federal legislative efforts and urgency for change to State and Congressional lawmakers.

Los Angeles County’s population is nearing ten million people and growing. Its foodshed spans 200 miles, ten counties and touches over 22 million people. By any measure, Los Angeles will be the largest region to undertake comprehensive food system change. As we create a Good Food system for all of our residents and neighbors, we can become a model for the nation. The Good Food for All Agenda has identified our first steps and suggested strategies towards building a Good Food system. Nowhere are the needs more urgent and the potential impact more significant.

Los Angeles is known the world over for the creativity and diversity of its people and its mild Mediterranean climate. Good Food is at the heart of what we all want for our community. With public support and enthusiastic community involvement, LA’s strengths could yield an explosion of innovation in how we produce, distribute and consume food. New and improved Good Food industries, businesses and much-needed jobs; healthier people, especially in underserved areas; a cleaner environment; and connected communities — all could be the results of the Good Food for All Agenda.



PRIORITY ACTION AREA	SPECIFIC ACTION STEPS
<p>PROMOTE A GOOD FOOD ECONOMY</p>	<ol style="list-style-type: none"> 1. Develop plans with partners for Los Angeles Regional Food Hub. 2. Establish incentives and develop policies for food producers to meet demand for Good Food. 3. Conduct a Foodshed Assessment. 4. Link public investment to creation of good jobs and small food enterprises. 5. Review and update regulations to enhance the Good Food system.
<p>BUILD A MARKET FOR GOOD FOOD</p>	<ol style="list-style-type: none"> 6. Develop City and County Good Food procurement policies and urge school districts to participate. 7. Integrate Good Food Criteria into Green Business Certification Programs. 8. Promote the Good Food brand.
<p>ELIMINATE HUNGER IN LOS ANGELES</p>	<ol style="list-style-type: none"> 9. Increase Food Stamp Program enrollment. 10. Require full EBT and WIC participation at farmers' markets. 11. Promote funding opportunities and technical assistance for farmers' markets.
<p>ENSURE EQUAL ACCESS TO GOOD FOOD IN UNDERSERVED COMMUNITIES</p>	<ol style="list-style-type: none"> 12. Support the CRA/LA's efforts and strengthen Market Opportunities: Incentives for Food Retailers. 13. Link public investment in healthy food retail to responsible retailers. 14. Urge Congress and CA Legislature to approve and fund Healthy Food Financing Initiatives and develop innovative healthy food retail proposal. 15. Incorporate public health strategies into land use documents.
<p>GROW GOOD FOOD IN OUR NEIGHBORHOODS</p>	<ol style="list-style-type: none"> 16. Streamline permitting and public land leases for community gardens. 17. Expand joint-use agreements with school/community gardens. 18. Introduce Healthy Food Access Components in affordable housing developments.
<p>INSPIRE AND MOBILIZE GOOD FOOD CHAMPIONS</p>	<ol style="list-style-type: none"> 19. Urge Congress to expand definition of SNAP-ED to include school gardening and cooking programs. 20. Leverage Project RENEW funds to promote Good Food efforts underway.

21. ESTABLISH A REGIONAL FOOD POLICY COUNCIL TO STRENGTHEN THE GOOD FOOD AGENDA

- ¹ Los Angeles Regional Foodbank. (2010, February). *Hunger in Los Angeles County 2010*. Los Angeles, CA.
- ² Burke Garance. (August 21, 2008). *More farm deaths in heat despite Calif. Crackdown*, Associated Press. Available online at http://www.usatoday.com/news/nation/2008-08-20-3205167992_x.htm.
- ³ Shaffer, A. (2002). *The Persistence of L.A.'s Grocery Gap: The Need for a New Food Policy and Approach to Market Development*. The Center for Food and Justice, The Urban and Environmental Policy Institute: Occidental College.
- ⁴ Sturm R and Cohen DA. (2009). *Zoning for Health? The Year-Old Ban on New Fast-Food Restaurants in South LA*. Health Affairs.
- ⁵ County Agricultural Commission Crop Reports. (2007). *USDA Census of Agriculture, 2007*. Retrieved 2010, from <http://www.agcensus.usda.gov/>. This ten county region includes: Kern, Ventura, San Diego, Imperial, Riverside, Santa Barbara, San Luis Obispo, San Bernadino, Orange and Los Angeles.
- ⁶ The Los Angeles Urban-Rural Roundtable report will be available online.
- ⁷ American Planning Association. (2007). *Policy Guide on Community and Regional Food Planning*. American Planning Association.
- ⁸ The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. (2009). *Hungry No More: A Blueprint to End Hunger in Los Angeles*. The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger.
- ⁹ Conversation with David Swift, Director of State of California – Office of Systems Integration (OSI) Electronic Benefit Transfer (EBT) Project
- ¹⁰ Shaffer, A. (2002). *The Persistence of L.A.'s Grocery Gap: The Need for a New Food Policy and Approach to Market Development*. The Center for Food and Justice, The Urban and Environmental Policy Institute: Occidental College.
- ¹¹ Los Angeles County Department of Public Health. (2009). *Key Indicators of Health by Service Planning Area – 2009*. Los Angeles: Los Angeles County Department of Public Health.
- ¹² Los Angeles County Department of Public Health. (2009). *Key Indicators of Health by Service Planning Area – 2009*. Los Angeles: Los Angeles County Department of Public Health.
- ¹³ Lee, M. (2009, December 14). Associate Director, PolicyLink. (Alexa Delwiche and Cedar Landsman, Interviewers)
- ¹⁴ Blue Ribbon Commission on LA's Grocery Industry and Community Health. (2008). *Feeding Our Communities: A Call for Standards for Food Access and Job Quality in Los Angeles' Grocery Industry*. Los Angeles: Los Angeles Alliance for a New Economy.
- ¹⁵ See Section VI: Moving Forward for summary on Food Policy Councils and best practices from other cities.
- ¹⁶ The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. (2009). *Hungry No More: A Blueprint to End Hunger in Los Angeles*. The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger.

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The Good Food for All Agenda: Creating a New Regional Food System for Los Angeles with appendices and supporting documents will be available online.

For more information, please contact: lafoodpolicytaskforce@gmail.com

Design by Handbuilt

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The
GOOD FOOD FOR ALL
AGENDA

Creating a New
REGIONAL FOOD SYSTEM
for
LOS ANGELES



What is Good Food?

The term “Good Food” used throughout this report refers to food that is:

HEALTHY

- 1) Foods meet the Dietary Guidelines for Americans and provide freedom from chronic ailment.
- 2) Food is delicious, safe, and aesthetically pleasing.

AFFORDABLE

Foods that people of all income levels can purchase.

FAIR

- 1) All participants in the food supply chain receive fair compensation and fair treatment, free of exploitation.
- 2) High quality food is equitable and physically and culturally accessible to all.

SUSTAINABLE

Sustainable Produced, processed, distributed, and recycled locally using the principles of environmental stewardship (in terms of water, soil, and pesticide management).

A healthy, sustainable and equitable regional **FOOD SYSTEM** is a complex set of activities and relationships related to every aspect of the food cycle, including production, processing, distribution, retail, preparation, consumption, and disposal.

ADAPTED FROM THE W.K. KELLOGG FOUNDATION

BACKGROUND

The notion of a thriving, regional food system is not a new concept to Los Angeles. Indeed, Los Angeles has been at the forefront of food system change dialogue for many years. Often working independently of one another, a variety of community, academic, and policy-based organizations have undertaken efforts to bring Los Angeles “Good Food”: food that is healthy, affordable, fair and sustainable. This vibrant food movement must take the next step to effectively build a sustainable and equitable regional food economy. This is a process that will require dedicated support from local government as well as strong stakeholder connections across the food system and throughout the region to foster new relationships, engage in cross-sector dialogue, and increase collaboration to implement larger scale reform. Such an effort was initiated last fall.

In September 2009, farmers, farmers’ market organizers, and other food system stakeholders gathered with the Mayor and city officials to celebrate the 30th anniversary of Los Angeles County’s first farmers’ market. That event inspired a series of broader discussions related to how deeper City involvement could help strengthen, facilitate, and coordinate comprehensive food system change strategies in Los Angeles City and County.

From these discussions came the idea of a Food Policy Task Force, consisting of food system and agriculture experts, to inform a report recommending actionable ways for the City and County to improve the regional food system in order to advance the interrelated goals of racial, economic, and social justice, environmental sustainability, quality job and small food enterprise creation, and improved public health.¹ The Task Force was also asked to consider the viability of a future Los Angeles Food Policy Council and offer recommendations for how a Food Policy Council could be structured to advance a collaborative, comprehensive food system change agenda.

¹ Appendix A provides a summary of our 55 recommended specific action steps.

True food system change extends beyond the City's borders. Both the City and County must play a leading role in this transformation. Thus, recommendations target both the City and County, with the hope that the County will work in partnership to advance the identified actions. Furthermore, the re-creation of a sustainable and equitable regional food system depends on a solid partnership with our regional neighbors, particularly those who will be tasked with providing our region Good Food. To begin strengthening these relationships, the Roots of Change, a California non-profit organization, worked with leaders of the Los Angeles Food Policy Task Force to design a process by which the recommendations of the Task Force could be broadened, informed, and enhanced by the perspectives and insights of food system leaders from around the region.ⁱ The Roots of Change held three Los Angeles Urban-Rural Roundtables and presented a final report with recommendations to the Los Angeles Food Policy Task Force.

Through Task Force meetings, the Roots of Change's Los Angeles Urban-Rural Roundtable, a series of listening sessions, and engaging stakeholders across the food system, the Task Force has identified actionable ways for Los Angeles to support a new and vibrant regionally-based food system that will strengthen the links between where food is produced and where it is consumed in order to increase access to healthy and affordable foods for low-income individuals, increase equity in our communities, facilitate quality job growth and small food enterprise opportunities, and encourage more environmentally sustainable food production.^{ii, iii} The recommendations of the Food Policy Task Force aim to create large-scale shifts in the production, distribution, and consumption of Good Food as a tool for food system transformation.



A foodshed is the area of land and sea within a region from which food is produced in order to deliver nutrition to a population base.

SOURCE: ROOTS OF CHANGE, LA URBAN-RURAL ROUNDTABLE REPORT

ⁱⁱ The Los Angeles Food Policy Task Force Vision, Mission and Purpose Statement is included as Appendix B.

ⁱⁱⁱ Appendix C details the Los Angeles Food Policy Task Force process.

THE PROBLEMS: OUR CALL TO ACTION

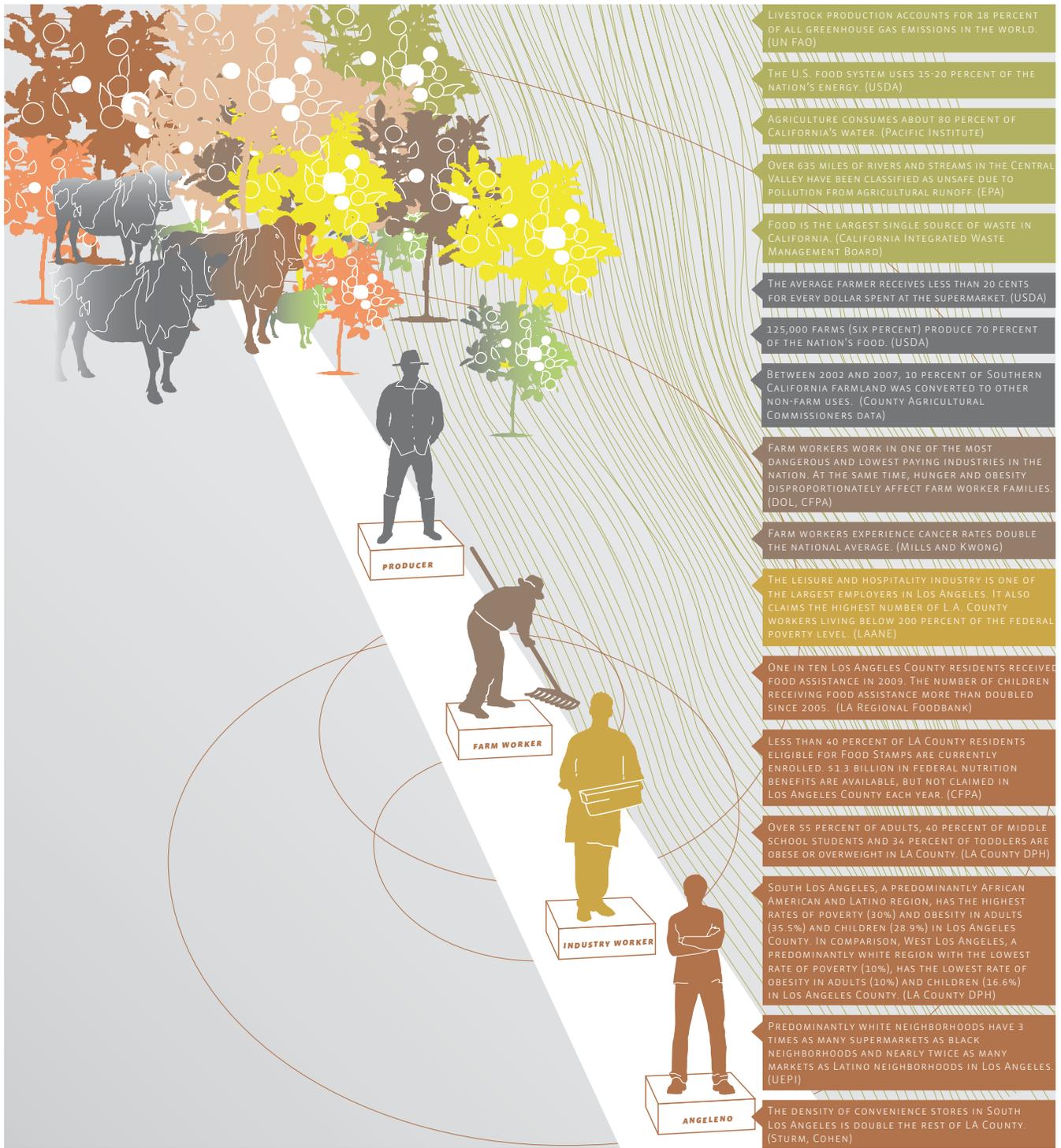
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“Our agriculture sector actually is contributing more greenhouse gases than our transportation sector. And in the meantime, it’s creating monocultures that are vulnerable to national security threats, are now vulnerable to sky-high food prices or crashes in food prices, huge swings in commodity prices, and are partly responsible for the explosion in our healthcare costs because they’re contributing to type 2 diabetes, stroke and heart disease, obesity; all the things that are driving our huge explosion in healthcare costs.”

PRESIDENT BARACK OBAMA, “THE FULL OBAMA INTERVIEW”, *TIME* MAGAZINE, 2008

Despite the heroic efforts of advocates, forward thinking businesses, and government partners, negative social and ecological impacts of the current conventional food system continue to exist all along the supply chain, from production to distribution to consumption to waste; often reinforced by outdated federal, state, and local policies. Los Angeles faces significant challenges related to the nutritional quality, sustainability, and distribution of Good Food to all residents; challenges that have been discussed at great length by academics, practitioners, and research advocacy organizations.^{iv}

^{iv} See Appendix D for list of useful introductory resources to LA’s food problems.



Current State of the Plate

The greatest impacts of our food system's failures fall on low-income residents and communities of color, largely due to the persistent lack of healthy food options and overabundance of unhealthy foods in their neighborhoods.² "Food deserts" and "food swamps" have contributed to obesity and diabetes epidemics, disproportionately impacting low-income communities and communities of color, such as South Los Angeles, an area of Los Angeles where 96 percent of the population is Latino and African-American.³ South Los Angeles has the highest rate of poverty and obesity in Los Angeles County, with nearly 30 percent of households living in poverty and 35 percent of adults considered obese.⁴ By comparison, in West Los Angeles, a predominantly white area, ten percent of residents live in poverty and ten percent of West LA adults are considered obese. At the same time, more people than ever before go hungry in Los Angeles. In 2009, one in every ten Los Angeles residents received some form of food assistance. Forty percent of those individuals were children.⁵ But health disparities and chronic hunger are only two symptoms of a food system gone totally awry.

From farm to fork to landfill, we can witness a food system that over the last fifty years has provided record profits for major food corporations while resulting in devastating consequences for small and mid-sized farmers and ranchers, farm and food workers, the health of residents living in the urban core and agricultural communities, and for the environment. While many of us cling to the archetypal image of the small family farm, in reality, US food production today is a highly industrialized, centralized, and technologically sophisticated process. Over the last 50 years, as labor productivity increased (mainly due to mechanization), individual farm size has more than doubled.⁶ Those farms not benefitting from economies of scale are unable to compete and have been forced to sell off their land to survive. Between 2002 and 2007, ten percent of Southern California farmland was converted to other uses.⁷ Experts estimate that if present trends continue, mid-size farmers will disappear entirely over the next several years.⁸ This concentration has occurred in every food sector.

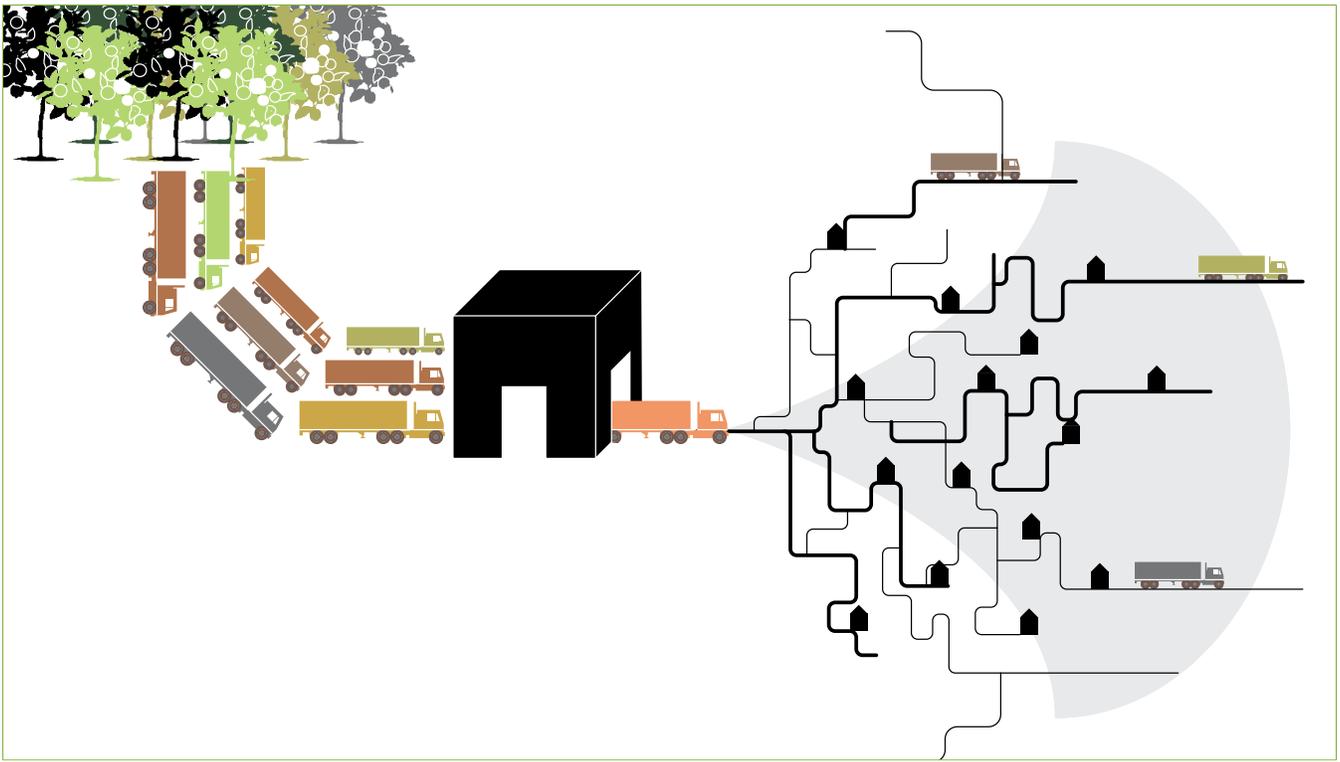
Our industrial food system relies on the exploitation of cheap, immigrant labor; overuse, of fossil fuels, harmful chemicals and antibiotics; and rapid depletion of topsoil and fresh water. Ironically, the Central Valley, one of the most productive agricultural regions in the nation and the world, also has some of the highest rates of poverty, hunger, obesity, and air and water pollution in the US.^{9,10,11} One of the cruelest paradoxes associated with our modern, industrial food system is the high number of farm workers earning poverty wages who go hungry while harvesting the nation's fruits and vegetables.¹² The production and application of fossil fuel based, toxic pesticides and fertilizers used to produce our food, methane emissions from industrial feedlots and landfills, the far distances our food travels, and water pollution from agricultural runoff are among the reasons that our food system is a leading contributor to environmental degradation, ecosystem decline, and climate change.¹³

Each of these problems is intimately tied to an industry, which creates great wealth and abundance for some, and nourishes most, but at an immense cost. The health of our communities, the economy, and the natural environment worsen by the day. This current path of destruction is unsustainable. We, as a region and a nation, have a responsibility to fix these problems for those suffering today and for our future generations.

