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OFFICE OF THE CITY CLERK  
OAKLAND

2010 DEC -2 PM 12: 58

# CITY OF OAKLAND

## AGENDA REPORT

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Department of Human Services  
DATE: December 14, 2010

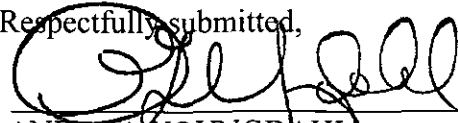
RE: An Informational Report From The Oakland Food Policy Council (OFPC)  
Presenting Their Strategic Plan For 2010/2011 Entitled "Transforming The Oakland  
Food System: A Plan For Action"

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### SUMMARY

In 2005, under the Jerry Brown administration, a comprehensive study of the local food system was commissioned through the Mayor's Office of Sustainability. One of the recommendations of the resulting study was the establishment of an Oakland Food Policy Council to develop food systems policy recommendations for the City Council. In 2006 the Oakland City Council allocated \$50,000 in seed money for the establishment of a Food Policy Council and in 2008 the City entered into a grant agreement with Food First, Inc. to incubate and establish the Oakland Food Policy Council, under the aegis of the City of Oakland Hunger Program. One of the deliverables of the Food First grant agreement was the development of a strategic plan by the Oakland Food Policy Council. The *attached* document, entitled "Transforming the Oakland Food System: A Plan for Action" constitutes the Oakland Food Policy Council's Strategic Plan for 2010/2011.

Respectfully submitted,



ANDREA YOUNGDAHL  
Director, Department of Human Services

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FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE

  
Office of the City Administrator

Item \_\_\_\_\_  
Life Enrichment Committee  
December 14, 2010



**Oakland**  
**FOOD POLICY**  
**COUNCIL**



Transforming the  
Oakland Food System:  
A PLAN FOR ACTION



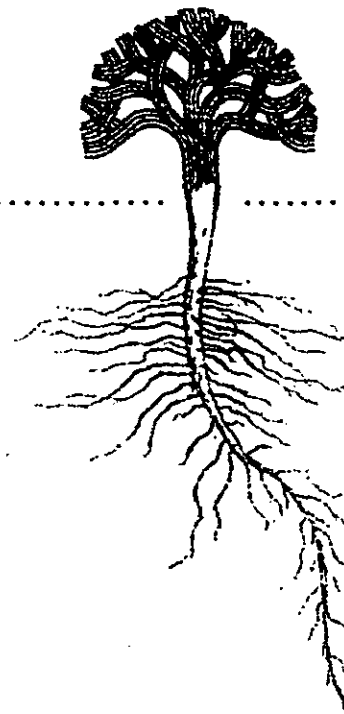
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Transforming the  
Oakland Food System:

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# A PLAN FOR ACTION

OAKLAND FOOD POLICY COUNCIL - NOVEMBER 2010



# ACKNOWLEDGEMENTS

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Transforming the Oakland Food System: A Plan for Action is the result of years of study, organizing, collaboration, and creative thinking by many players in the Oakland food system. This effort would not have been possible without the dedication of each member of the Oakland Food Policy Council and many involved Oakland residents and community-based organizations; Coleman-Smith, our facilitation team; PUEBLO: People United for a Better Life in Oakland, our community outreach partner; and the devoted Food First interns who assisted each of the Oakland Food Policy Council's seven work groups in everything from conducting original research to taking meeting minutes.

Funding for the Oakland Food Policy Council has been provided by the City of Oakland; the Alameda County Public Health Department; The San Francisco Foundation; the Friedman Family Foundation; the HOPE Collaborative; and the Y & H Soda Foundation. In-kind support has been provided by Food First / Institute for Food and Development Policy.



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# EXECUTIVE SUMMARY

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## **INTRODUCING THE OAKLAND FOOD POLICY COUNCIL (OFPC)**

This is an exciting time to be doing food work in Oakland. We have a vibrant community of small organizations, collaboratives, and individuals working for food justice. New restaurants and food businesses are springing up in many parts of the city. We have studied our food system carefully, and can refer to many excellent reports to understand how the system functions. Local policymakers are interested and engaged in the work of food system transformation.

At the same time, Oakland struggles with high rates of obesity, poverty, food insecurity, and even hunger. For decades, the failings of our food system have been seen as isolated problems, to be addressed by a fragmented array of government and non-governmental agencies at the state and local levels. Until now, no single body existed in Oakland dedicated solely to examining food system issues. The Oakland Food Policy Council (OFPC) is a 21-seat council created to analyze the Oakland food system from production through consumption and waste management, and recommend changes to make the system more equitable and sustainable. The council coordinates between food system sectors; bringing underserved populations to the food policy table and recommending policies for a healthier, more prosperous city.

The central aim of Food Policy Councils is to identify and propose innovative solutions to improve local or state food systems, spurring local economic development and making food systems more environmentally sustainable and socially just. In its first year, the OFPC has established itself as one of the most balanced food policy councils in the country, with representatives from the business, labor, governance, health, and education communities; concerned citizens; representatives of every food system sector; and comprised of members of different ages, genders, and ethnicities. Our members include groups that have traditionally been underrepresented on food policy councils and in the “food movement”, such as labor representatives and food manufacturing and processing entrepreneurs.



The OFPC is working toward four main goals: Making healthy food available and accessible to every Oakland resident; building a healthy local economy, including locally-owned food businesses paying fair wages under fair working conditions in food sector jobs; cultivating a healthy environment, including a “zero-waste” food system and ecologically sound agricultural practices; and educating citizens so they are equipped to make healthy choices about food and the food system.

# OUR RECOMMENDATIONS

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The OFPC discussed many approaches to the work of food system transformation. Since it is not possible to do everything at once, we narrowed down our proposals to ten Recommended First Steps (listed below) that we believe will set us on the path to a healthier food system. These first steps rose to the top for several reasons, including phasing, political opportunity, and sensitivity to cost. Some of them must be in place as a starting point before other actions can be taken; some fit into regional and federal trends such as burgeoning interest in “fresh food financing”; and others are simple, cost-neutral steps. This is a good moment to tackle the work of food systems change. The issues we are addressing are at the forefront of public consciousness, and a strong, supportive policy framework will make it possible for the good work being done by many actors within the Oakland food system to thrive and grow.

## **PROTECT AND EXPAND URBAN AGRICULTURE.**

Create zoning definitions and operating standards for both civic and commercial urban agriculture.

## **ENCOURAGE ACCESSIBLE AND AFFORDABLE FARMERS' MARKETS.**

Advocate for the development of zoning regulations to protect and expand farmers' markets.

## **PROMOTE USE OF FOOD ASSISTANCE PROGRAMS AT FARMERS' MARKETS.**

Promote use and acceptance of food assistance program benefits at farmers' markets.

## **DEVELOP “ENVIRONMENTALLY PREFERABLE PURCHASING PROTOCOLS.”**

Partner with the City of Oakland to develop and implement new Request for Proposal (RFP) standards and language prioritizing and outlining “Environmentally Preferable Purchasing Protocols” (EPP) and nutrition standards for all City food contracts, phased in over five years.

## **EXPAND COMPOSTING AND THE FOOD SCRAP RECYCLING AND REUSE ECONOMY.**

Develop a City-wide waste management contract that expands composting and food scrap recycling.

## **DEVELOP A “FRESH FOOD FINANCING INITIATIVE.”**

Develop a “Fresh Food Financing Initiative” (FFFI) that will provide financing, technical assistance, and location assistance to new food enterprises in underserved communities.

## **ENCOURAGE HEALTHY MOBILE VENDING.**

Expand mobile vending regulations to include additional areas of Oakland and encourage fresh food vending.

## **SYNTHETIC PESTICIDE- AND GMO-PRODUCTION-FREE ZONES.**

Build upon the GMO-ban successes of Marin, Trinity, and Mendocino Counties to inform Alameda County-wide policies on pesticide and GMO-free zones.

## **SCALE UP LOCAL PURCHASING.**

Scale up purchasing from local producers, and formalize the collaborations between and aggregation of small farmers.

## **STRENGTHEN COMMUNITY-GOVERNMENT LINKS.**

Build relationships between residents, community leaders, and key government representatives to facilitate resolution of food system issues.

- In the chapter entitled “**OUR RECOMMENDATIONS**”, you will find the following outlined for each of our recommended first steps:
- **NEEDS AND OPPORTUNITIES**
- **ACTION SUGGESTED FOR THE CITY OF OAKLAND; REGIONAL AND STATE GOVERNMENT; NEIGHBORHOODS; PUBLIC-PRIVATE PARTNERSHIPS; AND THE PRIVATE SECTOR.**
- **FISCAL IMPACT**
- **BEST PRACTICES AND FURTHER INFORMATION**

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## UNDERSTANDING THE OAKLAND FOOD SYSTEM

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The food system is divided up into five sectors:

- **PRODUCTION**  
The cultivation of edible plants and domestication of animals
- **PROCESSING**  
All processes of value-adding; transforming food into food products
- **DISTRIBUTION**  
Transporting, storing, and marketing food products to consumers
- **CONSUMPTION & RETAIL**  
All activities and processes by which an individual, society and culture acquire (e.g. purchase, strategize, manage, ingest, digest) and utilize (e.g. cook, ritualize, present) food material that has been produced and distributed
- **WASTE MANAGEMENT & RESOURCE RECOVERY**  
The series of activities in which discarded food materials are collected, sorted, processed, and converted into other materials and used in the production of new products

The chapter entitled “Understanding the Oakland Food System” presents a snapshot of the current status of the Oakland food system, sector by sector. The metrics presented here will be tracked and updated by the Oakland Food Policy Council to provide an ongoing “report card” on the health of our food system.

Food security, nutrition, food systems and the incidence of hunger in Oakland have been studied extensively over the past five years by researchers, community activists and policy makers alike. Transforming the Oakland Food System: A Plan for Action builds on this body of work. Some of the major studies we referred to include: Food Systems Assessment for Oakland: Toward a Sustainable Food Plan; Healthy Food for All: Building Equitable and Sustainable Food Systems in Oakland and Detroit; Food Systems Meta-Analysis for Oakland, CA; A Place with No Sidewalks (HOPE Micro-zone Assessment); and Hunger: The Faces and the Facts 2010.

### **FURTHER RESOURCES**

The remainder of this document includes an outline mapping each of our recommended first steps to related “food system values”; a summary of our review, or “scan” of local, regional, and state policies and agencies related to the food system; a summary of the community listening and dialogue sessions we held in the summer of 2010 to solicit feedback on our recommendations; a list of the 2009-2010 member of the OFPC and their biographies; and a list of OFPC staff, consultants, and interns.

The Oakland Food Policy Council looks forward to working with the City of Oakland; regional and state government; neighborhood groups, residents, and community-based organizations; new public-private partnerships; and the private sector in the months and years to come to make our vision for a healthy, sustainable, equitable food system a reality.





# 1. INTRODUCING THE OAKLAND FOOD POLICY COUNCIL

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## WHY SHOULD WE WORK FOR AN EQUITABLE, SUSTAINABLE LOCAL FOOD SYSTEM?

This is an exciting time to be doing food work in Oakland. We have a vibrant community of small organizations, collaboratives, and individuals working for food justice. New restaurants and food businesses are springing up in many parts of the city. We have studied our food system carefully, and can refer to many excellent reports to understand how the system functions. Local policymakers are interested and engaged in the work of food system transformation.

Despite the good work happening in Oakland, if you are a child here you have a one in three chance of developing diabetes in your lifetime, and there is an 87 percent chance that you are receiving free or reduced-rate school lunch, which is often your only or most nutritionally-balanced meal of the day. Your family has a one in five chance of living below the federal poverty level, and your neighborhood may well be a “food desert,” where grocery stores are non-existent, and access to fresh and nutritious food is limited. All of these factors are related to the food system, a complex series of relationships between food producers, processors, marketers, and consumers, and are influenced by the policies that regulate their interactions.

Why do we need a Food Policy Council?

For decades, the failings of our food system have been seen as isolated problems, to be dealt with by a fragmented array of government and non-governmental agencies at the state and local levels. Until Food Policy Councils, these failings were largely being treated separately: Food banks, soup kitchens, and anti-hunger groups have been filling in the holes where stagnant wages and shrinking government support left hungry people to fall through the cracks. Health advocates have been tackling diet-related diseases through healthy eating campaigns. Parents and nutrition advocates have been working to reform school lunch programs, and farm groups have been looking for solutions to the ever-shrinking profit margins for local, family farms. Food justice groups have been advocating for better access to healthy food in low-income neighborhoods. Organic farming advocates have been trying to clean up chemical-intensive agriculture, while the Slow Food movement has sought to restore food traditions and pleasure in eating. Other groups are attempting to eradicate poverty and create local jobs, fighting for better working conditions for immigrants and food workers, focusing on living wage laws and union struggles.

When the Oakland Food Policy Council was being established, our host organization, Food First, undertook a study of existing Food Policy Councils. In this study, including information from interviews with the people most involved in Food Policy Councils across North America, Food First found that FPCs began as a way to address the food system as a whole, often bringing the weight of local, county or state government behind these sorts of grassroots initiatives. Since the first Food Policy Council was started in 1982 in Knoxville, Tennessee, FPCs have proposed working across sectors, engaging with government policy and programs, grassroots projects, local business and food workers. Instead of many advocates working on the isolated symptoms of a failing food system, Food Policy Councils attempt to establish a platform for coordinated action at the local level. In fact, many of the councils we studied were created at the behest of community organizations that identified policy barriers to their work, and pushed for a Food Policy Council to create a context to better facilitate their activities.

Here in Oakland, California, the seeds of the Oakland Food Policy Council were sown in 2005 when the Oakland Mayor's Office of Sustainability commissioned a study on the Oakland food system. The report recommended creating a Food Policy Council to review the food system from production through waste management, and develop ideas to make the food system equitable and sustainable. Oakland City Council allocated start-up funding for the OFPC, and a dedicated group of Oakland citizens, organizations, and City staff worked to identify a home for the OFPC. Food First was selected to incubate the council. Upon selection, Food First, including the newly-hired OFPC Coordinator, set about learning as much as we could about the Food Policy Council model.

## WHAT IS A FOOD POLICY COUNCIL?

A Food Policy Council consists of a group of representatives and stakeholders from many sectors of the food system. Ideally, the councils include participants representing all five sectors of the food system (production, consumption, processing, distribution and waste recycling.) They often include anti-hunger and food justice advocates, educators, non-profit organizations, concerned citizens, government officials, farmers, grocers, chefs, workers, food processors and food distributors. Food Policy Councils create an opportunity for discussion and strategy development among these various interests, and create an arena for studying the food system as a whole. Because they are often initiated by government actors, through executive orders, public acts or joint resolutions, Food Policy Councils tend to enjoy a formal relationship with local, city or state officials.



Here in Oakland, we made recruiting a diverse council a top priority. In its first year, the OFPC established itself as one of the most balanced food policy councils in the country, with representatives from the business, labor, governance, health, and education communities; citizens; representatives of every food system sector; and comprised of members of different ages, genders, and ethnicities. Our members include groups that have traditionally been underrepresented on food policy councils and in the “food movement”, such as labor representatives and food manufacturing and processing entrepreneurs.

The central aim of Food Policy Councils is to identify and propose innovative solutions to improve local or state food systems, spurring local economic development and making food systems more environmentally sustainable and socially just. To this end, FPCs often engage in food system research and make policy recommendations, and can even be charged with writing food policy. Because no US cities or states have agencies devoted explicitly to food (and since there is no federal “Department of Food”), FPCs can improve coordination between agencies whose policies influence the food system. FPCs can also give voice to the concerns of various stakeholders and serve as a public forum for the discussion of key food system issues. In this capacity, they help to ensure that food policy is democratic and reflects the diverse needs and perspectives of the food system's various constituents.<sup>1</sup> They can also help to build relationships between government, non-profit and private sector organizations. Additionally, Food Policy Councils often play an active role in educating policy makers and the public about the food system. Lastly, councils often improve coordination between existing government and non-governmental programs, and suggest, or sometimes even start new programs.<sup>2</sup>

# OAKLAND FOOD POLICY COUNCIL INTENT AND BACKGROUND

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Until now, no one body existed in Oakland that was dedicated to studying the system in its entirety. The OFPC is a 21-seat council created to analyze the Oakland food system from production through consumption and waste management, and to recommend changes to make the system more equitable and sustainable. The council coordinates between food system sectors; bringing underserved populations to the food policy table and recommending policies that will allow an equitable, sustainable food system to emerge.

## THE OFPC'S GOALS CAN BE DISTILLED INTO FOUR CENTRAL POINTS:

- Make healthy food available and accessible to every Oakland resident;
- Build a healthy local economy, including locally-owned food businesses paying fair wages and fair working conditions in food sector jobs;
- Cultivate a healthy environment, including a “zero-waste” food system and ecologically sound agricultural practices;
- Educate citizens so they are equipped to make healthy choices about food and the food system.

**\* To learn more about our goals and how we might reach them, please read Chapter 2, “OUR RECOMMENDATIONS.”**

## OAKLAND FOOD POLICY COUNCIL STRUCTURE

In the OFPC’s initial meetings, starting in September 2009, council members determined the group’s structure and purpose for the coming year, and formed working groups focused on each of the major content areas or “levers of change” for the OFPC’s annual strategic plan. Each “Primary” work group is responsible for setting priorities and devising solutions for one of these levers. These work groups meet monthly, and report to the full council at the OFPC’s five yearly meetings. The Primary work groups are:

- Public –private partnerships develops and solicits ideas for partnerships between private sector (i.e. institutional procurement managers) and public sector entities (i.e. food producers, distributors, and wholesalers) designed to meet our goal of a more equitable and sustainable Oakland food system.
- City Innovations studies each city department, agency, regulation, and policy to see what changes could be made that will support our goals. New policies and practices are discussed at meetings with different departments and agencies, and at city-wide summits.
- Regional and State Innovations focuses on the county, regional and state levels to carry out work similar to that of “City Innovations”.
- Neighborhood Innovations studies and proposes activities that could be carried out at the neighborhood or individual level to promote and support our goals.

In addition to these content-area work groups, the OFPC has also formed three “Supporting” work groups that will make the work of the Primary groups possible:

- Development and Outreach is responsible for ongoing recruitment and initial review of prospective members of the OFPC, and works with a local Community-Based Organizations (CBOs) to coordinate community and youth engagement for the council as a whole.
- Fundraising and Financing identifies and pursues funding sources for the operation of the OFPC, and also studies funding and financing options to support the implementation of our policy proposals.
- Data Management and Research identifies existing or needed data sources to support and inform the work of all other OFPC work groups; carries out and commissions new research; identifies and tracks qualitative and quantitative indicators of food system change; and packages data in formats useful for other OFPC work groups, for policymakers, and for the general public.

