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Office of the Honorable Lynette Gibson McElhaney
COUNCILMEMBER ~ DISTRICT 3

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September 4, 2014

Dear colleagues,

I have requested that the Oakland Food Policy Council come to the Life Enrichment Committee so that the Council and the public may become familiar with their efforts to address food access in our city. With so many Oakland residents struggling with hunger, it is important to discuss such issues at the Council level and to learn from the community and non-profit experts who are researching solutions to our greatest challenges. The goals of the Oakland Food Policy Council are aligned with our Committee's scope of life enrichment issues, such as health and human services.

Signed,

Councilmember Lynette Gibson McElhaney





Building an Equitable and Sustainable Food System in Oakland, CA

Presented by Esperanza Pallana, Oakland Food Policy Council

Vision

Every Oakland resident will be within walking distant to healthy, affordable food

Oakland residents from all communities will be food literate and active in food policy development and outcomes

The Oakland food system is an engine for local economic development and involves local and regional agricultural communities

Food, hunger, and food systems is a permanent part of the City of Oakland's agenda

Our local work contributes to the national dialog on food policy

Mission & Goals

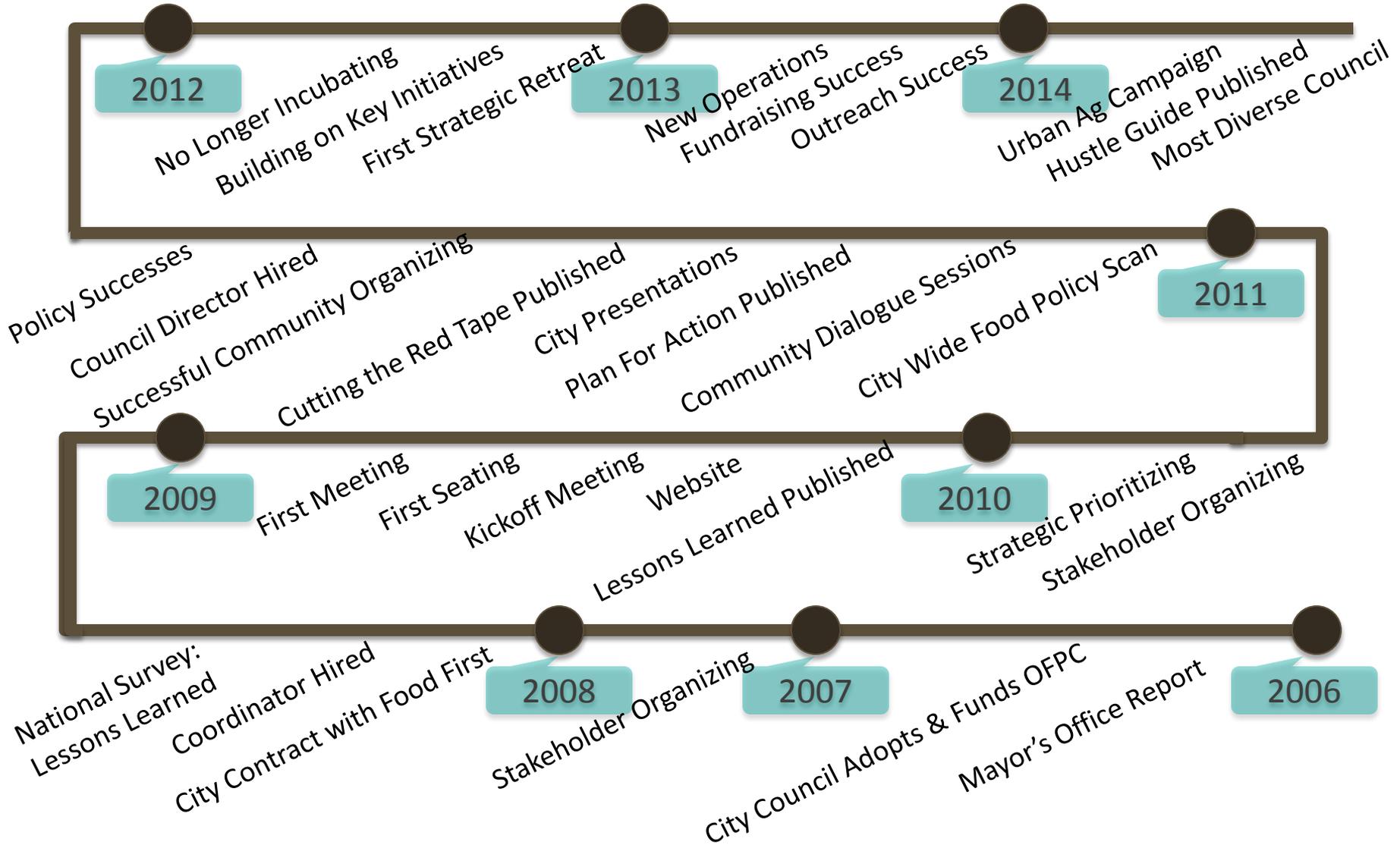
The mission of the Oakland Food Policy Council is to establish an equitable and sustainable food system in Oakland, California.