"It's ironic that those who till the soil, cultivate and harvest the fruits, vegetables, and other foods that fill your tables with abundance have nothing left for themselves."

CESAR CHAVEZ

From farm to fork to landfill, we can witness a food system that over the last 50 years has provided record profits, while resulting in devastating consequences for the health and well-being of people and the environment.



From Southern California Farms to Los Angeles Neighborhoods

A Good Food System:

Prioritizes the health and well-being of our residents

Makes healthy, high quality food affordable

Contributes to a thriving economy where all participants in the food supply chain receive fair compensation and fair treatment

Protects and strengthens our biodiversity and natural resources throughout the region

Ensures that Good Food is accessible to all

Southern California agriculture contributed \$12.6 billion to our regional economy in 2007.¹⁴ At the same time, Los Angeles County spent \$25.4 billion on food.¹⁵ Yet much of the food produced within the region is for national and international markets, never actually reaching our plates in Southern California.^v

What if we could use our food dollars to build a local food economy where those working in it could afford the foods they produce, process, transport, and serve?

Imagine if we could redirect just one tenth, or \$2.5 billion, of that money towards developing a Good Food system. A system in which small and mid-sized growers and ranchers in the region would be paid a fair price enabling them to produce food sustainably and guarantee safe and fair working conditions for their workers; a system for urban farmers within our neighborhoods; local clean and green food processors and manufacturers; and green trucks and mobile food vendors with drivers able to earn living wages while driving shorter distances to deliver Good Food to diverse food retailers in every neighborhood, and to community kitchens, local restaurants, schools, hospitals, food banks and other institutions.

Good Food is at the heart of what we all want for our community.

^v This ten county region includes: Kern, Ventura, San Diego, Imperial, Riverside, Santa Barbara, San Luis Obispo, San Bernadino, Orange and Los Angeles. See Appendix E for additional maps of the LA foodshed.



THE OPPORTUNITY: WHY NOW?

“...the health of the individual is inseparable from the health of the larger community.”

DAVID SATCHER, M.D., PH.D., 16TH U.S. SURGEON GENERAL

The health and well-being of our residents depend on immediate and collaborative action. The current recession has intensified the food crisis in Los Angeles, forcing more people than ever before to rely on the emergency food network and government nutrition assistance.^{vi} Deeper cuts to City and County programs and staff that support anti-hunger programs and healthy food access will only worsen these numbers. While the magnitude of this problem poses tremendous challenges, at the same time it has fueled renewed attention to the chronic, alarming, and intertwined food-related crises affecting the region.

The negative social, economic, and environmental impacts associated with our food system have recently gained wide spread public attention and visibility among local, state, and national leaders, due in large part to the hard work of food advocates over the last few

decades. This increased interest in how food is produced, distributed and consumed in Los Angeles presents an unprecedented opportunity for local government agencies, businesses, institutions, non-profits and community partners to work together to re-create our local and regional food system. This coordinated effort will positively impact our region’s health, security, the local economy, and the physical environment, while increasing equity among our communities.

Why a Food Agenda Makes Sense

- 1. A Good Food Agenda Reinforces the City and County’s Top Policy Priorities**
- 2. Food Addresses Multiple Policy Priorities Simultaneously**
- 3. Holistic Food Policy Frameworks Have Been Developed Throughout the Nation**
- 4. Food Policy Is A National Priority**
- 5. The Region’s Residents are Excited About Good Food**
- 6. Identified Strategies are Low Cost, Leverage Outside Funds, and Save Money**

^{vi} The City and County of Los Angeles have implemented many cutting edge food policies, which are summarized in Appendix F. However, without a holistic food policy prioritizing Good Food for everyone, the policy environment remains fragmented.

WHY A FOOD AGENDA MAKES SENSE

Advancing a comprehensive food agenda makes sense for many reasons, including:

A GOOD FOOD AGENDA REINFORCES THE CITY AND COUNTY'S TOP POLICY PRIORITIES

A holistic food strategy focused on reinventing the local and regional food system can mutually reinforce the City and County's top policy initiatives of education, job creation, sustainability, and public safety. For instance:

1. EDUCATION

The education of our children is connected to food policy. Study after study has found that children cannot learn and thrive without proper nourishment.¹⁶

2. JOB AND SMALL ENTERPRISE CREATION

Rebuilding our regional food system can create good jobs and opportunities for small business ventures in food production, processing, distribution, marketing and food service within the County and our region.¹⁷

3. SUSTAINABILITY

Reducing the distance our food travels, as well as the natural and synthetic inputs (such as pesticides and fertilizer) required for food production and distribution will help meet the region's environmental sustainability targets.¹⁸

4. PUBLIC SAFETY

Local food-related community economic development strategies are powerful tools to revitalize historically underserved neighborhoods, providing job opportunities for individuals, and safer neighborhoods for everyone.¹⁹

FOOD ADDRESSES MULTIPLE POLICY PRIORITIES SIMULTANEOUSLY

By using food policy to achieve several policy goals at once, the City can save time and money. While not always apparent on the surface, the food system intersects nearly every major policy area that governments address: health, nutrition, agriculture, trade, land use, transportation, finance, housing, environment, economic development, labor, immigration, water, energy and education to name just a few. Due to the crosscutting nature of food, solving food problems through one strategy can address many of the region's most pressing problems.

For instance, tools to improve the quality of school meals, such as higher federal reimbursement rates for high quality, nutritious foods coupled with a regional and sustainable food procurement policy or a Farm to School Program, use federal dollars to improve health and educational outcomes for students, support local food businesses and good paying jobs for residents, and decrease the region's environmental footprint. Dozens of integrated food strategies like these exist to address multiple priorities at once and will be detailed in our action agenda.

HOLISTIC FOOD POLICY FRAMEWORKS HAVE BEEN DEVELOPED THROUGHOUT THE NATION

Cities and counties nationwide have begun examining their regional food systems, with an understanding that an integrated food strategy offers cost-effective solutions to large problems at a time when local government resources have become increasingly scarce. The most common method to achieve cross-sector, regional collaboration around food system change is through the formation of a food policy council. Over 90 Food Policy Councils have been formed across North America.

Mayors of other major cities including New York, Seattle, Chicago, Detroit, Oakland, Portland, San Francisco, and Boston have each developed healthy and sustainable food policies, recognizing the benefits of a comprehensive food strategy. The final section of this report, “Moving Forward”, outlines key features of holistic food strategies in Detroit, Toronto, San Francisco, and New York.

FOOD POLICY IS A NATIONAL PRIORITY

Furthermore, an incredible moment is upon us at the federal level. In a coordinated effort, President Obama, First Lady Michelle Obama, and Secretary of Agriculture Vilsack have committed serious political will to transform the food environment through proposing important policy changes at the federal level, which will remove barriers that have long prevented communities from implementing solutions to combat food problems. Most importantly, dedicated funding streams are attached.

Reform measures emphasize the building of local and regional food systems and offer support for community driven innovative food strategies in order to improve public health, decrease hunger, increase access to healthy and affordable foods in underserved communities, facilitate job growth, and encourage more environmentally sustainable food production, distribution, and waste. Funding is not limited to traditional “food and agriculture” departments.²⁰ City-County agencies should work together to coordinate, align frameworks, partner with outside organizations, and connect their environmental, educational, public health, and job creation goals to these funding proposals in order to achieve multiple goals at once and to secure as much additional funding as possible.²¹ Linking these programs helps achieve the City and County’s environmental, public health, education, and quality job creation goals.

Other reform proposals, such as higher reimbursement rates for healthy school lunches in the Child Nutrition Reauthorization Act, will require an act of Congress. To reach that end, President Obama has called upon the nation’s mayors and local elected leaders to organize and advocate their congressional representatives to support the necessary changes.

The City and County of Los Angeles could play a leading role in advocating for federal reform and increased federal funding for food initiatives, as well as work in concert with non-profit, private, and community partners to develop proposals to secure federal food system funding as it becomes available.

FOOD POLICY=SMART POLICY

Ideas for linking current healthy and green initiatives:

- Expand the Green Business Certification program to reward restaurants for sourcing Good Food.
- Expand the City and County green and healthy food purchasing policies to include Good Food purchasing criteria.
- Help corner storeowners transform stores and facilitate joint purchasing from Regional Food Hub.
- Focus Clean Tech Corridor recruitment efforts on local green food processors.
- Include a healthy food zone component in local and regional planning documents.
- Include local food production, distribution, procurement, consumption and waste into local and regional Climate Action Plans.
- Develop a healthy mobile vending program with clean trucks to distribute high quality, culturally appropriate, regional food to low-income communities.

THE REGION'S RESIDENTS ARE EXCITED ABOUT GOOD FOOD

The Southern California region and its residents have a rich agricultural tradition and are increasingly embracing Good Food trends. In the early 20th century, Los Angeles County was the most productive agricultural county in the nation. Drawing upon this tradition, the sunny climate, and residents' appreciation for diverse cuisines, the region is poised to once again be a leader in growing, cooking and celebrating Good Food. Many Angelenos can trace their roots back to farming families, from the era when citrus growing defined the region as a land of sunshine, to more recent immigrants from Asia and Latin America. This heritage is a resource waiting to be tapped, visible in the creativity that is unleashed in home, school, and community gardens and at the area's thriving farmers' markets.

Los Angeles is also blessed with a year round growing season and a wealth of cuisines from around the world. National food trends regularly emerge here, from fusion cooking to taco trucks and their 'twitter truck' offspring. There is an excitement about local food and street food and urban agriculture in the Los Angeles region that can be translated into energy and awareness around a movement for Good Food for all.

IDENTIFIED STRATEGIES ARE LOW COST, LEVERAGE OUTSIDE FUNDS, AND SAVE MONEY

Most importantly, the solutions for building a regional food economy and improving our food environments will not require the City or County to make significant financial investments. In fact, they can actually bring money into the region. Currently, \$1.3 billion in federal nutrition benefits are available, but not claimed in Los Angeles County each year, largely due to the low participation rate in the federal Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program.²² In addition to helping people put food on the table, SNAP produces a powerful multiplier effect that stimulates the economy. Full participation in SNAP would generate an additional \$2.4 billion in local economic activity.²³ Leveraging purchasing power of federal nutrition programs by increasing participant enrollment is just one low-cost strategy for stimulating the local economy through a food strategy.

Furthermore, policies that address both disease prevention and natural resource conservation save taxpayers money over the long term. The California Center for Public Health Advocacy estimated that Los Angeles County spent nearly \$12 billion in 2006 on health care costs and lost productivity associated with obesity and physical inactivity.²⁴ Analysts argue that if California was to achieve even a modest reduction in the prevalence of obesity and physical inactivity of just 5 percent per year for 5 years, Los Angeles County would recover over \$600 million; no small figure in a County facing a severe fiscal crisis. Preventing diet-related diseases by increasing physical and financial availability of healthy foods and educating people to make healthy food choices offers the County a far more cost-effective intervention.

DID YOU KNOW?

\$1.3 billion in federal nutrition benefits are available, but not claimed in Los Angeles County each year.

AND

In 2006, Los Angeles County spent \$12 billion on health care costs and lost productivity associated with obesity and physical inactivity.

SOURCES: CALIFORNIA FOOD POLICY ADVOCATES, CALIFORNIA CENTER FOR PUBLIC HEALTH ADVOCACY

If California reduced obesity and physical inactivity by just 5 percent per year for 5 years, Los Angeles County would recover over \$600 million.

HOW CAN LOCAL GOVERNMENT SUPPORT FOOD SYSTEM CHANGE?

While the federal government dictates many of the policies and regulations affecting our food system, the City and County have important roles to play in supporting a Good Food system. In particular, local government can:

- Develop and amend policies and regulations such as updating local land use policies to encourage healthy food retail of different scales; amending zoning ordinances to support urban food production, processing, and distribution; and by fully enforcing existing child nutrition policies;
- Leverage funds from outside sources such as improving participation rates in federal nutrition programs, and identifying financial, technical and human resources to assist local community food projects increase community capacity.
- Advocate for legislative change at the state or federal levels, such as supporting more funding for federal school meals programs, Farm Bill reform, and urging state and national leaders to support fair treatment for farm workers.
- Share information and connect residents to available resources through outreach, convening meetings, social marketing campaigns, and identifying and publicizing underutilized resources for community use.
- Use purchasing power to promote and increase the demand for Good Food, through procurement policies and prioritizing low-interest loans for community food enterprises.



OVERVIEW: THE GOOD FOOD FOR ALL ACTION AGENDA

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The City and County of Los Angeles have the opportunity to take action in supporting food system change underway to rebuild a sustainable and equitable regional food economy.^{vii} The Los Angeles Food Policy Task Force has identified six priority action areas for the City and County.

^{vii} Appendix G summarizes the key findings from Good Food for All Angelenos: *The Food Policy Environment and Food System Stakeholder Landscape in Los Angeles* by Cedar Landsman for the Los Angeles Food Policy Task Force. The full report will be available online.



PRIORITY ACTION AREAS



GOOD FOOD FOR ALL GOALS

1 PROMOTE A GOOD FOOD ECONOMY

2 BUILD A MARKET FOR GOOD FOOD

3 ELIMINATE HUNGER IN LOS ANGELES

4 ENSURE EQUAL ACCESS TO GOOD FOOD IN UNDERSERVED NEIGHBORHOODS

5 GROW GOOD FOOD IN OUR NEIGHBORHOODS

6 INSPIRE AND MOBILIZE GOOD FOOD CHAMPIONS

Work in these six action areas will help us achieve a number of goals. These goals reflect our vision for the Los Angeles regional food system and are to be used as a measure of our progress in Los Angeles. Moving forward, we must engage in a participatory process to identify evaluation metrics to measure our progress towards these goals.

A THRIVING GOOD FOOD ECONOMY FOR EVERYONE

- The new regional food system will create and retain Good Food jobs with opportunities for training and upward mobility available to residents of all racial, ethnic and socio economic backgrounds.
- The health and well-being of all workers will be a fundamental component of a sustainable food system. Workers will be treated with respect, justice, and dignity.
- City and County policies will encourage and incentivize the development of healthy food retail and alternative food resources in underserved areas, including communities of color.

STRENGTHENED AGRICULTURAL AND ENVIRONMENTAL STEWARDSHIP THROUGHOUT THE REGION

- Regional infrastructure for production, processing, distribution and marketing of Good Food will be substantially increased, improved, and developed.
- Los Angeles will achieve prominence in production, distribution, and consumption of Good Food.
- More small and mid-sized family farms will emerge in the foodshed and thrive.
- Food system-related environmental quality will greatly improve.
- More people will have the opportunity to grow food where they live and in community gardens and urban farms in their communities.

BETTER HEALTH AND WELL-BEING OF RESIDENTS

- Increased investments in the economic stability of residents through jobs, healthcare and public assistance will reduce hunger.
- Health disparities will decrease due to increased access to nutritious food.
- Improved food access and consumption will be a catalyst to reduce class and race inequities in neighborhoods.
- The healthiest food choices will be the easiest food choices.
- Community residents will have the awareness of how food is produced and the opportunity to learn in school (and elsewhere) how to grow and produce their own food and make healthy food choices.
- Increased investment in nutrition programs will strengthen the health of residents.
- Cooking food and culinary skills will be seen as an important value and resources are available, including access to affordable, fresh, and culturally appropriate food, and storage and cooking capacity to transform preparing food into a daily celebration.

HOW DID WE IDENTIFY OUR ACTIONS? KEY CONSIDERATIONS

The action areas and specific action steps set out below were identified taking into account the following considerations:

LEVERAGE EXISTING RESOURCES

The Task Force was mindful of the extraordinary economic constraints affecting local government. Many of the specific actions detailed involve further strengthening and supporting important initiatives underway. Leveraging existing resources, increasing participation in existing programs, and identifying outside funding mechanisms were of primary importance. We are hopeful that as economic conditions begin to improve, we can re-imagine certain solutions that today seem unfeasible.

SYNERGY

While specific actions have been aligned with particular priority areas, many of the actions are crosscutting and will contribute to the achievement of multiple goals. Furthermore, while each priority area is important by itself, ultimately all six priority action areas must be addressed in order to create fundamental food system transformation.

SCALE OF BENEFIT

As much as possible, we attempted to identify actions that address multiple issue areas and on a sizable scale. While many inspiring ideas to improve our food system exist, during a time of economic crisis for residents and local government, we felt it important to give priority to strategies that bring the greatest benefit to those most in need.

TIMEFRAME

Many recommendations are ready for immediate implementation, while some more long-term recommendations require immediate initial first steps.

ACTIONS ARE NOT ONE SIZE FITS ALL

We recognize the cultural, geographic and economic diversity of this region and acknowledge that not all recommendations will be appropriate for all jurisdictions. The scale and timing of some system changes will also need to vary from community to community.

JUSTICE

The needs of some communities are much more severe than others. Priority should be given to bringing greater equity into communities suffering from the greatest disparities.

COMMUNITY PARTICIPATION IN FOOD SYSTEM DECISION-MAKING

Decision-making will be open, inclusive and democratic.

FLEXIBILITY AND CREATIVITY

While we believe the agenda encompasses a strong path forward, we wholeheartedly recognize the need for flexibility, creativity and learning as we go. This document is intended to be a first step and an evolving framework for moving forward.

THE GOOD FOOD FOR ALL ACTION AGENDA:

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BUILDING A NEW SUSTAINABLE AND EQUITABLE REGIONAL FOOD SYSTEM FOR LOS ANGELES

The Agenda builds on our region's strengths and our existing priorities by offering concrete strategies for achieving a Good Food vision. Within each priority area are ideas for action that will work towards our goal of creating a vibrant, sustainable and equitable regional food system in order to improve public health, build healthier communities, increase equity, create quality jobs and small business opportunities, and protect our environment.

The purpose of the Task Force was to develop a framework for moving a more extensive dialogue forward and should be viewed as only one step in this process. Our work as a movement begins by further cultivating, strengthening, and clarifying the ideas presented in this report, and incorporating many others in order to mobilize a coordinated cross-sector, regional movement that will advance and implement a Good Food agenda.^{viii}

This is a living document.

^{viii} See Appendix H for a non-comprehensive list of hundreds of organizations and coalitions engaged in food system change. This list is a first step in creating a database with information on food system organizations (community, NGO, public, and private etc), current projects and initiatives.

As a true testament to our progress in building a unified regional vision, the majority of the Urban-Rural Roundtable (URRT) recommendations closely paralleled the Task Force recommendations. Several of the URRT recommendations that were not previously identified by the Task Force, were integrated into our report.²⁵ Furthermore, many of our recommendations echo those identified in the Jewish Federation’s “Hungry No More: A Blueprint to End Hunger in Los Angeles”²⁶, as well as earlier food policy frameworks developed by the Progressive Los Angeles Network and the Southern California Interfaith Hunger Coalition, among others.²⁷ The fact that our recommendations align so closely, tells us two important things. First, many of the leading experts in food system change in the Los Angeles region agree on best practices and how to move forward. Second, most of these recommendations are not new; rather they have lacked sufficient political will and public and private support to bring them to life. Now is our moment.

Each action area is described generally above in our Executive Summary. Here we identify individual objectives and outline the specific action steps that should be taken by local government. Unless otherwise specified, actions are directed towards both City and County government.

PRIORITY ACTION AREA 1

PROMOTE A GOOD FOOD ECONOMY

Objective 1

Prioritize the development of a Regional Food Hub in Los Angeles.

As public understanding of the connections between health, the environment, and the food system deepens, demand for regional and sustainable food continues to grow. To meet this demand, institutional food service directors, school districts, and restaurant owners as well as individual consumers are eager to source local and socially, economically, and environmentally sustainable food from small and mid-sized producers to support the local food economy, improve public health, promote quality jobs, and reduce their carbon footprint. At the same time, small and mid-sized growers who cannot compete on price or supply with large-scale operators are searching for new markets.²⁸

Unfortunately, Southern California, like most of the United States, has lost much of the infrastructure required to move food efficiently from small and mid-sized local farms to local markets. Other key barriers to scaling up the regional food distribution system include lack of information systems to communicate information between growers, distributors, and markets; the cost of meeting new food safety requirements, particularly for smaller growers; retailers’ centralized purchasing practices and lack of experience or relationships with regional producers and distributors; and most importantly the additional cost of purchasing local food from producers who don’t benefit from economies of scale.²⁹ Additionally, producers need encouragement to shift their businesses towards more environmentally and socially sustainable production practices.

