Eating Here:
Greater Philadelphia’s Food System Plan

Barry Seymour, DVRPC Executive Director
Overview of DVRPC

- Philadelphia’s Metropolitan Planning Organization (MPO), created in 1965
- Interstate, intercounty, and intercity agency
- Prioritize transportation funding
- 2 States, 9 Counties, 353 Municipalities
- Issue areas – Transportation, Land Use, the Economy, and the Environment
Interest in Food System Planning

- DVRPC Board approved food system work in September 2007
- Program started in early 2008
- Food cuts across agency’s issues areas
  - **Transportation**: More than 15% of trips are food-related
  - **Land Use**: Over 20% of land still in agriculture
  - **The Economy**: Almost 300,000 jobs
  - **The Environment**: Air, land and water impacts
  - **Social Equity**: Access to healthy food and health concerns
DVRPC Food System Projects

Published in 2010

Published in 2011
Values & Goals

- Collaboration
- Ecological Stewardship
- Sustainable Agriculture
- Fairness
- Economic Development
- Health
Production

Land in Production in New Jersey (1997 to 2007)

Food Insecurity

Household Food Insecurity in NJ and PA (2001 to 2008)

Total Households Reporting Food Insecurity

<table>
<thead>
<tr>
<th>Survey End Years</th>
<th>Total Households</th>
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</thead>
<tbody>
<tr>
<td>2001</td>
<td>637,566</td>
</tr>
<tr>
<td>2002</td>
<td>700,000</td>
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<td>2005</td>
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<td>2006</td>
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</tr>
<tr>
<td>2007</td>
<td>800,000</td>
</tr>
<tr>
<td>2008</td>
<td>880,884</td>
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</tbody>
</table>

Sources: USDA 2009.
Food System Plan Recommendations

• Keep farmland affordable and available
• Support farmers and food entrepreneurs: Farm to City
• Increase knowledge of and access to healthy food
• Protect and enhance land and water resources
• Continue to collaborate and cooperate
Next project: Camden Food Economy Strategy

• Apply regional food system planning processes to a smaller geographic area
• Co-Investment between DVRPC and Campbell Soup Company
• Food System vs. Food Economy; Study vs. Strategy
• Project’s Goals:
  – Through coordinated work and research with a team of partners, create a strategy that identifies stakeholders, funders, current projects and investments, and strategies that are improving and will improve Camden City’s Food System and Economy.
Many Programs Addressing Systemic Approaches

Pennsylvania Horticultural Society - City Harvest

The Food Trust – Farmers Markets

Greensgrow Farms – Urban Ag Food Hub

Urban Nutrition Initiative – Youth Development
Connecting Community Gardening

- Better connect community gardens to Philadelphians in need by increasing availability of fresh produce and donating it to food cupboards.
Connecting Community Gardening

- 575 prison inmates involved in “Roots to Re-Entry”
- 225 gardeners involved
- 139,000 pounds of organically grown produce donated
- 32 food cupboards received fresh produce
• Started in 1997, with $50,000 loan, on a former EPA brownfield.
• In 1998, grossed $5,000 growing hydroponic salad greens and selling directly to restaurants.
• Learned early to diversify and specialize...who grows what, where.
• In 2011:
  – Farmstand grossed $200,000
  – Urban Nursery grossed $375,000
  – 600-member CSA has grossed $500,000+
  – Piloted a low-income CSA model
  – Employs 5 people full-time, year-round
  – Employs 24 people part-time and seasonally
  – A food hub
Farmers Markets

The Food Trust

In 2011:
- The Food Trust managed 26 farmers markets in Philadelphia
- 88% in low- or mixed-income communities
- Over 100 local growers and producers participated
- Over 100 community partners
- Over 400,000 customers
- Generated almost $2.5 million in sales
Youth Development

• Through a year-round food justice internship program, UNI empowers young people to get involved through peer food education, urban agriculture, and entrepreneurship.

• Currently, 75 youth interns from 4 high schools.

• Interns are paid for 8 hours/week, plus 2 hours/week after school of academic skills development.
Youth Development

• Over the last four years, 180 students have participated.
• Drawing students from high schools with graduation rates below 50%, UNI participants are 100% likely to graduate.
• More than 90% of UNI participants will enroll in college.
Thank You!

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