Our goals cover the entire food system, and can be summed up in 4 categories:

- Healthy food
- Healthy local economy
- Healthy environment
- Healthy choices



History



Structure & Role

**Build Relationships
w/Key Stakeholders:
Community Allies,
Decision Makers, etc**

**Representing
community voice**

**Develop & advocate
policy
recommendations**

Listening, convening

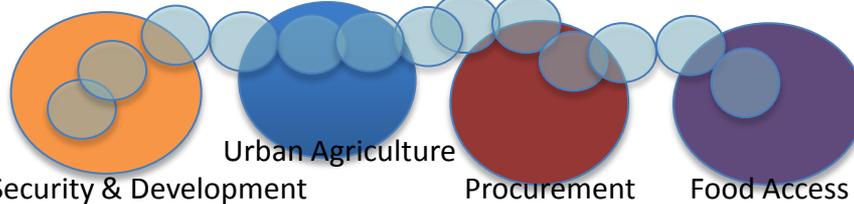
**Provide
Technical Assistance
to allied agencies, groups,
decision makers, etc**



Community members

OFPC members

Community
groups & allies



Economic Security & Development

Urban Agriculture

Procurement

Food Access

OFPC Workgroups

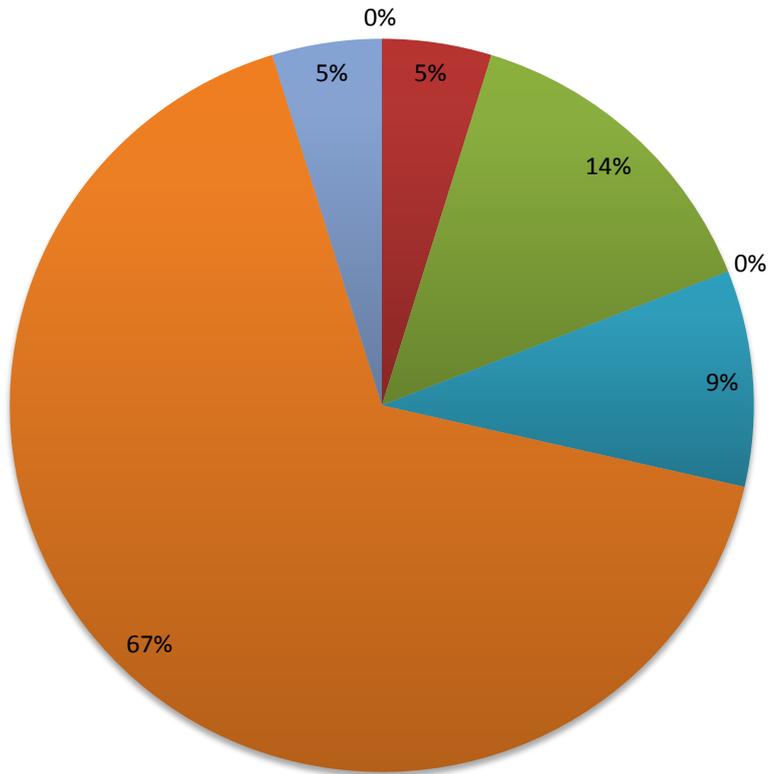
Strategic initiatives



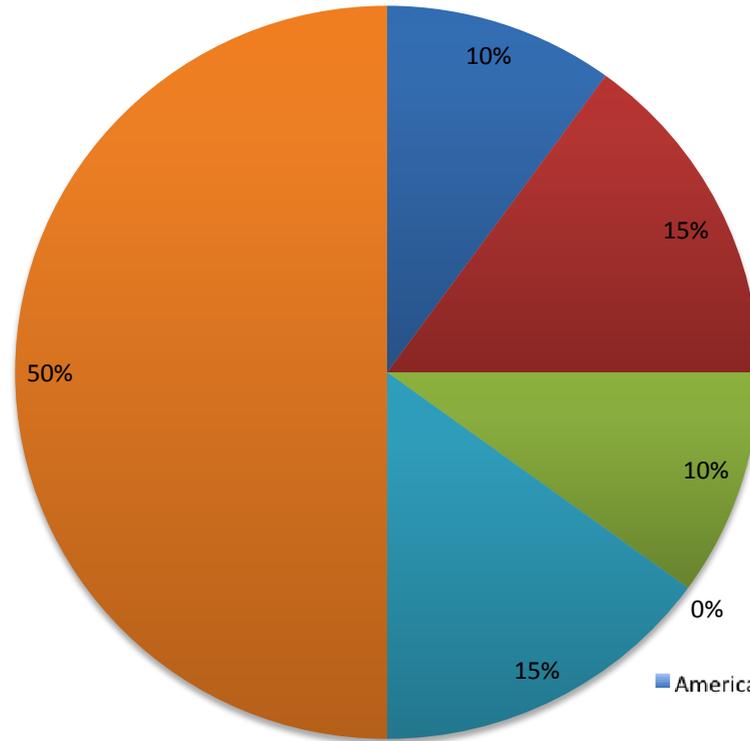
OFPC = Staff + Members -> Workgroups + Executive Committee