THE OPPORTUNITY

In order to rebuild regional distribution systems to meet the demand for Good Food for everyone, particularly in underserved neighborhoods, a need exists for regional food aggregation hubs to create an efficient and accessible supply chain for regional foods that 1) reduces the infrastructure and transaction costs of buying from small and mid-sized regional growers and 2) increases diversity and consistency of supply.

A Regional Food Hub (RFH) is a centralized facility designed to aggregate, store, process, distribute, and market locally or regionally-produced food products. Both independently and as a network throughout the state, RFHs will support the development of value chains that increase the ease of buying and selling regionally produced Good Food.³⁰ The Regional Food Hub is distinct from the Los Angeles Terminal Market, an international hub for the conventional food system, in that it will focus on coordinating, aggregating, and distributing supply from small to mid-sized, sustainable farmers throughout the region.

Local hub facilities could be created throughout Los Angeles County, particularly in low-income communities and communities of color using existing infrastructure for local processing, food preparation, and distribution to increase access to Good Food, create good jobs and stimulate local economic development, and to develop a space for community resources. Hubs would be connected to each other, across the region and California through online technology.

Developing an infrastructure to supply Good Food to a steady market will create significant opportunities for quality job creation along the value chain. A Seattle study found that if consumers shifted just 20 percent of their food dollars into local, community based food enterprises, annual income would increase by a half billion dollars in King County.³¹ Job opportunities include the growth of small to mid-sized socially and environmentally sustainable farmers who receive fair prices, provide their workers safe and just working conditions, and practice environmental sustainability; as well as growth in local food processing and distribution industries, which can provide living wage job opportunities.

FIVE COMPONENTS OF A REGIONAL FOOD HUB (FROM THE URBAN & ENVIRONMENTAL POLICY INSTITUTE):

1. **AGGREGATION** or consolidation of products sourced from multiple small to mid-sized growers to generate volumes compatible with wholesale markets.
2. **HUB FACILITY** to house the infrastructure necessary for aggregation, processing and distribution functions of a RFH. A Hub could be owned by a cooperative, a non-profit, or a public entity.
3. **COORDINATION** to facilitate the complex operations and logistics of a Regional Food Hub. This includes both coordination among growers in terms of planting to meet purchasers' needs, as well as coordination of product flow through the Hub.
4. **COMMUNITY ORIENTATION** The RFH is intended to be integrated into the fabric of the community and provide resources to serve that community. The Regional Food Hub would serve as an anchor for good, green jobs for residents in the local food economy.
5. **HUB NETWORK** A Regional Food Hub Network (Network) is comprised of autonomous RFHs, which operate as individual businesses but have chosen to be part of a broader network of Hubs that work in tandem to meet the local food demands of an entire region.

A REGIONAL FOOD HUB COULD OFFER LOS ANGELES SEVERAL IMPORTANT BENEFITS:

- Increased access to nutritious and sustainably produced food options.
- Infrastructure that enables local institutions such as schools, hospitals, and corporate cafeterias to purchase and serve Good Food.
- Creation of good jobs in all segments of the value chain.
- A community center that can revitalize a neighborhood.
- A central location for various community services.
- Commitment to serving community needs.

SOURCE: THE URBAN & ENVIRONMENTAL POLICY INSTITUTE

Initially, producers may need encouragement through incentives and supportive policies to shift their production practices in order to meet increased demand for Good Food. Incentives or policies might seek to encourage increased production of specialty crops (fruits, nuts and vegetables), smart water or soil management, agricultural land preservation, integrated pest management or transitioning to organic agriculture. Incentives or policies might also seek to address social sustainability for workers in terms of improved wages or benefits or work sharing programs. Developing a regional Good Food brand, which gives consumers an opportunity to support Good Food farmers and celebrates the bounty of this amazing region will be an important component of this endeavor.

Finally, creating more robust regional value chains to move local and environmentally sustainable food efficiently throughout the region will be a useful strategy in meeting the region's sustainability targets, through reduced food miles, improved energy efficiency, and reduced water usage as growers increase production of low-water specialty crops. In fact, local food purchases reduce vehicle trip miles from an average of 1,500 miles to 56 miles, benefiting the environment and the local economy in terms of all the jobs created along the value chain.³²

SPECIFIC ACTION STEPS

CONVENE PUBLIC, PRIVATE, AND NON-PROFIT PARTNERS TO DEVELOP PLANS FOR LOS ANGELES REGIONAL FOOD HUB.

Direct all relevant departments to convene private, university, and non-profit partners to discuss and identify next steps in pursuing the Hub model. First steps would include:

- Identifying partners to conduct a Regional Food Hub Feasibility study to assess the viability of several different RFH models and to evaluate job creation potential;
- Identifying federal, foundation, and private sector funding opportunities;
- Identifying potential sites for Food Hubs.

URGE REGIONAL LEADERS TO ESTABLISH INCENTIVES FOR GROWERS, RANCHERS, AND URBAN FARMERS TO MEET DEMAND FOR GOOD FOOD.

In order to ensure consistent supply of Good Food from local and regional small to mid-sized sustainable producers, ranchers and urban farmers, urge leaders

around the region to establish incentives and develop policies to encourage environmental sustainability (such as preserving land and promoting conservation, smart water management, stewardship of agricultural lands) and social sustainability (such as improved wages or benefits for workers, or work sharing programs).

URGE STATE AND REGIONAL LEADERS TO COORDINATE DEVELOPMENT OF REGIONAL GOOD FOOD BRANDING SYSTEM.

Urge and work with state and regional leaders to develop a system for identifying sustainable, regional and micro-regional food origins, analogous to the American Viticultural Association's appellation system for wine-growing regions, that will enable consumers to identify, choose and value products grown in specific places with Good Food production practices.

A Seattle study found that if consumers shifted just 20 percent of their food dollars into local, community based food enterprises, annual income would increase by a half billion dollars in King County.

SOURCE: SUSTAINABLE SEATTLE

Objective 2 Develop a Food System Economic Development Strategy.

The current practice of studying food system jobs (including production, processing, distribution, consumption and waste) as fragmented industries understates their economic impact on the local economy.³³ High-end restaurants, mom and pops, fast food restaurants, street food, super stores, grocery stores, corner stores, food manufacturing and wholesaling, large-scale farms and small urban farms account for nearly 500,000 jobs in LA County or one out of every seven jobs.³¹ If calculated as an industry, it would surpass local government as the largest employer in LA County. Other sectors, such as the Ports of LA and Long Beach, truck transportation, air conditioning, warehousing, advertising, health care and waste and recycling are also intimately connected to the food system. When including these related industries, studies have found that ***the food system employs close to 20 percent of all US workers.***³⁵

While the food value chain provides jobs for many, tremendous inequities exist among workers across and within all sectors of the food system. Many sectors can offer stable middle-class jobs and opportunities for advancement, yet all too often pressures for decreased prices inevitably lead to physical and economic exploitation of the workers at the lowest end of the economic chain.³⁶ While the leisure and hospitality industry is one of the largest employers in Los Angeles, it also claims the highest number of Los Angeles County workers living below 200 percent of the federal poverty level.³⁷

The same class and race disparities that limit access to healthy foods exist in food system employment. Minority groups are disproportionately represented at the lowest rung of the food employment chain, with few opportunities for advancement.³⁸ Farm work is one of the most striking examples. Over 95 percent of the approximately 200,000 farm workers employed within our foodshed were born outside of the United States, primarily in Mexico. Farm workers work in one of the most dangerous industries in the nation in terms of fatality and injury rates.^{39, 40} Pesticide sprayings occur on a daily basis. Farm workers experience cancer rates double the national average.⁴¹ Within Los Angeles County, the restaurant industry represents one of the top five employers of informal workers.⁴² Consequently, many food industry jobs fall outside the legal boundaries of regulated work so the wages earned and working conditions faced by a growing percentage of the food industry workforce in LA County are unknown.

The food system accounts for at least *one out of every seven jobs* in Los Angeles County. If calculated as an industry, it would be the largest employer in the County.

SOURCE: DATA FROM THE CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT)

THE BACKDROP: THE REGIONAL FOOD ECONOMY.

Many of Los Angeles's food problems exist amidst the backdrop of a remarkably well functioning food economy. While no longer a significant food producing county, the food industry remains a key driver of our local economy. Los Angeles boasts one of the largest food distribution hubs in North America, with approximately 20 percent of the nation's fruit and vegetable exports passing through the Ports of Long Beach and Los Angeles each year. Our restaurants and farmer markets are regularly recognized as among the finest in the world. In 2008, Los Angeles County spent \$25.4 billion on food.

SOURCES: LOS ANGELES COUNTY AGRICULTURAL COMMISSIONER, LOS ANGELES COUNTY PLANNING DEPARTMENT, AGRICULTURAL MANAGEMENT SERVICES (USDA)

THE OPPORTUNITY

More research is needed to comprehensively understand workers wages and conditions along the food value chain, from ‘farm to landfill’, as well as the nature of small food enterprises. Such an understanding can help policy makers recognize, which food jobs may provide the greatest opportunity in terms of wages and career ladders for workers and which industries need more targeted assistance in raising living and working standards. Furthermore, food-related enterprises are among the most common types of small business development opportunities, particularly for low-income individuals, minority groups, immigrants, and women.⁴³ Local governments to date have conducted very little economic development research to understand the opportunities, risks, and support needed to create sustainable food enterprises.

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Similarly, Los Angeles must better understand the geographic scope of our foodshed and how it currently functions to assess the challenges and opportunities of building a regional food system. Currently, we know how much food is produced within the region, as well as how much food is consumed within the region. However, local food data -- how much of the food consumed in the region was also produced here — is currently lacking. Conducting a foodshed assessment would develop a deeper understanding of our linkages to surrounding counties, including foodshed boundaries, agricultural patterns across counties, production styles, linkages to Los Angeles’s food processing and shipping industry, and the flow of food throughout the foodshed. The assessment would collect key economic, employment, demographic, community food security, and environmental indicators throughout the region.

Similar studies have been conducted in many Northern California counties. Most recently, San Francisco City and County completed a foodshed assessment, which led to the convening of the Mayor’s Urban-Rural Roundtable.⁴⁴ San Diego County is currently undertaking an expansive multi-stakeholder participatory foodshed assessment and it could be used as both a model for the Los Angeles Foodshed Assessment and a source of important information.⁴⁵

Based on the findings from the Food Workers and Small Food Enterprise Study and the Foodshed Assessment described below, the City and County should develop economic development plans that incorporate food production, processing, wholesale, retail, and waste management activities, giving consideration to the impacts these activities have on the local and regional economy in terms of jobs, tax and sales revenues, and multiplier effects.⁴⁶ Preserving or creating more good jobs and encouraging business development opportunities should be a priority for the region. As well, City, County and regional leaders must identify and implement strategies to raise wages and working standards of the most vulnerable food workers.

“We want real solutions and deep thought. The leaders of this city, business, union, all leaders, have got to look at good paying jobs in order to have a healthy city, and that healthy city has to be for everybody.”

**MARIA ELENA DURAZO, EXECUTIVE SECRETARY-TREASURER,
LA COUNTY FEDERATION OF LABOR IN “CALIFORNIA AND
THE NEW AMERICAN DREAM: THE NEW LOS ANGELES”**

SPECIFIC ACTION STEPS

IDENTIFY PARTNERS TO STUDY FOOD WORKERS AND SMALL FOOD ENTERPRISES.

With outside funding, assess the current state of food workers and small food enterprises in our foodshed and identify best practices and opportunities for quality food-related enterprise development, quality job creation, and workforce development to be integrated into the LA food system economic development strategy.

CONDUCT A FOODSHED ASSESSMENT.

With outside funding, commission a participatory Foodshed Assessment in order to measure baseline food system indicators. Such a study will identify opportunities to leverage the benefits of local food production, distribution, consumption, and waste by analyzing and describing trends in the development of sustainable food production and food related businesses within our foodshed. A suggested framework outline for the Foodshed Assessment is detailed in Appendix I.

CONVENE STAKEHOLDERS AND DEVELOP THE FOOD SYSTEM ECONOMIC STRATEGY.

Based on the findings from the two studies recommended above, direct relevant departments to work with LA County Economic Development Corporation, other City-based economic development and redevelopment agencies, Workforce Investment Boards, labor, community based organizations, and business partners to create a focused countywide food system economic development strategy, which would ensure quality job opportunities are created and preserved for communities most in need. Components of this plan could include:

- *Financing and Technical Assistance:* Prioritize micro-loans and technical assistance for community food ventures, such as a community kitchen incubator program, food cooperatives for value added products, CSA's, farmers' markets, or healthy mobile vendors that provide healthy, culturally appropriate food to underserved communities.
- *Funding for Good Food jobs training.* Incorporate food production, processing, distribution, consumption, and food waste employment opportunities into Green Jobs Training programs.
- *Zoning:* Evaluate how specific zoning changes could better facilitate the building of a local food economy, for instance the rezoning of the distribution district,

the development of food enterprise zones, or changing the definition of light industrial to include agricultural uses.

- *Facility location assistance:* Identify all publicly and privately owned vacant and partially used infrastructures that could be used for food-related, community enterprises.
- *Incentives:* Identify existing incentives to support job creation, such as the Industrial Incentive Program, that could be marketed towards local green food processors or other food business owners. Or develop a strategy to redirect incentives to businesses rooted in and providing benefit to the local economy.

LINK PUBLIC INVESTMENT TO CREATION OF GOOD JOBS AND SMALL FOOD ENTERPRISES.

Tie public investment in infrastructure, private development, incentives and other subsidies (such as those outlined above) to the creation of good jobs, which are made available to communities most in need, using the findings from the two studies recommended above to inform decision-making.

Objective 3

Integrate food systems planning into existing City and County programs and local and regional planning documents.

As discussed throughout the Good Food for All agenda, important linkages exist between public health, agriculture, education, economic development and climate change. Local and regional food system policies have increasingly become key components of each of these agendas because strategies to localize our food system and alter unsustainable agricultural production methods, offer significant benefits to the health of urban and rural residents, workers, the urban and rural economies, and the environment.

Cities and counties nationwide have begun integrating comprehensive food system planning into all policy and programmatic goals. In particular, integrating local food system planning into Climate Action Plans and General Plans have become popular tools for meeting greenhouse gas emissions reduction goals. For instance, Portland's Climate Action Plan includes a provision for increasing access to locally produced and "low-carbon" foods and to complete the implementation of a mandatory commercial food-waste collection program.⁴⁷ Such provisions were included in an effort to reduce green house gas emissions and smog pollution.⁴⁸

The City and County of San Francisco helped to infuse food planning into all departments and agencies through Mayor Newsom's Executive Directive for Healthy and Sustainable Food, which required all departments to undertake reviews and develop plans for advancing the principles of the directive and tapped certain departments for implementing other specific actions, such as directing the Redevelopment Agency to develop a Food Business Action Plan to recruit and incubate new food businesses within 180 days of the directive.⁴⁹ These frameworks could be used as models for LA City and County to adopt.

THE OPPORTUNITY

The Task Force reaffirms the recommendation from participants of the Urban Rural Roundtable that the City and County should wherever possible integrate strategies to grow a regional food system (such as through zoning, incentives, or regulations) into existing programs, initiatives, and planning documents in order to improve the affordability of and access to Good Food, improve public health, increase equity among residents, bolster the local economy and reduce the region's greenhouse gas emissions. This integration will assist in a more efficient allocation of scarce resources, while creating a culture of food system thinking throughout local government.

Integrating local food system planning into our region's Climate Action Plans, Regional Transportation Plans and other regional planning documents, as well as ensuring that our City and County codes support the development of a Good Food system are important first steps. Including components that encourage local food production, distribution, procurement, and healthy food retail within every neighborhood will be useful tools in meeting environmental sustainability, transportation, and public health targets.

SPECIFIC ACTION STEPS

REVIEW AND UPDATE CODES AND REGULATIONS TO SHOW SUPPORT FOR GOOD FOOD MOVEMENT.

Direct relevant departments and agencies to conduct a comprehensive review of zoning, permitting, environmental health, food safety, and other regulations and develop action plans to reduce or remove barriers to encourage production, distribution and sales of Good Food.

INTEGRATE LOCAL AND REGIONAL FOOD SYSTEM PLANNING INTO CLIMATE ACTION PLANS.

The City, County and regional partners should integrate local food production, distribution, procurement, consumption and waste into their Climate Action Plans and Regional Transportation Plans to meet the goals of AB 32 and SB 375.^{50, 51}

CONNECTIONS: FOOD AND CLIMATE CHANGE

Climate change and agriculture share a two-way relationship. The food system is a major energy consumer and greenhouse gas (GHG) emitter. The food system consumes at least 20 percent of all energy used in the US. In California, agriculture contributes 6 percent of the state's GHG emissions. At the same time, it is also uniquely vulnerable to the severe climatic events associated with climate change. Climate change already affects U.S. water resources, agriculture, land, and biodiversity and it will continue to do so over the next half century. Scientists predict that agriculture in California will transform significantly over the next 25-50 years. Specialty crops (or fruits, nuts, and vegetables) are most vulnerable because of their sensitivity to climatic changes, posing a unique risk to California. California now supplies nearly half the nation's fruits and vegetables. Throughout the Southern California region, fresh produce accounts for roughly half (or \$6.7 billion) of Southern California's \$12.6 billion agricultural industry. Failure to address the effects of climate change on agriculture could lead to a serious economic and environmental crisis both in our state and the region.

KEY RISKS ASSOCIATED WITH CLIMATE CHANGE ON AGRICULTURE

The key risks associated with climate change on agriculture include:

- Decreased number of chill hours for fruit and nut crops
- Changes in precipitation.
- Changes in the length of growing seasons.
- Pests, weeds, and pathogens will extend their range with changing weather patterns.
- Increased exposure to food borne illnesses.
- Heat-related stress on dairy cows will decrease milkyields.
- Extreme weather events: heat waves, drought, and floods will affect flowering, photosynthesis, and production
- Earlier flowering of plants may desynchronize pollination and plant cycles.

STRATEGIES TO LOWER OUR "FOODPRINT"

There are substantial opportunities to encourage producers to shift their production practices to meet the demand for Good Food, improve distribution infrastructure to facilitate

the development of a local food system, change consumption behavior to demand more Good Food, and to improve waste management practices. For instance:

- **Production:** 1) efficiency strategies to encourage high-value, low-water specialty crops 2) Shift to organic or sustainable agriculture 3) Improved soil management practices 4) Improved methane management practices 5) Composting food waste
- **Distribution:** Creating infrastructure to aggregate and supply food from regional small to mid-sized farmers
- **Consumption:** Demanding and consuming local and sustainable food and eating more fruits and vegetables
- **Recycling:** Decreasing the amount of food waste and composting food waste to decrease methane emissions

BENEFITS OF A LOCAL FOOD SYSTEM

- Improved public health through improved air quality and increased production and consumption of fruits and vegetables
- New and stable markets for regional farmers
- Decreased GHG emissions through reduction in food miles and improved soil and waste management practices.
- Increased employment opportunities within the region through building distribution infrastructure and more labor-intensive production practices
- Improved air quality through improved production, distribution, and waste practices
- Natural resource conservation through improved water and soil management practices and reduction in food miles
- Healthier working conditions for farmers and farm workers through decreased reliance on pesticides and fertilizer.

"I don't think the American public has gripped in its gut what could happen. We're looking at a scenario where there's no more agriculture in California."

STEVEN CHU, U.S. SECRETARY OF ENERGY

PRIORITY ACTION AREA 2

BUILD A MARKET FOR GOOD FOOD

Objective 1

Determine Good Food criteria and incorporate preferences for Good Food in City and County procurement rules.

The City and County of Los Angeles and Los Angeles Unified School District have shown strong leadership in their commitment to responsible purchasing policies. The City of Los Angeles's Living Wage Ordinance, prevailing wage requirements, the City's Child Nutrition Policy, the City's Sweat Free Ordinance, the City and County's Green Purchasing Policies, and the County's Food Policy are a few examples of our local government leveraging its significant purchasing power to support high priority social goals. This commitment should extend to supporting the regional food economy by incorporating preferences for foods that meet Good Food criteria; criteria addressing nutrition, affordability, and sustainable production practices including sound environmental practices, fair prices for producers, and social equity for workers.