All OFPC members serve on a voluntary basis, and take an oath requiring them to serve in the public interest, rather than in the interest of any particular organization or businesses. All OFPC meetings are facilitated by a team experienced in guiding complex multi-stakeholder processes. All meetings are open to the public and include time set aside for public comment. Regular community listening sessions and workshops will continue to be an integral part of the OFPC’s work as we move forward.



## 2. OUR RECOMMENDATIONS

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### CHOOSING PRIORITIES

The food system is complex, and each link in the system affects every other link. Expanding from our four basic goals of healthy food, healthy local economy, healthy environment, and healthy choices, our eight comprehensive goals consider the system in its entirety:

1. Increase food security in Oakland. We will work to ensure that no Oakland resident experiences hunger.
2. Build greater public health in Oakland. We will support the development of balanced food environments that empower residents with opportunities to make healthy food choices and reduce environmental causes of obesity, diabetes, heart disease and other diet-related illnesses.
3. Support local agriculture that is economically viable, environmentally sustainable and socially responsible. We will help make Oakland a market for processing and consuming local food, with the objective of having at least 30 percent of Oakland's food needs sourced from within the City and the surrounding region<sup>1</sup>.
4. Promote energy efficiency and reduce energy consumption. We will promote local, sustainable food production, and help Oakland transition to a locally- and regionally-based food system.
5. Support the protection of environmental resources. We will promote consumption of locally and sustainably-grown food, particularly food produced using environmentally-benign and energy-efficient growing, processing and distribution practices.
6. Promote a "closed-loop" food system. We will work for a system that eliminates pollution and use of non-renewable materials, and will promote food scrap composting and waste reduction.
7. Promote community economic development. We will foster development in the food sector that creates living-wage jobs and local ownership in many sectors of the food system.
8. Increase public "food literacy." We will promote the sharing of information that will allow communities to make food-related choices that positively influence public health, social responsibility and environmental sustainability.

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Our first cohort of councilmembers began their work by reviewing what we already know about the Oakland food system, and about the Oakland community's needs and attitudes. As one of their first tasks before our inaugural September 2009 meeting, new councilmembers studied the following reports:

- **OAKLAND FOOD SYSTEM ASSESSMENT<sup>2</sup>**
- **FOOD SYSTEM META-ANALYSIS FOR OAKLAND, CALIFORNIA<sup>3</sup>**
- **HOPE MICRO-ZONE ASSESSMENT<sup>4</sup>**
- **OAKLAND FOOD RETAIL IMPACT STUDY<sup>5</sup>**
- **HEALTHY FOOD FOR ALL: BUILDING EQUITABLE AND SUSTAINABLE FOOD SYSTEMS IN OAKLAND AND DETROIT<sup>6</sup>**

Next, in order to synthesize this wealth of information and come to consensus on the best place to begin our efforts, we used a tool called Whole Measures for Community Food Systems: Values-Based Planning and Evaluation (Center for Whole Communities, 2009) to help us choose priorities. This tool breaks down the concept of a healthy food system into six “Values”: Justice and Fairness; Strong Communities; Vibrant Farms; Healthy People; Sustainable Ecosystems; and Thriving Local Economies. Each of these “Values” consists of many “Practices” that when all occurring together constitute a thriving food system.

To determine which “Practices” need the most improvement in Oakland, each councilmember used the tool to complete an evaluation of the Oakland food system’s strengths and weaknesses. This was done while bearing in mind each councilmember’s personal experience and expertise, in addition to the data and community input gathered for the food system reports all councilmembers have studied. The results of this exercise were aggregated and presented back to councilmembers in our March 2010 meeting, where our facilitation team, Coleman-Smith, led a discussion resulting in selection of our first-year priorities. These prioritized “practices”, listed below, formed the basis for our policy recommendations at the neighborhood, city, public-private partnerships, and state levels.

- **JUSTICE AND FAIRNESS:**  
Ensure that schools and other public institutions serve healthy and delicious meals to all and give preference to purchasing food from local farms.
- **STRONG COMMUNITIES:**  
Include and improve access to local government agencies<sup>1</sup> that can support the stability of local/regional food infrastructures according to the community’s interests.
- **VIBRANT FARMS:**  
Develop policies that encourage success in small and midscale farming ventures and urban agriculture; decrease exposure to hazards; and support fair labor practices.
- **HEALTHY PEOPLE:**  
Utilize a broad range of public investments and tools (such as land use planning) to increase access to healthy food and decrease inequities across race and class that contribute to food insecurity and compromise health.
- **SUSTAINABLE ECOSYSTEMS:**  
Implement steps to eliminate artificial pesticides and fertilizers, genetically modified organisms, and other contaminants that disrupt ecosystems and human health.
- **THRIVING LOCAL ECONOMIES:**  
Help promote affordable local and regional sustainably grown, harvested or produced food within the food system, and promote local businesses to distribute and promote these in every community, especially underserved communities.

Once we had chosen these “practices”, each of the four Primary workgroups was tasked with developing a “recommended first step” for each one. After working independently, the workgroups came back together at our May 2010 meeting to present the first iteration of their “recommended first steps”. Since there was considerable synergy between groups, some of the recommendations were merged together, eventually resulting in the ten ideas listed below. Each proposal is complete with suggested roles for neighborhood groups, for city, county and/or state policymakers, and for public-private partnerships.

\* To understand how each “first step” below flows from specific food systems Values and Practices, please see Appendix 1: From Value to First Step.

These proposals were presented to the community for feedback in summer 2010, in events orchestrated by PUEBLO (People United for a Better Life in Oakland), our community engagement partner, and have now been formalized into the ideas you will find below.


### FROM FIRST STEPS TO SYSTEMIC CHANGE

Each of the six Values (Justice and Fairness; Strong Communities; Vibrant Farms; Healthy People; Sustainable Ecosystems; and Thriving Local Economies) and the Practices that make up each Value must operate together in order in a synchronous, complementary way to achieve the goal of an equitable, sustainable Oakland food system.

Starting with the Values and the Practices we prioritized, we came up with many ideas for possible first steps. Since it is not possible to do everything at once, we narrowed down our proposals to ten Recommended First Steps that we believe will set us on the path to a healthier food system. These first steps rose to the top for several reasons, including phasing, political opportunity, and sensitivity to cost. Some of these steps must be accomplished before other actions can be taken; some fit into regional and federal trends such as burgeoning interest in “fresh food financing”; and others are simple, cost-neutral steps. This is a good moment to tackle the work of food systems change. The issues we are addressing are at the forefront of public consciousness, and a strong, supportive policy framework will make it possible for the good work being done by many actors within the Oakland food system to thrive and grow.

### CREATING A “FOOD SYSTEMS AND FOOD JUSTICE” CURRICULUM

To help build interest in and awareness of food system issues, and galvanize community groups around working for food justice, we propose creating “Food Systems and Food Justice” teaching materials made up of one lesson plan for each of the Oakland Food Policy Council’s priority areas, adding up to a comprehensive curriculum. We would like to create these lesson plans in partnership with groups such as (but not limited to) those listed below, and envision collaborating with neighborhood groups, Community-Based Organizations (CBOs), churches, and others to disseminate the curriculum throughout the community.

	<b>VALUE</b>	<b>POSSIBLE LESSON PLAN PARTNERS</b>
	<b>JUSTICE &amp; FAIRNESS</b>	YOUTH RADIO, YOUTH UPRISING, REVOLUTION FOODS
	<b>STRONG COMMUNITIES</b>	PUBLIC HEALTH LAW & POLICY, HOPE (HEALTH FOR OAKLAND’S PEOPLE AND ENVIRONMENT) COLLABORATIVE, ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT, CITY OF OAKLAND DEPARTMENT OF HUMAN SERVICES, CITY OF OAKLAND PLANNING DEPARTMENT
	<b>VIBRANT FARMS</b>	CITY SLICKER FARMS, PEOPLE’S GROCERY, CALIFORNIA CERTIFIED ORGANIC FARMERS, AMERICAN FARMLAND TRUST, FARMLINK, ALBA (AGRICULTURE AND LAND-BASED TRAINING ASSOCIATION)
	<b>HEALTHY PEOPLE</b>	PUBLIC HEALTH LAW & POLICY
	<b>SUSTAINABLE ECOSYSTEMS</b>	PESTICIDE WATCH, CALIFORNIANS FOR PESTICIDE REFORM, STOPWASTE.ORG, PANNA (PESTICIDE ACTION NETWORK NORTH AMERICA)
	<b>THRIVING LOCAL ECONOMY</b>	INNER CITY ADVISORS, MANDELA MARKETPLACE

## THE LONGEST JOURNEY BEGINS WITH A SINGLE STEP: OUR RECOMMENDED FIRST STEPS

We have developed ten “Recommended First Steps”, as follows:



### **PROTECT AND EXPAND URBAN AGRICULTURE.**

Create zoning definitions and operating standards for both civic and commercial urban agriculture.



### **ENCOURAGE ACCESSIBLE AND AFFORDABLE FARMERS' MARKETS.**

Advocate for the development of zoning regulations to protect and expand farmers' markets.



### **PROMOTE USE OF FOOD ASSISTANCE PROGRAMS AT FARMERS' MARKETS.**

Promote use and acceptance of food assistance program benefits at farmers' markets.



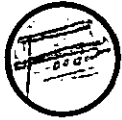
### **DEVELOP “ENVIRONMENTALLY PREFERABLE PURCHASING PROTOCOLS.”**

Partner with the City of Oakland to develop and implement new RFP standards and language prioritizing and outlining “Environmentally Preferable Purchasing Protocols” (EPP) and nutrition standards for all City contracts, phased in over five years.



### **EXPAND COMPOSTING AND FOOD SCRAP RECYCLING.**

Develop a City-wide waste management contract that expands composting and food scrap recycling.



### **DEVELOP A “FRESH FOOD FINANCING INITIATIVE”.**

Develop a “Fresh Food Financing Initiative” (FFFI) that will provide financing, technical assistance, and location assistance to new food enterprises in underserved communities.



### **ENCOURAGE HEALTHY MOBILE VENDING.**

Expand mobile vending regulations to include additional areas of Oakland and encourage fresh food vending.



### **SYNTHETIC PESTICIDE- AND GMO-PRODUCTION FREE ZONES.**

Build upon the GMO-ban successes of Marin, Trinity, and Mendocino Counties to inform Alameda County-wide policies on pesticide and GMO-free zones.



### **SCALE UP LOCAL PURCHASING.**

Scale up purchasing from local producers, and formalize the collaborations between and aggregation of small farmers.



### **STRENGTHEN COMMUNITY-GOVERNMENT LINKS.**

Build relationships between residents, community leaders, and key government representatives.

\*ALL ILLUSTRATIONS BY HAI VO



## 2. OUR RECOMMENDATIONS

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- EACH OF THESE FIRST STEPS IS PRESENTED IN THE PAGES THAT FOLLOW IN ONE-PAGE SUMMARIES FOR QUICK REFERENCE. EACH SUMMARY INCLUDES THE FOLLOWING INFORMATION:
- THE RELEVANT WHOLE MEASURES “VALUE” AND “PRACTICE”
- OUR RECOMMENDED “FIRST STEP” FOR PROMOTING EACH VALUE AND PRACTICE
- NEEDS AND OPPORTUNITIES
- ACTION SUGGESTED FOR THE CITY OF OAKLAND; REGIONAL AND STATE GOVERNMENTS; COMMUNITY MEMBERS; PUBLIC-PRIVATE PARTNERSHIPS; AND THE PRIVATE SECTOR.
- FISCAL IMPACT
- BEST PRACTICES AND FURTHER INFORMATION
- AT THE END OF THIS SECTION, YOU WILL FIND THE FULL TEXT OF EACH URL CITED IN OUR ONE-PAGE SUMMARIES, IN CASE YOU ARE READING THIS IN HARD COPY.
- FOR ADDITIONAL INFORMATION ON MANY OF OUR IDEAS, WE RECOMMEND REFERRING TO A SOON-TO-BE-RELEASED FOOD FIRST REPORT ENTITLED CUTTING THROUGH THE RED TAPE: A RESOURCE GUIDE FOR LOCAL FOOD POLICY PRACTITIONERS & ORGANIZERS.



## VALUE: STRONG COMMUNITIES

*Value-Based Practice: Include and improve access to local government agencies that can support the stability of local/regional food infrastructure according to the community's interests.*

### FIRST STEP: PROTECT AND EXPAND URBAN AGRICULTURE

*Create zoning definitions and operating standards for both civic and commercial urban agriculture.*

#### NEEDS & OPPORTUNITIES:

Interest in urban agriculture (UA) is spreading rapidly as more Oaklanders recognize its potential contributions to a healthy, vibrant city. UA can bring many community benefits including increasing access to healthy, local food; teaching residents about health, nutrition, and ecology; offering neighborhood green space for recreation, conservation, and beautification; improving public safety by connecting neighbors, rejuvenating underutilized spaces, adding "eyes on the street"; and creating economic opportunity through green jobs.

The Parks and Recreation Department manages a Community Gardening Program at several locations across Oakland. Gardens have been established at roughly 100 of our schools, supported in part by Alameda County Cooperative Extension. Organizations such as City Slicker Farms, East Bay Asian Youth Center, Oakland Food Connection, People's Grocery, Phat Beets Produce, Planting Justice, and PUEBLO maintain gardens in Oakland.

Despite the growing interest, there are significant hurdles in acquiring access to land for UA. There is no uniform procedure in place for acquiring access to vacant or underutilized public land, and entrepreneurial UA is often hindered by existing zoning. During economic booms, UA is usually threatened by rising land values. Designation of UA zones can help support food production over the long term. The City should incorporate OFPC recommended changes into the zoning update as an important first step towards incentivizing, encouraging, and protecting UA in Oakland.

#### ACTION SUGGESTED:

*City of Oakland: Develop a coordinated City policy and programming strategy to support and expand urban agriculture (UA), including zoning, public land access, water access, promotion of sustainable growing practices, and incubation and coordination of UA activities.*

- **Regional/State Governments:** Support UA through partnerships with regional agricultural initiatives.
- **Community Members:** Identify vacant or underutilized land and community members and organizations interested in producing food.
- **Public-Private Partnerships:** Partner to develop UA programs on public land or through public programs.
- **Private Sector:** Invest in UA infrastructure; develop a green/food workforce.

#### FISCAL IMPACT:

A concerted effort to expand UA on public land alone in Oakland could lead to the production of up to 5 percent of the city's daily recommended vegetable needs. For home and community gardeners, this can reduce household food costs. UA could also decrease public health costs from diet-related disease and raise adjacent property values as neighborhoods are beautified. Larger scale commercial UA can create jobs and revenue.

#### BEST PRACTICES & FURTHER INFORMATION:

Several North American cities have already integrated UA into food and planning policy. In Boston, Cleveland, Madison, Portland, Seattle, and Vancouver, urban gardens are protected via zoning code and general plan elements. Cleveland has established UA Overlay Districts and an "Urban Garden District". Seattle is changing city code to allow UA in all residential, commercial, and industrial zones. Additional resources include Detroit's Garden Resource Collaborative; PHLP's Establishing Land Use Protections for Community Gardens; Cultivating the Commons, an assessment of UA potential on Oakland public lands; and a soon-to-be-released Food First report entitled Cutting Through the Red Tape: A Resource Guide for Local Food Policy Practitioners & Organizers.

## VALUE: VIBRANT FARMS

*Value-Based Practice: Develop policies that encourage success in small and midscale farming ventures and urban agriculture; decrease exposure to hazards; and support fair labor practices.*

### FIRST STEP: ENCOURAGE ACCESSIBLE AND AFFORDABLE FARMERS' MARKETS

*Create zoning definitions and operating standards for farmers' markets.*

#### NEEDS & OPPORTUNITIES:

Farmers' markets are a form of "direct marketing" where producers sell directly to consumers, reducing the food markup from distributors and retailers, and creating connections between the people who grow food and those who eat it. Farmers' markets contribute to a healthy, sustainable food system by supporting those farms that employ sustainable and organic farming practices, grow regional and cultural specialties, minimize energy use in transportation and storage, and re-circulate dollars directly back into the local and regional economy.

However, farmers' markets in Oakland are not currently protected or encouraged in the City's zoning code. In order to 1) protect existing farmers' markets and remove barriers for establishing new ones; 2) optimize their location for maximum community benefit, and 3) increase access, especially for low-income and underserved residents, Oakland should adopt zoning regulations that incentivize the development of new farmers' markets, emphasizing development in areas that lack access to healthy food. All farmers' markets should accept payment from federal, state, and local nutrition assistance programs to increase access and affordability for all customers.

#### ACTION SUGGESTED:

*City of Oakland: Protect and expand farmers' markets, especially in low-income neighborhoods by adopting new zoning definitions and operating standards; require farmers' markets to accept EBT payments. Regional/State Governments: Connect rural farmers to urban markets, through extension programs and other strategies.*

- **Community Members:** Organize community support for farmers' markets; communicate the community's support to the City; conduct a market survey and use data to attract farmers.
- **Public-Private Partnerships:** Public agencies should partner with private farms and seek out new opportunities for locating farmers' markets in underserved areas.

#### FISCAL IMPACT:

Farmers' markets that accept nutrition assistance programs, such as EBT, WIC, and Senior Farmers' Market Nutrition Program (SFMNP) payments increase access to fresh produce for low-income households, and result in most participants spending their own money for additional produce. Local businesses also benefit from having farmers' markets nearby. In a study of Bay Area farmers' markets, 62 percent of shoppers spent additional money at local businesses during farmers' market trips.

#### BEST PRACTICES & FURTHER INFORMATION:

Public Health Law & Policy has compiled examples of existing farmers' market policies and a model zoning ordinance.



## VALUE: HEALTHY PEOPLE

*Value-Based Practice: Utilize a broad range of public investments and tools (such as land use planning) to increase access to healthy food and decrease inequities across race and class that contribute to food insecurity and compromise health.*

### FIRST STEP: PROMOTE USE OF FOOD ASSISTANCE PROGRAMS AT FARMERS' MARKETS

*Create zoning definitions and operating standards for both civic and commercial urban agriculture.*

#### NEEDS & OPPORTUNITIES:

While many low-income residents do not purchase goods at farmers' markets due to perceived and actual higher prices, there has been an upward trend of purchases as more and more markets accept SNAP EBT cards and WIC/Senior Nutrition checks. Currently, 84 percent of year-round farmers' markets in Alameda County are equipped to handle EBT cards, and 84 percent accept WIC/Senior Nutrition checks. 74 percent accept both. However, many individuals eligible for food assistance programs are not receiving benefits. Only 51 percent of Alameda County residents eligible for SNAP are enrolled in the program. Promoting full enrollment in food assistance programs and providing enrollees with information on farmers' markets will increase community buying power and access to purchase high-quality, fresh produce.