Members: Ethnic Distribution

2009

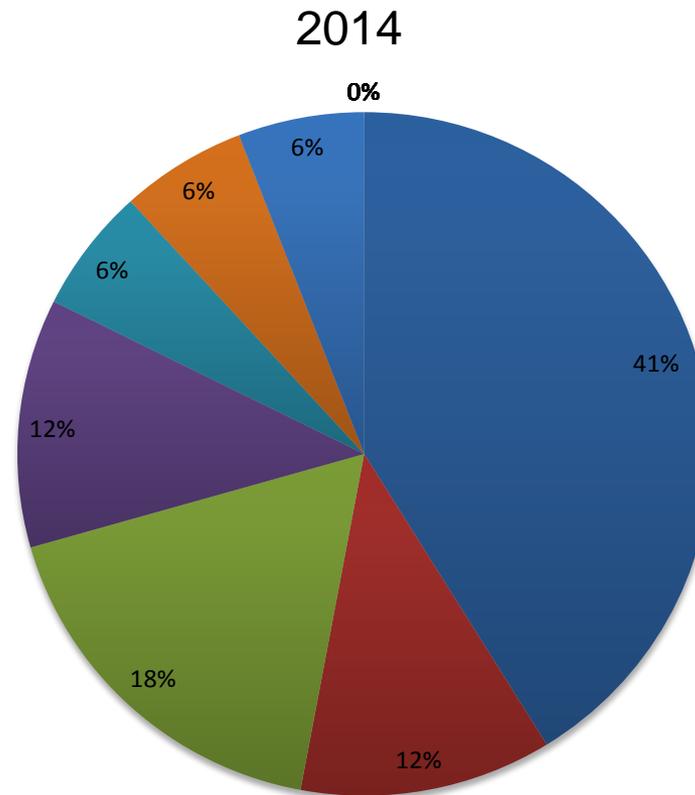
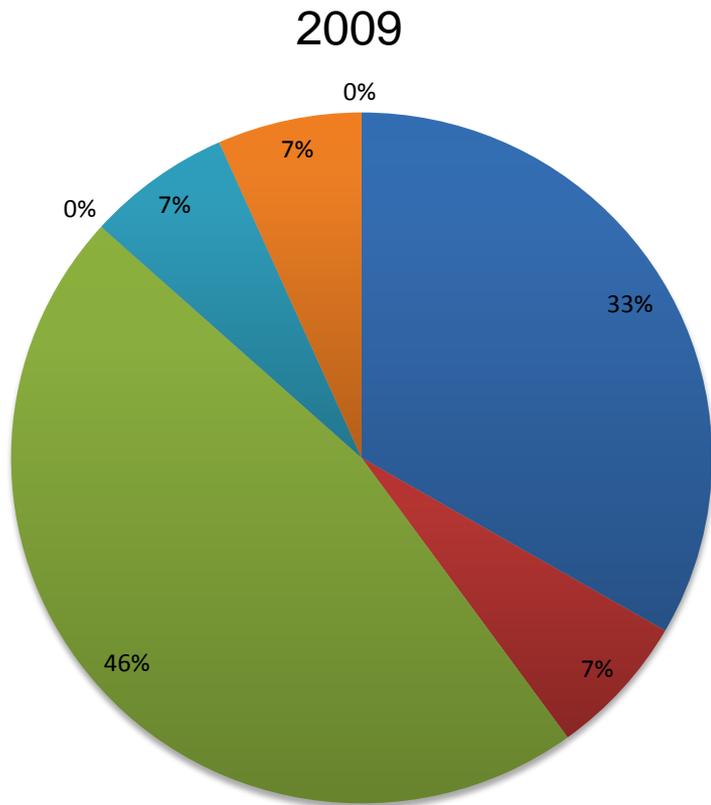


2014



- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Hispanic or Latino
- White

Members: City Council District Representation



- Council District 1
- Council District 2
- Council District 3
- Council District 4
- Council District 5
- Council District 6

Urban Agriculture Workgroup



- **Ensure** the right to grow food
- **Advocate** for land to grow food throughout Oakland
- **Promote** local production as a means of shifting food culture practices toward local food consumption
- **Support** the preservation of the knowledge and practice of food growing and preparing.