Cities, counties, and large institutions across North America, have enacted local food procurement policies to aggregate their buying in order to grow the regional food economy and encourage healthy eating behavior. In San Francisco, Mayor Newsom's Executive Directive on Healthy and Sustainable Food directed the City to develop a local and sustainable food procurement ordinance aimed at City and County government food purchases.⁵² Seattle and Toronto have similarly implemented local food purchasing policies and policy makers in New York City are working towards a regional food purchasing policy.^{53, 54}

For every dollar spent in a local community \$0.45 is redirected towards the local economy, versus \$0.15 if that dollar is spent at a chain or non-local business.

SOURCE: CIVIL ECONOMICS

THE OPPORTUNITY

Large-scale demand for Good Food is an important tool in food system transformation.⁵⁵ As demand for Good Food increases, farmers, ranchers and food-related businesses will shift towards more environmentally and socially sustainable production practices to meet the demand accordingly. The creation of the Regional Food Hub allows this shift to occur on a meaningful scale.

The development of the Regional Food Hub (RFH) and the creation of procurement policies are mutually dependent. First, the RFH infrastructure will support wholesale volumes for purchasers ensuring adequate volume, consistency of supply, and affordability of Good Food (through wholesale purchasing); all typical barriers for large institutions when trying to purchase regional and sustainable foods. Similarly, local government will help create the necessary demand to guarantee a stable market for the RFH. Large institutions will play a key role in distributing Good Food to underserved communities through the many anti-hunger and nutrition programs operated by the 88 cities in Los Angeles County, programs and services run by LA County, and school districts. Furthermore, strong demand will decrease the price of Good Food and make it more accessible for everyone.

A significant opportunity exists to support a sustainable and equitable regional food system through purchasing policies. Through Project RENEW (Renew Environments for Nutrition, Exercise, and Wellness) LA, the Los Angeles County Department of Public Health (DPH) will work with other county departments and the Board of Supervisors to establish nutritional guidelines for food and beverages purchased by the County, and for meals served in County cafeterias, in County-sponsored programs, and by contracted food vendors.⁵⁶ Additionally, DPH will encourage other cities throughout LA County to establish healthy food purchasing policies. As the County begins to lead the effort in reforming procurement policies throughout the County, the City and County should ensure they work to adopt procurement practices that address nutrition, affordability, environmental sustainability, and social justice.

SPECIFIC ACTION STEPS

DIRECT DEPARTMENTS TO DEVELOP POLICIES TO INCREASE PROCUREMENT OF GOOD FOOD.

Direct relevant departments to convene a multi-stakeholder working group (including producers, environmentalists, labor, and nutritionists) to review best practices in other jurisdictions and define Good Food criteria that extend from “farm to landfill” to articulate higher nutritional standards, protocol to encourage regional sourcing, and to ensure that people are producing, distributing, consuming and recycling waste in a way that respects the principles of social justice, democracy and environmental sustainability. Reference Seattle, San Francisco, Toronto, UCLA, or Kaiser Permanente’s criteria as a guide.⁵⁷ The working group should determine the implementation and enforcement strategy.

REVIEW AND DEVELOP PLANS TO INCORPORATE GOOD FOOD CRITERIA INTO NEW CONTRACTS.

Direct each department to review and summarize their current food procurement contracts and develop plans for incorporating Good Food criteria into new contracts with City or County contractors, vending machines, lease agreements, mobile permits and events and meetings held on City or County property, specifying that a certain percentage of food will comply with the Good Food criteria. An interim first step should be established for contractors to obtain as much Good Food as possible from local, environmentally and socially sustainable sources until specific targets are developed for purchasing from the Regional Food Hub.

Objective 2

Work With School Districts and Early Childcare Providers To Improve The Nutritional Quality And Availability Of Good Food.

School districts wield tremendous buying power and could play a powerful role in supporting a Good Food system, while serving as a national model for creating healthy eating environments for our youth. The school lunch and breakfast programs provide vital nutrition to nearly one million children throughout the County, spending approximately \$600 million on food each year.⁵⁸ By itself, the Los Angeles Unified School District foodservice operates at over 800 school sites and serves over half a million meals a day.⁵⁹ Children consume an estimated 19 to 50 percent of their calories at school. Thus offering healthy food options can have a profound impact on children’s health.⁶⁰ Moreover, at least 80 percent of LAUSD students are certified eligible for free or reduced price school meals, making school meals a critical healthy food access point for low-income youth.⁶¹

Significant strides have been made by LAUSD over the last ten years in establishing landmark policies to eliminate sugar-sweetened beverages and snack-foods, to strengthen nutritional standards for reimbursable meals, and to improve the cafeteria environment. District administrators and elected officials have received numerous national awards and recognition for their groundbreaking work to improve student nutrition.⁶² Much more progress must occur at all of our school cafeterias throughout the County, including LAUSD.

As schools work to improve the nutritional quality of school meals, more funding is desperately needed. The most substantive reforms undertaken by school districts depend heavily upon the federal Child Nutrition and WIC Reauthorization Act (CNRA) of 2009.⁶³ Among many valuable components included in the CNRA, the President’s 2011 budget provides an increase of \$10 billion in federal funding for high quality food purchases, expanded enrollment and participation in school meals programs, improved school capacity to provide fresh food through access to on-site and off-site infrastructure (kitchens, refrigeration, trucks, etc.) and staff training.⁶⁴

At least 80 percent of LAUSD students are certified eligible for free or reduced price school meals, making school meals a critical Good Food access point for low-income youth.

SOURCE: CALIFORNIA FOOD POLICY ADVOCATES

Additionally, the CNRA includes \$40 million for farm to school programs through grants and technical assistance to improve access to local foods in eligible schools.⁶⁵ These programs provide students with high quality, nutritious meals, while teaching youth about where their food comes from and how it grows, and providing local farmers with access to a reliable market. Funds can also be used for developing school gardens to help children better understand how food is produced, inspire healthy eating habits, and encourage students to make connections between their experiences in the garden and other subjects like math and science. Advocating Congress to fully fund these important programs is critical to ensuring our children thrive.

Finally, no nutrition standard currently exists in preschool or childcare settings, despite the fact that nearly half of children under the age of five in Los Angeles spend at least part of their day in such settings and over one-third of children under the age of 5 are considered overweight or obese.⁶⁶ Offering healthy foods, while teaching lifelong nutrition lessons is critical to the long-term health of children.

THE OPPORTUNITY

The City and County can play a key role in ensuring that the most promising strategies to expand, strengthen, and improve school meal programs are implemented by urging Congress to pass the Child Nutrition Reauthorization Act immediately. With increased funds for meals, the City and County should also urge school districts to use their significant buying power to source Good Food.

Several steps must be taken in order to effectively implement the above changes. That process should begin immediately. However, Los Angeles students need more nourishing meals now. Municipal leaders should urge and support school leadership to expedite implementation of the pending federal requirements for all school meals to meet the 2005 Dietary Guidelines for Americans.⁶⁷ Other valuable opportunities exist to transform the cafeteria environment and should be aggressively pursued. At the same time, the County should establish robust nutrition guidelines for childcare and preschool settings countywide.⁶⁸

SPECIFIC ACTION STEPS

ADVOCATE FOR HIGHER SCHOOL FOOD REIMBURSEMENT RATES.

Urge the federal government to include the USDA's recommended changes in the CNRA (such as higher reimbursements for high quality foods, funds for training cafeteria workers, funds for infrastructure, Farm to School program).

ADVOCATE SCHOOL BOARDS TO TRANSFORM SCHOOL CAFETERIAS INTO PLACES OF LEARNING.

Municipal leaders should urge school leadership to:

- Expedite implementation of the Dietary Guidelines for Americans changes;
- Increase signage of healthy menu options;
- Pass resolutions to review and develop plans to incorporate Good Food criteria into new contracts; and
- Encourage students, staff, teachers and parents to consume the new foods and transform cafeterias into places of learning.

Funds available to DPH from Project RENEW LA will help support these improvements.

ESTABLISH NUTRITION POLICIES IN CHILDCARE AND PRESCHOOL SETTINGS.

The County should establish and enforce nutrition guidelines in childcare and preschool settings to teach young eaters healthy habits.

Funds available to DPH from Project RENEW LA will help support these improvements

“Implementing the first farm to school project changed my perspective of school food. Creating the opportunity for small local farmers to remain sustainable and deliver the freshest ingredients to students’ plates not only benefits the health of the future generation but the future of small farmers.”

TRACIE THOMAS, DIRECTOR OF STUDENT NUTRITION SERVICES, COMPTON UNIFIED SCHOOL DISTRICT

Objective 3 Encourage businesses and institutions to become Good Food leaders.

Active participation from local restaurants, small and large corporations, and institutions will be critical to building the demand necessary to support a Good Food system and to expose more consumers to local, sustainable food. Thus, businesses must be encouraged to assist in leading the charge in bringing Good Food into our communities. Many world-renowned restaurateurs, as well as university dining services and hospitals in Southern California could already be considered Good Food leaders. They are proving that by changing the way we purchase food and employ principles of sustainability in the workplace, we can create opportunities for small farmers to thrive, for workers to receive just compensation and fair treatment, for local economies to rebuild, and to reduce our environmental footprint, all while increasing access to and consumption of fresh and nutritious food, particularly in underserved communities.

THE OPPORTUNITY

Once criteria are defined, the definition of Good Food should be integrated into the City and County Green Business Certification Programs. The City and County should work with restaurants, corporations, private and non-profit hospitals, and other large foodservice providers to encourage their commitment to purchasing a certain percentage of Good Food, perhaps through offering certain non-financial incentives. The City and County should work with partners to actively promote the program. Such a promotional campaign would emphasize the social, environmental, health, and economic benefits achieved by revitalizing the regional food economy. Finally, the City and County should work with partners to convene a meeting of senior executives of key retailers, distributors, hotel and restaurant chains, major employers, colleges and universities, and trade associations to build support and visibility for Good Food sourcing and the Good Food movement.

Good Food businesses can also help to create healthier communities through reducing and diverting food waste from landfills to composting facilities. Food accounts for a disproportionate amount of restaurant waste; making up over 50 percent of waste disposed of by fast food restaurants and close to 70 percent of waste disposed of by full-service restaurants.⁶⁹ To meet the City of Los Angeles's goal to divert 70 percent of

waste from landfills, the Bureau of Sanitation established a program to divert waste from commercial restaurants. Currently, 900 of the City's 8,000 plus restaurants participate in the program, diverting over 32,000 tons of waste annually.⁷⁰ In order to strengthen this important program, barriers preventing expansion, such as insufficient local processing capacity, long-term economic sustainability for restaurants, recruitment and physical location constraints should be addressed.⁷¹

Finally, reducing the high level of sodium in restaurant and packaged foods is also crucial to creating healthy communities. Excess salt intake is now a leading cause of high blood pressure and accounts for over 100,000 deaths each year in the US.⁷² Working with public health experts and the restaurant industry to devise a plan to reduce the high level of salt intake in packaged and restaurant foods could be an important strategy towards creating healthier eating environments.⁷³ Internationally, governments have worked with food manufacturers and restaurants to gradually reduce the salt content of their food products.⁷⁴ New York City is pursuing a voluntary approach at a national level. DPH is supportive of and monitoring this national voluntary effort.⁷⁵

SPECIFIC ACTION STEPS

INTEGRATE GOOD FOOD CRITERIA INTO GREEN BUSINESS CERTIFICATION PROGRAMS FOR FOODSERVICE PROVIDERS. Purchasing a minimum percentage of Good Food should become criteria for Green Business Certification Programs for restaurants and other foodservice providers.

PROMOTE THE BRAND.

Work with partners to actively promote the program and encourage restaurants and institutional foodservice providers to commit to purchasing a maximum percentage of Good Food.

ADDRESS THE BARRIERS PREVENTING EXPANSION OF THE COMMERCIAL FOOD WASTE PROGRAM, SUCH AS THROUGH ADVOCATING FOR MORE FUNDING TO DEVELOP COMMERCIAL COMPOSTING FACILITIES.

CONSIDER VOLUNTARY SALT REDUCTION PLANS.

Discuss challenges and opportunities of encouraging reduction of salt content in foods with public health experts and the restaurant industry.

LOCAL PROCUREMENT LEADERS

Within Los Angeles, hospitals, universities, and restaurants have spearheaded the adoption of local and sustainable food procurement policies and should be looked to as “local leaders” in proving that by changing the way we purchase, we can create opportunities for small farmers to thrive, for workers to receive just compensation and fair treatment, for local economies to rebuild, and to reduce our environmental footprint, all while increasing access to and consumption of fresh and nutritious food, particularly in underserved communities. Some examples include:

Kaiser Permanente has completely redesigned their purchasing practices. Their policy states that, *“Kaiser Permanente prefers products and services that...support healthy food systems by sourcing food products that are local, seasonal, nutritious and produced in a way that minimizes degradation to human and environmental health and vitality.”* By 2012, Kaiser aims to purchase at least 15 percent local or sustainable foods.

The University of California recently adopted a Sustainable Foodservices Policy with the goal of procuring 20 percent sustainable food products by the year 2020. Each day UCLA serves over 20,000 meals in four major dining facilities, hospitals, and through their franchised vending. Any shift in demand by an institution of such scale, provides a strong market signal to suppliers for change.

Compton Unified School District (CUSD) offers local, fresh and healthy food to students and integrates nutrition education into their daily curriculum. CUSD has thirty-nine schools and an average of 94 percent of students receive free or reduced price meals. With production kitchens and cooks in every school site, 30 percent of the school lunch menu is produced with local, fresh foods, in an effort to eliminate processed and frozen foods from the menu. The goal of the program is to teach students at an early age how to make healthy choices and minimize chronic illness. The programs currently offered

to students include:

- Farm to School Salad Bar - Students choose the salad bar or traditional hot lunch
- Harvest of the Month - Students incorporate fruits and vegetable into math, social studies etc.
- Fresh Fruit and Vegetable Program - Students receive a locally grown fruit or vegetable for morning snack
- Back Pack Program - Students take food home over the weekend for families to prepare.

Le Pain Quotidien is an organic Belgian bakery and restaurant with 150 locations globally, of which 12 are in Los Angeles. The company philosophy is to source organic ingredients whenever possible. In increasing their positive social and environmental impact, Le Pain Quotidien is making a local procurement commitment: “Le Pain Quotidien will combine our organic procurement practices with a local sourcing strategy. One of the company’s top priorities is to source local produce and dairy in our expanding Los Angeles market (and in all of our US markets) while pursuing an ever-increasing local and earth-friendly procurement strategy. We are committed to providing the highest quality products to our customers; responsibly, safely, fairly and with minimal environmental impact.”

PRIORITY ACTION AREA 3

ELIMINATE HUNGER

IN LOS ANGELES

Objective 1

Increase the economic ability of low-income residents to purchase Good Food.

No better anti-hunger program exists than a job that pays a living wage. While increasing the purchasing power of residents is fundamental to overcoming food insecurity, the Task Force decided to focus recommendations on those that linked directly to our food system. Despite this decision, a few recommendations of specific actions to support residents' efforts to find quality jobs must be made, due to their large scale of impact, the low resources required of local government, and the ability to leverage federal funds to help stimulate the local economy.

SPECIFIC ACTION STEPS

PRESERVE POSITIONS AND THE PROGRAMS THAT DISTRIBUTE FEDERAL FUNDS.

Preserve all programs and positions that distribute federal funds for food and anti-poverty programs.

MAXIMIZE USAGE OF STATE AND FEDERAL ANTI-POVERTY PROGRAMS.

Coordinate to ensure that every eligible recipient utilizes cash assistance programs, such as CALWORKS and SSI.

ADVOCATE FOR EXTENSION OF TRANSITIONAL SUBSIDIZED EMPLOYMENT PROGRAM.

Urge Congress to extend the Transitional Subsidized Employment (TSE) Program, which provides jobs to unemployed public assistance recipients, paid for by the American Recovery and Reinvestment Act.⁷⁶

PROMOTE THE TSE PROGRAM TO FOOD BUSINESSES.

Upon successful extension of the program, collaborate with South-Bay Workforce Investment Board to promote the program to Los Angeles County food businesses.

“Los Angeles is the epicenter of hunger. If we can eliminate it here, we can eliminate it anywhere.”

LISA PINO, SNAP (FOOD STAMPS) DEPUTY ADMINISTRATOR, JUNE 24 2010.

Objective 2 Increase the affordability of Good Food.

A. The Supplemental Nutrition Assistance Program

**On a daily basis,
over one million
Los Angeles
County residents
confront
hunger or food
insecurity.**

The data compiled by the Jewish Federation’s “Hungry No More: A Blueprint to End Hunger in Los Angeles” are staggering. With the official unemployment rate in Los Angeles County now surpassing 12.5 percent and another 18 percent of adults underemployed or who

have ceased looking for work, the numbers presented in their report worsen by the day. On a daily basis, over one million Los Angeles County residents confront hunger or food insecurity, meaning they go without enough food to lead an active and healthy life.⁷⁷

The federal Supplemental Nutrition Assistance Program (SNAP), formerly referred to as the Food Stamp Program, is the largest and least utilized anti-hunger program in Los Angeles County. Today there are more people relying on SNAP than ever before, with close to one million Los Angeles County residents receiving assistance. Despite the tremendous need, less than 40 percent of eligible recipients are enrolled in SNAP. Due to the low rate of participation, \$1.3 billion in federal nutrition benefits are available, but not claimed in Los Angeles County each year.⁷⁸

During a recession, increasing participation in SNAP not only helps households increase their ability to purchase adequate amounts of healthy food, but it benefits the local economy. In addition to helping people put food on the table, SNAP produces a multiplier effect that stimulates the economy. Dollars once budgeted for food can instead be redirected towards purchasing taxable goods, which generate sales tax revenue for the state and county. USDA estimates that every dollar in SNAP expenditures generates \$1.84 in economic activity.⁷⁹

THE OPPORTUNITY

County and City governments can and must play a key role in improving participation rates in food and nutrition assistance programs. Following the release of the Jewish Federation’s Blueprint to End Hunger, a productive dialogue was initiated to improve coordination between the City and County to more directly enroll families in food assistance programs through the City’s Human Services/EITC outreach computer programs.⁸⁰ The City is also developing a strategy to better integrate SNAP enrollment into their contracts with community based organizations’ trainings and into systems that are being developed as part of the Family Source Centers initiative led by the Community Development Department. Continued attention by the City and County to identify additional opportunities for improving coordination through programmatic changes will be critical to increasing SNAP participation.

SPECIFIC ACTION STEPS

INCREASE FOOD STAMP PROGRAM ENROLLMENT.

Specific actions include:

- Establishing phone and mail application options.
- Reducing required paperwork.
- Integrating SNAP enrollment into applications for families applying for health insurance and the Earned Income Tax Credit through the One E-App program.

USE DATA TO TARGET OUTREACH EFFORTS.

The Los Angeles County Department of Public Social Services sends outreach workers to food pantries, health centers and other community sites to inform residents about SNAP. It has also contracted with faith-based and other nonprofit organizations to help residents with the application process. The County should use existing data collected by the Department of Public Health to target efforts to the most underserved neighborhoods.

DID YOU KNOW?

Every dollar in SNAP expenditures generates \$1.84 in local economic activity.

SOURCE: USDA

B. Healthy Food Incentives for WIC and Food Stamp Recipients

The largest barrier to purchasing healthy food is price. Implementing policies to ensure that residents have the economic means to purchase food through SNAP and Women Infant Children (WIC) must be coupled with policies to make healthy food more affordable.

THE OPPORTUNITY

City and County government can help improve the affordability of Good Food, while benefiting the local economy, by developing policies to increase acceptance of public benefits such as SNAP and WIC at access points in low-income communities where healthy food exists, such as farmers' markets, grocery stores, or WIC-only stores. Voucher programs that effectively halve the cost of fresh fruits and vegetables have also proven effective in helping families afford healthy foods.⁸¹ Innovative programs that offer multiple benefits are cropping up all over the County and the nation. These programs could be strengthened and expanded.

In October 2009, the USDA implemented changes to the traditional WIC packages, offering vouchers to WIC moms and children to subsidize purchasing of more whole grains, nonfat dairy and produce and requiring all stores accepting WIC to stock these healthy items. This change has already increased the supply of healthy foods in many neighborhoods by providing WIC participants with targeted vouchers to purchase foods in line with the Dietary Guidelines for Americans. Similar changes to SNAP through a rebate program are a few years away from implementation. Revisions to the federal food package can offer a direct stimulus to the local economy. In fact, the United Fresh Produce Association calculates that the revision to the WIC package represents an estimated \$700 million in additional produce sales nationally.^{82, 83}

Farmers' markets are also increasingly seen as important sources for healthy, affordable, and locally grown produce. Farmers' markets are not only a vital tool to increase access to and improve the affordability of Good Food among low-income residents, but they are also important marketing mechanisms for small family farmers, great public spaces, and points of education and exposure to Good Food.

