



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

March 11, 2016 • Columbus Public Health Auditorium • 9:00am-12:00pm

Café Conversation Harvest

GOAL 3

Increase the role of food in economic development

ID	Action	Summary	Revisions Needed?	
			<i>Language (Report Content)</i>	<i>Core Concept (Action itself)</i>
464/ 463	Provide short-term financial and technical assistance for food business expansions and start-ups	<ul style="list-style-type: none"> • Support local producers/processors expansion • Focus on specialty crop and meat production and processing • Public-private partnerships: annual one-time loans, social impact investment, technical assistance (e.g. crop insurance, business plans) 	<ul style="list-style-type: none"> • What is our source of revenue? Do we need another action that creates a funding stream for this? What can we build in to ensure sustainable funding? • Coordination may fall under local food office • Federal Farm Credit System - missing from list 	

548	Revise zoning codes, land use plans and permitting processes to support agricultural uses and the local food system*	<ul style="list-style-type: none"> • Increase farmland/vacant land accessibility for production, grocery stores, markets • Avoid contradiction and redundancy, language should promote the local food system • User-friendly communication 	<ul style="list-style-type: none"> • Agricultural uses- more holistic view of food system, more creativity, may involve not just food, could include retail and other steps of the process • Include mixed uses • Address issue of being able to sell produce from community gardens - currently not legal in Franklin County • Need more clarification/emphasis re: “user-friendly communication” 	
193	Support streamlined food processing certification with state and local agencies	<ul style="list-style-type: none"> • Clarify existing rules/regulations, provide guidance for start-up businesses • Lack of local food processing options. • Support meetings between public agencies and processors/distributors to assess regulations 	<ul style="list-style-type: none"> • Health departments will interpret things very different across counties • As a county/city plan - we would need to ensure everyone is on the same page and using the same language (a job for the food office?) 	
817	Transform vacant commercial spaces into neighborhood food hubs, food-based businesses, education sites or green space*	<ul style="list-style-type: none"> • Redevelop vacant commercial spaces for new food businesses-- target land near transportation infrastructure. • Public-private partnerships, development plans must gain community support • Connect to Green Business and Urban Agriculture Plan 	<ul style="list-style-type: none"> • Doesn’t want to prioritize food-related uses over vacant alone, but rather should open this up to not be just an after-thought • Include civic agriculture in the possibilities. • Spaces being transformed, but lacking in community education to understanding what and why the space is. Needs to be on going. 	<ul style="list-style-type: none"> • Possible example best practice: Hub 55 / St. Clair Development Co. - food hub, education space, workforce development, community garden, restaurant

			<ul style="list-style-type: none"> • What is the difference b/n the civic agriculture action in Goal 2 (2014/651); clarify particularly on green spaces - maybe just include the comprehensive approach • “Possibly, but more balanced” - Doesn’t want to prioritize food uses for vacant land over any other uses but just wants food uses to be considered equally alongside other uses rather than as an afterthought. • Incentivize business to do this 	
2020	Create a task-force to study food system wages and support increased purchasing power of food system workers	<ul style="list-style-type: none"> • Need well-trained, accessible, and supported workers • Study wages, housing conditions and access to health care • Recommendations for City and County to increase/advocate for workers’ purchasing power 	<ul style="list-style-type: none"> • “no” -- staying consistent with earlier points about allowing market to be the driver. This statement is politically-charged and outside the scope of this plan. • language is very strong • Include low wage restaurant workers? Worker justice. • Don’t want plan to suggest that they are doing something that already has been done • “Study” seems like a strong word • Data already exists • Focus more on using data to connect the workers with career advancement • Looking at the wrap around- workers in food who can’t afford good food • Making connections with businesses 	<ul style="list-style-type: none"> • Eliminate task-force and focus on career advancement/purchasing power • Why would we need to worry about that? Market-driven is best. Doesn’t think we have a role to play in changing this. So politically charged right now about wages - maybe we shouldn’t be addressed at all. Market has decided what to pay these workers

			<p>that have a path beyond minimum wages and how can we support them</p> <ul style="list-style-type: none"> • Efforts to raise minimum wage?- using purchasing power as softer approach • Perhaps seeking to expand list of employers who offer career advancement • Job training, certification • Question of scale and distance - food workers and farm workers within 100 miles? Within just the county? • This is a very bold action with bold language. Maybe too hard to digest such language as 'purchasing power'. Important to have something about farm labor. • Are we connecting skills with actual jobs? • We need well-trained but who will train? 	
442	Support food business classes, internships, and hands-on learning experiences	<ul style="list-style-type: none"> • Increase business expertise in local the food system through trained/educated workforce • Bridge institutions/schools with the food business sector • Leverage school resources (Hocking College Culinary) 	<ul style="list-style-type: none"> • What does support mean here 	<ul style="list-style-type: none"> • Clarify who would be directing this and how it would actually happen; need more specifics