#### ACTION SUGGESTED:

*City of Oakland: Promote enrollment in SNAP and other programs so that all of those eligible are enrolled and are aware that they can use their benefits at farmers' markets. Promote farmers' markets as sources of healthy food that accept EBT.*

- **Regional/State Governments:** Promote enrollment in SNAP and other programs so that all of those eligible are enrolled and are aware that they can use their benefits at farmers' markets. Eliminate roadblocks to participation in these programs.
- **Community Members:** Increase support for education and outreach efforts for SNAP shoppers to patronize farmers' markets.
- **Public-Private Partnerships:** Work to widen scope of stores that accepts EBT cards, WIC program, and Senior Nutrition checks, specifically targeting stores with healthy foods.
- **Private Sector:** Advertise EBT card, WIC program, and Senior Nutrition check acceptance at appropriate storefronts and at farmers' markets.

#### FISCAL IMPACT:

According to the California Food Policy Advocates, full participation in SNAP in Alameda County would generate over \$234 million dollars of additional economic activity over current conditions.

#### BEST PRACTICES & FURTHER INFORMATION:

For information on equipping markets to accept EBT, the Ecology Center's Farmers' Market EBT project website includes A Simple Guide for Electronic Benefits Transfer for SNAP benefits at California Farmers' Markets. See also the USDA SNAP Farmers' Market Handbook, and a USDA grant program for EBT at farmers' markets which benefits several local organizations. For information on how markets can apply to accept benefits, see the CA Department of Public Health's WIC-FMNP 2010 Handbook.

For information on increasing the numbers of SNAP shoppers at markets, see Real Food, Real Choice: Connecting SNAP Recipients with Farmers' Markets, by the Community Food Security Coalition and the Farmers' Market Coalition. For information on enrollment in benefit programs, contact the Alameda County Community Food Bank and Alameda County Social Services Agency.

## VALUE: JUSTICE AND FAIRNESS

*Value-Based Practice: Ensure that schools and other public institutions serve healthy and delicious meals to all and give preference to purchasing food from local farms.*

### FIRST STEP: DEVELOP “ENVIRONMENTALLY PREFERABLE PURCHASING PROTOCOLS”

*Partner with the City of Oakland to develop and implement new request for proposal (RFP) standards and language prioritizing and outlining “Environmentally Preferable Purchasing Protocols” (EPP) and nutrition standards for all City food contracts, phased in over five years. [See also “Scale up Local Purchasing.”]*

### NEEDS & OPPORTUNITIES:

With 20 percent of Oakland’s population living below the poverty level, 23 percent of our population utilizing Federal Supplemental Nutrition Assistance Program (SNAP) benefits, and large swaths of Oakland with poor access to nutritious fresh foods (food deserts), the need for city administered food programs to purchase local, sustainably produced food is great. Oakland can promote access to safe, healthy, culturally appropriate foods for all of our citizens. We can purchase locally and sustainably produced foods to support our local food system, and reduce Oakland’s impact on the environment. Presently the City of Oakland’s Department of Human Services has begun exploring options for sustainable food purchasing protocols and RFP language to purchase local and sustainable food products for their self-operated programs.

### ACTION SUGGESTED:

*City of Oakland: Support locally and sustainably grown and produced agricultural products, with traceability and certification, where applicable.*

- **Regional/State Governments:** Support regional small-scale, environmentally responsible farms
- **Community Members:** Provide community with information that will allow residents to make informed choices about food and nutrition.
- **Public-Private Partnerships:** Give preference in public contracts to locally owned businesses that incorporate sustainable practices such as Green Business Certification; expand EPP to other public institutions such as schools.
- **Private Sector:** Adopt similar policies of supporting locally and sustainably grown and produced agricultural products.

### FISCAL IMPACT:

Local and sustainable food procurement can create local jobs, and is affordable. Food costs at Oakland’s Meals on Wheels program increased 1 percent (\$0.016) per meal over historical costs with 50 percent of all food products purchased locally and sustainably. Labor costs increased by 8 percent (\$0.13) per meal, while supplying two more local jobs. Additionally, studies have shown that for every dollar spent locally, two dollars circulate in the area’s economy (the “multiplier effect”).

### BEST PRACTICES & FURTHER INFORMATION:

Other cities have already pioneered local and sustainable food procurement; see San Francisco’s Executive Directive on Healthy Sustainable Foods, and the City of Berkeley’s Food and Nutrition Policy. In Toronto (Ontario, Canada), the city’s Climate Action Plan includes a commitment to local purchasing, starting with Children’s Services. Toronto’s Local Food Procurement Policy and Implementation Plan shows that the Children’s Services Department has increased its local purchases 13.4 percent since 2008, to 33.4 percent of total purchases. Toronto is now developing plans to purchase 50 percent of all city food locally. More information is available in a soon-to-be-released Food First report entitled Cutting Through the Red Tape: A Resource Guide for Local Food Policy Practitioners & Organizers.

## VALUE: SUSTAINABLE ECOSYSTEMS

*Value-Based Practice: Implement steps to eliminate artificial pesticides and fertilizers, genetically modified organisms, and other contaminants that disrupt ecosystems and human health.*

### FIRST STEP: EXPAND COMPOSTING AND THE FOOD SCRAP RECYCLING AND REUSE ECONOMY

*Develop a City-wide waste management contract that expands composting and food scrap recycling.*

#### NEEDS & OPPORTUNITIES:

The City of Oakland's waste management contract with Waste Management of Alameda County (WMAC) expires on December 31, 2012. The implementation of a new franchise agreement is an opportunity for the city to more closely align recycling and composting services with their recently established environmental goals which include zero-waste and greenhouse gas reductions; and to close the loop through organics recovery and provide compost back to the community. The current contract does not provide accessible food scrap recycling to all sectors, although considerable efforts have been made to provide education, cost incentives and technical assistance for food scrap recycling in the single-family residential and commercial sectors. Food scrap recycling is uniformly available to single family residents because green cart service is included in the monthly service rate, whereas food scrap recycling is available to multi-family residents only in those buildings in which the building owner elects to subscribe to green cart service at an additional cost. We have the opportunity to establish a cost-effective rate structure which provides incentives for all generators of food scraps and organic waste to participate in food scrap collection programs.

#### ACTION SUGGESTED:

*City of Oakland: Develop a citywide waste management contract that expands composting and food scrap recycling, requires customer recruitment and education, and expands the current grant/donation system to return a minimum of 10 percent of finished compost to the community; build demand for urban organic materials by specifying the use of locally-produced compost and recycled mulch in public landscaping projects; and provide support to local organics recovery and processing facilities during environmental review, CEQA, and permitting.*

- **Regional/State Governments:** Work with local and regional governmental partners such as Association of Bay Area Governments (ABAG), StopWaste.Org, and the East Bay Economic Development Alliance (EDA) to retain and expand "green collar" jobs in reuse and recycling facilities, and to site needed new regional recycling/processing facilities in the region.
- **Community Members:** Urban agriculture organizations and all generators of organic waste should request access to compost pickup service, and to free or low-cost finished compost for urban agriculture projects.
- **Public-Private Partnerships:** Engage government entities with producers and retailers to establish Extended Producer Responsibility Programs.
- **Private Sector:** Advocate for sufficient incentives and preservation of industrial land for sustainable development and green industry infrastructure.

#### FISCAL IMPACT:

By providing incentives for recycling rather than landfill, the City of Oakland will encourage waste service providers to align with the new green economy and the city's own adopted zero waste and carbon reduction goals, while benefitting the ratepayers, who bear all the costs of waste services.

#### BEST PRACTICES & FURTHER INFORMATION:

Please refer to the Oakland Zero Waste Strategic Plan; the Oakland Municipal Code regarding solid waste collection and disposal and recycling; the Oakland resolution authorizing lockout settlement agreement with Waste Management; the Oakland resolution approving a Zero Waste System Design process and the Cornell Waste Management Institute for further information on large- and small-scale composting.

## VALUE: THRIVING LOCAL ECONOMY

*Value-Based Practice: Help promote affordable local and regional sustainably grown, harvested or produced food within the food system, and promote local businesses to distribute and promote these in every community, especially underserved communities.*

### FIRST STEP: DEVELOP A "FRESH FOOD FINANCING INITIATIVE"

*Develop a "Fresh Food Financing Initiative" that will provide financing, technical assistance, and location assistance to new food enterprises in underserved communities.*

#### NEEDS & OPPORTUNITIES:

The City of Oakland faces disparities in access to healthy food. Compared to the hills, the flatlands of Oakland have limited access to grocery stores selling healthy, affordable food. The City currently has no coordinated effort in place to attract grocery stores to underserved areas of the City. Additionally, most conventional financial institutions are hesitant to finance grocery stores that don't fit the standard suburban model. A Fresh Food Financing Fund can help fill the grocery store gap in Oakland by providing technical and development assistance to grocery store operators. The Fund would make otherwise inaccessible grants and loans available to grocery stores planning to operate in underserved neighborhoods. With a Fresh Food Financing Initiative, Oakland can imagine a city rich with healthy food opportunities that are affordable for all incomes. Bay Area LISC (Local Initiatives Support Corporation) is strongly interested in partnering on this project to manage the fund, especially if the fund is Bay Area-wide.

#### ACTION SUGGESTED:

*City of Oakland: Develop a Fresh Food Financing Initiative (FFFI).*

- **Regional/State Governments: Support local food access programs with financial assistance.**
- **Community Members: Encourage city to create a FFFI; collect data on food retail in your community.**
- **Public-Private Partnerships: Partner with private organizations to manage funds and provide technical assistance. See The Food Trust for guidance (below).**
- **Private Sector: Provide seed money for initiative, and encourage lending institutions to develop 'loan-loss reserve' to minimize investment risk.**

#### FISCAL IMPACT:

The original Pennsylvania model utilized \$30 million in state appropriations, as well as \$90 million raised by The Reinvestment Fund (TRF) through private sources. An Oakland model could potentially utilize a collection of federal funds from the recently announced Healthy Food Financing Initiative (HFFI), as well as state appropriations and private capital investment to start the program.

#### BEST PRACTICES & FURTHER INFORMATION:

The Food Trust (a nonprofit in Philadelphia) and partners pioneered the Fresh Food Financing Initiative (FFFI) in Pennsylvania. The outcomes have been outstanding: as of December, 2009 the financed projects under this program were estimated to create or retain 5,000 jobs and 1.6 million square feet of food retail in 83 supermarkets.

The Let's Move Campaign and the Obama administration co-sponsored a \$400 million Healthy Food Financing Initiative (HFFI), expanding the program to a national scale. A supplemental local strategy would improve the program, since the Pennsylvania FFFI utilized \$120 million alone.

PolicyLink, a national non-profit research and action organization headquartered in Oakland, has conducted extensive ongoing research about the implications of the FFF model. Within the organization's Center for Health and Place, several reports have been published that tout the model of The Food Trust for its potential to strengthen local and regional communities through improved access to healthy foods and increased job creation. These include the Healthy Food Financing Initiative Fact Sheet; Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities; and Building Healthy Communities Through Equitable Food Access.

## VALUE: HEALTHY PEOPLE

*Value-Based Practice: Utilize a broad range of public investments and tools (such as land use planning) to increase access to healthy food and decrease inequities across race and class that contribute to food insecurity and compromise health.*

### FIRST STEP: ENCOURAGE HEALTHY MOBILE VENDING

*Expand mobile vending regulations to include additional areas of Oakland and encourage fresh food vending.*

#### NEEDS & OPPORTUNITIES:

Mobile Food Vending is regulated by Title 8.09 of the City of Oakland Municipal Code. The Code currently restricts mobile vending activity to a particular geographic district in Central Oakland and only allows locations on private property on a semi-permanent basis during particular operating hours. These restrictions lead to unregulated vendors operating illegally and do not encourage the establishment of new vendors that could be serving healthy foods.

Recent case studies point to the success of urban centers that support and celebrate a diverse supply chain of foods in all forms. Gourmet and traditional food vendors are expanding as an alternative business model, making this an opportune time to make way for similar new ventures in Oakland. Revising the City's mobile vending policy could promote the delivery of fresh foods to a broader set of locations. This goal can be achieved by expanding permissible vending areas and developing regulations that support mobile vending of healthy foods.

#### ACTION SUGGESTED:

*City of Oakland: Expand the Mobile Food Vending Ordinance to allow licensing in additional commercial districts throughout Oakland.*

**Regional/State Governments: Review and revise the Alameda County Health Codes related to the licensing of commercial kitchens for food vending.**

**Community Members: Review the locations where mobile vending are currently permitted and commercial districts to which vending can potentially be expanded.**

**Public-Private Partnerships: Develop an online resource for information on local and county vending regulations and a consumer's guide to local vendors.**

**Private Sector: Work with the OFPC and the City to create programming that will promote the growth of the entire local food service industry.**

#### FISCAL IMPACT:

Expanding these regulations would increase business license and sales tax revenue for the City, while increasing local employment opportunities. The fiscal impact on existing food service businesses is unknown, although the expansion could increase foot-traffic to new areas, drawing new customers and increased sales for these establishments just as has already been documented for farmers' markets.

#### BEST PRACTICES & FURTHER INFORMATION:

Several cities have established promotional food cart regulations and networks. New York City's Green Cart program has brought fresh food vendors to underserved neighborhoods by granting 1,000 new green cart permits for specific areas and providing resources for new mobile businesses. Toronto recently held a competitive process with eight vendors for a three-year, site-specific public contract. Vendors were selected based on their compliance with health and safety standards as well as their proposed business plan and cart designs. In Portland, OR, the local business community developed an entrepreneurial network with online resources for food vendors, both local and nationwide.



## VALUE: SUSTAINABLE ECOSYSTEMS

*Value-Based Practice: Implement steps to eliminate artificial pesticides and fertilizers, genetically modified organisms, and other contaminants that disrupt ecosystems and human health.*

### FIRST STEP: SYNTHETIC PESTICIDE- AND GMO-PRODUCTION-FREE ZONES

*Build upon the Genetically Modified Organism (GMO)-ban successes of Marin, Trinity, and Mendocino Counties to inform Alameda County-wide policies on pesticide-free and GMO-free zones.*

#### NEEDS & OPPORTUNITIES:

Public awareness of the detriments of pesticide use and the widespread, unregulated production of GMO crops is building. For opponents of GMO crops, the social, economic, and ecological, implications of their use are enough to warrant proposals banning their production locally and their use in local agriculture. Many organizations are already doing great work to support healthy ecosystems by addressing toxins in our environment and combating global warming. For example, Californians for a Healthy and Green Economy (CHANGE) is currently addressing dangerous chemicals in our environment including formaldehyde, toluene, trichloroethylene, phthalates and perchloroethylene. The Oakland Climate Action Coalition is working for an equitable and just Oakland Energy and Climate Action Plan. Urban Habitat is working at the local and regional level to promote policy change in the climate field that will directly benefit the region's low-income communities of color.

#### ACTION SUGGESTED:

*City of Oakland: Support the work of local organizations working to ban GMO crop production in Oakland, and take steps to eliminate use of petrochemicals\* in urban agriculture.*

- **Regional/State Governments:** Build upon the GMO-ban successes of Marin, Trinity, Mendocino Counties to inform Alameda County-wide policies on synthetic pesticide- and GMO-free production zones.
- **Community Members:** Work to educate the Oakland public on the social, economic, ecological dangers of GMO crop proliferation and pesticide use.
- **Public-Private Partnerships:** Work with campaigns to support sustainable agriculture practices and ban the production of GMO crops.
- **Private Sector:** Invest in farms promoting sustainable agricultural practices.

#### FISCAL IMPACT:

A ban on GMO crops is unlikely to noticeably negatively impact production values as use of GMO crops is currently low in Alameda County, though it could increase as more organisms are available for production.

#### BEST PRACTICES & FURTHER INFORMATION:

In 2004, Mendocino County voters passed Measure H, becoming the first U.S. County to ban the production of genetically modified crops and animals. "Measure H prohibits the propagation of genetically engineered crops and animals in Mendocino County... Consumers can still buy GMO-containing foods at the supermarket. Measure H has no effect on biotechnology in medicine, or on the sale of such medicine in the County." On the other hand, in 2005 Sonoma County rejected an initiative to "place a moratorium on the use of agricultural genetically modified organisms in the county"; learning why this initiative failed would be valuable for crafting successful policy.

For more information, visit Pesticide Free Zone, Inc. and a slide show of pesticide free zones maintained by the Washington Toxics Association.

\* Pesticides, fungicides, and herbicides.

## VALUE: VIBRANT FARMS

*Value-Based Practice: Develop policies that encourage success in small and midscale farming ventures and urban agriculture; decrease exposure to hazards; and support fair labor practices.*

### FIRST STEP: SCALE UP LOCAL PURCHASING

*Scale up purchasing from local producers, and formalize the collaborations between and aggregation of small farmers. [See also "Develop 'Environmentally Preferable Purchasing Protocols'".]*

#### NEEDS & OPPORTUNITIES:

The exposure to hazards and labor practices is a state-wide issue. Aiming to help aggregate small farmers and to make working standards for small-scale farmers fairer, we could perform research in the format of a forum at which small-scale farmers could discuss procurement and standards needs. Furthermore, such a forum could be beneficial in formalizing relationships between farmers and producers, and producers and distributors.

#### ACTION SUGGESTED:

*City of Oakland: Support initiatives for fair labor practices within Oakland.*

- **Regional/State Governments:** Scale up purchasing from local producers, formalize the collaborations between and aggregation of small farmers.
- **Community Members:** Let your school district and city officials know that you are interested in having more locally-produced food purchased in Oakland.
- **Public-Private Partnerships:** Increase dialogue between farmers' collectives, such as CAFF and FarmsReach, and government to ensure the implementing of policies designed to improve labor standards.
- **Private Sector:** Recruit farmers currently selling only through farmers markets to farmers' collectives to expand their opportunities to reach a wider market base.

#### FISCAL IMPACT:

The costs of developing the infrastructure necessary for aggregation would be outweighed by the benefits received by the farmers involved.