Nationwide and in California, it has become a priority to establish and use Electronic Benefit Transfer (EBT) at farmers' markets. Currently, 27 out of 123 farmers' markets in Los Angeles County accept EBT cards. EBT redemption represents on average \$10,600 a month for farmers vending at farmers' markets, across these 27 markets.^{84, 85} Implementing a system to accept EBT and WIC at all the farmers' markets countywide would offer significant social, economic, and environmental benefits.

SPECIFIC ACTION STEPS

REQUIRE FULL EBT AND WIC PARTICIPATION AT FARMERS' MARKETS.

Require full EBT and WIC participation at farmers' markets that receive state, federal, or local subsidies, such as fee waivers and grants within Los Angeles County.

PROMOTE FUNDING OPPORTUNITIES AND TECHNICAL ASSISTANCE FOR FARMERS' MARKETS.

Help educate market operators of funding opportunities through federal and other sources (such as the USDA AMS Farmers Markets) to help implement new EBT devices.

ESTABLISH AN ANNUAL MEETING WITH FARMERS' MARKET MANAGERS.

Solicit input and share information with farmers' market managers by setting an annual meeting and directing relevant agencies to participate.

EXPAND INCENTIVE PROGRAMS TO INCREASE USAGE OF SNAP AND WIC AT FARMERS' MARKETS.

Expand bonus bucks and other incentives and outreach to increase usage of SNAP, WIC and other benefits at farmers' markets.

“Direct marketing at California Certified Farmers' Markets made it possible for my farm to survive, grow diversified crops, learn about our customers, and keep us on the cutting edge of sustainable farming.”

ALEX WEISER, FARMER, WEISER FAMILY FARMS

Objective 3 Strengthen the emergency food system.

Close to one million Los Angeles County residents received food assistance from food pantries, soup kitchens, and shelters served by the Los Angeles Regional Foodbank in 2009. This total represents nearly one in ten residents of Los Angeles County with children accounting for 40 percent of the people who required food assistance. The number of children receiving food assistance has more than doubled since 2005.⁸⁶

THE OPPORTUNITY

Given the state of our still lagging economy and the unprecedented volume of people seeking emergency food assistance, it is critical that the emergency food system is supported to ensure that needs are met. Specifically, the City and County should work with the emergency food system to maximize participation in the Food Stamp Program at emergency food sites in order to reduce pressures on the system.

The Los Angeles Regional Foodbank has worked hard to provide individuals seeking food assistance with healthy and culturally appropriate food. Nearly 20 percent of the food procured is fresh fruits and vegetables, accounting for the largest category of food items distributed by the foodbank.⁸⁷ Measures should be taken to help increase healthy food donations, such as by adopting a County Surplus Food Ordinance or increasing farmer participation in the California Association of Food Banks Farm to Family gleaning program or through other volunteer gleaning programs.⁸⁸

SPECIFIC ACTION STEPS

MAXIMIZE FOOD STAMP PROGRAM PARTICIPATION AT EMERGENCY FOOD SITES.

Work with the Emergency Food system to maximize participation in the Food Stamp program at emergency food sites in order to reduce the pressure on the emergency food system.

THE COUNTY SHOULD ENACT A SURPLUS FOOD ORDINANCE.

Following the City's lead, the County should pass a Surplus Food Ordinance, requiring County agencies to donate surplus edible food to foodbanks.

LOCAL GOVERNMENT SHOULD PROMOTE OPPORTUNITIES TO SHARE FOOD.

Regional producers should be made aware of Farm to Family and other gleaning programs to donate or sell surplus products to food banks.

PRIORITY ACTION AREA 4 ENSURE EQUAL ACCESS TO GOOD FOOD IN UNDERSERVED COMMUNITIES

Objective 1 Expand healthy food access in underserved communities and communities of color to reduce health disparities and race and class inequities.

Good Food that is fresh and nutritious is not available in many low-income areas and neighborhoods of color. Many sections of the city lack full service grocery stores or supermarkets. Indeed, in Los Angeles more affluent neighborhoods benefit from having more than twice as many supermarkets per household when compared to high-poverty areas.⁸⁹ Moreover, our food retail environment continues to be largely segregated by race. Predominantly white areas have three times as many supermarkets as black areas and nearly twice as many markets as Latino areas.⁹⁰

Retailers have been reluctant to locate in these neighborhoods even though they are densely populated with significant aggregate purchasing power. Residents seeking fresh and nutritious foods at a reasonable price must travel farther distances, spending their food dollars outside of their local communities. Estimates of sales leakage from residents in five underserved LA neighborhoods traveling outside of their neighborhoods to purchase groceries totaled over \$113 million a year.⁹¹

Key barriers cited by retailers and experts that discourage retailers from locating in low-income communities include⁹²:

- Land availability (Difficulty identifying and assembling viable locations);
- Market demand;
- Financing (for smaller, independent grocers)⁹³;
- Lengthy approval/zoning requirement process; and
- Costly infrastructure requirements.

The retail food outlets that do exist in these communities are often small, local markets or convenience stores, typically charging higher prices for lower quality food. A participatory research study conducted by Community Health Councils found that independent of income, African-Americans have far fewer opportunities to purchase lean meats, fresh produce, whole grains, and low-salt and sugar-free foods in the retail food outlets that do exist.⁹⁴

Furthermore, low-income residents living in neighborhoods underserved by retail food outlets are also more likely to be transit-dependant. Studies have found that individuals without car access are more likely to frequent fast food outlets.⁹⁵ Thus, overcoming transportation barriers in neighborhoods without direct connections to the nearest supermarket or farmers' market is a vital short-term solution to address the issue of access.

“Where you live has a lot to do with how you live.”

**ANGELA GLOVER BLACKWELL, FOUNDER
AND CEO OF POLICYLINK**

WHERE YOU LIVE HAS A LOT TO DO WITH HOW YOU LIVE.

Some of us live in communities rich with job opportunities, good schools and resources such as parks and playgrounds, grocery stores selling nutritious food, streets safe for walking and transit options that promote physical activity. Many others do not. Predominantly black neighborhoods, for example, have few supermarkets, farmers' markets or grocery stores where residents can buy healthy food. In many lower-income black and Latino communities, children have few safe parks, bike trails and public pools where they can play and burn off calories.

Research increasingly suggests that the places where people live influence dietary behaviors and affect health outcomes. For example, one study showed people who live near an abundance of fast-food restaurants and convenience stores (as opposed to grocery stores and produce vendors) have a higher prevalence of obesity and diabetes. The study found that a greater proportion of low-income people and people of color live in these environments. It suggests that improving the retail food environment may be one promising strategy for reducing the prevalence of obesity and other related chronic conditions such as diabetes that are hitting low-income people of color hard. Almost 43 percent of Mexican-American children and almost 37 percent of Black children ages 6–11 are overweight or obese, compared with 32 percent of White children. The link between poverty, race and obesity is undeniable.

Ultimately, to build more healthy communities and make sure that all children have access to nutritious food and safe parks and streets, we must all become policy advocates. Learning from the examples that are beginning to proliferate across the country, we can create healthy environments for all.

**ANGELA GLOVER BLACKWELL
FOUNDER AND CEO OF POLICYLINK**

THE OPPORTUNITY

Improving food retail in underserved communities offers more than just health benefits, as important as that may be. Supermarkets provide banking services and pharmacies and act as anchors to other retail, often inspiring economic investment in historically underserved neighborhoods.⁹⁶ Furthermore, supermarkets can provide stable, middle class jobs that pay a living wage and offer health benefits to individuals living in the community.⁹⁷

A variety of strategies have been used in Los Angeles (as well as other cities nationwide) to encourage a mix of healthy food retail such as supermarkets, farmers' markets, food cooperatives, and CSA's in neighborhoods currently lacking access to a healthy food options.⁹⁸ Strategies involve financial incentives, public-private financing, technical assistance, economic development incentives, expedited permitting or waiving of certain requirements, improving public transit, or zoning changes.

Incentives: In Los Angeles, Market Opportunities: Incentives for Food Retailers, implemented by the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), seeks to overcome several of the location barriers identified by retailers and has been successful in attracting three grocery stores into project areas within the last three years.⁹⁹ The incentive package offers low-interest financing, discounted energy entitlements, expedited plan review at the Planning Department, assistance with identifying sites, and assistance with identifying qualified workers.¹⁰⁰

The CRA/LA is currently working to retool their incentive package through market research, outreach, revamped marketing, and financing to encourage more grocery retailers into underserved neighborhoods. The City should continue to strengthen the financial and non-financial incentive package of federal, state, local and private funds offered to encourage innovative, creative models that fit a particular community's needs, and include measurable timetables and objectives.

Public-Private Financing: One promising model for attracting new healthy food retail to underserved areas originated in Pennsylvania and has now been proposed by President Obama as the National Healthy Food Financing Initiative (HFFI) in his FY 2010-2011 budget. If fully funded, the Treasury, USDA, and HHS will make available more than \$400 million in federal tax

credits, below-market rate loans, loan guarantees, and grants to attract private sector capital to community development financial institutions, other nonprofits, and businesses with strong proposals for increasing food access in underserved communities.¹⁰¹ Unique to this initiative is the encouragement of innovative, creative models that fit a particular community's needs. Federal funds will support projects ranging from the construction or expansion of a grocery store to smaller-scale interventions such as developing a farmers' market or placing refrigerated units stocked with fresh produce in convenience stores. To date, the HFFFI received \$40 million in proposed funds through the House appropriations subcommittee process, which is an important first step. However, HHS and the Treasury must still secure additional funding and the budget must be finalized in order to make HFFI a reality. Should President Obama's proposal for the Healthy Food Financing Initiative receive full funding, Los Angeles will be well positioned to receive funding.

At the same time, there is an effort underway in California to develop a California Healthy Food Financing Initiative, which is scheduled to launch soon in a pilot phase.¹⁰² The California initiative will align closely with the national HFFFI with the goal of leveraging maximum federal dollars. The California Healthy Food Financing Initiative aims to keep retailer requirements as broad as possible in order to attract a portfolio of different retail options that suits each community's needs.

The Task Force believes that to make Los Angeles "Good Food friendly", policy makers must ensure that all communities have access to high quality food provided by responsible food retailers that lift up their employees and their surrounding communities. Outreach and promotion of the Market Opportunities: Incentives for Food Retailers or public investment in infrastructure, private development and other subsidies should be tied to responsible behavior by food retailers, including co-ops and mobile vendors, as first priority to attract retailing in underserved communities and communities of color. The definition of a responsible retailer includes retailers who locate stores in underserved communities and communities of color, hire locally, pay a living wage and offer health benefits, comply with reduced energy, waste,

and water requirements, invest in a public health social marketing and education outreach fund for community, and include a strong community benefits component.

SPECIFIC ACTION STEPS

SUPPORT CRA/LA'S EFFORTS TO IMPROVE MARKET OPPORTUNITIES: INCENTIVES FOR FOOD RETAILERS.

Support ongoing CRA/LA efforts to identify the level of financial and non-financial incentives, and technical assistance needed to develop new and/or improved retail food markets in the most underserved neighborhoods in the City.

STRENGTHEN THE INCENTIVE PACKAGE.

Based on the findings of the CRA/LA's analysis, strengthen the financial incentive package of federal, state, local and private funds offered by Market Opportunities, and include measurable timetables and objectives.

LINK PUBLIC INVESTMENT IN HEALTHY FOOD RETAIL TO RESPONSIBLE RETAILERS.

Give preference to responsible food retailers, including co-ops, community food enterprises and mobile vendors, in the promotion of and awarding of Market Opportunities subsidies or public investment in infrastructure, private development and other subsidies.

URGE CONGRESS AND CALIFORNIA LEGISLATURE TO APPROVE AND FUND HEALTHY FOOD FINANCING INITIATIVES.

Work with relevant stakeholders (financiers, grocery retail, non-profit, labor) to build support for full federal funding of the National Healthy Food Financing Initiative in 2011 appropriations bills. The City and County should also advocate state lawmakers to pass AB-2720 requiring the California Department of Food and Agriculture to coordinate the effort to maximize the funding opportunities provided by the federal 2010 Healthy Food Financing Initiative.

DEVELOP INNOVATIVE HEALTHY FOOD RETAIL PROPOSAL.

If HFFI is enacted, convene a multi-stakeholder working group (such as community gardens, urban farms, CSA's, regional producers, retailers, community organizations, labor, and mobile vendors etc.) to develop proposals for a variety of healthy food strategies, such as a healthy vending mobile truck program or food cooperatives.

IMPROVE TRANSPORTATION TO HEALTHY FOOD RETAIL.

Encourage development of new grocery stores or farmers' markets along existing transit lines/hubs with zoning and financial incentives and develop strategies to ensure that existing large markets are transit accessible.¹⁰³

HELP FARMERS' MARKETS THRIVE.

Ensure permitting processes and fees for farmers' market operators are fair and affordable and technical assistance is available in order to encourage greater access to healthy foods, while stimulating local economic development opportunities for regional small to mid-sized farmers and food entrepreneurs.

Objective 2

Improve quality of foods offered in current neighborhood food environments.

While ample research has documented the dearth of fresh and nutritious food options in low-income areas and neighborhoods of color in Los Angeles, additional data suggest that easy access to cheap, unhealthy food in these neighborhoods, referred to as "food swamps" may be an even larger determinant in explaining the increases in obesity and diet-related chronic disease.¹⁰⁴ An abundance of fast food, convenience stores, and liquor stores pervade the neighborhood food environment in low-income communities and communities of color in Los Angeles County. In South LA, an area with the highest rates of poverty and obesity in the County, the density of convenience stores is double the rest of the County.¹⁰⁵

The lack of healthy food options and overabundance of unhealthy, processed foods both have a profound impact on health. In order to address the dual issues of food deserts and food swamps, strategies must be comprehensive, both encouraging healthy food retail, while improving food options offered by existing food retail and restaurants. In particular, restaurants are crucial access points for which consideration must be given. The USDA has calculated that today Americans spend about half their food dollars on meals eaten away from home.¹⁰⁶ Consequently, any attempts to make our neighborhoods "Good Food friendly" must address food served at restaurants. Most existing strategies target decreasing consumption of unhealthy foods at fast food outlets.

THE OPPORTUNITY

Outlined below are a variety of strategies being tested both within Los Angeles and nationwide to improve the quality of food offered in neighborhoods facing an overabundance of unhealthy foods with few healthy food options.

Zoning and Land Use: The Interim Fast Food Moratorium in South Los Angeles, designed to limit the number of new fast food outlets in South LA while encouraging full service grocery store and sit-down restaurant development, is the first example of using zoning laws to address a public health problem.^{107, 108} The moratorium represents a significant change in how policy makers may begin to use land use policies to foster healthier eating environments. More restrictive zoning of restaurants, convenience stores, and liquor stores unable to offer healthy food options may be an important tool for encouraging healthy retail in the future.¹⁰⁹

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Street Vending: Tens of thousands mobile food vendors fill the streets each day selling tacos, produce, ice cream, snacks, and beverages. Mobile vending presents the City and County with a complex challenge. Many regard street vending as one of the most effective ways of distributing affordable and culturally appropriate food to underserved neighborhoods, in addition to being a critical low-cost small food enterprise opportunity and a contributor to a vibrant, walkable street scene.¹¹⁰ Furthermore, street vendors are often a primary source of healthy and affordable produce in many neighborhoods. But because the industry is largely unregulated, little is done to address pushcart and truck vendors, which often rely on selling cheap and unhealthy candies and snacks near schools and in neighborhoods where children face the greatest risk of becoming obese.

Other jurisdictions, such as New York City and Michigan, have confronted this issue by offering sidewalk vending permits to vendors who agree to sell fruits and vegetables in underserved neighborhoods and establishing programs to help vendors operate produce trucks and source locally..

Improve Food Quality at Existing Stores: Strategies for increasing access to healthy foods must also address improving the quality of foods in existing infrastructure. Due to the barriers identified by retailers for locating in dense urban areas, recent attention has been given to

increasing healthy food options at existing corner stores and WIC-only stores as additional interventions.

The recent introduction of fruit and vegetable vouchers into WIC packages by the USDA may present an important opportunity in providing fresh, healthy, and affordable food to all residents in underserved neighborhoods. While the total number is unknown, some WIC-only stores in the County accept cash and EBT. WIC-only stores currently taking cash and EBT should be widely promoted within their communities as healthy food access points. Encouraging a greater number of WIC-only stores to accept cash and EBT could be another helpful strategy for increasing access to healthy and affordable foods to all residents in neighborhoods lacking access to Good Food. Additionally, the new WIC packages may incentivize corner stores not currently selling fruits and vegetables to do so. Working with corner-store owners to transform their stores to sell and promote healthy food options is another strategy, which has been tested in Los Angeles with some success.¹¹¹

WIC-only stores, corner stores and other local retail owners are interested in sourcing higher quality foods, but lack sufficient buying power to purchase food affordably. Consolidated purchasing could provide storeowners with the purchasing power required to procure and sell higher quality food at affordable rates to communities currently lacking access to good food.¹¹² The City and County could help network small storeowners to facilitate coordinated regional food sourcing from the Regional Food Hub to underserved communities and communities of color.

Menu Labeling: The recent California (and now federal) law mandating chain restaurants with twenty or more locations in the state to provide nutrition information on menus by 2011 attempts to change eating behavior by educating consumers about their food. While the primary goal of the law is to encourage consumers to make healthier food choices, an additional goal is to encourage restaurant owners to provide healthier menu options.¹¹³ While a health impact assessment by the County judged menu labeling to be a valuable tool,¹¹⁴ some experts believe menu labeling will only be effective if accompanied by strong educational and marketing campaigns on portion size and calorie counting.¹¹⁵

Fees on Unhealthy Foods and Drinks: Levying fees or taxes on sodas and sugar-sweetened beverages is increasingly being lauded as perhaps the most effective strategy in curbing overconsumption of unhealthy drinks.¹¹⁶ Furthermore, it creates a revenue stream for disease prevention and health promotion.¹¹⁷

SPECIFIC ACTION STEPS

INCORPORATE PUBLIC HEALTH STRATEGIES INTO LAND USE DOCUMENTS.

Incorporate public health strategies, such as a Healthy Food Zone components, into Community Plans and other planning documents for underserved communities. Such strategies might streamline permitting processes for healthy food retailers, while limiting stores unable to offer healthy food products.

EXPAND ACCESS TO HEALTHY FOODS THROUGH ALTERNATIVE DISTRIBUTION METHODS, SUCH AS MOBILE VENDORS.

Identify strategies to encourage the sale of healthy foods from mobile vendors, such as through incentives, ordinance reform, technical assistance, increased access to amenities, streamlined licensing procedures or designated street vending districts.

PROMOTE WIC-ONLY STORES AS AN ACCESS POINT FOR HEALTHY FOODS IN UNDERSERVED NEIGHBORHOODS.

Project RENEW LA funds for technical assistance could potentially support this effort.

INCENTIVIZE WIC-ONLY STORES TO ACCEPT CASH AND OTHER RETAIL OUTLETS TO ACCEPT WIC AND SNAP.

Identify strategies to incentivize WIC-only stores to accept cash and EBT in addition to WIC vouchers for fresh produce. And vice-versa, identify strategies to incentivize all food retail outlets to accept SNAP and WIC.

FACILITATE COORDINATED HEALTHY FOOD SOURCING OF SMALL STOREOWNERS.

Direct relevant departments to convene small storeowners to facilitate coordinated regional food sourcing from the Regional Food Hub to underserved communities and communities of color in an effort to support the local economy, while expanding access to Good Food in underserved communities.

EVALUATE A FEE ON SUGAR-SWEETENED BEVERAGES.

Evaluate enacting a fee on sugar-sweetened beverages and high-calorie snack foods, as Chicago has recently done.

PRIORITY ACTION AREA 5 GROW GOOD FOOD IN OUR NEIGHBORHOODS

Objective 1 Support Residents' Efforts to Grow and Sell Food.

“The garden gives me air. I breathe fresh air. It relaxes me. I return to life.”

