



November 15, 2011

# Planning for Greater Philadelphia's Food System

 **DELAWARE VALLEY**  
**dvrpc**  
REGIONAL  
PLANNING COMMISSION

 **GREATER PHILADELPHIA**  
**FOOD SYSTEM**  
STAKEHOLDER COMMITTEE

# Presentation

- Who is the Delaware Valley Regional Planning Commission?
- Why We're Interested in the Food System?
- Highlights from DVRPC's Food System Planning Projects
- Implementation

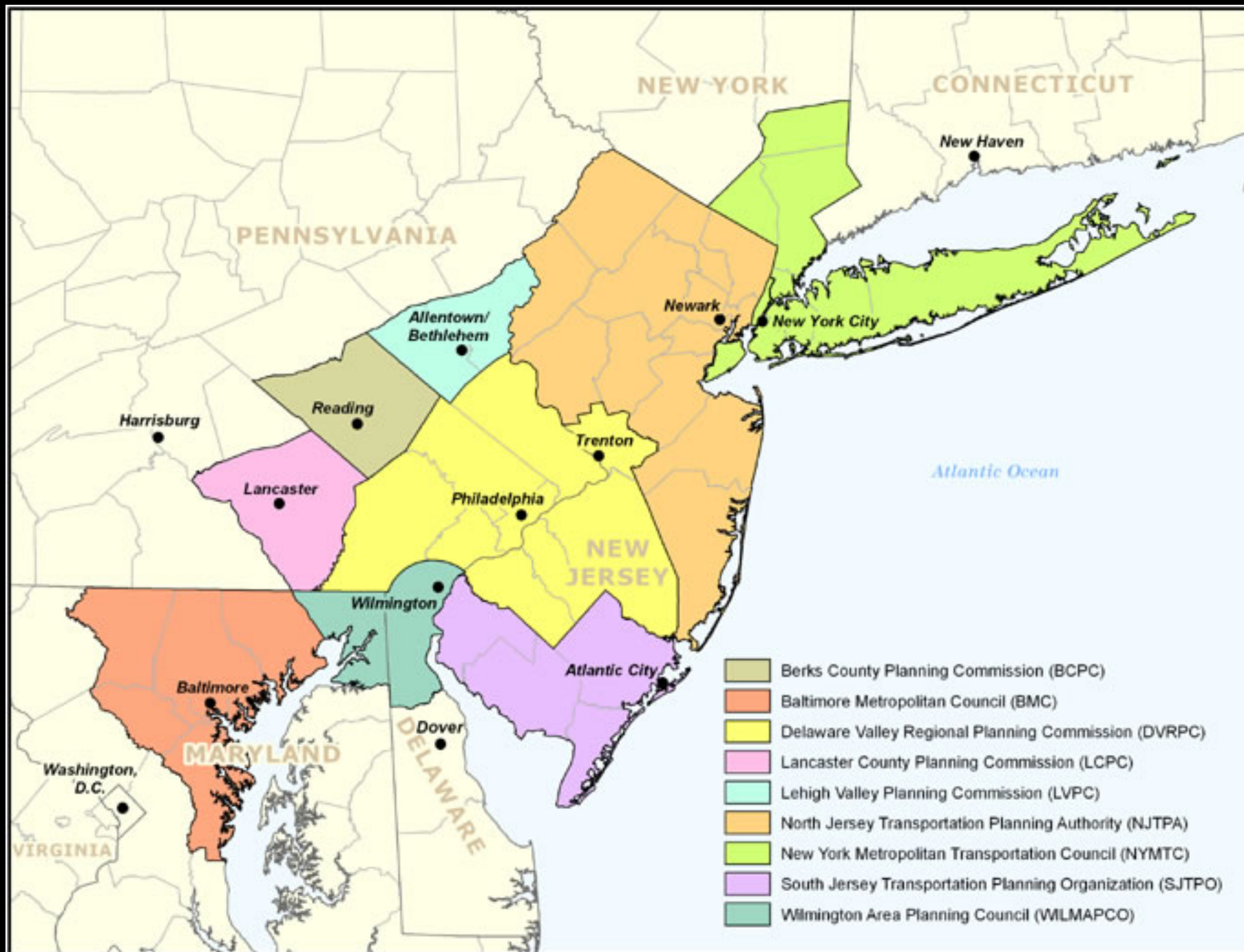


# Overview of DVRPC

- 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

- Food cuts across all issues areas
  - Transportation
  - Land Use
  - The Economy
  - The Environment





A close-up, high-angle shot of a massive pile of bunches of bananas. The bananas are mostly yellow with some green at the stems, indicating they are ripe. The bunches are tightly packed together, creating a dense, textured surface. The lighting is bright, highlighting the curves and colors of the fruit.