#### BEST PRACTICES & FURTHER INFORMATION:

Many organizations with the mission of providing aid to aggregations of farmers already exist and are working at full capacity to serve their communities. Several prominent local organizations include the Community Alliance with Family Farmers (CAFF) which has held forums in the Bay Area on how to scale up local sourcing; Bay Localize; and People's Grocery. State organizations, including the California Department of Food and Agriculture and the University of California system, are working to assist in the aggregation of small-scale farmers. California Department of Food and Agriculture (CDFA) Secretary A.G. Kawamura recently led CDFA in a series of listening sessions that provided a forum for the agriculture sector and the public to give input into a California strategic agricultural vision for the next 20 years. UC Davis Cooperative Extension has provides information on models for collaboratives and cooperatives in the agricultural sector.

See also OFPC Recommended First Step "Develop Environmentally Preferable Purchasing Protocols". Cities can use purchasing protocols to support the effort to "scale up" local purchasing. Our "Environmentally Preferable Purchasing Protocol" recommendation includes information on how Toronto (Ontario, Canada) has approached this.

## VALUE: STRONG COMMUNITIES

*Include and improve access to local government agencies that can support the stability of local/regional food infrastructure according to the community's interests.*

### FIRST STEP: STRENGTHEN COMMUNITY-GOVERNMENT LINKS

*Build relationships between residents, community leaders, and key government representatives to facilitate resolution of food system issues.*

#### NEEDS & OPPORTUNITIES:

A wide range of organizations in Oakland are working to build a stable local/regional food system that meets the needs of our communities, but there is a lack of coordination and clear channels of input into official government structures and agencies for achieving this aim. Formalizing additional channels of input and community-based participatory processes for such things as the proposed Health Element for Oakland's General Plan, zoning updates, and ongoing procurement decisions can help bring planning for healthy local food systems to the forefront of city decision-making processes.

A similar process to watch is that of the regional agencies charged with implementing SB 375, which provides incentives for creating walkable, transit-oriented communities. Environmental justice activist Dr. Carl Anthony and his group Breakthrough Communities; Bay Localize; Public Advocates; Urban Habitat; and other social justice and community development organizations have begun advising the Association of Bay Area Governments and the Metropolitan Transportation Commission's Regional Advisory Working Group (RAWG) around the opportunity presented by SB 375, highlighting the relationship between land use planning and regional food security.

#### ACTION SUGGESTED:

*City of Oakland: Create ongoing space and opportunities for public officials to hear neighborhood concerns and ideas. Hold regular open forums, Town Hall meetings, and district-level community meetings.*

- **Regional/State Governments: Build relationships between key government representatives and community leaders. Advocate for strong agricultural land preservation in ABAG and MTC's Sustainable Communities Strategy for SB 375.**
- **Community Members: Gain understanding of local government system.**
- **Public-Private Partnerships: Expand the charge of our existing Neighborhood Crime Prevention Councils (NCPCs) to include quality of life and neighborhood development issues.**
- **Private Sector: Support and participate in open forums and Town Hall meetings to hear about the community's needs and desires for food-related businesses.**

#### FISCAL IMPACT:

Community-based participatory processes are increasingly prioritized by private foundations, and State and Federal interest in fostering healthy communities is also growing. These factors should make funding for new channels of input available. Any new food businesses or local procurement decisions resulting from these processes will keep more of our community's dollars circulating locally, and could add jobs and tax revenue to the local economy.

#### BEST PRACTICES & FURTHER INFORMATION:

Willie Brown, former Mayor of San Francisco, used to set aside Saturdays as a day that any person could make a ten-minute appointment with the mayor at City Hall. This was done with the intent of making "the people of San Francisco... an integral part of its city government". As part of Neighborhood Services, the City of Richmond, CA has a "Neighborhood Council" for each one of its neighborhoods. These councils are intended to help improve the livability, safety, and appearance of each area. For more on the urban justice work of Dr. Carl Anthony, visit the Breakthrough Communities website. site-specific public contract. Vendors were selected based on their compliance with health and safety standards as well as their proposed business plan and cart designs. In Portland, OR, the local business community developed an entrepreneurial network with online resources for food vendors, both local and nationwide.

# QUICK REFERENCE TO URL'S CITED IN OUR RECOMMENDED FIRST STEP SUMMARIES

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## FOR GENERAL REFERENCE:

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- Forthcoming Food First report Cutting Through the Red Tape: A Resource Guide for Local Food Policy Practitioners & Organizers: <http://www.foodfirst.org/en/node/3174>

## PROTECT AND EXPAND URBAN AGRICULTURE

- Detroit Garden Resource Collaborative: <http://www.detroitagriculture.org/>
- Establishing Land Use Protections for Community Gardens: <http://www.phpnet.org/healthy-planning/products/establishing-land-use-protections-community-gardens>
- Cultivating the Commons: <http://www.urbanfood.org/>

## ENCOURAGE ACCESSIBLE AND AFFORDABLE FARMERS' MARKETS

- Examples of existing farmers' market policies and a model zoning ordinance: <http://www.nplanonline.org/nplan/products/establishing-land-use-protections-farmers-markets>

## PROMOTE USE OF FOOD ASSISTANCE PROGRAMS AT FARMERS' MARKETS

- Ecology Center Farmers' Market EBT project: <http://www.ecologycenter.org/ebt/>
- A Simple Guide for Electronic Benefits Transfer for SNAP benefits at California Farmers' Markets: <http://www.ecologycenter.org/ebt/pdf/SimpleGuide2010.pdf>
- USDA SNAP Farmers' Market Handbook: <http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5085298>
- USDA grant program for EBT at farmers' markets: <http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2009/09/0451.xml>
- CA Department of Public Health WIC-FMNP 2010 Handbook: <http://www.cdph.ca.gov/programs/wicworks/Documents/FMNP/WIC-FMNP-2010Handbook.pdf>
- Real Food, Real Choice: Connecting SNAP Recipients with Farmers' Markets: [http://www.foodsecurity.org/pub/RealFoodRealChoice\\_SNAP\\_FarmersMarkets.pdf](http://www.foodsecurity.org/pub/RealFoodRealChoice_SNAP_FarmersMarkets.pdf)

## DEVELOP "ENVIRONMENTALLY PREFERABLE PURCHASING PROTOCOLS"

- San Francisco Executive Directive on Healthy Sustainable Foods: [http://www.sfgov3.org/ftp/uploadedfiles/sffood/policy\\_reports/MayorNewsomExecutiveDirectiveonHealthySustainableFood.pdf](http://www.sfgov3.org/ftp/uploadedfiles/sffood/policy_reports/MayorNewsomExecutiveDirectiveonHealthySustainableFood.pdf)
- City of Berkeley Food and Nutrition Policy: [http://www.ci.berkeley.ca.us/uploadedFiles/Health\\_Human\\_Services/Level\\_3\\_-\\_General/food-policy-exhibit-a925.pdf](http://www.ci.berkeley.ca.us/uploadedFiles/Health_Human_Services/Level_3_-_General/food-policy-exhibit-a925.pdf)
- Toronto Local Food Procurement Policy and Implementation Plan: <http://www.toronto.ca/legdocs/mmis/2009/gm/bgrd/backgroundfile-24259.pdf>
- Forthcoming Food First report Cutting Through the Red Tape: A Resource Guide for Local Food Policy Practitioners & Organizers: <http://www.foodfirst.org/en/node/3174>

## EXPAND COMPOSTING AND THE FOOD SCRAP RECYCLING AND REUSE ECONOMY

- Oakland Zero Waste Strategic Plan: <http://www.oaklandpw.com/AssetFactory.aspx?did=2123>
- Oakland Municipal Code regarding solid waste collection and disposal and recycling: [http://library.municode.com/html/16308/level2/T8\\_C8.28.html](http://library.municode.com/html/16308/level2/T8_C8.28.html)
- Oakland resolution authorizing lockout settlement agreement with Waste Management: <http://clerkwebsvr1.oaklandnet.com/attachments/18620.pdf>
- Oakland resolution approving a Zero Waste System Design process: <http://clerkwebsvr1.oaklandnet.com/attachments/21284.pdf>
- Cornell Waste Management Institute for further information on large- and small-scale composting: <http://cwmi.css.cornell.edu/composting.htm>

# QUICK REFERENCE TO URL'S CITED IN OUR RECOMMENDED FIRST STEP SUMMARIES

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## FOR GENERAL REFERENCE:

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### DEVELOP A "FRESH FOOD FINANCING INITIATIVE"

- The Food Trust's FFFI information: <http://www.thefoodtrust.org/php/programs/fffi.php>
- Fresh Food Financing Initiative (FFFI) financed projects in Pennsylvania: <http://www.thefoodtrust.org/pdf/2009FFFI.pdf>
- Let's Move Campaign: <http://www.letsmove.gov/accessing/index.html>
- Healthy Food Financing Initiative (HFFI): <http://www.hhs.gov/news/press/2010pres/02/20100219a.html>
- Healthy Food Financing Initiative Fact Sheet:  
[http://www.policylink.org/atf/ct/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/June14\\_HFFI\\_advocacy.pdf](http://www.policylink.org/atf/ct/%7B97C6D565-BB43-406D-A6D5-ECA3BBF35AF0%7D/June14_HFFI_advocacy.pdf)
- Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities:  
[http://www.policylink.org/atf/ct/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/HFHC\\_SHORT\\_FINAL.PDF](http://www.policylink.org/atf/ct/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/HFHC_SHORT_FINAL.PDF)
- Building Healthy Communities Through Equitable Food Access: [http://www.frbsf.org/publications/community/review/vol5\\_issue3/bell\\_standish.pdf](http://www.frbsf.org/publications/community/review/vol5_issue3/bell_standish.pdf)

### ENCOURAGE HEALTHY MOBILE VENDING

- New York City Green Cart program: [http://www.nyc.gov/html/doh/html/cdp/cdp\\_pan\\_green\\_carts.shtml](http://www.nyc.gov/html/doh/html/cdp/cdp_pan_green_carts.shtml)
- Portland, OR entrepreneurial network: <http://foodvendingbusiness.com/>

### SYNTHETIC PESTICIDE- AND GMO-PRODUCTION-FREE ZONES

- Pesticide Free Zone, Inc.: <http://www.pesticidefreezone.org/>
- Slide show of pesticide free zones: <http://watoxics.org/healthy-living/healthy-homes-gardens-1/pesticide-free-zone/pfz-slide-shows>

### SCALE UP LOCAL PURCHASING

- Community Alliance with Family Farmers: <http://www.caff.org/>
- Bay Localize: <http://www.baylocalize.org/>
- People's Grocery: <http://www.peoplesgrocery.org/>

### STRENGTHEN COMMUNITY-GOVERNMENT LINKS

- Richmond, CA Neighborhood Councils: <http://www.ci.richmond.ca.us/index.aspx?nid=267>
- Breakthrough Communities: <http://www.breakthroughcommunities.info/>



### 3. UNDERSTANDING THE OAKLAND FOOD SYSTEM

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#### INTRODUCTION

Food security, nutrition, food systems and the incidence of hunger in Oakland have been studied extensively over the past five years by researchers, community activists and policy makers alike. Transforming the Oakland Food System: A Plan for Action builds on this body of work. The City of Oakland's research began with the Food Systems Assessment for Oakland: Toward a Sustainable Food Plan . Commissioned by the Mayor's Office on Sustainability, the Assessment established a baseline analysis and addressed ways that the City's systems of food production, distribution, processing, consumption, and waste, as well as city planning and policymaking, could support the objective of having at least 30 percent of the City's food needs sourced from within the City and immediate region. The goal was to ensure food security, promote economic development, maximize urban agricultural and food waste recovery, support regional agricultural preservation, and increase community "food literacy." Researchers found that "A significant portion of Oakland's population experiences food insecurity or is at risk of experiencing food insecurity [due to] lack of access to nutritious food in terms of cost and convenience..." This finding reflected the fact that 20 percent of Oakland's population had incomes at or below the Federal poverty level and there were few large food stores within walking distance in low-income neighborhoods, increasing the difficulty of access to a broad selection of nutritious food. Further, only 23 percent of individuals eligible for food stamps were enrolled in the Federal program. The Assessment played a seminal role in raising awareness of the importance of food policy for food security, health and economic development, and was the first official step toward the creation of the Oakland Food Policy Council.

The next major study of Oakland's food system was in 2009 when the C.S. Mott Group for Sustainable Food Systems and the Fair Food Network teamed up with Policy Link to produce Healthy Food for All: Building Equitable and Sustainable Food Systems in Oakland and Detroit . The comparative food study investigated the major challenges and opportunities to building more sustainable and equitable food systems. The study found community residents sought to improve their diets by cooking healthy meals at home but many of the low-income neighborhoods lacked access to fresh, quality produce and other nutritious and culturally appropriate foods. Limited transportation and racial tensions exacerbated the problems of food security. The study recommended supporting community-led efforts to improve local food systems, the creation of programs for food system financing (e.g. Pennsylvania Fresh Food Financing Initiative), the improvement of transportation systems, as well as food system planning through land use planning, economic development, housing, agricultural, health policies and better food policy coordination across agencies and sectors through Food Policy Councils.

These two studies actually built upon a decade of work done in Oakland neighborhoods, Alameda County and the greater San Francisco Bay Area.

Oakland-based Food First and Public Health Law & Policy conducted a regional meta-analysis of over 50 studies that examined food system and community food issues throughout the Bay Area. Unsurprisingly, Oakland and Alameda County are the most studied areas in the nine-county Bay Area region. This study of Oakland reviewed 13 separate studies. Researchers found that affordability is the most important factor that influences where low-income residents shop for food. Both meta-analyses provided input for the Oakland Food Policy Council and the HOPE Collaborative as they established action and policy priorities to address food security in Oakland.

### 3. UNDERSTANDING THE OAKLAND FOOD SYSTEM

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The HOPE Micro-zone Assessment looked at food security demographics based on census block group data, GIS land-use mapping and “walk-the-block” ground-truthing in several different Oakland neighborhoods. This produced fine-grained information regarding product availability, prices, food quality, enterprise ownership and estimates of aggregated consumer food expenditures. The study confirmed earlier research that suggested families from underserved communities struggle to cook healthy food at home. In the low-income Oakland “flatlands” southwest of the 580 freeway, residents cook nearly 5 meals a week at home and eat an average of 2.5 servings of fresh fruits and vegetables daily, even though they must travel from 20-30 minutes—often in inefficient public transportation—to access fresh food. Using the Consumer Expenditure Survey of the U.S. Bureau of Labor Statistics and a survey of supermarket prices, the Micro-zone Assessment estimated that flatland residents spent from \$908 to \$1,824 per year on a 20-item food basket. This suggests that low income areas in Oakland spend between \$400 and \$600 million annually to buy fresh healthy food. Further analysis indicated that the “float” of food dollars leaving the community was an estimated \$375 million in lost sales—an amount representing “\$ 67.5 million in lost wages or 1,500 jobs paying an average of \$45,000 per job” .

Recent regional studies provide a chilling update of food insecurity and hunger during recessionary times. Serving nearly 50,000 unduplicated individuals each week, the Alameda County Community Food Bank’s study *Hunger: The Faces & the Facts—2010* found that 45 percent of Food Bank clients were children, 19 percent were seniors and that a full 42 percent of their client households had one or more employed adults. While only 17 percent of households are currently receiving benefits, a full 74 percent were actually eligible for food stamps.

The Food Bank’s findings are corroborated by the 2010 Alameda County Nutrition and Food Insecurity Profile . On one hand, 33.8 percent of the county’s adults live in food insecure households; 53 percent are overweight or obese (10 percent of children) and nearly 80,000 individuals suffer from Type II Diabetes. However, food security and hunger services remain remarkably underutilized: the county ranked 21st in the state for the Food Stamp program, 54th for the National School Lunch Program, and 52nd for the School Breakfast Program. Apart from the failure in services, these numbers represent a loss of Additional Economic Activity to the County amounting to \$234,500, \$14,362,000, and \$8,080,000, respectively.

The Oakland Food Retail Impact Study addressed considerations for establishing retail outlets in the Oakland flatlands to offer the greatest selection of healthy, affordable, fresh, and culturally appropriate food, make the greatest contribution to local wealth and community well-being, create good jobs for neighborhood residents and throughout the supply chain, and contribute to a healthy, clean environment. Because the “business practices of food retailers have broad impacts on food access, workplace conditions, health, environment, and the supply chain [the study] created the Sustainable Food Retail Framework to assist advocates seeking to recast the role of food retail in terms of a broader set of community values.”



The picture emerging from these studies is of a bifurcated food system with high incidence of hunger, food insecurity, diet-related diseases, violence and economic strife in the underserved flatlands, compared to affluence, security and easy access to good healthy food in the Oakland hills. The current recession is exacerbating these differences. Nonetheless, Oakland is also home to a strong community food movement, supportive county and city offices, a major food and fitness coalition, and the vibrant new Oakland Food Policy Council. The institutional capacity for generating food systems information and analysis—both for diagnosing problems and formulating solutions—is remarkable, as reflected in the evolution of Oakland’s local and regional studies. This is not to say that all is known about the Oakland food system. The Bay Area Meta Analysis indicated that much is known about food security, food access, and public health in local food systems, but little consideration has been given to the larger questions of food system organization and policy. The Oakland food system is understood well enough to engage in an informed, decisive manner to improve it. As these efforts evolve, new needs for information and analysis will become evident.

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## DATA

The following pages present a snapshot of the current status of the Oakland food system, sector by sector. The metrics presented here will be tracked and updated by the Oakland Food Policy Council to provide an ongoing “report card” on the health of our food system.

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# PRODUCTION

## “THE CULTIVATION OF EDIBLE PLANTS AND DOMESTICATION OF ANIMALS. ”

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### WHAT DO WE KNOW?

**20 million acres** were in agricultural production within **300 miles** of Oakland , with a total of **525 farms** in Alameda County itself.

**\$16 billion** was the total value of food production within 300 miles of Oakland. The City’s food retail demand represented only 6.7 percent of this production at **\$1.07 billion**.

**5 percent** of Oakland’s fruit and vegetable needs could potentially be produced by urban agriculture on the city’s public lands.

**100+** community and school gardens were located in Oakland.


### WHAT CAN WE TRACK?

One indicator of local production practices is the percentage of certified organic farms in Alameda County. This shows how environmentally-friendly the local farming systems were and the regularly-updated USDA Census of Agriculture will make it possible to track this over time.

As of 2007, only 22 of Alameda County’s 525 farms were certified organic or 4 percent of farms . 1,028 acres of the 204,633 acres in production were certified organic, meaning that only 0.5 percent of land area dedicated to farming in Alameda County is certified organic . These low numbers may indicate a lack of interest in organic farming in the county, or that there were obstacles to certification. In some cases, farmers were not using pesticides or chemical fertilizers, but were not certified organic because of the additional fees involved and the time required for inspections.