**FROM A WOMAN WHO GARDENED AT A
BATTERED WOMEN'S SHELTER**

Los Angeles has a long history of food production. In fact, it was once an agricultural giant. Prior to World War II, Los Angeles was the leading agricultural county in the nation. All that changed in the 1940's as urbanization took hold and farmers sold their farmland for profit to be plowed over for housing tracts. Over the next 30 years, the Los Angeles economy transformed from a predominately agricultural region to a commercial and industrial epicenter. Today only 90 commercial food producing farms exist in Los Angeles County.¹ As cities flourished and we became more distanced from our food source, the powerful connections between production and consumption- our food choices, our bodies, the earth, and community- disappeared.

LOS ANGELES: A HISTORY OF AGRICULTURAL ABUNDANCE

BY RACHEL SURLS, COUNTY DIRECTOR, UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, LOS ANGELES COUNTY AND JUDITH GERBER, FARM AND GARDEN WRITER AND AUTHOR OF RECENTLY RELEASED BOOK, "FARMING IN TORRANCE AND THE SOUTH BAY."

Some of the earliest observations about the place we now know as Los Angeles clearly envisioned the potential for abundant farms. Father Juan Crespi, a member of a party of Spanish explorers, wrote in 1769 about the valley where they had made camp, "After crossing the river we entered a large vineyard of wild grapes and an infinity of rosebushes in full bloom. All the soil is black and loamy, and is capable of producing every kind of grain and fruit, which may be planted. We went west, continually over good land well covered with grass."

This agricultural potential was realized as the area was settled several years later. In 1781, "El Pueblo de la Reina de los Angeles," was founded. Over the next several decades it grew into a small farming community, with both dry-land farming, and an irrigation system of ditches, or zanjas, that fed its wheat and maize.

By 1790, Los Angeles produced more grain than most other California settlements, and by 1800, the harvest exceeded the pueblo's local needs. By that same year, fruit orchards and vineyards were planted on a large scale.

By the 1830s, there were over 100 acres of vineyard producing wine and brandy. The community became known for its grape production, and by 1851, about 1,000 gallons of wine were shipped from Los Angeles.

The Gold Rush and the transcontinental railroads increased the demand for beef and other farm products, and sparked an influx of population into Los Angeles, further increasing demand. Los Angeles farmers responded by experimenting with other crops.

A frontiersman and entrepreneur named William Wolfskill was the first to grow oranges commercially. The first commercial orange grove in the US was on a hill in what is now downtown Los Angeles, a forerunner of what was to become the massive Southern California citrus industry.

Many people came from other parts of the country to try their hand at farming, and produced a diversity of commodities ranging from hay and grain to citrus and olives. The Los Angeles Chamber of Commerce even created a large department dedicated to attracting and advising new farmers.

The opening of the Los Angeles aqueduct in 1913 allowed further intensification of farming to higher-value irrigated crops, especially in the San Fernando Valley as many of its communities became part of the city beginning in 1915.

After World War II, suburbs and industry grew, squeezing out much of the city's agricultural land, but farming was prominent in communities surrounding the city up until the 1960's. Community gardens and urban agriculture have continued in the city, and have recently become more visible and popular, catalyzing the recent passage of the "Food and Flowers Freedom Act" allowing small-scale commercial production of fruit and flowers in residential neighborhoods.

The city's seal, created in 1905, contains oranges, grapes and olives, a reminder of our agricultural past, and a promise of future abundance. Our farm heritage has relevance today, as we work to create a Los Angeles with accessible, affordable, ample food for all its residents.

Urban agriculture prevails over this disconnect. It celebrates the nexus between nature, people, and the built environment; allowing communities to weave this life giving process into the urban fabric. Los Angeles, once an agricultural paradise and now in many areas a city of concrete, is reborn in innovative ways and unconventional spaces in every neighborhood. Today a vibrant urban agriculture movement exists, but it could be strengthened. Urban agriculture should thrive in Los Angeles with the region's nearly perfect growing climate and the City and County's commitment to greening our County.

Urban food production offers many benefits to individuals, communities, and the environment including community revitalization, citizen education on the benefits of local food, and job creation and small business

opportunities, notably for at-risk youth or for those unable to work in the formal economy.¹¹⁸ Gardening provides people with exercise for the body, mind, and soul; particularly in underserved neighborhoods where safe and beautiful open spaces are scarce. Further, urban agriculture encourages healthy eating behaviors, provides residents an opportunity to grow culturally appropriate foods, and helps meet food needs, while offering important environmental benefits such as capturing, filtering, and reusing rainwater runoff and sequestering carbon.^{119, 120}

To be clear, while the benefits of urban agriculture are significant to individuals and neighborhoods, poverty and hunger in Los Angeles exist on such a massive scale that supporting urban agriculture should only be viewed as a supplement, not a replacement strategy, for solving food insecurity and improving food access.

THE OPPORTUNITY

The Los Angeles City Council recently took an important and exciting step to support local agriculture, food justice, community empowerment, and small green businesses by passing the Truck Gardening Ordinance (or the Food and Flowers Freedom Act). The Food and Flowers Freedom Act clarifies the definition of truck crops in the zoning code to allow for the growing and off-site selling of fruits, vegetables, flowers, and fibers in residential zones.¹²¹

The City and County can help grow the urban agriculture movement by advancing supportive policies, updating city codes, helping to connect residents to vacant land, and developing and supporting programs to promote community gardens, school gardens, victory gardens, and urban farms.¹²² Strategies such as streamlining permits for community gardens, incentivizing affordable housing developments to include healthy food access components, or encouraging more joint-use projects with community and school gardens should also be undertaken.

Urban farming must be rooted in practices that meet our vision for a sustainable food system. Los Angeles should consider itself a leader in agricultural techniques that maximize the use of available natural resources, such as water and soil, and minimize waste and use of toxic substances, such as chemical fertilizers and synthetic pesticides. Finally, water scarcity in Los Angeles presents

a serious barrier to scaling up urban farming. Thus, any expansion of urban agriculture must be coupled with responsible water management practices.

SPECIFIC ACTION STEPS

MAKE INFORMATION ON VACANT LAND AND INFRASTRUCTURE WIDELY AVAILABLE.

Make information on vacant land parcels and infrastructure widely available to interested community organizations, businesses, and residents.¹²³

THE COUNTY SHOULD PASS THE FOOD AND FLOWERS FREEDOM ACT.

The County should update municipal codes for unincorporated areas to allow the growing of fruits, nuts, flowers, vegetables, and flowers in residential zones for sale offsite.

STREAMLINE PERMITTING AND PUBLIC LAND LEASES FOR COMMUNITY GARDENS.

On average, it takes nearly 24 months for approval of County conditional use permits for community gardens. Streamline permitting processes for community gardens.

INTRODUCE HEALTHY FOOD ACCESS COMPONENTS IN AFFORDABLE HOUSING DEVELOPMENTS.

Identify mechanisms to incentivize or reward new affordable housing development projects to include a healthy food access component.

EXPAND JOINT-USE AGREEMENTS WITH SCHOOL/COMMUNITY GARDENS.

Urge LAUSD and other school districts to establish more joint-use agreements, which include preventive health centers, school and community gardens, and kitchen infrastructure, using best practices from the joint-use agreement at Fremont High School.

QUICK FACTS: AGRICULTURAL PRODUCTION IN LOS ANGELES COUNTY

Los Angeles County ranks 30th out of 57 counties in terms of value of agricultural production. In 2007, the total value in agricultural production was \$253,368,000.

We have:

- 90 commercial food-producing farms
- Approximately 70 community gardens
- Between 100-500 school gardens

Top 5 Crops Grown in LA:

1. Ornamental trees and shrubs
2. Bedding plants
3. Root vegetables
4. Orchard fruit
5. Hay, alfalfa

In California, Los Angeles County is the:

- #4 onion producer
- #5 nectarine producer
- #5 raspberry producer

1 Acre of Land in Los Angeles Per Year:

- Produces 25 Tons of fruits & vegetables
- Generates \$220,000
- Supplies 36 Families fruits and vegetables
- Creates 3 Green Jobs

SOURCES: CALIFORNIA AGRICULTURAL RESOURCE DIRECTORY 2008-2009, LA COMMUNITY GARDEN COUNCIL, LOS ANGELES COUNTY AGRICULTURAL COMMISSIONER

PRIORITY ACTION AREA 6

INSPIRE AND MOBILIZE

GOOD FOOD CHAMPIONS

Objective 1

Strengthen Nutrition, Food System, and Food Culture Literacy.

Fundamental to rebuilding our regional food economy is re-establishing the relationship of food and agriculture to the health of individuals, our communities and natural resources, with the goal of inspiring residents to demand a more just and sustainable food system. We believe communicating the complicated story of our relationship to food will compel this demand.

While nobody was paying attention, food quietly assumed the place in youth culture that used to be occupied by rock 'n' roll -- individual, fierce and intensely political, communal yet congenial to aesthetic extremes."

JONATHAN GOLD, LOS ANGELES TIMES, 2009

THE OPPORTUNITY

The importance of education was a key discussion point during nearly all of our listening sessions. The work begins with ensuring that children understand how their food is grown, where it comes from, and how to cook it. Children should have the opportunity at school and elsewhere to plant, harvest and prepare their own food. Further, we must use youth recognition of the current injustices created by our current food system, such as inequities in food quality, depletion of natural resources, or farm worker fatalities, to mobilize youth to join the Good Food Movement.

Practice must align with policy. Introducing new food policies in government and large institutions involves educating those charged with implementing the changes. Employees should understand how their daily work can help to build a new food economy to create job opportunities, improve the health of individuals and communities, increase equity and reduce our environmental footprint.

The City, County, and school districts can take action by integrating skills based nutrition and food system literacy into school curriculum, expanding coordinated social marketing campaigns, advocating for increased USDA resources to support school gardens and deepening collaboration with community partners, non-profit and extracurricular programs to communicate health and nutrition information.

SPECIFIC ACTION STEPS

URGE SCHOOL DISTRICTS TO INTEGRATE SKILLS BASED NUTRITION AND FOOD SYSTEM LITERACY INTO HEALTH EDUCATION CURRICULUM, AND EVENTUALLY ALL SUBJECT AREAS.

Specific actions include:

- Assess textbooks and instructional curriculum and identify whether additional hours of nutrition education can be built into health education and other instructional programs.
- Review nutrition educational activities currently underway in afterschool and summer enrichment programs to identify best practices and methods to replicate cost-effective approaches.
- Eventually, all subject areas should include lessons on food such as cultural eating habits, immigration and farm workers, and the politics of food in history and government courses and gardening and links between food, sustainability and climate change in science courses.

ENGAGE IN SOCIAL MARKETING CAMPAIGNS.

Expand comprehensive social marketing campaigns to educate consumers on making healthy food choices in culturally appropriate ways. First steps might include using national ARRA funds from the “Rethink Your Drink” campaign to coordinate with community-based organizations. Additional marketing campaign funds could be raised by considering the levying of a fee on fast food advertisements.

LEVERAGE RENEW ADVOCACY CAMPAIGN FUNDS FOR CITY OF LA.

The City and County should collaborate to promote healthy food and beverage policies in cities, using funds from LA County DPH Project RENEW.¹²⁴

DIRECT RELEVANT STAFF AND AGENCIES TO WORK WITH COMMUNITY BASED AND FAITH BASED ORGANIZATIONS AND PROMOTORAS to communicate health and nutrition information and increase utilization of food assistance programs.

URGE CONGRESS TO EXPAND DEFINITION OF SNAP-ED TO INCLUDE SCHOOL GARDENING AND COOKING PROGRAMS.

USDA food assistance outreach and administrative funds for nutrition and health education outreach (known as SNAP-ED) severely restrict the type of nutrition and education outreach allowed. With an expanded definition, funds could be used to support a “Garden in Every School Campaign”, based on successful models in Ventura, California and Portland, Oregon.

INCREASE COLLABORATION WITH NON-PROFIT AND EXTRACURRICULAR PROGRAMS to incorporate food and regional food system literacy into their programs.

LEVERAGE PROJECT RENEW FUNDS TO PROMOTE GOOD FOOD EFFORTS UNDERWAY.

Using Project RENEW funds, create a website that provides an inventory of LA County food system change efforts underway with links to a wide-range of food-related information.

MOVING FORWARD

“In times such as these, it is no failure to fall short of realizing all that we might dream; the failure is to fall short of dreaming all that we might realize.”

DEE HOCK, FOUNDER OF VISA

We have the opportunity of a lifetime. Never before has there been this level of national public momentum around food system change - political will from a Presidential Administration, or federal, foundation, and private funding available to build regional food systems. Building a Good Food system can increase access to healthy and affordable foods for underserved communities, revitalize neighborhoods, facilitate quality job growth and small business opportunities, encourage more environmentally and socially sustainable food production, and increase community participation in food system decision making.

While this report highlights multiple, specific actions local government can take to add value to and lead Good Food reforms underway in the Los Angeles region, the Task Force, Urban-Rural Roundtable, and listening session participants unanimously voiced the need to work together to create a healthy, just and sustainable food system. Efforts toward comprehensive food system change in Los Angeles will succeed only to the extent that they leverage the diverse knowledge, resources, and momentum of food system stakeholders. Department heads, public servants, practitioners, business, community, faith based, environmental, labor, and youth leaders must all play a role in leading this movement.

Public, private, and community partners unanimously voiced the need to work together to create a healthy, just and sustainable food system.

This agenda is a living document. The identified actions are by no means the only solutions, but rather they are a starting point for civic dialogue followed by action.

IMMEDIATE AREAS FOR CHANGE

Several of the recommendations included in the agenda have been around for many years, lacking the necessary political will to implement. These ideas are ready for action. Other recommendations provide the foundation for reimagining our regional food system. While long-term visions, some key steps must be taken immediately in order to move towards that vision. Finally, several recommendations involve fully implementing, strengthening, or expanding new and existing policies and programs. These recommendations depend on increased political support and should also be first steps towards undertaking food system reform.

The Task Force identified more than 50 specific action steps, that fall within each priority action area. Because of the difficult fiscal climate and with limited government resources, we have prioritized further and chosen the top 20 most critical first steps for the City and County to take over the next year.

PRIORITY ACTION AREA

SPECIFIC ACTION STEPS

**PROMOTE
A GOOD FOOD ECONOMY**

1. Develop plans with partners for Los Angeles Regional Food Hub.
2. Establish incentives and develop policies for food producers to meet demand for Good Food.
3. Conduct a Foodshed Assessment.
4. Link public investment to creation of good jobs and small food enterprises.
5. Review and update regulations to enhance the Good Food system.

**BUILD A MARKET FOR
GOOD FOOD**

6. Develop City and County Good Food procurement policies and urge school districts to participate.
7. Integrate Good Food Criteria into Green Business Certification Programs.
8. Promote the Good Food brand.

**ELIMINATE HUNGER
IN LOS ANGELES**

9. Increase Food Stamp Program enrollment.
10. Require full EBT and WIC participation at farmers' markets.
11. Promote funding opportunities and technical assistance for farmers' markets.

**ENSURE EQUAL ACCESS
TO GOOD FOOD IN
UNDERSERVED COMMUNITIES**

12. Support the CRA/LA's efforts and strengthen Market Opportunities: Incentives for Food Retailers.
13. Link public investment in healthy food retail to responsible retailers.
14. Urge Congress and CA Legislature to Healthy Food Financing Initiatives and develop innovative healthy food retail proposal.
15. Incorporate public health strategies into land use documents.

**GROW GOOD FOOD IN
OUR NEIGHBORHOODS**

16. Streamline permitting and public land leases for community gardens.
17. Expand joint-use agreements with school/community gardens.
18. Introduce Healthy Food Access Components in affordable housing developments.

**INSPIRE AND MOBILIZE
GOOD FOOD CHAMPIONS**

19. Urge Congress to expand definition of SNAP-ED to include school gardening and cooking programs.
20. Leverage Project RENEW funds to promote Good Food efforts underway.

21. ESTABLISH A REGIONAL FOOD POLICY COUNCIL TO STRENGTHEN THE GOOD FOOD AGENDA

A PLAN TO ADVANCE THE GOOD FOOD FOR ALL AGENDA: TURNING OUR WORDS INTO ACTION

So how do we turn these words on paper into action? The most common method to achieve cross-sector, regional collaboration around food system change is through the formation of a food policy council.^{ix} The councils are typically organized by state or local governments or by a coalition of non-profit groups to improve coordination among diverse entities and throughout the region. Over 90 Food Policy Councils have been formed around the nation,^x with the purpose of:

- Bringing together diverse food system stakeholders to break down silos;
- Sharing information;
- Inviting citizen participation in food system decision-making;
- Jointly advocating for comprehensive food policy approaches; and
- Inspiring new collaborative project ideas and funding proposals.

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^{ix} Appendix J provides a summary of research on best practices of Food Policy Councils conducted for the Los Angeles Food Policy Task Force. The full report, *Food Policy Councils: Innovations in Democratic Governance for a Sustainable and Equitable Food System* by Clare Fox will be available online.

^x See Appendix K for a list of Food Policy Councils

WHAT IS A FOOD POLICY COUNCIL?

The Food Policy Council model is a policy and governance innovation that brings together diverse stakeholders to study a local food system and offer recommendations for policy change. FPC members represent the full spectrum of food system activities: They are typically farmers, gardeners, chefs and restaurateurs, food processors and wholesalers, grocers, consumers, anti-hunger and food security advocates and government representatives. Though they take many forms and serve different purposes, Food Policy Councils are united in their interest to transform the food system through collaboration.

WHAT IS THE PROBLEM?

- **Compartmentalization of Food Policy:** The food system is addressed by an array of government departments without coordination or recognition of impacts across food sectors.
- **Lack of Holistic Planning:** Comprehensive food systems planning is difficult when food policy is segmented into different government activities
- **Lack of stakeholder input:** The fragmentation of food policy produces disconnection between food system stakeholders and the policy making process. Decision-making is not transparent or democratic.

WHAT HAVE OTHER CITIES DONE? FOUR CASE STUDIES

The Detroit Food Policy Council: The DFPC arose from grassroots organizing by several community-based organizations with leadership from the Detroit Black Community Food Security Network (DBCFSN). The DBCFSN enlisted a local City Councilwoman as an ally in the creation of a comprehensive City of Detroit Policy on Food Security to address the rising issue of hunger in “food desert” neighborhoods. Unanimously passed by City Council, that policy called for the formation of the DFPC to oversee the implementation of the Food Security Policy. The DFPC is purposefully not located in the public sector due to financial and political crisis in the City of Detroit. True to its roots, the DFPC is intended to serve as a coordinating and mobilizing hub for the many urban agriculture and food justice projects throughout the city, as well as advocate for policy reform.

New York City’s Food Policy Advisory Councils: New York City does not have a formal Food Policy Council. The City is home to several food policy initiatives including the Mayor’s Office of the Food Policy Coordinator and Speaker Christine Quinn’s FoodWorks NYC, currently in the planning stages. The Food Policy Coordinator receives input from a Food Policy Task Force composed of city department directors. Speaker Quinn assembled an advisory council of food system experts to provide recommendations for her FoodWorks NYC project. Elements of the FPC model have been employed to meet the need for cross-sector input, but some involved feel that a formal and permanent Food Policy Council is unnecessary and could even slow the process.

The San Francisco Food Policy Council: The SFFPC is unlike most Food Policy Councils around the country because it is time-limited and organized entirely around an Executive Directive. With the close support of the Mayor of San Francisco, the Director of Food Systems at the Department of Public Health organized an Executive Directive on “Healthy and Sustainable Food for San Francisco” based on reports and recommendations already on the books at several city departments and agencies. Once issued by the Mayor, this Executive Directive essentially gave city/county departments the “mayoral muscle” needed to implement their own recommendations within a specific timeframe. The SFFPC is an advisory body to the Mayor and to the Director of Food Systems to oversee implementation of the Executive Directive.

The Toronto Food Policy Council: Founded in 1991, the TFPC is one of the most widely respected Food Policy Councils in North America. Recently, the TFPC helped develop a comprehensive “Food Strategy” for the City of Toronto, which identifies cost neutral food-related opportunities for every city department in ways that achieve multiple local government goals at once. The TFPC has also raised millions of dollars of federal and private funding for community-based food system activities, and convened coalitions of stakeholders to initiate new projects. TFPC Manager Wayne Roberts describes this function of cultivating partnerships between government and community as being a “link-tank”.

Towards a Regional, Cross-Sector, Coordinated Food Movement

The Los Angeles Food Policy Task Force was asked to consider the viability of and offer recommendations for a future Los Angeles Food Policy Council to help advance a collaborative, comprehensive food system change agenda.