845	Support international food marketplaces*	<ul style="list-style-type: none"> • Develop food tourism and local food branding (consumer interest/awareness) • Involve immigrant and refugee communities • Emphasize food diversity 	<ul style="list-style-type: none"> • another action which should be market-driven, not our duty • Street markets/mobile/food trucks. • Why not just mention international food marketplaces within other goals like 593 and 529 rather than making it a standalone actions • Thinks things like this should be market driven rather than being forced into place. • Could we do things on smaller-scale in the neighborhoods? <ul style="list-style-type: none"> ◦ E.g. north market on a smaller scale 	<ul style="list-style-type: none"> • Atlanta has a great example of an extremely successful international marketplace
529	Support a strategic marketing plan for local food*	<ul style="list-style-type: none"> • Leverage growing consumer demand for local food • Regional or local branding; follow Ohio Proud model • Includes agreed upon metrics and accountability standards • Support local food tourism 	<ul style="list-style-type: none"> • Economic Development • Definition of “local” can leave people out • Hard to “police” the use of the term 	<ul style="list-style-type: none"> • Is this part of Goal 1? • Don’t want it here, not important enough
593	Support grocery store location and expansion, particularly in underserved neighborhoods	<ul style="list-style-type: none"> • Grocery stores are a vital source of bulk food/healthy produce, jobs and neighborhood-scale investment • Community anchors • Support Healthy Food Financing Initiative (HFFI) 	<ul style="list-style-type: none"> • Viability and implementation questions. • For all of the following - what does the word “support” mean? Needs to be further defined 	

813	Support neighborhood food business centers*	<ul style="list-style-type: none"> • Act as “third places”; create a destination • Can increase consumer awareness/demand for healthy, local food • Social impact investment opportunity • Partnerships with economic development offices and public agencies for tech assistance (sustainable business plans--for-profit business models) 	<ul style="list-style-type: none"> • Being creative with how it looks, such as street markets and food trucks. • Coordination work 	
437	Support local food system cooperatives	<ul style="list-style-type: none"> • Aggregate to scale up and meet purchaser requirements • Target economic drivers: temperature controlled root cellars, flash-freezing, high pressure processing and meat processing • Need full-time staff, sustainable business plan 	<ul style="list-style-type: none"> • Coordination work 	
807	Support food hubs, potentially in combination with a permanent farmers market*	<ul style="list-style-type: none"> • Provides aggregation, storage, light processing, distribution and marketing options • Attached farmers market provides aggregation options and flexibility for producers/purchasers (retail & wholesale) • Support with public-private partnerships, tax credits, low interest loans and strategic business planning 	<ul style="list-style-type: none"> • Support food hubs and farmers markets in general. • Attaching food hub to newly created permanent farmer’s markets 	

<p>352/ 786/ 456</p>	<p>Support a neutral “public interest broker” or “value chain facilitator”*</p>	<ul style="list-style-type: none"> • Connects and mediates relationships between local processors, distributors and commercial buyers • Provides actionable guidance for value-based relationships and transactions • Connect with local food “office”, contract privately or fund a non-profit third party--collaborate with other counties potentially 	<ul style="list-style-type: none"> • Why not consolidate with the local food office and, that person or persons takes on the responsibility • What does it look like, such as a “separate entity”. • Include language on other types of facilities (similar to Goal 2 comments) such as senior living, incarceration, education, etc. • Doesn’t know what a public interest broker is and how it would work. Wants clarification. • Facilitating buying relationships • some communities already have something along these lines - already looking into it 	<ul style="list-style-type: none"> • Let the market do its work; don’t need government to tell producers or buyers what to do • Move this into the Local Food Office function? Getting all these interests to communicate with each other is important through the local food office.
<p>855</p>	<p>Support food manufacturing facilities*</p>	<ul style="list-style-type: none"> • Re-circulates money spent on food within the local economy • Local produce purchasing power; expand market • Provides jobs, training and education • Must be coordinated with efforts to increase aggregation and distribution of local produce 	<ul style="list-style-type: none"> • Wouldn’t spend a lot of time on this because the main point here is education and moderation. Allow people to make their own decisions • Manufacturing is limiting, add packaging and processing for clarity • should include existing spaces 	<ul style="list-style-type: none"> • Impacting small entrepreneurs that do not have the ability to distribute / market products independently (example: Why did “Eat Well” not work?) • Our job to educate and communicate not to create new facilities. Not the job of the public sector - that’s the job of the private sector. • No need to mix in social impact perspective on developing food facilities - might not be as

				successful than just a business-oriented approach
869	Develop and incorporate guidelines and metrics for healthy food systems into public agency departments	<ul style="list-style-type: none"> Establish policies and reporting procedures that support the local food system Public agencies lead the way; the rest might follow Support the market for local food purchasing Encourage consumer demand for local food 	<ul style="list-style-type: none"> Include economic development outcomes and health outcomes - jobs created, increased dollars, food produced, health related outcomes Emphasize local Overlap with purchasing-policy from Goal 2 (134) 	<ul style="list-style-type: none"> Let the people decide. Who's to say what is healthy food? We don't need to spend a whole lot of time in this space. A lot of our problems results of bad choices.

Café Conversation Harvest - General Comments

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- Should advocacy be added?
- Does the metrics action fit in with a responsibility of the food office?
- Questions about federal regulations against geographical preference
- Think about where small scale distribution fits into this?
- Group all “support” actions together or make those that start with support more specific.
- Where does ODA fit in this goal?