The wages of those responsible for producing our food is an important indicator of the value placed on their labor as well as the division of labor and profits in this sector of the food system. The following chart outlines the wages earned by different levels of workers in California's farming and production system from the first quarter of 2010. Provided by the California Employment Development Department, Occupational Employment Statistics Survey, these wage rates can be tracked on an annual basis.

 <b>OCCUPATIONS + MEDIAN HOURLY WAGES</b>		<b>MEDIAN HOURLY WAGES</b>
<b>OCCUPATION</b>	<b>TOTAL, ALL OCCUPATIONS</b> .....	<b>\$18.12</b>
	<b>FARM, RANCH, AND OTHER AGRICULTURAL MANAGERS</b> .....	<b>\$33.28</b>
	<b>FARMING, FISHING, AND FORESTRY SUPERVISORS</b> .....	<b>\$16.63</b>
	<b>FARM LABOR CONTRACTORS</b> .....	<b>\$12.46</b>
	<b>AGRICULTURAL INSPECTORS</b> .....	<b>\$22.85</b>
	<b>ANIMAL BREEDERS</b> .....	<b>\$20.36</b>
	<b>GRADERS AND SORTERS, AGRICULTURAL PRODUCTS</b> .....	<b>\$8.95</b>
	<b>AGRICULTURAL EQUIPMENT OPERATORS</b> .....	<b>\$11.24</b>
	<b>FARMWORKERS AND LABORERS, CROP AND NURSERY</b> .....	<b>\$8.99</b>
	<b>FARMWORKERS, FARM AND RANCH ANIMALS</b> .....	<b>\$11.03</b>
<b>AGRICULTURAL WORKERS, ALL OTHER</b> .....	<b>\$14.08</b>	

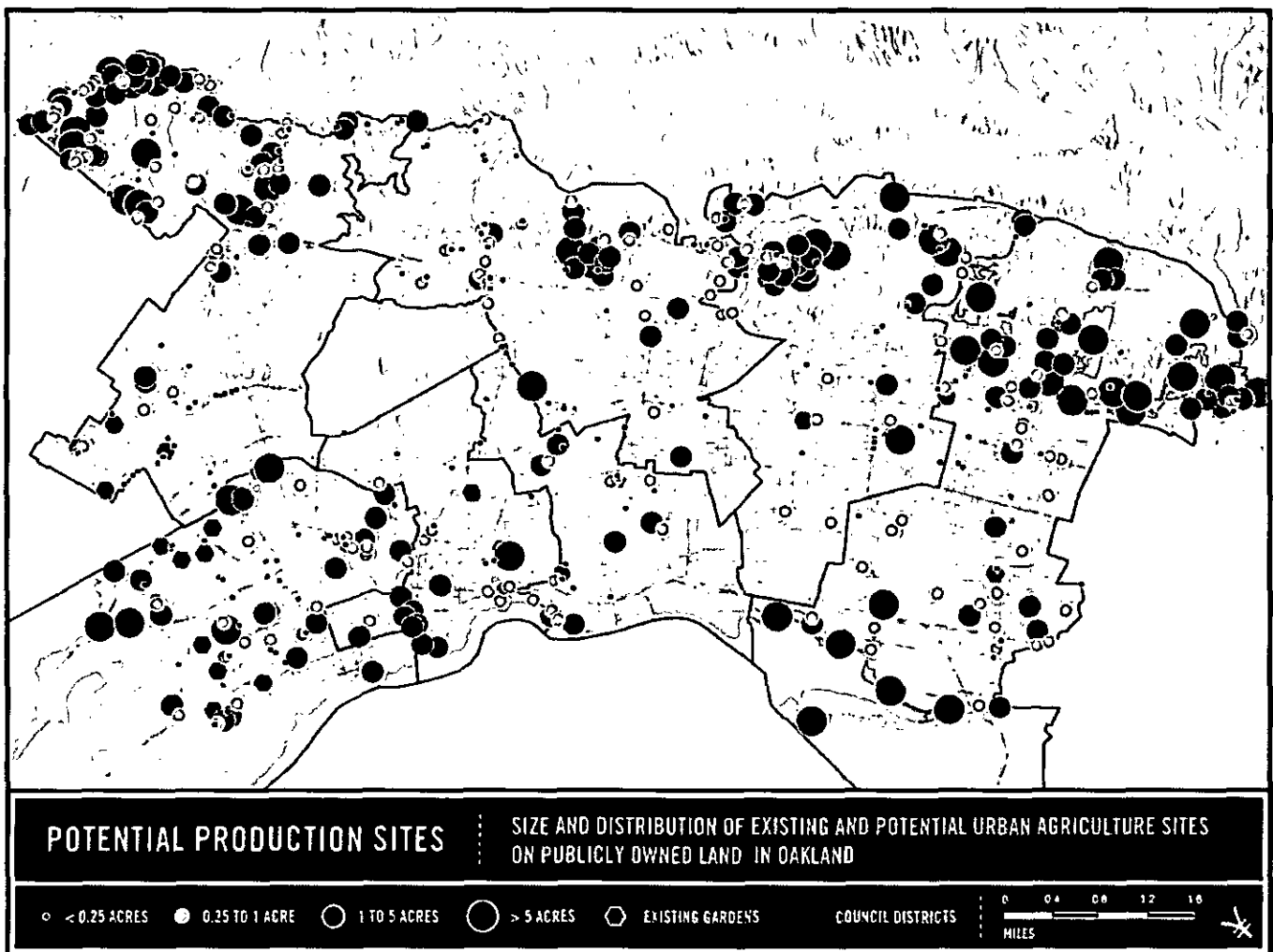
There was a clear divide in the wages earned by different types of workers, with manager, inspectors, and supervisors making much more than farmworkers, graders, sorters, and equipment operators. As a reference point, the median hourly wage earned across occupations in California was \$18.12. The low comparative wages for those producing our food indicates the value placed on having inexpensive sources of food, and the way the conventional food system unevenly distributes the food retail dollar.



## WHAT DOES THIS MEAN?

The City of Oakland is located in the midst of highly productive agricultural land; the city and the surrounding agricultural communities have the potential to produce a significant amount of food to meet the city's demand. The use of vacant public and private land for urban agriculture could increase local food production within the city itself. Cultivating the Commons identified 487 potential urban agriculture sites and 800 acres of arable land located throughout the City of Oakland, on publicly-owned land alone (see map, Size and Distribution of Existing and Potential Urban Agriculture Sites on Publicly Owned Land in Oakland .) Improvements in zoning policy specific to urban agriculture could allow these sites to be put to use producing more local food for the city.

Since urban agriculture alone cannot produce enough food to feed the entire city, we also need to form strong partnerships with peri-urban and rural communities. However, it may be difficult to attract new urban and rural farmers to the profession because of the lower wages associated with this work.





## WHAT ARE THE OAKLAND FOOD POLICY COUNCIL'S GOALS?

- Support local agriculture that is economically viable, environmentally sustainable and socially responsible. We will help make Oakland a market for processing and consuming local food, with the objective of having at least 30 percent of Oakland's food needs sourced from within the City and the surrounding region.
- Promote energy efficiency and reduce energy consumption. We will promote local, sustainable food production, and help Oakland transition to a locally- and regionally-based food system.
- Support the protection of environmental resources. We will promote consumption of locally and sustainably grown food, particularly food produced using environmentally benign and energy-efficient growing, processing and distribution practices.

## WHAT ELSE WOULD WE LIKE TO KNOW?

In order to better understand the production practices associated with the food consumed in Oakland, there are other metrics that could be measured to track this sector's progress. One of these includes the number and location of farmers that are providing food directly to Oakland. This is currently very difficult to track as foods change hands along the distribution chain, and the exact source of ingredients in our foods is not included on food labels. Another indicator for the state of local food production is the number of farmers entering and leaving the profession. This number has seen a decline nationwide, but it would be instructive to know what the professional farming climate looks like locally. The number of farms and farmers near Oakland will determine how feasible it is to source more products from this area, as it will determine the area's total production capabilities.

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## PROCESSING

**"ALL PROCESSES OF VALUE-ADDING; TRANSFORMING FOOD INTO FOOD PRODUCTS. "**

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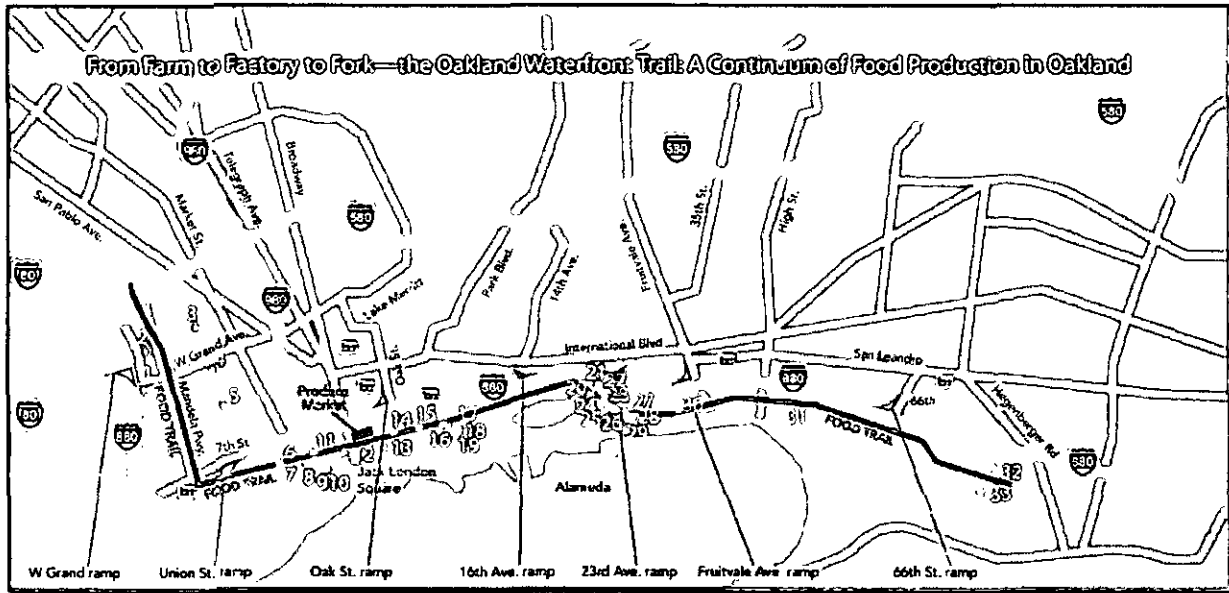
### WHAT DO WE KNOW?

**2,149** food manufacturing jobs were located in Oakland.

**65** food manufacturing firms were located in Oakland, with a combined payroll of **\$81 million**.

Each job added in the food processing industry in Alameda County supported **7.5 additional jobs** in other areas such as, manufacturing, distribution, warehousing, testing, and services.

# FOOD PROCESSING BUSINESSES IN OAKLAND: OAKLAND FOOD TRAIL MAP



\* This map is not representative of ALL the food manufacturing businesses in Oakland (just along the Jack London waterfront), but a one strategy for promoting businesses listed




1. Mission Street 1225 24th St. Alameda	10. Willow England Cakes 417 4th St	19. J.C. Collins 85 4th St	28. Green Island Produce 2524 Broadway St	37. Green Island Produce 2524 Broadway St	46. Green Island Produce 2524 Broadway St	55. Green Island Produce 2524 Broadway St	64. Green Island Produce 2524 Broadway St	73. Green Island Produce 2524 Broadway St	82. Green Island Produce 2524 Broadway St	91. Green Island Produce 2524 Broadway St	100. Green Island Produce 2524 Broadway St	109. Green Island Produce 2524 Broadway St	118. Green Island Produce 2524 Broadway St	127. Green Island Produce 2524 Broadway St	136. Green Island Produce 2524 Broadway St	145. Green Island Produce 2524 Broadway St	154. Green Island Produce 2524 Broadway St	163. Green Island Produce 2524 Broadway St	172. Green Island Produce 2524 Broadway St	181. Green Island Produce 2524 Broadway St	190. Green Island Produce 2524 Broadway St	199. Green Island Produce 2524 Broadway St	208. Green Island Produce 2524 Broadway St	217. Green Island Produce 2524 Broadway St	226. Green Island Produce 2524 Broadway St	235. Green Island Produce 2524 Broadway St	244. Green Island Produce 2524 Broadway St	253. Green Island Produce 2524 Broadway St	262. Green Island Produce 2524 Broadway St	271. Green Island Produce 2524 Broadway St	280. Green Island Produce 2524 Broadway St	289. Green Island Produce 2524 Broadway St	298. Green Island Produce 2524 Broadway St	307. Green Island Produce 2524 Broadway St	316. Green Island Produce 2524 Broadway St	325. Green Island Produce 2524 Broadway St	334. Green Island Produce 2524 Broadway St	343. Green Island Produce 2524 Broadway St	352. Green Island Produce 2524 Broadway St	361. Green Island Produce 2524 Broadway St	370. Green Island Produce 2524 Broadway St	379. Green Island Produce 2524 Broadway St	388. Green Island Produce 2524 Broadway St	397. Green Island Produce 2524 Broadway St	406. Green Island Produce 2524 Broadway St	415. Green Island Produce 2524 Broadway St	424. Green Island Produce 2524 Broadway St	433. Green Island Produce 2524 Broadway St	442. Green Island Produce 2524 Broadway St	451. Green Island Produce 2524 Broadway St	460. Green Island Produce 2524 Broadway St	469. Green Island Produce 2524 Broadway St	478. Green Island Produce 2524 Broadway St	487. Green Island Produce 2524 Broadway St	496. Green Island Produce 2524 Broadway St	505. Green Island Produce 2524 Broadway St	514. Green Island Produce 2524 Broadway St	523. Green Island Produce 2524 Broadway St	532. Green Island Produce 2524 Broadway St	541. Green Island Produce 2524 Broadway St	550. Green Island Produce 2524 Broadway St	559. Green Island Produce 2524 Broadway St	568. Green Island Produce 2524 Broadway St	577. Green Island Produce 2524 Broadway St	586. Green Island Produce 2524 Broadway St	595. Green Island Produce 2524 Broadway St	604. Green Island Produce 2524 Broadway St	613. Green Island Produce 2524 Broadway St	622. Green Island Produce 2524 Broadway St	631. Green Island Produce 2524 Broadway St	640. Green Island Produce 2524 Broadway St	649. Green Island Produce 2524 Broadway St	658. Green Island Produce 2524 Broadway St	667. Green Island Produce 2524 Broadway St	676. Green Island Produce 2524 Broadway St	685. Green Island Produce 2524 Broadway St	694. Green Island Produce 2524 Broadway St	703. Green Island Produce 2524 Broadway St	712. Green Island Produce 2524 Broadway St	721. Green Island Produce 2524 Broadway St	730. Green Island Produce 2524 Broadway St	739. Green Island Produce 2524 Broadway St	748. Green Island Produce 2524 Broadway St	757. Green Island Produce 2524 Broadway St	766. Green Island Produce 2524 Broadway St	775. Green Island Produce 2524 Broadway St	784. Green Island Produce 2524 Broadway St	793. Green Island Produce 2524 Broadway St	802. Green Island Produce 2524 Broadway St	811. Green Island Produce 2524 Broadway St	820. Green Island Produce 2524 Broadway St	829. Green Island Produce 2524 Broadway St	838. Green Island Produce 2524 Broadway St	847. Green Island Produce 2524 Broadway St	856. Green Island Produce 2524 Broadway St	865. Green Island Produce 2524 Broadway St	874. Green Island Produce 2524 Broadway St	883. Green Island Produce 2524 Broadway St	892. Green Island Produce 2524 Broadway St	901. Green Island Produce 2524 Broadway St	910. Green Island Produce 2524 Broadway St	919. Green Island Produce 2524 Broadway St	928. Green Island Produce 2524 Broadway St	937. Green Island Produce 2524 Broadway St	946. Green Island Produce 2524 Broadway St	955. Green Island Produce 2524 Broadway St	964. Green Island Produce 2524 Broadway St	973. Green Island Produce 2524 Broadway St	982. Green Island Produce 2524 Broadway St	991. Green Island Produce 2524 Broadway St	1000. Green Island Produce 2524 Broadway St
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\* CHOP BAR PHOTOS COURTESY OF ELIZABETH F. CLAYTON

**WHAT CAN WE TRACK?**

One metric used to assess the processing sector of the food system is the wage rates for workers in this industry. The following chart shows the wages for the state of California in select food processing occupations.

 <b>FOOD PROCESSING SECTOR WAGES</b> <b>MEDIAN HOURLY WAGES</b>		<b>MEDIAN HOURLY WAGES</b>
<b>OCCUPATION</b>	<b>TOTAL, ALL OCCUPATIONS</b> .....	<b>\$18.12</b>
	<b>BAKERS</b> .....	<b>\$12.24</b>
	<b>BUTCHERS AND MEAT CUTTERS</b> .....	<b>\$14.05</b>
	<b>MEAT, POULTRY, AND FISH CUTTERS AND TRIMMERS</b> .....	<b>\$10.87</b>
	<b>SLAUGHTERERS AND MEAT PACKERS</b> .....	<b>\$11.00</b>
	<b>FOOD AND TOBACCO WORKERS</b> .....	<b>\$14.22</b>
	<b>FOOD BATCHMAKERS</b> .....	<b>\$11.40</b>
	<b>FOOD COOKING MACHINE OPERATORS AND TENDERS</b> .....	<b>\$12.36</b>

The wage range for processing positions lay below the median wage for all working Californians, another indication of the effects of the low prices the U.S. market demands for food.

**WHAT DOES THIS MEAN?**

Processing has been and remains an important industry in Oakland, providing jobs and adding retail value to foods. This sector also serves as a possible source of economic development for the City. However, the added-value of food processing is not necessarily reflected in the wages received by processing workers. While keeping these labor costs low may provide a higher profit margin for processing firms, overall community economic development depends on increasing wages.

**WHAT ARE THE OAKLAND FOOD POLICY COUNCIL'S GOALS?**

- Support the protection of environmental resources. We will promote consumption of locally and sustainably grown food, particularly food produced using environmentally benign and energy-efficient growing, processing and distribution practices.
- Support local agriculture that is economically viable, environmentally sustainable and socially responsible. We will help make Oakland a market for processing and consuming local food, with the objective of having at least 30 percent of Oakland's food needs sourced from within the City and the surrounding region.
- Promote community economic development. We will foster development in the food sector that creates living-wage jobs and local ownership in many sectors of the food system.