Bringing people together across food system sectors, geographies, and layers of government hasn't been accomplished successfully on a sizable scale in Los Angeles.^{x1} And it will not happen overnight. Food Policy Councils vary in every way in terms of form, function, and purpose. The unifying feature of Food Policy Councils seems to be that creating a viable model takes time and commitment from a large group of stakeholders. Building the momentum for comprehensive food system change will require time, patience, a clear vision, sustained effort to involve public, private, non-profit, and community stakeholders across the region in the process, political will, and dedication from those willing to forge ahead.

One possible outcome that has emerged through our process is the idea of creating a hybrid model, which influences the policy process in some direct manner, while strengthening and enhancing coordination among the hundreds of organizations engaged in food system change. This model remains the goal for most Food Policy Councils, but it has proven difficult to achieve for the majority.

We have spent many hours deliberating and coalescing around what we believe to be a strong path forward. Below we outline structural ideas in terms of the purpose and formation of a Food Policy Council and recommend guiding principles for advancing the Good Food Agenda. While we offer these recommendations, we also acknowledge the importance for the next generation of participants to unify around a common vision. The next phase of this work emphasizes inclusion, collaboration, and giving stakeholders a meaningful voice in food system change. Thus, expanded participation will foster new perspectives, which should be embraced. Time is

of the essence in moving forward with this work. The current widespread public and political momentum has reached unprecedented levels. This moment will not come again. And we cannot let it pass us by.

Our Recommendation: Establish a Regional Food Policy Council.

Policy change and movement building are interdependent, thus the Task Force believes a future Food Policy Council must encompass both. In order to identify a model that can effectively facilitate both policy change and movement building with broad community participation, the Task Force recommends that City and County leaders support the continued effort to build a regional Food Policy Council by endorsing work along two concurrent and integrated tracks with staff support:

- Track 1: City-County elected leaders advance short-term policy actions articulated in this report, and
- Track 2: Establish a Food Policy Council with government, non-profit, private, and community involvement to foster collaboration and coordination, expand participation, and to build momentum and capacity to build a Good Food system.

Track 1: City-County Reach for the “Low-Hanging Fruit”

Addressing food problems comprehensively will require active participation from City and County elected leaders, department heads, and others in government. Working with policy makers to advance particular priorities to accomplish “quick wins” will build momentum and establish the necessary credibility within government to continue advancing the Good Food for All Agenda.

An intergovernmental working group would informally bring together City-County staff from departments responsible for implementing food policy changes to: 1) break down silos, 2) share information, and 3) discuss how departments can work in coordination to achieve similar goals. This involvement will help to embed food systems thinking within City-County departments and

^{x1} Appendix L summarizes the brief history of the The Los Angeles Food Security And Hunger Partnership from 1996-1999 from *The Long Haul: Food Policy Approaches in Los Angeles, Then and Now* by Abby Klein for the Los Angeles Food Policy Task Force. The full report will be available online.

agencies, as well as identify key City-County Good Food champions. Importantly, representatives of this working group should also be involved in the Food Policy Council in order to ensure optimal collaboration inside and outside of government. The interdepartmental working group would work with City-County leaders to hold semi-annual report backs on food system change progress.

Track 2: Establish a Food Policy Council to Strengthen the Good Food Agenda

The second track would lay the foundation for building a sustainable and equitable regional food system by creating a Food Policy Council with government, non-profit, private, and community involvement to foster collaboration, expand participation, and to build momentum and capacity around the Good Food for All agenda. Track 2 would begin with a Food Summit, assuming available funding, with the purpose of bringing stakeholders together to launch the next phase of this process.

Next Steps: The Formation of the Food Policy Council

The Task Force recommends that Los Angeles develop a regional Food Policy Council model. A phased approach will be helpful to ensure a proper foundation. In the first phase, from Fall 2010 to Fall 2011 the FPC would be incubated as an initial stand-alone entity, convened by a carefully chosen neutral non-profit to avoid conflict and competition. Leadership would also be provided through participation of members from City and County agencies.

The next phase of this work will emphasize inclusion, collaboration, and giving stakeholders a meaningful voice in food system change, through participation on the Food Policy Council, subcommittees, and education and outreach activities, such as the Good Food Summits.

**GOALS OF TRACK 2:
ESTABLISH A FOOD POLICY COUNCIL**

- **DEVELOP AN INFORMATION HUB** with an inventory of LA County food system change efforts underway.
- **BUILD AND STRENGTHEN RELATIONSHIPS** across sectors.
- **ORGANIZE OPPORTUNITIES** for public education and networking.
- **CREATE A SPACE** for conversation, education and collaboration between diverse stakeholders.
- **FORM SUBCOMMITTEES** to expand participation and develop action plans to advance Good Food movement.
- **LEVERAGE FUNDS.**
- **COMMUNICATE AND INVOLVE PUBLIC** in food system change dialogue.
- **DEVELOP A STATE AND FEDERAL GOOD FOOD ADVOCACY AGENDA.**
- **IDENTIFY AND ADVISE** on key policy opportunities and initiatives.
- **IDENTIFY CIVIC CHAMPIONS.**



Timeline Fall 2010–Fall 2011

Recommended Membership Framework, Phase I

The Task Force recommends that members be selected in their individual capacity, but should have recognized experience in at least one of the following areas, and there should be no more than two persons with identical expertise per area:

1. Urban agriculture
2. Sustainable agriculture
3. Natural resources/environment
4. Producer
5. Labor
6. Food marketing
7. Food distributor
8. Food retail
9. Hotel/restaurants/institutions
10. School nutrition
11. Food access
12. Anti-hunger/food security
13. Emergency food
14. Food waste
15. City of LA
16. County of LA
17. Civil rights
18. Community organizers
19. Youth
20. Media
21. Public health
22. Consumer
23. Farmers' market
24. Business leaders
25. Finance experts
26. Architecture/design
27. Systems experts

In addition, efforts should be made to include individuals engaged in one of the following groups:

1. Business Community
2. Labor Representatives
3. Community Organizations and Community Residents
4. Rural and Regional Organizations
5. Health and Education Organizations
6. Local Governance
7. Philanthropy and Regional Civic Leaders

ROLE OF LOCAL GOVERNMENT

Membership of department heads or key public servants working on food issues in City and County government is critical to the success of the FPC for several reasons. First, encouraging local and regional government to play a leading role in food system reform requires departments and agencies to start thinking about how their individual daily work relates to the broader food system, as well as how departments can work in coordination to achieve similar goals.

Similarly, through participating in an ongoing dialogue, departments and agencies can better understand the needs of community members and identify opportunities to address such needs through even just minor changes in their daily work. Inviting those who are tasked with implementing policies to participate in the conversation of local food reform brings expertise about the policy process that will help community members understand the limitations – and possibilities – of local government and can help develop reform strategies that maximize existing assets.

City and County participants will play the very important role of serving as liaisons to their departments to help embed this big picture thinking into their departments.

Positions should not be earmarked for governmental appointments. Rather, appointments of government agency participants should be based on expertise and an individual's interest in participating in a dynamic process

Proposed Organizing Principles

Above all, embarking on comprehensive food system change must be guided by a set of principles to ensure integrity, transparency, and full participation in the process. The principles below are a proposed framework for representing the fundamental values and beliefs about how to structure and organize our collective human endeavor in creating and developing a thriving regional food system in Southern California focusing on the local foodshed of LA.

These principles were useful to us as a Task Force and we offer them to the future Food Policy Council as a suggested starting point. These principles are meant to be descriptive, not prescriptive. They would be the “touchstone” as we set the design patterns for the building blocks of the system and they will be the criteria by which we would judge and evaluate future actions and decisions related to organizational structure.

Regionality and Reciprocity

Los Angeles is a part of a regional food system for Southern California. The whole region is responsible to all of the parts as well as the parts being responsible to the whole. Interdependence is recognized; collaboration and cooperation are encouraged; mutual benefits are sought; building trust should always be an implicit goal if not explicit.

Decision Making

Regional coordinating entity will develop means for and utilize representative decision-making. In all regional coordinating/governance structures, decisions and deliberations must fairly represent the racial, ethnic, geographic, socio-economic diversity of affected views and interests and not be determined by any single view or interest. Health shall be integral to any food resource decisions.

Ethics and Transparency

This same structure (s) shall maintain the highest standards of integrity and ethical conduct, fair and accurate dissemination of information and full disclosure and accountability for its affairs. Transparency will be practiced to the greatest extent possible that has minimal impact on confidentiality or competitive position.

Stakeholder Responsibilities:

Likewise, stakeholders within the regional food system will act openly, honestly, be inclusive, honor diversity, equity, self-determination, engage in practices that promote dignity and respect for all regardless of socio-economic status, position, or race.

Knowledge Equity

The knowledge, experience, and expertise of all food system stakeholders are of equal value and significance.

Policy Development

All levels of government institutions throughout the region shall engage in ongoing development of food policy consistent with the vision and goals of this report. These policies shall be grounded in core principles refined and adopted through democratic dialogue and debate. The affected communities are actively engaged in all stages of decision-making.

Resource sharing

Resources are invested fairly and evenly in local community organizations to build and sustain community capacity consistent with the vision and goals of this report.

Institutionalization

These organizing principles will be institutionalized in bylaws, written agreements and relationships.

Resilience

The regional food system will strive to promote policies and implement practices that ensure the region’s resources are not degraded, acting from sound ecological practices to protect and preserve the region for future generations.

Sustainability

Local food systems must be organized and managed to ensure sustainability with specific criteria for ecological integrity, social equity, and economic viability to be determined at the local level.

FUNDING

Funding is an ongoing issue for most Food Policy Councils or food systems coordinating bodies. Funding streams vary.

Local Government Funding

Local government entities, such as the Mayor’s Office, Departments of Public Health, Planning Departments, or Sustainability Offices have historically funded some Food Policy Councils. Food Policy Councils that have secured local government funding are also able to independently raise funds for local community groups. This relationship has proven to be a major credibility builder with community organizations.

Federal Funding

As cities face severe fiscal crisis and cuts to local government, federal grant programs for building regional food systems and Food Policy Councils, such as the USDA’s Community Food Security Projects Program, have become increasingly appealing funding streams. Most recently, the Food Security Partners in Nashville, Tennessee received federal funding for a Food Policy Council through the RENEW Initiative.

City and County government can leverage their ability to ask other levels of government for resources and funding opportunities. This relationship will be critical as several sources of federal funding will become available for regional food systems planning in the next year, many of which emphasize the importance of partnerships with local government entities. **Table 1** is a non-comprehensive chart, which summarizes key federal funding opportunities, which could be leveraged for many of the specific actions detailed in this report. While the funding streams are not targeted at Food Policy Councils, many require multi-stakeholder partnerships, which could be facilitated by a future Food Policy Council.

SHOW ME THE MONEY!

The Toronto Food Policy Council has raised millions of dollars of federal and private funding for community-based food system activities, and convened coalitions of stakeholders to initiate new projects with these funding streams.

Foundation Funding

Foundations that fund food systems work such as The W.K. Kellogg Foundation and The California Endowment, as well as local family foundations have funded Food Policy Councils in the past. The Wallace Center’s Healthy Urban Food Enterprises Development Center is a new initiative funded by the USDA, which will provide grants and technical assistance for enterprise development and focus on getting more healthy food—including local food—into communities with limited access. In the future, this may be an important funding source for scaling up many of the identified initiatives in this report.

Table 1: Potential Federal Funding Opportunities

Program and Agency	Description ¹²⁴	Examples	Status
Community Food Security Projects Competitive Grants Program (USDA)	Grants for projects to meet the food needs of low-income people; increase the self-reliance of communities to meet their own food needs; and promote comprehensive responses to local food, farm, and nutrition issues.	<ul style="list-style-type: none"> • Food Policy Council • Regional Food Hub • Community gardens 	Fall 2010
Hunger Free Communities Grant (USDA)	Grants to identify new strategies that support the creation of Hunger-Free Communities by helping fund research, planning, and hunger relief activities. <i>Requires organizations to partner with a Food Policy Council.</i>	<ul style="list-style-type: none"> • Healthy mobile vending program • Cooperative grocery store • Community gardens 	Application due September 1 2010.
Specialty Crop Block Grant (USDA)	Helps states improve competitiveness of their specialty crops, improve nutrition, and develop better produce distribution systems.	<ul style="list-style-type: none"> • Regional Good Food branding system. • Regional Food Hub 	July 2010
Agriculture and Food Research Initiative Competitive Grants Program	Provides funding for fundamental and applied research, extension, and education to address food and agricultural sciences (innovative strategies to address food access and food security was focus of one section).	<ul style="list-style-type: none"> • Developing food access strategies 	June 2010
Healthy Food Financing Initiative (USDA/HHS/TR)	Interagency effort to increase access to healthy foods in urban, rural, and suburban communities that are underserved by supermarkets by providing financing for new or expanded grocery stores, farmers markets and other healthy food retailers.	<ul style="list-style-type: none"> • Healthy mobile vending program sourcing locally grown and raised food from within the Southern California • Corner-store conversion • New supermarkets 	Proposed FY 2011
Regional Innovation Initiative (USDA)	Supports regional planning and coordinates USDA assistance in rural communities for initiatives that are likely to have a strong regional economic impact.	<ul style="list-style-type: none"> • Regional economic development strategy • Foodshed Assessment 	Proposed FY 2011
Green Jobs Innovation Initiative(DOL)	Supports competitive grants for job training and career pathway programs in the green economy.	<ul style="list-style-type: none"> • Migrant farmer training program • Regional Food Hub 	Proposed FY 2011
Workforce Innovation Partnership (DOL/DOE)	Gives competitive grants to explore and test promising new approaches to workforce training for disadvantaged hard-to-reach populations and out-of-school-youth.	<ul style="list-style-type: none"> • Urban farm job training • Culinary skills development • Regional Food Hub 	Proposed FY 2011
Healthy Communities Initiative (EPA)	New program-focused on environmental improvements- clean air, water, healthy schools, brownfields cleanup, in disadvantaged and overburdened communities, as a component of sustainability efforts.	<ul style="list-style-type: none"> • School/community gardens 	Proposed FY 2011
Interagency Partnership for Sustainable Communities (EPA/DOT/HUD)	New partnership- between agencies responsible for housing, transportation, and the environment will coordinate their investments to build more sustainable communities that offer affordable housing and transportation options to all while addressing the challenges of climate change.	<ul style="list-style-type: none"> • Integrate food systems planning into Climate Action Plans 	Proposed FY 2011

LOS ANGELES: A LEADER, A LINKER, AN INNOVATOR

Los Angeles has the potential to be:

- **A leader** in advocating for state and federal food system change.
- **A linker** in convening and partnering with diverse stakeholders.
- **An innovator** for developing innovative, collaborative projects, programs, and enterprises.

A LEADER: DEVELOP A STATE AND FEDERAL GOOD FOOD AGENDA

Throughout the Good Food for All Agenda, numerous federal, state, and regional advocacy needs were identified, because federal (and to a lesser degree state) policies most significantly influence the food that is grown and made available, our food environments, and our food decisions.

A powerful role for Los Angeles and a future Los Angeles Food Policy Council would be to collaborate with other local and state Food Policy Councils to advance a coordinated Good Food agenda at the regional, state, and federal level. The Agenda would promote the policy goals that reflect the region's desires for building a healthy, just and sustainable food system. Such an advocacy effort would require participation from our local and regional leaders to voice shared support for state and federal legislative efforts and urgency for change to State and Congressional lawmakers.

A summary of advocacy needs outlined in the Good Food for All Agenda includes:

Advocate Congress to:

- Include the USDA's recommended changes in the Child Nutrition Act Reauthorization.
- Extend the Transitional Subsidized Employment Program.
- Approve National Healthy Food Financing Initiative.
- Expand definition of SNAP-ED to include school gardening and cooking programs.

Advocate State Lawmakers to:

- Approve California Healthy Food Financing Initiative.
- Coordinate development of regional Good Food branding system.

Advocate Regional Leaders and School Districts to:

- Establish incentives for growers, ranchers, and urban farmers to meet the demand for Good Food.
- Transform school cafeterias into places of learning.
- Integrate skills based nutrition and food system literacy into health-education curriculum, and eventually all subject areas.

Additionally, advocacy around Farm Bill reform, fully funding nutrition assistance programs, more funding for building local and regional food systems, improved food safety regulations, increased funding for nutrition assistance programs and for building regional food systems, food industry marketing reform, and enforcement of anti-trust regulations are a short-list of other major policy areas where we must engage with a loud and unified voice.

A LINKER: CONVENE AND PARTNER WITH DIVERSE STAKEHOLDERS

While everyone is effectively a stakeholder in the food system, those at the forefront of researching, educating, organizing, advocating, and implementing solutions know best what the challenges and opportunities are for correcting the food system's failures. Food system change is complex, political, cultural and deeply personal. This report focused its recommendations on

ways City and County government could help to build a sustainable and equitable regional food system. City and County government can help create an inviting policy environment, making large-scale change possible. But simply changing the policy environment is not enough; lasting change depends on a collaborative, participatory process that leverages the best available knowledge, skills, and perspectives.

The Los Angeles Food Movement: Ultimately, a strong and organized community is the necessary infrastructure for meaningful change. Some have noted that the existing broad-based grassroots food movement mirrors the character of Los Angeles itself in its vast yet disjointed array of disconnected efforts, lacking a unifying organization and coordination. Yet a key strength of the current movement is the large number of coalitions already formed, typically around a single issue, but sometimes with broader agendas, which convene invested stakeholders. All told, there are thousands of people represented by these coalition members. These alliances are crucial to informing strategies, mobilizing the public, and advancing comprehensive food system reform.

Public-Private Partnerships: Public private partnerships will be critical to the success of future endeavors as they combine resources, authority and government positioning of public agencies with the capability, expertise, resources, and flexibility of private enterprises to form strategic partnerships on projects related to food system change. Local government can help set the wheels in motion, but the private sector will inevitably do the heavy lifting in terms of market development and creating a thriving Good Food economy. Developing strong partnerships with the business community is particularly important in times of fiscal crisis.

University Partners: Partnerships with our world-renowned universities and trade schools are critical to building a Good Food system, through research, curriculum and program development, and job training. Several long-term areas for change identified in the Good Food for All Agenda require initial research to establish a baseline for developing goals and action plans and measuring future impact.

Local government and a future Food Policy Council can play the important role of bringing together diverse stakeholders to develop comprehensive cross-sector strategies for achieving large-scale food system transformation. Recommendations that will depend on partnerships include:

Convene Diverse Stakeholders

- Develop plans with partners for Los Angeles Regional Food Hub.
- Develop a Good Food economic development strategy.
- Develop City-County Good Food procurement policy.
- Develop a state and federal Good Food advocacy agenda.
- Integrate Good Food Criteria into Green Business Certification Programs for foodservice providers.
- Establish an annual meeting with farmers' market managers.
- Develop an innovative healthy food retail proposal.
- Facilitate coordinated healthy food sourcing of small storeowners.
- Work with community and faith based organizations and promotoras to communicate health and nutrition information.
- Increase collaboration with non-profit and extracurricular programs to incorporate food and regional food system literacy into their programs.

The Task Force recommended three studies, each of which will rely on outside partnerships and funding:

- Conduct a Regional Food Hub Feasibility Study.
- Conduct a Foodshed Assessment.
- Conduct a Food System Workers and Small Food Enterprises Study.

Moving forward, these three studies will help establish goals and a strategic plan for creating a Good Food system, which will be integrated into a regional economic development strategy and local and regional planning documents. Through a participatory process, these studies would develop indicators to measure our progress.

Additionally, participants in the Urban Agriculture Listening Session voiced the desire for a health and safety study to help them decide whether to expand or discourage the practice of locating urban farms and community gardens under utility right-of-ways.

AN INNOVATOR: LEAD THE WAY IN INSPIRING GOOD FOOD FOR ALL INNOVATIONS

Los Angeles County's population is nearing ten million people and growing. Its foodshed spans 200 miles, ten counties and touches over 22 million people. By any measure, Los Angeles will be the largest region to undertake comprehensive food system change. As we create a Good Food system for all of our residents and neighbors, we can become a model for the nation.

The LA region's economic health rests on small and mid-sized businesses. Strengthening Good Food businesses and helping new ones grow will stimulate the local economy. Developing a Regional Food Hub, a Good Food certification program, and a Good Food economic development strategy are just a few ideas for unleashing innovation and fueling economic growth.

A holistic food strategy for the LA region will integrate the efforts of diverse stakeholders and siloed issue areas, inspiring creative new ideas to achieve large-scale shifts in the production, distribution, and consumption of Good Food. Such comprehensive approaches will advance the City and County's interrelated goals of racial, economic, and social justice, environmental sustainability, good jobs and small food enterprise creation, and improved public health, education and public safety.