Growing Food Is A Right

Remove all conditional use requirements for growing food in all zones of Oakland

Allow on-site sales of locally-grown produce and value-added goods citywide.

Create a non-motorized greenway which includes food space throughout all City Council districts of Oakland.



Economic Security & Development Workgroup



Enable community ownership of the food system

Support small-scale low capital start-ups

Build income equity and develop assets and capital within community.



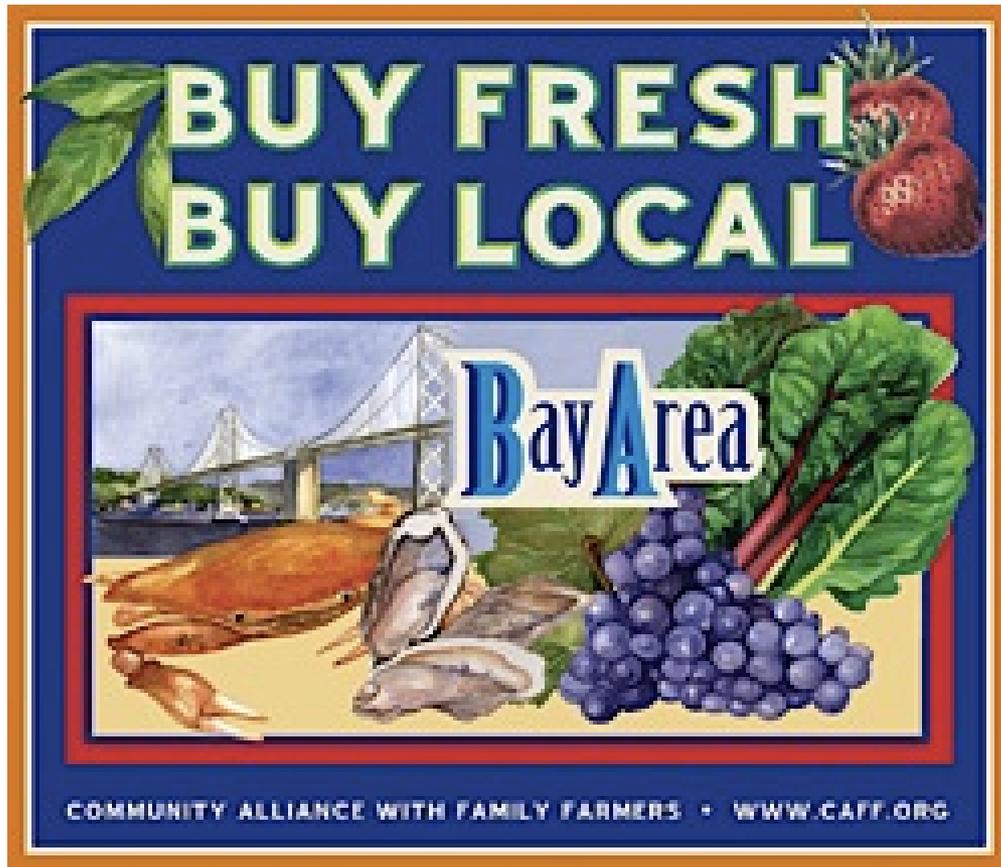
Economic Security & Development Workgroup

Projects



- Recommendations for expanded sites and greater flexibility for mobile food vending
- Hustle Guide, a resource toolkit
- Good Food Criteria, incentive program for Oakland food businesses to be just and sustainable.

Procurement Policy Workgroup



Shift the economy of food so the food dollar stays circulating in the community

Develop the regional food shed (within 250 mi)

Ensure just and sustainable farm and food business practices through our local purchasing choices.

Food Access Policy Workgroup

Work with City of Oakland to increase enrollment in food assistance programs for eligible individuals.

Research and keep updated, food systems data for the City of Oakland.

Develop collective power through food. OFPC is looking at "food power" rather than "food access" as a framework for activating our community to consider the impact of food choice.



OFPC Next Steps

- Launch of Urban Foodway campaign.
- Present mobile food vending recommendations.
- Hustle Guide distributed and evaluated.
- Good Food Business campaign launch in 2015.
- Facilitate Cooperative Rates Agreement with DHS and OUSD for purchasing.
- Partners with District 3 City Councilmember McElhaney for a resolution to increase enrollment in food assistance programs.

Join Us

The OFPC meets on the 3rd Thursday of every month
(except Nov and Dec) at 4:30 pm-7:30PM,
1000 Broadway, 5th Floor, Room B.

The next meeting is on **September 18th 2014**

See more at: www.oaklandfood.org



Esperanza Pallana

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