## WHAT ELSE WOULD WE LIKE TO KNOW?

There are additional metrics that could help us to track the progress of the food processing and distribution sectors and their relationship to the local food system as a whole, if the data were available. One indicator taking into account the potential environmental impacts of processing would be the number of food processors using various “green technologies”. This is a portion of the food supply chain with potential to expend high amounts of energy. The efficiency of these processes could indicate to what extent protections to the environment are being implemented by the industry. In the interest of maintaining a locally based food system, the percentage of locally-owned food processing firms is another important indicator to be tracked. This metric could show the industry’s impact on local economic development.

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## DISTRIBUTION

**“TRANSPORTING, STORING, AND MARKETING FOOD PRODUCTS TO CONSUMERS.”**

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### WHAT DO WE KNOW?

1 for every **8,175** people: number of supermarkets in the affluent Oakland hills

1 for every **42,350** people: number of supermarkets in the poorer Oakland flatlands

**302** food and beverage stores were located in Oakland, with a combined payroll of **\$74 million** and combined sales of **\$691 million**

**\$23 million**: Retail leakage (unmet consumer demand) in West Oakland

**\$338 million**: Retail leakage in East Oakland

**10** farmers markets were located in Oakland

**86 percent** of food retail establishments in Oakland were less than **3,000** square feet

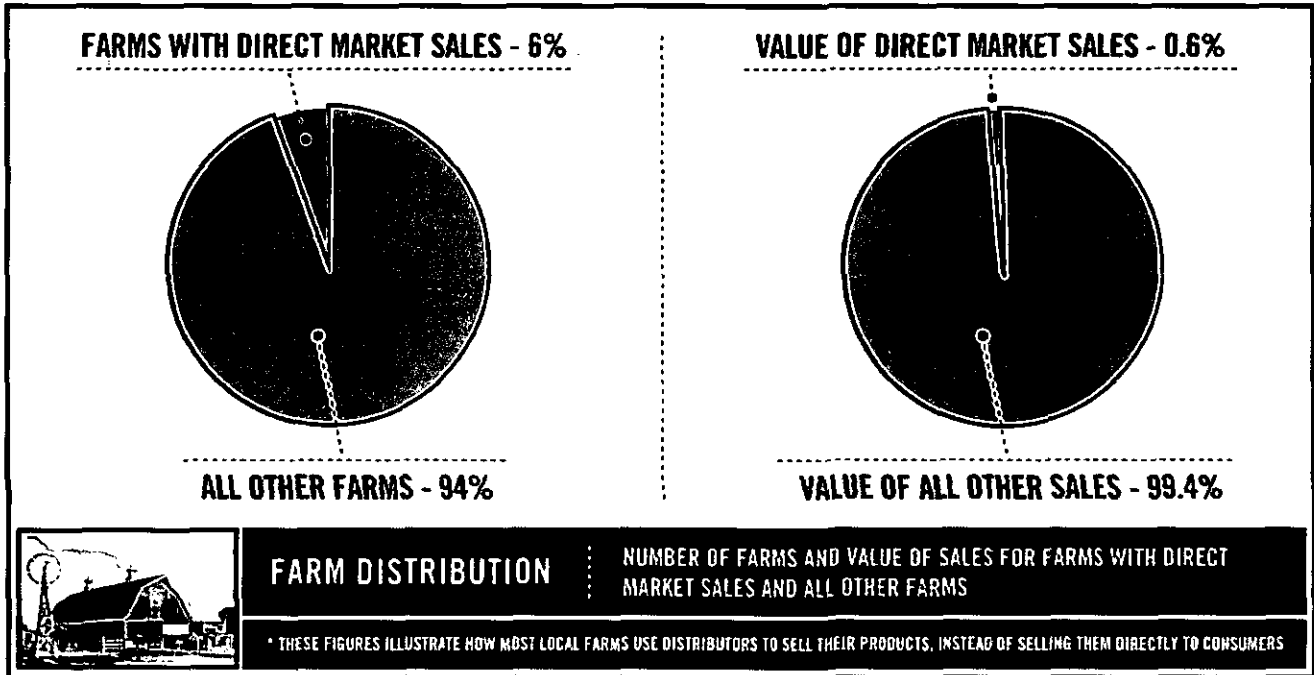
**7 to 18 cents per dollar** spent at an organic grocery store goes to the farmer, whereas **100 percent** of each dollar spent on food from a CSA goes directly to the farmer

### WHAT CAN WE TRACK?

An indicator of distribution practices by local farms is the amount of food that these farms are marketing directly to consumers. In Alameda County, only 6 percent of farms marketed directly to consumers and less than 1 percent of total market sales were direct sales.

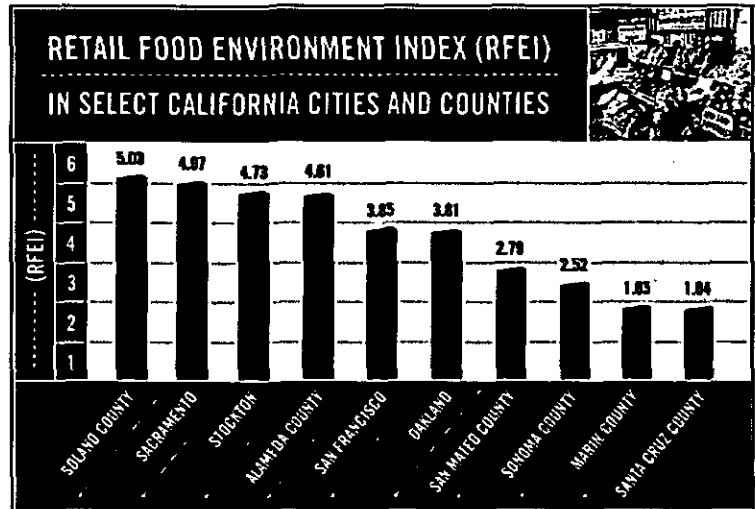
These figures illustrate how most local farms used distributors to sell their products, instead of selling them directly to consumers.

One indicator of how different types of food establishments are distributed within a geographic area is the RFEI or Retail Food Environment Index. This measurement compares the number of healthy and unhealthy food retailers in an area. An RFEI over 1.0 indicates that there are a greater number of unhealthy than healthy food retailers. The RFEI for different locations provides a point of comparison, with higher indices indicating an unhealthier food environment.

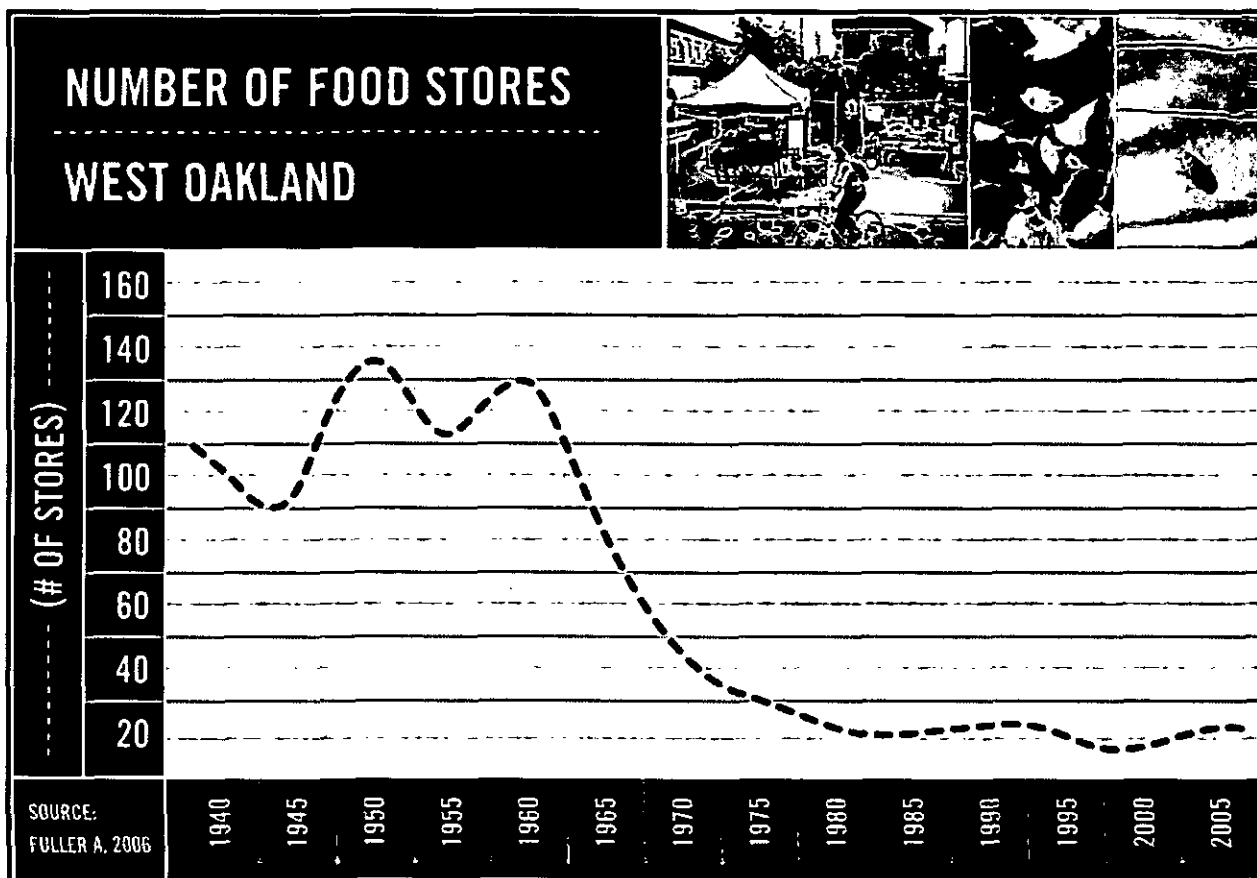


While Oakland's RFEI was lower than Alameda County as a whole and several other surrounding cities and counties, it was much higher than for several other Bay Area counties: San Mateo, Sonoma Marin, and Santa Cruz.

Another vivid indication of the changing retail food environment in Oakland's flatland neighborhoods over the years is the number of food stores per 1,000 people in West Oakland from 1940 to the year 2000. As the Alameda County Public Health Department explains in their report Unnatural Causes: Health and Social Inequity in Alameda County, "West Oakland is an example of a low-income urban community with far better access to alcohol and unhealthy foods than fresh produce and other healthful options."



There is no large grocery store (>10,000 square feet) in West Oakland, since the last remaining one closed its doors in 2007. The West Oakland community was once served by numerous small independent grocers, but urban renewal projects (including the Cypress Freeway and BART construction) in the 1950s and 1960s displaced many of these food stores. Since then, the community has struggled with high levels of food insecurity, which is exacerbated by enduring conditions of poverty. According to Census 2000 data, 61% of West Oakland households earned an income of less than \$30,000 in 1999. The number and ratio of food stores to persons living in West Oakland has drastically declined over time. There were nearly 140 stores or 2.0 per 1,000 residents in 1950, but only 23 food stores or 0.9 per 1,000 residents in 2000.”

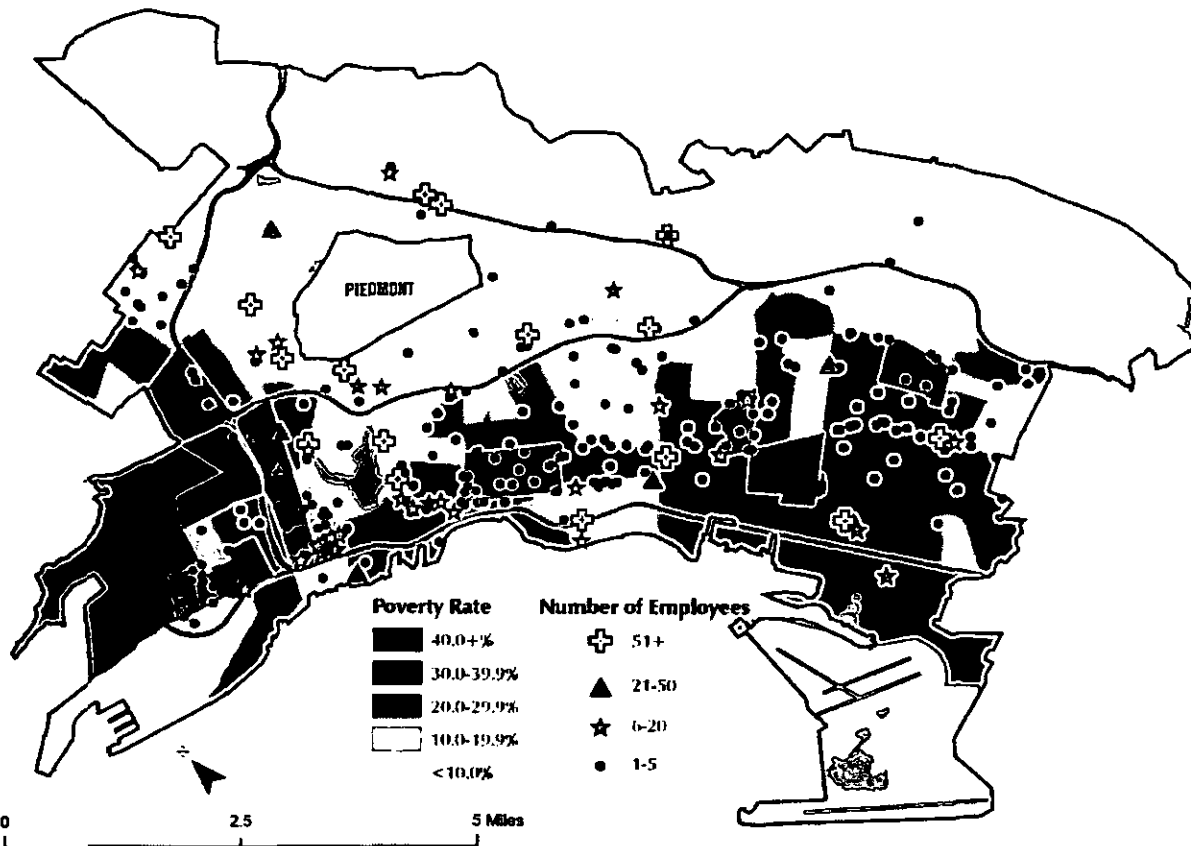


**WHAT DOES THIS MEAN?**

Food distribution in Oakland includes a variety of outlets such as groceries, emergency food programs, and farmers’ markets. However, the large majority of food outlets within the city are small to medium-sized. Overall, there are more food retailers selling unhealthy foods in the city of Oakland compared to those selling healthy food items. Even more important, the affluent hills region of Oakland is much better served by full-service supermarkets than the poorer, more vulnerable flatlands neighborhoods. This has implications for the health of residents and the changes to the food system needed in order to promote local health. While farmers’ markets, an example of healthy food retail, do exist in Oakland, many local farmers are not using direct sales as a distribution method for their food products.



## OAKLAND GROCERY STORES



Source: CAPE, with data from the California Nutrition Network, 2010.

### WHAT ARE THE OAKLAND FOOD POLICY COUNCIL'S GOALS?

- Build greater public health in Oakland. We will support the development of balanced food environments that empower residents with opportunities to make healthy food choices and reduce environmental causes of obesity, diabetes, heart disease and other diet-related illnesses.
- Promote community economic development. We will foster development in the food sector that creates living-wage jobs and local ownership in many sectors of the food system.

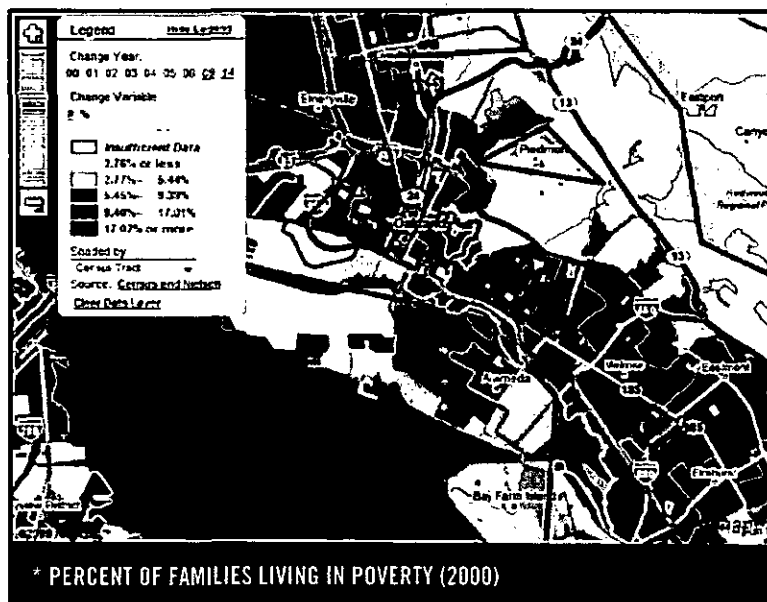
### WHAT ELSE WOULD WE LIKE TO KNOW?

Much of what we would like to know about food distribution is currently impossible to track. As explained in the San Francisco Foodshed Assessment, "it is impossible... to determine precisely how much locally-grown food is consumed in the City, or indeed how much of what is consumed is in fact produced by local farms and ranches. The commercial food system in this region, as throughout the United States, does not track the origin of what it sells." If it were possible to track at the local level, we would like to know what percentage of food distributors, wholesalers, and retailers are locally owned.

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## CONSUMPTION/RETAIL

**“ALL ACTIVITIES AND PROCESSES BY WHICH AN INDIVIDUAL, SOCIETY AND CULTURE ACQUIRES (E.G. PURCHASES, STRATEGIZES, MANAGES, INGESTS, DIGESTS) AND UTILIZES (E.G. COOKS, RITUALIZES, PRESENTS) FOOD MATERIAL THAT HAS BEEN PRODUCED AND DISTRIBUTED.”**

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### WHAT DO WE KNOW?

1 in 6: number of Alameda County residents served by the Alameda County Community Food Bank each year.

78: percent of those eligible for federal food stamps who were not enrolled, resulting in \$54 million in unclaimed benefits.

90: percent of Oakland’s eligible population that was enrolled in the Women, Infants, and Children program.

25: percent of Oakland’s eligible schoolchildren who used the School Breakfast Program.