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As we create a Good Food system for all of our residents and neighbors, we can become a model for the nation.

MAKING THE HEALTHY CHOICE THE EASY CHOICE

Los Angeles is known the world over for the creativity and diversity of its people and its mild Mediterranean climate. Good Food is at the heart of what we all want for our community. With public support and enthusiastic community involvement, LA's strengths could yield an explosion of innovation in how we produce, distribute and consume food. New and improved Good Food industries, businesses and much-needed jobs; healthier people, especially in underserved areas; a cleaner environment; and connected communities – all could be the results of the Good Food for All Agenda.

Food is a basic human right. It can celebrate and bridge diverse cultures, but it also represents one of the most striking examples of the gulf between the “haves” and “have nots”. Southern California is one of the most abundant and productive agricultural regions in the nation, yet Los Angeles has a hunger crisis that dwarfs most US cities. Indeed, Los Angeles is the “epicenter of hunger,” according to Lisa Pino, President Obama’s USDA Deputy Administrator of the Supplemental Nutrition Assistance Program (Food Stamp Program).¹²⁵

Over one million Los Angeles County residents confront hunger or food insecurity. Our most vulnerable members of society suffer the most. Twenty-five percent of children and 50 percent of seniors are food insecure.¹²⁶ At the same time, 34 percent of Los Angeles toddlers and 40 percent of middle school students are overweight or obese. These children are calorie rich, but nutrition poor.

Fortunately, U.S. taxpayers have committed \$90 billion in 2010 to improve the nutrition of low-income Americans. Los Angeles policymakers need to take action to ensure Angelenos receive their fair share of these valuable benefits to improve health and access to Good Food. The Good Food for All Agenda has identified our first steps and suggested strategies towards building a more sustainable and equitable regional food system. Nowhere are the needs more urgent and the potential impact more significant.

**By making Good Food affordable,
policymakers can make the
healthy choice the easy choice.**

- 1 The Los Angeles Urban-Rural Roundtable report will be available online.
- 2 Economic Research Service. (2009). *Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences*. United States Department of Agriculture
- 3 Los Angeles County Department of Public Health. (2009). *Key Indicators of Health by Service Planning Area-2009*. Los Angeles: Los Angeles County Department of Public Health.
- 4 Los Angeles County Department of Public Health. (2009). *Key Indicators of Health by Service Planning Area-2009*. Los Angeles: Los Angeles County Department of Public Health.
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- 20 In addition to the United States Department of Agriculture (USDA) and Health and Human Services (HHS), Housing and Urban Development (HUD), the Environmental Protection Agency (EPA), and the Department of Transportation (DOT) are all considering funding regional food system planning.
- 21 See page 89 for a summary table of key federal food-related funding streams.
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- 23 Shimada, T. (2009). *Lost Dollars, Empty Plates*. Oakland: California Food Policy Advocates.
- 24 Chenoweth & Associates, I. (2009). *Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity- 2006*. California Center for Public Health Advocacy.
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- 26 The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. (2009). *Hungry No More: A Blueprint to End Hunger in Los Angeles*. The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger.

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- 28 Lindsey Day-Farnsworth, B. M. (2009). *Scaling Up: Meeting the Demand for Local Food*. UW-Extension Ag Innovation Center, UW-Madison Center for Integrated Agricultural Systems.
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- 30 The Urban & Environmental Policy Institute at Occidental College, along with other key partners, have been building the foundation of this concept, which has gained serious momentum throughout California and nationwide, most importantly with the USDA. Funding for a feasibility study and the hiring of a market manager was just awarded to the San Diego Department of Public Health from the CDC/ARRA RENEW Initiative. Similar studies are proposed in San Luis Obispo, San Bernardino and Ventura.
- 31 Sonntag, V. (2008). *Why Local Linkages Matter: Findings from the Local Food Economy Study*. Settle: Sustainable Seattle.
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- 33 American Planning Association. (2007). *Policy Guide on Community and Regional Food Planning*. American Planning Association.
- 34 California Employment Development Department. (2009). Retrieved March 15, 2010, from Quarterly Census of Employment and Wages (QCEW) : <http://www.labormarketinfo.edd.ca.gov/?pageid=1016>
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- 36 Eric Holt-Gimenez, Z. B. (2009). *Food Workers - Food Justice: Linking food, labor and immigrant rights* . Oakland: The Institute for Food and Development Policy.
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- 44 Thompson, Edward, J. A. (2008). *Think Globally, Eat Locally: San Francisco Foodshed Assessment*. American Farmland Trust.
- 45 Los Angeles Urban-Rural Roundtable, February 2010.
- 46 American Planning Association. (2007). *Policy Guide on Community and Regional Food Planning*. American Planning Association.
- 47 City of Portland, Bureau of Planning and Sustainability. (2009). *City of Portland and Multnomah County: Climate Action Plan 2009*. Portland: City of Portland and Multnomah County.

- 48 Several leading national associations have embraced this concept as well. Major players such as the American Public Health Association, the American Medical Association, and the American Planning Association have each adopted policy statements, emphasizing the importance of aligning their priorities and initiatives with the building of healthy, just, and sustainable food systems.
- 49 Mayor's Office. (2009). *Executive Directive 09-03: Healthy and Sustainable Food for San Francisco*. San Francisco: City and County of San Francisco.
- 50 In 2012, California will implement AB 32, the Global Warming Solutions Act of 2006, which mandates that California reduce its greenhouse gas (GHG) emissions to 1990 levels by 2020 and to 80 percent below 1990 levels by 2050.
- 51 SB 375 requires the California Air Resources Board (CARB) to develop regional greenhouse gas emission reduction targets for passenger vehicles. Each of California's 18 Metropolitan Planning Organizations must prepare a "sustainable communities strategy (SCS)" that demonstrates how the region will meet its greenhouse gas reduction target through integrated land use, housing and transportation planning. Once adopted by the MPO, the SCS will be incorporated into that region's federally enforceable regional transportation plan (RTP). Encouraging local food production, distribution, and consumption can help meet these goals.
- 52 Mayor's Office. (2009). *Executive Directive 09-03: Healthy and Sustainable Food for San Francisco*. San Francisco: City and County of San Francisco.
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- 54 City of Toronto. (2009). *Local Food Procurement Policy and Implementation Plan- Update*. Toronto, CA: City of Toronto.
- 55 Lindsey Day-Farnsworth, B. M. (2009). *Scaling Up: Meeting the Demand for Local Food*. UW-Extension Ag Innovation Center, UW-Madison Center for Integrated Agricultural Systems.
- 56 Los Angeles County Department of Public Health. (2010, March 19). "Public Health receives unprecedented \$32 million award". Los Angeles, CA: Los Angeles County Department of Public Health.
- 57 For instance, Good Food could be defined as (1) originating from the Regional Food Hub (to guarantee source) and (2) meeting the Dietary Guidelines for Americans and (3) meeting at least one additional criteria for relevant categories of food purchases, such as "fair" or "environmentally sustainable", potentially using an existing third-party certification system, such as California Certified Organic Farmers (CCOF) or a farm/business social sustainability policy endorsed by farm worker advocacy organizations. The UC System's Sustainable Foodservice Policy defines Sustainable Food as "food purchases that meet one or more of the following criteria: Locally Grown (defined as approximately 500 miles), Fair Trade Certified, Domestic Fair Trade Certified, Shade-Grown or Bird Friendly Coffee, Rainforest Alliance Certified, Food-Alliance Certified, USDA Organic, AGA Grassfed, Pasture Raised, Grass-finished/100% Grassfed, Certified Humane Raised & Handled, Cage-free, Protected Harvest Certified, Marine Stewardship Council, Seafood Watch Guide "Best Choices" or "Good Alternatives", Farm/business is a cooperative or has profit sharing with all employees, Farm/business social responsibility policy includes: (1) union or prevailing wages, (2) transportation and/or housing support, and (3) health care benefits."
- 58 Sharp, M. (2010, June 14). Senior Advocate, California Food Policy Advocates. (A. Delwiche, Interviewer)
- 59 LAUSD is the second largest school district in the country. Edwards, N. a. (2009). *The State of the Plate: What's Left on the Trays?* Oakland: California Food Policy Advocates.
- 60 Shak, L. a. (2010). *Recipes For Change: Healthy Foods in Every Community*. Convergence Partnership.
- 61 Edwards, N. a. (2009). *The State of the Plate-What's Left on the Trays?* Oakland: California Food Policy Advocates.
- 62 Edwards, N. a. (2009). *The State of the Plate-What's Left on the Trays?* Oakland: California Food Policy Advocates.
- 63 The Child Nutrition Reauthorization Act was passed by the House Spring 2010 and currently awaits Senate passage.
- 64 The White House. (2010). *United States Department of Agriculture Budget for Fiscal Year 2011*. Office of Management and Budget.
- 65 National Farm to School Network. (2010). *Policies*. Retrieved May 15, 2010, from National Farm to School Network: <http://www.farmtoschool.org/policies.php>
- 66 Fielding, J. (2009, October 16). Highest Strategic Priorities to Improve Nutritional Policies and Programs. *Memo to the Los Angeles County Board of Supervisors*. Los Angeles County Department of Public Health.

- 67 The Healthy School Food Coalition received CDC/ARRA grant funding to help LAUSD implement the Institute on Medicine's recommendations for adopting the Dietary Guidelines for Americans.
- 68 The Los Angeles Universal Preschool (LAUP) received CDC/ARRA grant funding to adopt and implement nutrition and physical activity policies across 300 preschools covering 10,000 children from across the county.
- 69 Daniels, K. (2010, April 5). *Food to Waste*. Retrieved May 5, 2010, from Hunger in the Golden State: <http://hungerincal.uscannenberg.org/?p=112>
- 70 Bureau of Sanitation Board Report. (2010, March 24). Authority to Adopt and Execute the Commercial Restaurant Food Recycling Alternative Proposal. Los Angeles: Department of Public Works.
- 71 Bureau of Sanitation Board Report. (2010, March 24). Authority to Adopt and Execute the Commercial Restaurant Food Recycling Alternative Proposal. Los Angeles: Department of Public Works.
- 72 Fielding, J. (2009, October 16). Highest Strategic Priorities to Improve Nutritional Policies and Programs. *Memo to the Los Angeles County Board of Supervisors*. Los Angeles County Department of Public Health.
- 73 The reduction of salt in packaged foods and restaurants is a top priority for the Los Angeles County Department of Public Health. Fielding, J. (2009, October 16). Highest Strategic Priorities to Improve Nutritional Policies and Programs. *Memo to the Los Angeles County Board of Supervisors*. Los Angeles County Department of Public Health.
- 74 Great Britain implemented a voluntary program, while Finland's program was mandatory. Fielding, J. (2009, October 16). Highest Strategic Priorities to Improve Nutritional Policies and Programs. *Memo to the Los Angeles County Board of Supervisors*. Los Angeles County Department of Public Health.
- 75 Tremaine, J. (2010, January 7). Director of Nutrition, Los Angeles County Department of Public Health. (A. Delwiche, Interviewer)
- 76 In 2009, The County received \$200 million to place 10,000 GAIN and GROW employees in private, non-profit, and public workplaces at \$10 per hour. The South Bay Workforce Investment Board has been implementing the program with remarkable success, however the federal funding will sunset in September. South Bay Workforce Investment Board. (n.d.). Retrieved June 27, 2010, from Los Angeles County Transitional Subsidized Employment Program: http://www.employmentstimulus.org/EmploymentStimulus_main2.htmSouth Bay <http://www.employmentstimulus.org/>
- 77 The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. (2009). *Hungry No More: A Blueprint to End Hunger in Los Angeles*.
- 78 Shimada, T. (2009). *Lost Dollars, Empty Plates*. Oakland: California Food Policy Advocates.
- 79 Shimada, T. (2009). *Lost Dollars, Empty Plates*. Oakland: California Food Policy Advocates.
- 80 Sharp, M. (2010, June 14). Senior Advocate. (A. Delwiche, Interviewer)
- 81 Hunger Action LA, in partnership with the newly formed California Farmers Market Consortium, recently initiated a bonus voucher incentive pilot program at the Adams and Vermont Farmers Market. Bonus vouchers for fresh produce are given to recipients of nutrition assistance when they attend the farmers markets, essentially doubling purchasing power. The goal of the program is to improve the nutrition of families, while directly benefiting small farmers.
- 82 United Fresh Produce Association. (2009). *Fruits & Vegetables Finally Added to WIC Food Packages*. Retrieved January 15, 2010, from <http://www.unitedfresh.org/newsviews/wic>.
- 83 Recognizing the scale of impact these federal dollars could have on the local food economy, in 2009 the Urban & Environmental Policy Institute at Occidental College initiated a pilot program to integrate and market locally grown produce into WIC-only stores. Expansion of this program could offer a major benefit to local and regional producers, while offering fresh, healthy, and affordable food to WIC recipients.
- 84 Conversation with David Swift, Director of State of California - Office of Systems Integration (OSI) Electronic Benefit Transfer (EBT) Project.
- 85 Conversation with Andy Barbusca Chief, Local Agency Support Services ,California WIC Program
- 86 The number of children receiving food assistance increased from 185,000 in 2005 to 393,000 children in 2009. Los Angeles Regional Foodbank. (2010, February). Hunger in Los Angeles County 2010. Los Angeles, CA.
- 87 MacVean, M. (2009, December 23). "Food Banks Take the Lead in Soliciting Healthier Eats". *Los Angeles Times*.
- 88 In November 2009, the City passed an ordinance requiring city agencies, such as Parks and Recreation, to donate their surplus food to emergency food banks. In addition, the City will promote the program to businesses and encourage them to follow suit. While this ordinance provides food to those in need, it also assists the City in its goals to meet its reduced waste goals.

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- Shaffer, A. (2002) *The Persistence of L.A.'s Grocery Gap: The Need for a New Food Policy and Approach to Market Development*. The Center for Food and Justice, The Urban and Environmental Policy Institute: Occidental College.
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- 94 Vallianatos, M. S. (2002). *Transportation and Food: The Importance of Access*. Center for Food and Justice, Urban and Environmental Policy Institute. Los Angeles: Occidental College.
- 95 Lee, M. (2009, December 14). Associate Director, PolicyLink. (Alexa Delwiche and Cedar Landsman, Interviewers)
- 96 Blue Ribbon Commission on LA's Grocery Industry and Community Health. (2008). *Feeding Our Communities: A Call for Standards for Food Access and Job Quality in Los Angeles' Grocery Industry*. Los Angeles: Los Angeles Alliance for a New Economy.
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- 98 Gulager, J. (2010, January 28). Special Assistant to Deputy Chief of Operations, Community Redevelopment Agency/Los Angeles. (a. C. A. Delwiche, Interviewer)
- 99 Community Redevelopment Agency/Los Angeles . (n.d.). *Market Opportunities: Incentive for Retailers*. Retrieved January 3, 2010, from http://www.crala.net/internet-site/Development/upload/Market_Opportunities_08.pdf
- 100 PolicyLink and The Food Trust. (2010, January 27). *Obama's Budget Funds National Healthy Food Financing Initiative*. PolicyLink and The Food Trust.
- 101 Grocery Retailer Listening Session. (April 29, 2010).
- 102 The CRA/LA, in partnership with the Center for Food and Justice at Occidental College and Esperanza Community Housing Corporation, received an Environmental Justice planning grant from the State of California Department of Transportation (CalTrans) in order to develop Transportation Strategies to Improve Food Access in Southeast Los Angeles. A draft report with recommendations will be released this summer.
- 103 Economic Research Service. (2009). *Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences*. United States Department of Agriculture.
- 104 Sturm R and Cohen DA. (2009). *Zoning for Health? The Year-Old Ban on New Fast-Food Restaurants in South LA*. Health Affairs.
- 105 Economic Research Service. (2009). *Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences*. United States Department of Agriculture.
- 106 Vallianatos, M. (2009, June 25). *Food Justice and Food Retail in Los Angeles*. Ecology Law Currents.
- 107 Los Angeles City Council, Office of the City Clerk, Ordinance no. 180103, Effective Date: September 14, 2008.
- 108 Three of the 18 Community Plans being updated are part of the South Los Angeles Region. Councilmember Jan Perry is working with the Planning Department to place a limit on fast food outlets and convenience stores if they cannot offer healthy food options.
- 109 Vallianatos, M. (2009, June 25). *Food Justice and Food Retail in Los Angeles*. Ecology Law Currents.
- 110 The CRA/LA and Healthy Eating Active Communities (HEAC) just received \$240,000 in federal stimulus funding to physically transform and provide technical assistance to six convenience stores in order to begin offering residents' fresh fruits and vegetables, based on HEAC's Market Makeovers Program with The Accelerated School. Importantly, store-owners must sign a covenant agreeing to the process outlined by CRA/LA, ensuring that stores will remain committed to offering healthy food options if the public benefits. Public Matters has begun working with Los Angeles Communities Advocating for Unity, Social Justice, and Action (LA CAUSA) YouthBuild, Nathan Cheng Consulting and Supervisor Gloria Molina to transform two corner markets in Los Angeles County. Finally, the UC Cooperative Extension

was awarded a grant from the “UCLA REACH U.S. Legacy Project,” in October 2009, to implement the “East Los Angeles Nutrition Project,” an initiative that aims to increase the availability of fresh fruits and vegetables for residents of East LA through corner store and restaurant “makeovers.” The project brings together members of the community, business owners, community agencies, schools and elected officials to encourage corner stores to carry more fresh produce and locally-owned restaurants to offer healthier menu options.

- ¹¹¹ Zajfen, V. (2010, April 10). Program Manager, UEPI. (A. Delwiche, Interviewer)
- ¹¹² The law does not apply to restaurants with fewer than 20 stores, which represents a significant portion of restaurants in Los Angeles.
- ¹¹³ Simon, P. et al, Menu Labeling as a Potential Strategy for Combating the Obesity Epidemic: A Health Impact Assessment. Los Angeles County Department of Public Health, (2008).
- ¹¹⁴ Vallianatos, M. (2009, June 25). *Food Justice and Food Retail in Los Angeles*. Ecology Law Currents.
- ¹¹⁵ Sturm R and Cohen DA. (2009). *Zoning for Health? The Year-Old Ban on New Fast-Food Restaurants in South LA*. Health Affairs.
- ¹¹⁶ The County Department of Public Health has identified such a tax or fee as a priority item and they are working with the Board of Supervisors to consider whether such a pricing policy is appropriate at the County level or if the County should support a statewide campaign.
- ¹¹⁷ Armstrong, D. (2000). A Survey of Community Gardens in Upstate New York: Implications for Health Promotion and Community Development. *Health & Place*.
- ¹¹⁸ Alaimo, K. et al. (2008). Fruit and Vegetable Intake Among Urban Community Gardens. *Journal of Nutrition Education and Behavior*.
- ¹¹⁹ Malakoff, D. (1995). *Community Gardening: The Key to Food Security?* Los Angeles: UCLA School of Urban Planning.
- ¹²⁰ Los Angeles City Council, Office of the City Clerk, Ordinance no. 181188, Effective date: May 21, 2010.
- ¹²¹ For recommendations on community gardens, see National Policy & Legal Analysis Network to Prevent Childhood Obesity, Establishing Land Use Protections for Community Gardens, <http://www.nplanonline.org/nplan/products/establishing-land-use-protections-community-gardens>.
- ¹²² The City is currently working in partnership with the Los Angeles Neighborhood Land Trust, USC, and other local non-profits to undertake a land assessment of vacant land parcels in CDBG areas and develop strategies for creating community gardens, which is an important first step in facilitating residents’ access to growing food.
- ¹²³ With Project Renew LA funds, the LA County Department of Public Health will be making an annual investment of just over half a million dollars to countywide social marketing and advocacy campaigns to promote healthy food and beverage policies in cities. Specifically, DPH and partners will develop campaigns to emphasize the need for “healthy food and beverage policies, such as vending machine policies, healthy food and beverage policies for programs serving youth, incentives for food retailers to offer healthy food items, and incentives for farmers markets and community gardens”.
- ¹²⁴ Funding descriptions come from PolicyLink’s summary table in Fox, Radhika. (2010). *The President’s Budget: Creating Communities of Opportunity*. PolicyLink.
- ¹²⁵ Meeting with Lisa Pino, SNAP Deputy Administrator in Los Angeles, June 24 2010.
- ¹²⁶ The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger. (2009). *Hungry No More: A Blueprint to End Hunger in Los Angeles*. The Jewish Federation of Greater Los Angeles and Mazon: A Jewish Response to End Hunger.

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with appendices and supporting documents will be available online.

For more information, please contact: lafoodpolicytaskforce@gmail.com