14 million tons of food moved through  
Greater Philadelphia in 2002



# Land Use



Chester County, Pennsylvania

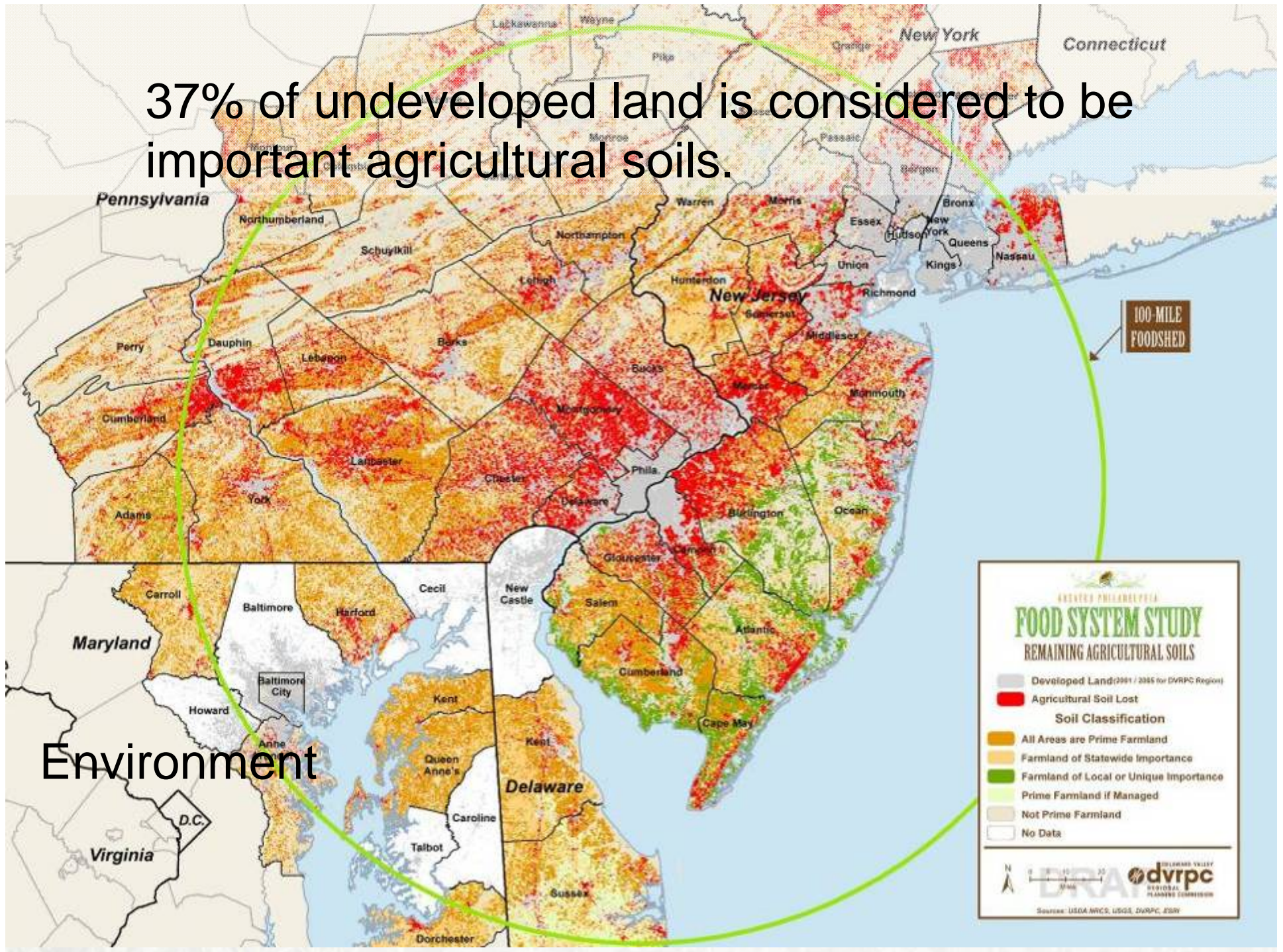


# The Economy





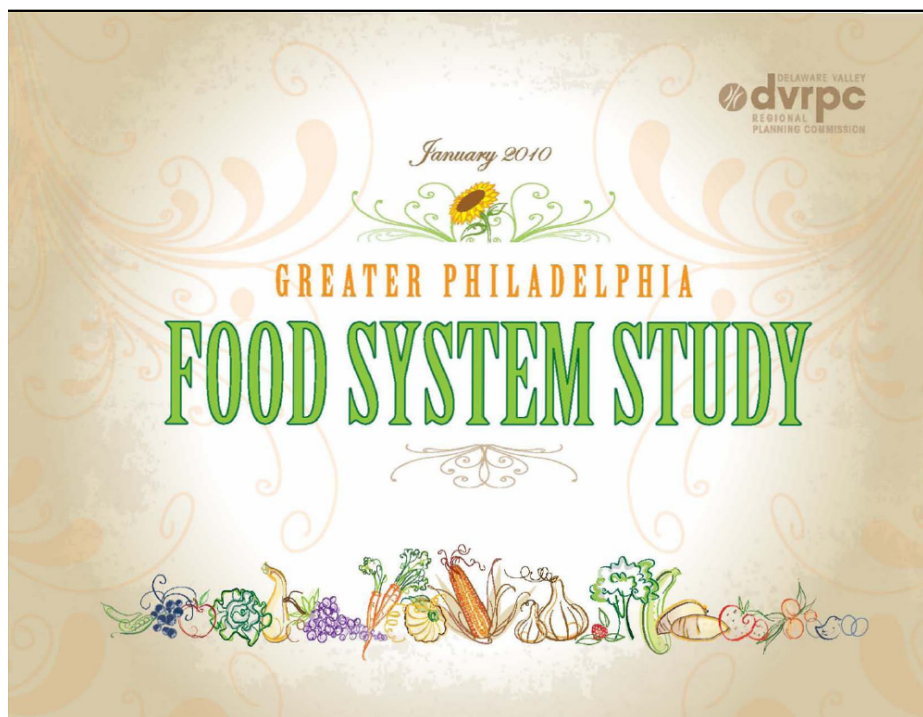
37% of undeveloped land is considered to be important agricultural soils.



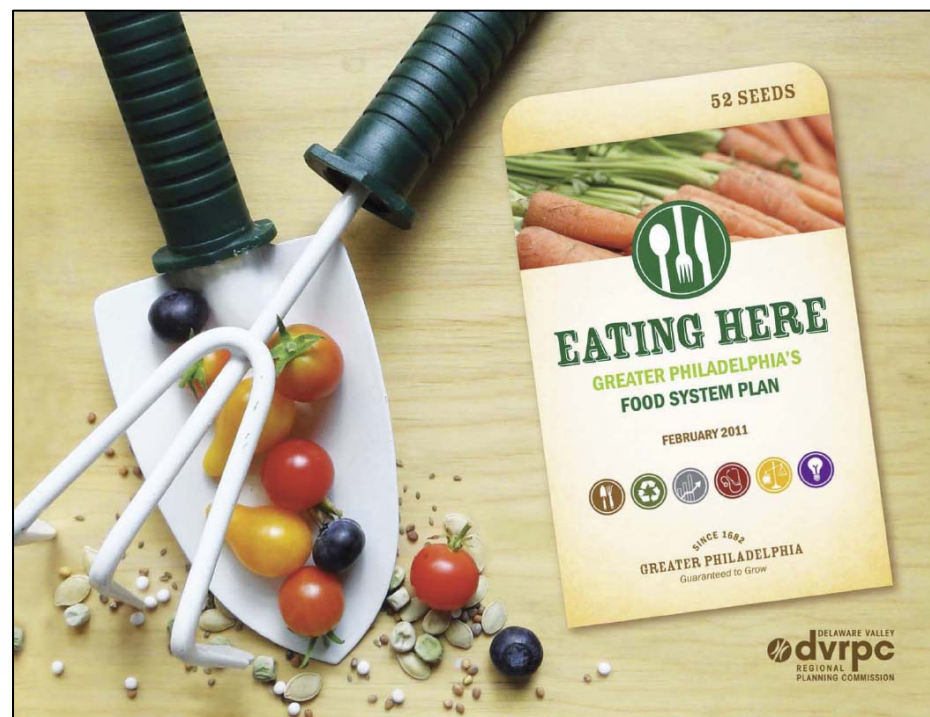
Environment



# Highlights from DVRPC's Food System Planning Projects



Published in 2010



Published in 2011





# Highlights

- **2010 Food System Study:**
  - Non-planners / stakeholders created scope of work
  - Intensive Surveying
  - Assessed Ag resources, Food freight / distribution, Food economy, Social capital
- **2011 Food System Plan:**
  - Identify values, aspirational goals, and indicators
  - Identify far-reaching recommendations
  - Prioritize recommendations