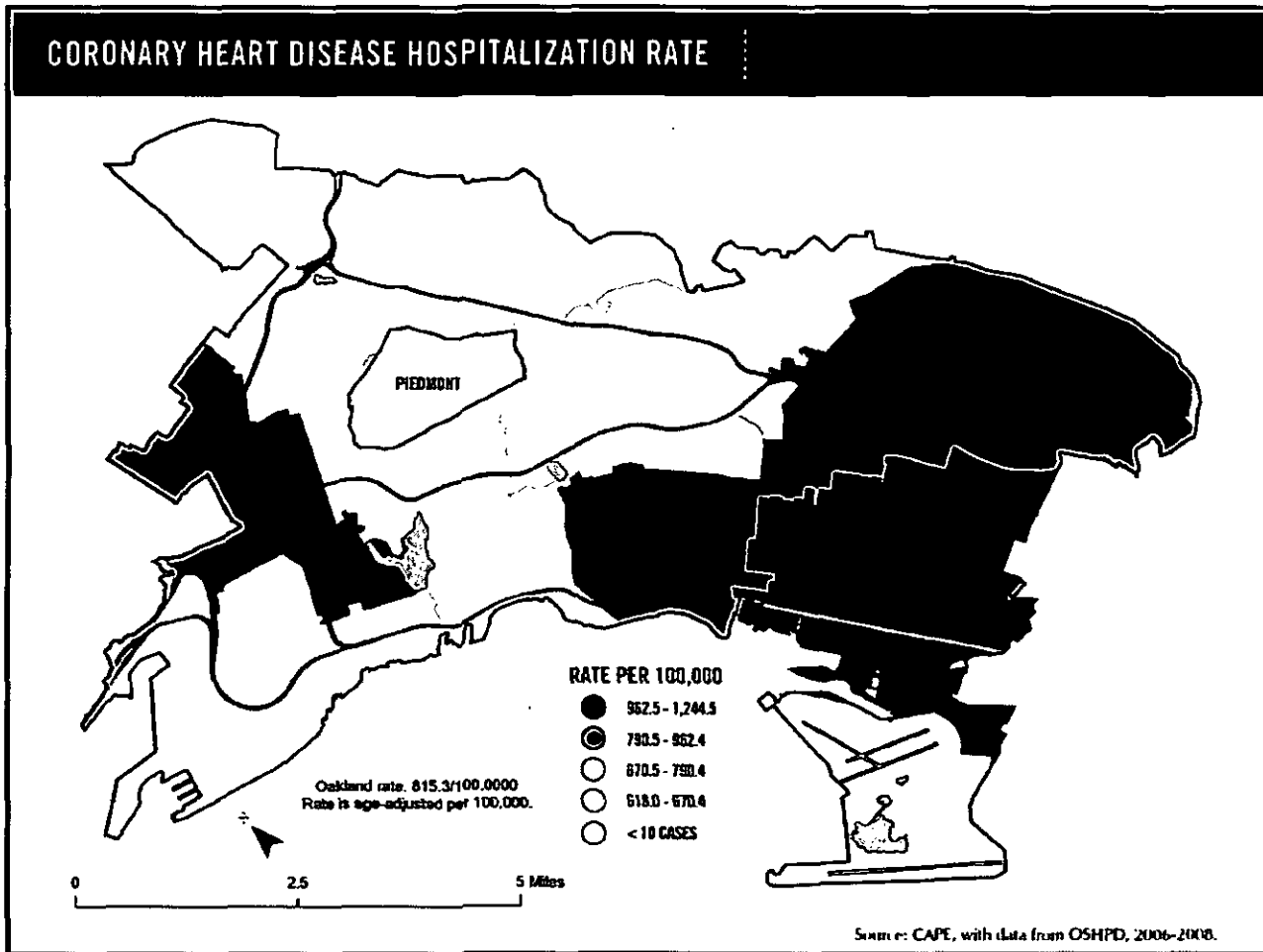
244: number of small or medium sized grocery stores in Oakland that accepted Supplemental Nutrition Assistance Program (SNAP) benefits.

36: percent of children in the Oakland Unified School District (OUSD) were overweight and/or obese, compared to the national average of 27.8 percent who were overweight or obese.

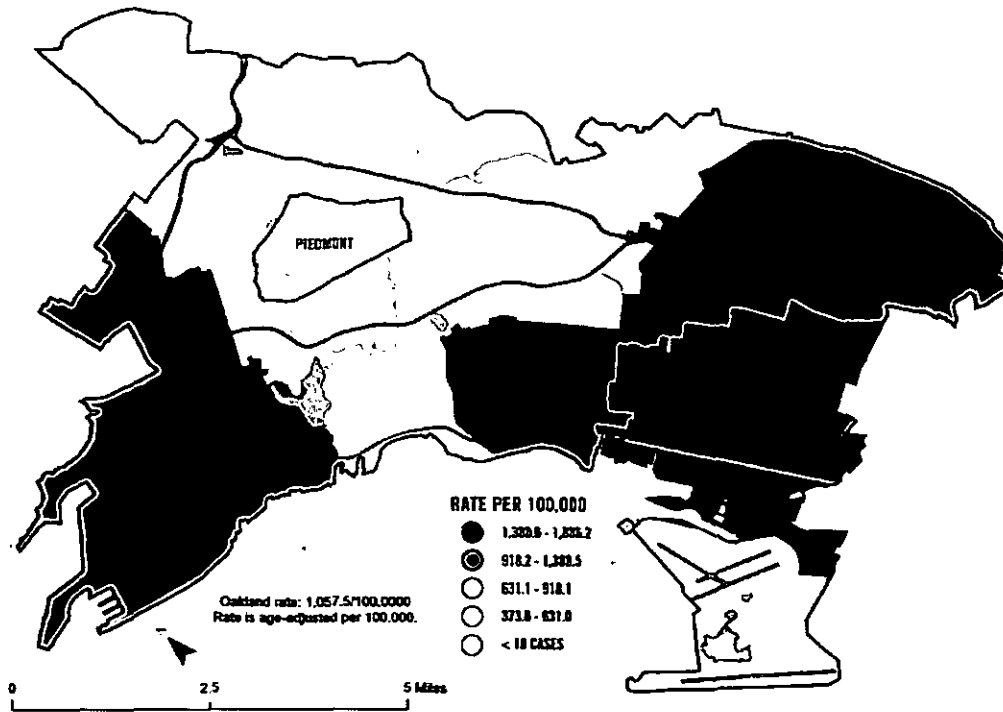
5: number of Oakland Department of Human Services programs that were intended to reduce food insecurity.

### WHAT CAN WE TRACK?

The Alameda County Public Health Department (ACPHD) tracks several health indicators in Oakland, as well within subdistricts broken down into zip codes. Diet-related diseases are considered to be coronary heart disease, diabetes, and obesity. The ACPHD's figures for these disease rates are from their most current reports in 2008. These diseases are measured in rates of reported hospitalizations related to each condition.

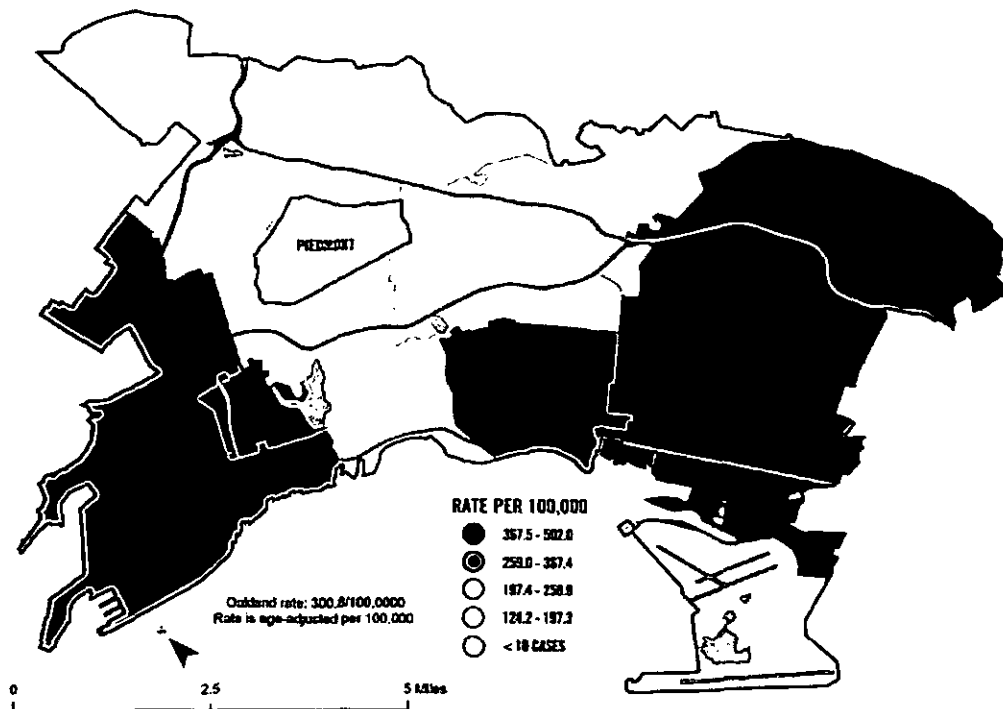


## DIABETES HOSPITALIZATION RATE

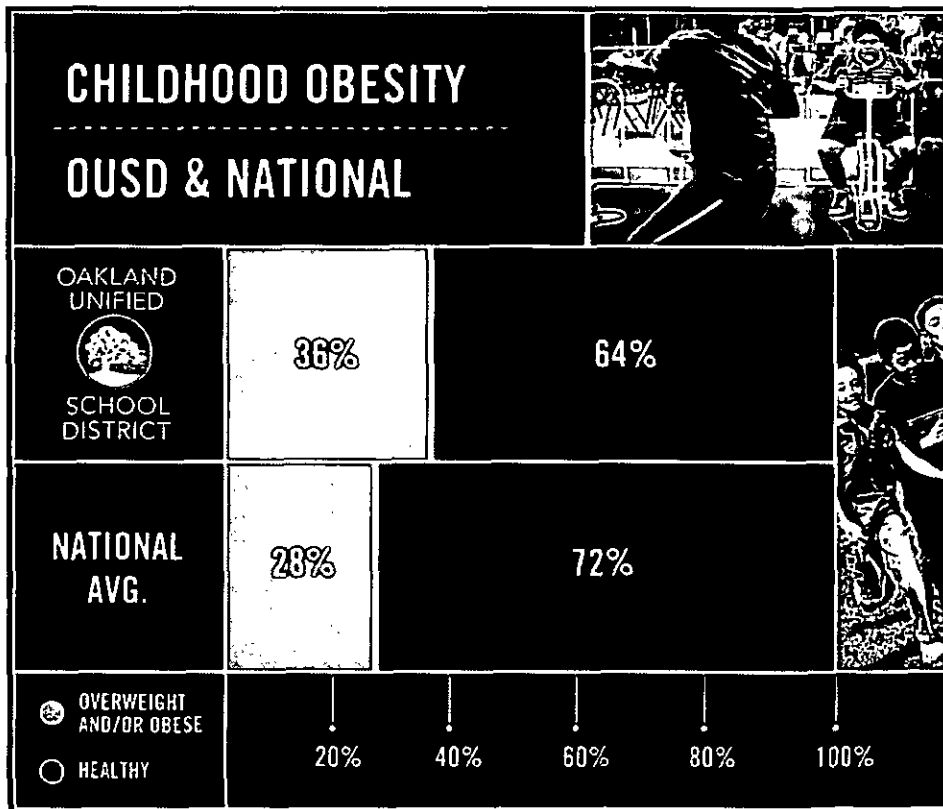


Source: CAPE, with data from OSHPD, 2006-2008.

## OBESITY HOSPITALIZATION RATE



Source: CAPE, with data from OSHPD, 2006-2008.

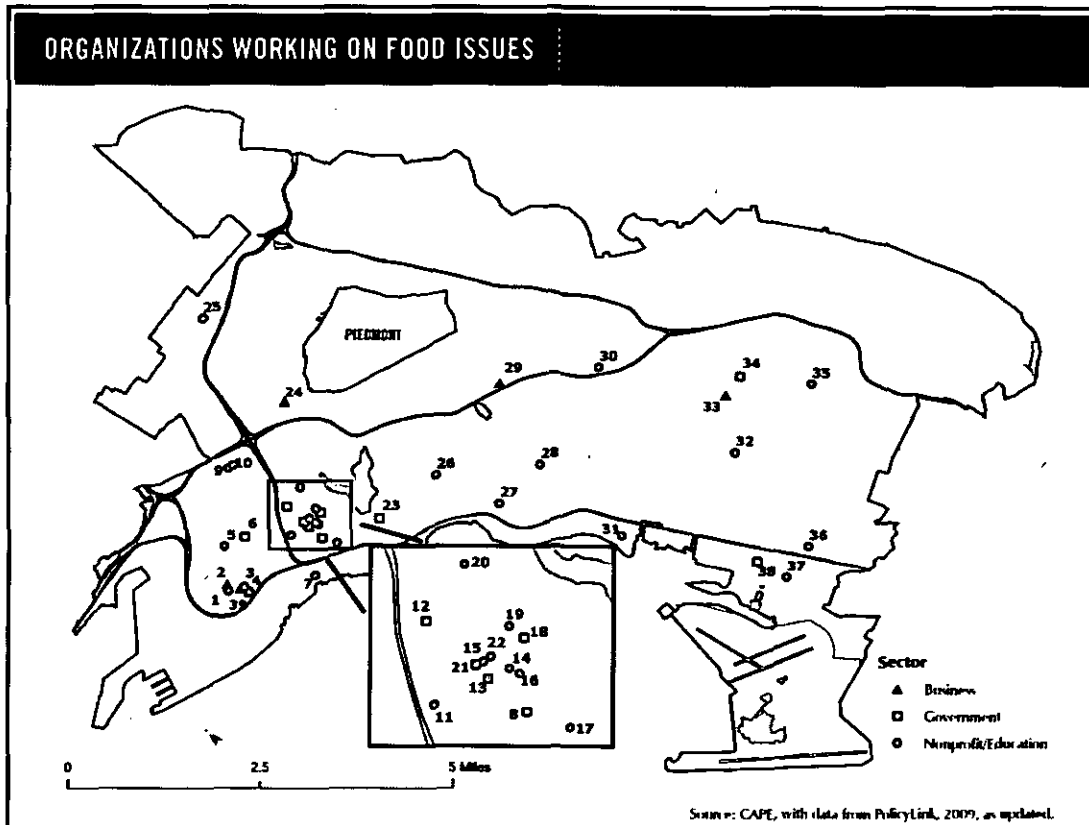


Consumer attitudes, knowledge, and practices around food are other important indicators for the consumption sector, providing an idea of how residents feel about their current food system and what they would like to see changed. This can be tracked by conducting follow-up surveys with residents regarding their food environment. The following information includes highlights of comments collected from Oakland residents through surveys and focus groups held by the HOPE Collaborative and PolicyLink.

- Oakland residents were aware of healthy diets and are striving to eat healthier. They also wanted to know how their food is produced.
- Residents ate meals prepared from fresh ingredients an average of 4.4 times per week. Assuming residents consumed an average of three meals per day, 21 percent of meals were prepared from fresh ingredients.
- Many residents were not satisfied with the food options available in their neighborhoods and traveled up to 20 minutes to get to where they want to shop.
- 63 percent of Oakland survey respondents agreed that they would like to see more locally-owned businesses in their neighborhoods.

## WHAT DOES THIS MEAN?

The structure of our food system has clear implications for health outcomes. If you are a child in Oakland, you have a one in three chance of developing diabetes in your lifetime, and there is an 87 percent chance that you are receiving free or reduced-rate school lunch, which is often your only or most nutritionally-balanced meal of the day. Your family has a one in five chance of living below the federal poverty level, and your neighborhood may well be a “food desert,” where grocery stores are non-existent, and access to fresh food is limited.



## WHAT ARE THE OAKLAND FOOD POLICY COUNCIL'S GOALS?

- Increase food security in Oakland. We will work to ensure that no Oakland resident experiences hunger.
- Build greater public health in Oakland. We will support the development of balanced food environments that empower residents with opportunities to make healthy food choices and reduce environmental causes of obesity, diabetes, heart disease and other diet-related illnesses.
- Increase public “food literacy.” We will promote the sharing of information that will allow communities to make food-related choices that positively influence public health, social responsibility and environmental sustainability.

## WHAT ELSE WOULD WE LIKE TO KNOW?

Regularly updated surveys on food prices and availability throughout Oakland, and consumer buying habits and attitudes toward food would help us to track changing consumption and consumer demand patterns.

## WASTE MANAGEMENT & RESOURCE RECOVERY

"The series of activities where discarded food materials are collected, sorted, processed, and converted into other materials and used in the production of new products. "

### WHAT DO WE KNOW?

33.8 percent (18,797 tons) of waste from single-family households, and 27.0 percent (13,944 tons) of commercial waste were made up of food scraps that could otherwise have been diverted to make compost.

>96,000 Oakland households had been provided with Green Carts (bins for food scraps and yard trimmings, to be picked up curbside) and small green food pails (for collection of food scraps in the kitchen) since 1995. This represents 100 percent of single-family homes in Oakland.

20,211 home compost bins were sold to Oakland residents by StopWaste.Org from 1992 to 2009 (June), representing 25 percent of single-family homes in Oakland.

33,300 tons of residential food waste and yard trimmings from Oakland were diverted from landfills in 2009 by the Green Cart program.

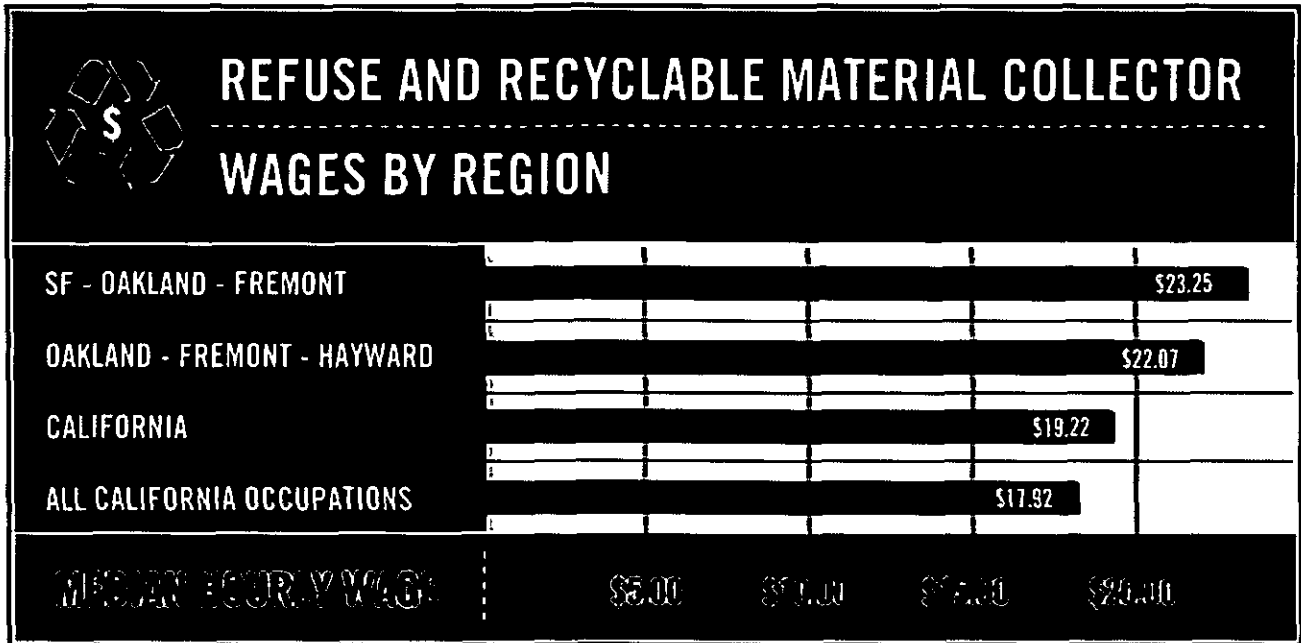
Approximately 12,000 tons of commercial food waste were diverted from landfills each year in Oakland by commercial recyclers.

### WHAT CAN WE TRACK?

16.8 percent (54,931 tons ) of Oakland's total waste stream in 2008 was food waste, making it the most common material in the waste stream.



38 percent of Alameda County residents aware of the availability of commercial composting programs claimed to recycle as many food scraps as possible in their Green Carts, up from 31 percent in November 2007 and 26 percent in May 2004. Increasing awareness of and access to commercial composting programs is likely to encourage program participation.



Refuse and recyclable materials collectors in the Oakland-Fremont-Hayward area made considerably more than the California median hourly wage, and also made somewhat more than the average for all refuse and recyclable materials collectors in California. Tracking the wages of our refuse-management workers will allow us to observe the evolving valuation our society places on this field of work and on this sector of the food system.

**WHAT DOES THIS MEAN?**

Effective food waste management has the potential to divert thousands of tons of food scraps from the landfill annually, create ecologically valuable compost matter, and generally aid efforts to create a “closed loop” system, rather than sending food scraps to a “dead end” (the landfill). While awareness is growing, 23 percent of residents were still unaware that they can compost food scraps, and 33 percent of those who were aware of the program participated sporadically if at all. To achieve system-wide waste reduction, efforts to both further inform the public of waste diversion possibilities, and systematically increase the scale of the diversion programs will need to be undertaken. One good opportunity is expanding Green Cart service to larger multi-unit dwellings.

**WHAT ARE THE OAKLAND FOOD POLICY COUNCIL'S GOALS?**

- Promote a “closed-loop” food system. We will work for a system that eliminates pollution and use of non-renewable materials, and will promote food scrap composting.



# APPENDIX 2: POLICY AND AGENCY SCAN INTRODUCTION

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Research and analysis team: Jamie Nash, Alexandra Hudson, Alexandria Fisher, Chris Penalosa, Autif Kamal, Colleen Lynch, Beth Sanders

To review the full text of the Policy Scan and Agency Scan, and to use our soon-to-be-released online searchable policy and agency database, please visit [www.oaklandfood.org/home/policy\\_scan](http://www.oaklandfood.org/home/policy_scan).

## INTRODUCTION

The Oakland Food Policy Council (OFPC) is a 21-member council whose goal is to make policy recommendations to the City of Oakland in order to create a healthier and equitable local food system. This includes increasing access to healthy foods, building a strong local economy within the food sector, as well as promoting ecologically sound agricultural practices on both urban and rural farms. To more effectively make policy recommendations to the city based on these goals, the OFPC created a scan of existing policies and relevant agencies related to these topic areas—including ordinances and legislation on the municipal, county, and state levels—that are currently implemented. The scan can help direct the OFPC's primary work groups—comprised of City Innovations, Neighborhood Innovations, Regional & State Innovations, and Public-Private Partnerships—which created their initial policy recommendations in 2010.

Under the supervision of the OFPC's Coordinator, Alethea Harper, a team of interns created a database of all policies related to the Oakland food system at the City of Oakland, Alameda County, and state of California levels. The Policy Scan covers a range of issues, including how agricultural land is used in the city, hunger and welfare policies, city ordinances for street vending, and school district food purchasing. There are currently 150 policies included in the database, and this number is expected to increase as more updates are made. The Agency Scan is a database that includes all of the government agencies at the city, county, and state levels that are responsible for creating or implementing the policies listed in the Policy Scan. There are currently about 40 agencies listed. These scans attempt to cover policy issues dealing with each sector of the food system, including production, processing, distribution, consumption, and waste management.

Although the focus of these scans for the purposes of the OFPC's immediate progress is on the local to state levels, the national context of food and nutrition policy should also be acknowledged. More comprehensive reviews of policies and agencies on the national level have been compiled, including a report from the Institute for Agriculture and Trade Policy (IATP). These are helpful references for broader policy action initiatives.

## OBJECTIVES

The goal of both scans is to provide a background on which policies are already 'on the books' so future recommendations to improve Oakland's food system are not duplicated. The scans also identify which agencies are involved so that the OFPC knows with whom to form partnerships when preparing to make formal policy recommendations. In the future, the OFPC research team will transform the database into a resource website available for community members, organizations and government agencies.

## FINDINGS

In the process of cross-referencing policies at the city, county, and state levels in the scan and comparing them to the OFPC's workgroup recommendations, the OFPC research team found that there are only a few policies which directly address efforts to create and maintain a sustainable food system in Oakland. This void indicates that there is great need for the OFPC to continue its work and creates a great window of opportunity for future policy recommendations to fill these gaps.

In order to make effective policy recommendations to improve the local food system, it is important to understand where the OFPC's goals interface with existing municipal, county, and states policies. The table below reflects how such policies correspond to the council's eight main goals:

OFPC Goals	Related Existing Policies
Increase food security in Oakland	Free and reduced price lunch, safety regulations for temporary food facilities, WIC, SNAP usage at farmers' markets, Healthy Incentives pilot program
Build greater public health in Oakland	Improving school nutrition, trans-fat ban, biotechnology task force
Support local agriculture that is economically viable, environmentally sustainable and socially responsible	Agricultural activity ordinances, farmers' market regulations
Promote energy efficiency and reduce energy consumption	<i>None specific to the food system</i>
Support the protection of environmental resources	Ecologically based pest management
Promote a "closed-loop" food system	Required biodegradable food service ware, recycling and composting programs
Promote community economic development	<i>None specific to the food system</i>
Increase public "food literacy"	<i>None</i>

In May of 2010, the OFPC decided to prioritize six areas of focus and consequently, its four primary workgroups developed preliminary policy recommendations. Below is a comparison of the Policy Scan content and the proposed workgroup policy recommendations:

OFPC Recommended First Steps for 2010	Related Existing Policies
Support and expand urban agriculture	Conditional use permits for crop and animal raising, agricultural use zoning, Alameda County school garden program, Cooperative Extension educational programs, UC Davis Small Farm Center, Alameda County nutrition education program
Build relationships with key government representatives and community leaders	N/A
Develop Alameda County-wide policies on pesticide- and GMO-free zones	Pesticide sign requirements, pesticides near schools and daycare facilities, GMO bans in Marin, Trinity, and Mendocino Counties
Mobile vending regulations	Pushcart vending safety permit

# APPENDIX 3: SUMMARY OF COMMUNITY LISTENING AND DIALOGUE SESSIONS

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These sessions were organized, facilitated, and summarized by People United for a Better Life in Oakland (PUEBLO).

## LISTENING SESSION 1 – JULY 28, 2010 – LA CLINICA DE LA RAZA FRUITVALE (CONDUCTED IN SPANISH)

Responses to Discussion Questions:

### QUESTION 1: DO YOU HAVE A GARDEN?

Three women said yes, but one would like to have more ground space aside from ours. We have one on 23rd Ave., but would like to have classes to know more about how to grow and what else could be grown so that we can grow all our food. Would like cooperative gardens and have young people participate. To have a business plan would help, too. Would desire helping disabled and old people with their gardens.

### QUESTION 2: DO YOU HAVE ALL THE FRUITS AND VEGETABLE IN YOUR NEIGHBORHOOD?

Where do you buy your food? Pak & Save, 99 cent store, Mi Tierra, Safeway, Luckys, Mi Pueblo, Farmer Joes, Smart and Final, Fruitvale markets. Is it always better to grow your own? We would like organic, but it is too expensive. If there was a way to get it cheaper from the farmers' market it would be great for our families.

### QUESTION 3: DO YOU KNOW ABOUT GMO FOODS?

Yes we know about GMO but we have no control over it, that is why we need to grow our own gardens and teach our children now. I have seen very large vegetables at the store and sometimes I am wondering if they are genetically grown. I saw a squash so big I couldn't believe it. I thought that it could not be natural. No of course we do not like pesticides.

### QUESTIONS 4: DO YOU LIKE THE VENDORS AND CARTS?

Yes, we like the carts because they are convenient. Well, I do not feel too good, because we do not know where the food is prepared. Yes we would like a business of selling fruits and vegetables, but how can we get the money to start one? We need a program to help us set up for this. We all have big families to feed and it would certainly help if we could grow our food.

### QUESTION 5: FARMERS' MARKETS

Yes we have markets all around us but we need our gardens. It is not easy to get there and they are too expensive.

### QUESTION 6: LOCAL DISTRIBUTION/RETAIL

Yes we would like our own store and carts to sell our fresh foods.

### OVERALL:

Emphasis clearly on growing their own foods, community gardens and programs that help the elderly and handicapped who cannot maintain their gardens. Also, clear emphasis on help in owning their own distribution/retail -- they need information about how to start businesses and they were concerned about whether issues of documentation would come up when they applied for business licenses.

## **LISTENING SESSION 2 – AUGUST 12, 2010 – EAST OAKLAND BOXING ASSOCIATION**

### **PRIORITY OF POLICIES (IN ORDER OF IMPORTANCE):**

- EBT & WIC at farmers' markets
- Protect & expand farmers' markets
- Support & expand urban agriculture
- Environmentally Preferable Purchasing Protocol
- Fresh Food Financing Fund
- Mobile Vending
- Scale up purchasing & aggregating small farmers
- GMO ban
- Increase composting
- Build relationships with government reps

### **OTHER IDEAS/COMMENTS ON PROPOSALS:**

Mobile vending regulations

- Major obstacle is enforcement
- It's important that people know their rights
- Vendors should have their permits visible to the public, who to call to file a complaint against a vendor, etc.

### **FRESH FOOD FINANCING FUND**

- Need to be very specific about the kinds of businesses that will be supported and how
- Education is important
- We need to teach kids how to eat the right things
- Give people the skills they need to grow their own food
- Need to educate more people on what GMOs are, their impact on our health, what foods they can be found in, and alternatives to buying GMOs
- Utilize films and other forms of media to educate the public
- Changes in taxation: tax junk foods & sodas
- Short-term leasing of unused property
- Food Czar

## **LISTENING SESSION 2 – AUGUST 12, 2010 – EAST OAKLAND BOXING ASSOCIATION (CONTINUED)**

- Work more with Oakland Parks & Recreation in OFPC efforts
- Increase backyard produce exchange
- Access to the proposed resources is important; need to make sure that actual community members & not just affluent business people are able to tap into these resources so that profits/benefits from these new policies can stay within the communities that need it most
- Need to diversify the OFPC
- Bring this information to School Board Meetings
- Need to address nutritional value of school food
- Summer lunch program
- Have meetings in more public areas like parks or on the street
- When having these meetings, information should also be available on related existing policies & how the new/proposed policies should impact them

## **LISTENING SESSION 3 – AUGUST 17, 2010 – PEOPLE'S GROCERY WEST OAKLAND**

### **POLICY PRIORITIES (IN ORDER OF IMPORTANCE):**

- Increase composting
- Mobile Vending
- GMO ban
- EBT & WIC at farmers markets
- Fresh Food Financing Fund
- Scale up purchasing & aggregating small farmers
- Support & expand urban agriculture
- Protect & expand farmers' markets
- Build relationships with government reps
- Environmentally Preferable Purchasing Protocol

## **LISTENING SESSION 3 – AUGUST 17, 2010 – PEOPLE’S GROCERY WEST OAKLAND**

Other ideas/comments on proposals:

### **GMO BAN**

- Need to elaborate and investigate further costs/financial impact

### **FRESH FOOD FINANCING FUND**

- Need to go further in language to think of size of businesses going into the community

### **SCALE UP PURCHASING & AGGREGATE SMALL FARMERS**

- Need to inform those making major purchases about benefits of buying from small farmers
- Need to inform small farmers about benefits of working together

### **SUPPORT & EXPAND URBAN AGRICULTURE**

- It’s about values building; if you change the policy in West Oakland, community members that could benefit won’t show up, more privileged people/gentrifiers will come in and take over
- Another reason why education is so important

Protect & expand farmers markets

- Need to address discriminatory policies that limit access to farmers’ markets for some vendors
- It would be good to see policies supporting the farmers’ markets that currently exist but could use some help

### **BUILD RELATIONSHIPS WITH GOVERNMENT REPS & COMMUNITY LEADERS**

- Important to connect with actual policymakers

# APPENDIX 4: MEMBERS OF THE OAKLAND FOOD POLICY COUNCIL 2009 - 2010

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## MEMBERS

Trina Barton, Mayor's Office, City of Oakland

Suzan Bateson, Alameda County Community Food Bank

Brad Burger, Marin Farmers Markets/Marin Agricultural Institute

Mike Church, representing Susan Shelton of the City of Oakland Department of Human Services

Shereen D'Souza, California Food and Justice Coalition

Mike Henneberry, United Food and Commercial Workers Local 5

Hank Herrera, Dig Deep Farms & Produce and tela d'arweh

Jenny Huston, Consulting chef, founder of Farm to Table Food Services

Daniel Kramer, Marin Sun Farms

Jennifer LeBarre, Nutrition Services, Oakland Unified School District

Aaron Lehmer, Bay Localize

Nathan McClintock, UC Berkeley Geography PhD candidate

Robin Plutchok, StopWaste.Org

Margot Lederer Prado, Economic Development Division, City of Oakland

Abeni Ramsey, City Slicker Farms

Annie Appel Ratto, Thumbs Up Distributing

Susan Shelton, Community Housing Services, Department of Human Services, City of Oakland

Christopher Waters, founder of Nomad Café

Sara Weihmann, All Edibles

Diane Woloshin, Nutrition Services, Alameda County Public Health Department

Heather Wooten, Planning for Healthy Places at Public Health Law & Policy

# APPENDIX 6: OFPC STAFF AND CONSULTANTS

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## OFPC PROJECT STAFF

### **Alethea Marie Harper - Coordinator, OFPC**

Before starting at the OFPC in 2008, Alethea was the AgParks and Food Systems Project Manager at SAGE, where she coauthored the San Francisco Foodshed Assessment: Think Globally - Eat Locally. Alethea grew up working alongside her mother on organic fruit and vegetable farms in upstate New York. Trained as an architect and landscape architect, Alethea holds a Master's degree in Landscape Architecture from the University of California, Berkeley and Bachelor's degree in Design of the Environment from the University of Pennsylvania. Her award-winning Master's thesis was entitled Repairing the Local Food System: Long Range Planning for People's Grocery. In early 2008, Alethea went on a research trip to Latin America, where she studied food systems and urban agriculture.

### **Asiya Wadud - Researcher, OFPC and Food First**

Asiya is a researcher with the OFPC. She graduated from the College of Wooster in 2004 with a degree in urban sociology and African American studies. Her senior thesis at Wooster examined long-term public housing residents' reactions to imminent gentrification in the Cabrini Green Projects in Chicago. She is interested in planning for urban food security in historically disenfranchised communities, particularly in low-income communities of color.

## FOOD FIRST STAFF INVOLVED WITH THE OFPC

### **Eric Holt-Giménez - Executive Director, Food First**

Eric assumed the position of Executive Director of Food First in July 2006. Eric is the author of the 2009 Food First Book Food Rebellions! Crisis and the Hunger for Justice. His earlier book, Campesino a Campesino: Voices from Latin America's Farmer to Farmer Movement for Sustainable Agriculture chronicles the development of this movement in Mexico and Central America over two and a half decades. Before joining Food First, Eric was the Latin America Program Manager at the Bank Information Center in Washington D.C. Eric has a Ph.D. in Environmental Studies from the University of California at Santa Cruz.

## FACILITATION CONSULTANTS

Coleman-Smith LLC is a consulting firm for nonprofit organizations. Their mission is to invoke powerful change within nonprofit organizations and among their leaders. They work to develop nonprofit leadership in order to move organizations from vision and mission to implementation. Their beliefs are that each client engagement requires a balanced combination of client intuition and data-informed knowledge; organizational reflection is the beginning of any planning process; the complexities of human nature and thus organizations require flexibility; and possibility lives in the individual's and organization's willingness and trust in the change process. Coleman-Smith shares innovative practices and strategies to contribute to broad and deep change in communities.

## 2010 COMMUNITY OUTREACH CONSULTANTS

People United for a Better Life in Oakland (PUEBLO) is a multi-ethnic, multi-issue community membership organization. They use organizing, direct action, policy research and analysis, leadership development, popular education, and coalition building to confront the issues that affect the lives of our membership. Their mission is to advocate for the needs of low-income residents of Oakland, most of them people of color, by grassroots organizing, offering leadership training and initiating policy reform.



# REFERENCES

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Yeatman, Heather. 1994. Food Policy Councils in North America - Observations and Insights. Final Report on a World Health Organization's Traveling Fellowship. University of Wollongong.

When the authors of the Oakland Food System Assessment studied how 30 percent of food consumed in Oakland could be sourced from within the City and immediate region, they examined "regional agriculture within 32 counties immediately surrounding Oakland and... land and space within Oakland that are currently in use for urban food production." This region falls within a roughly 300-mile radius.

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This means access to local government for community members, and is part of the concept of civic participation, political empowerment, and local leadership that the Whole Measures tool describes as an aspect of "Strong Communities".

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For the purposes of this document, "local food products" are products produced within 150 miles of the point of use (or municipality). If the desired product is not available within 150 miles, the product should be searched for within 300 miles, within Northern California, within California, and finally selected from the closest source.

For the purposes of this document sustainable food products that are produced within the biological limits of natural resources, supporting local ecosystem, and supporting the viability of rural and urban economies and communities.

Produce (fruits and vegetables), dairy products, meats, poultry, fish and seafood, dry goods/groceries and baked goods

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