N · O · F · A



CORE Care • Outreach • Research • Education



STATE OF NEW JERSEY  
DEPARTMENT OF AGRICULTURE



**PCPC**  
Philadelphia City Planning Commission



WILLIAM PENN  
FOUNDATION

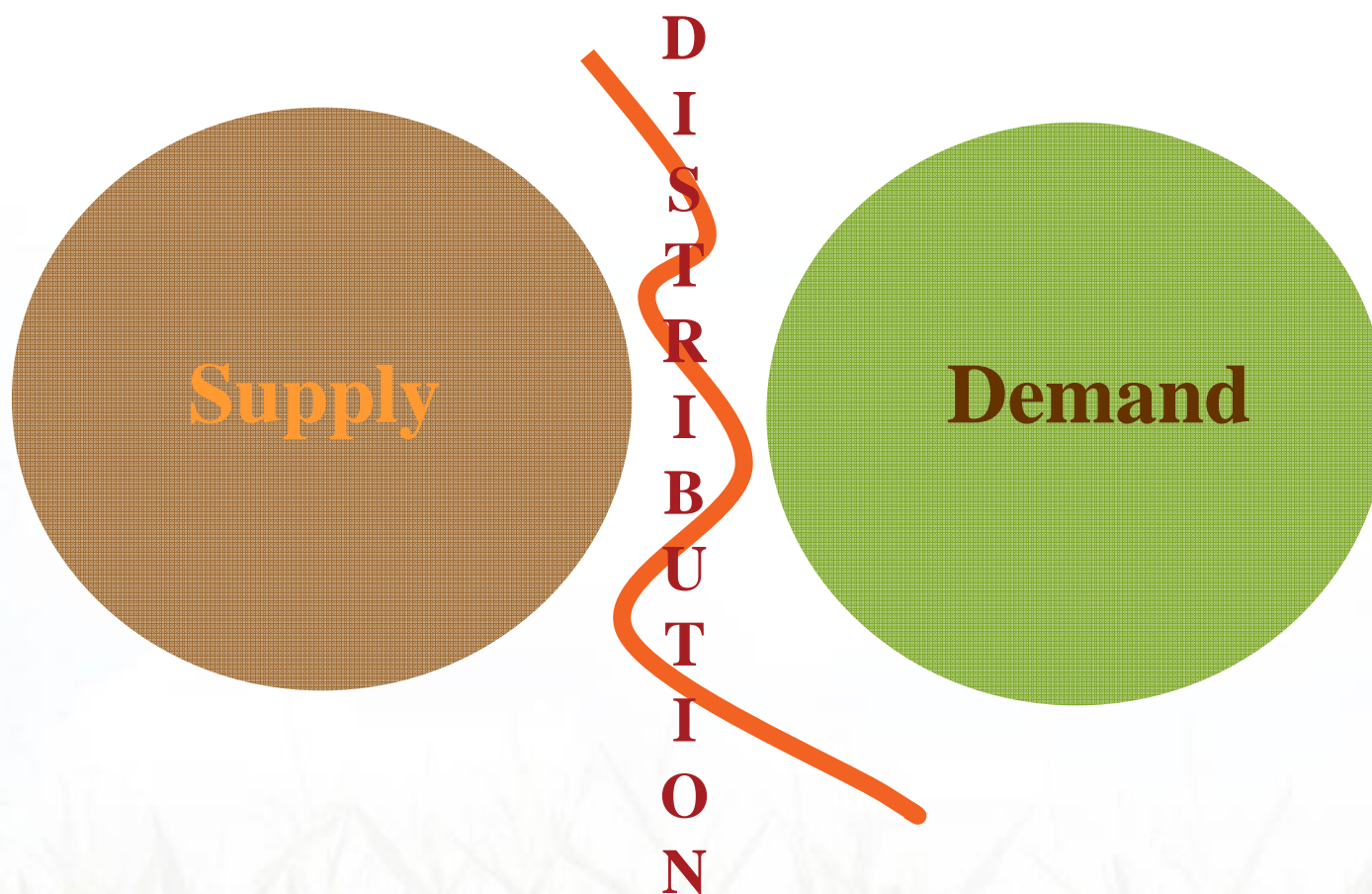


Driving hunger from our communities



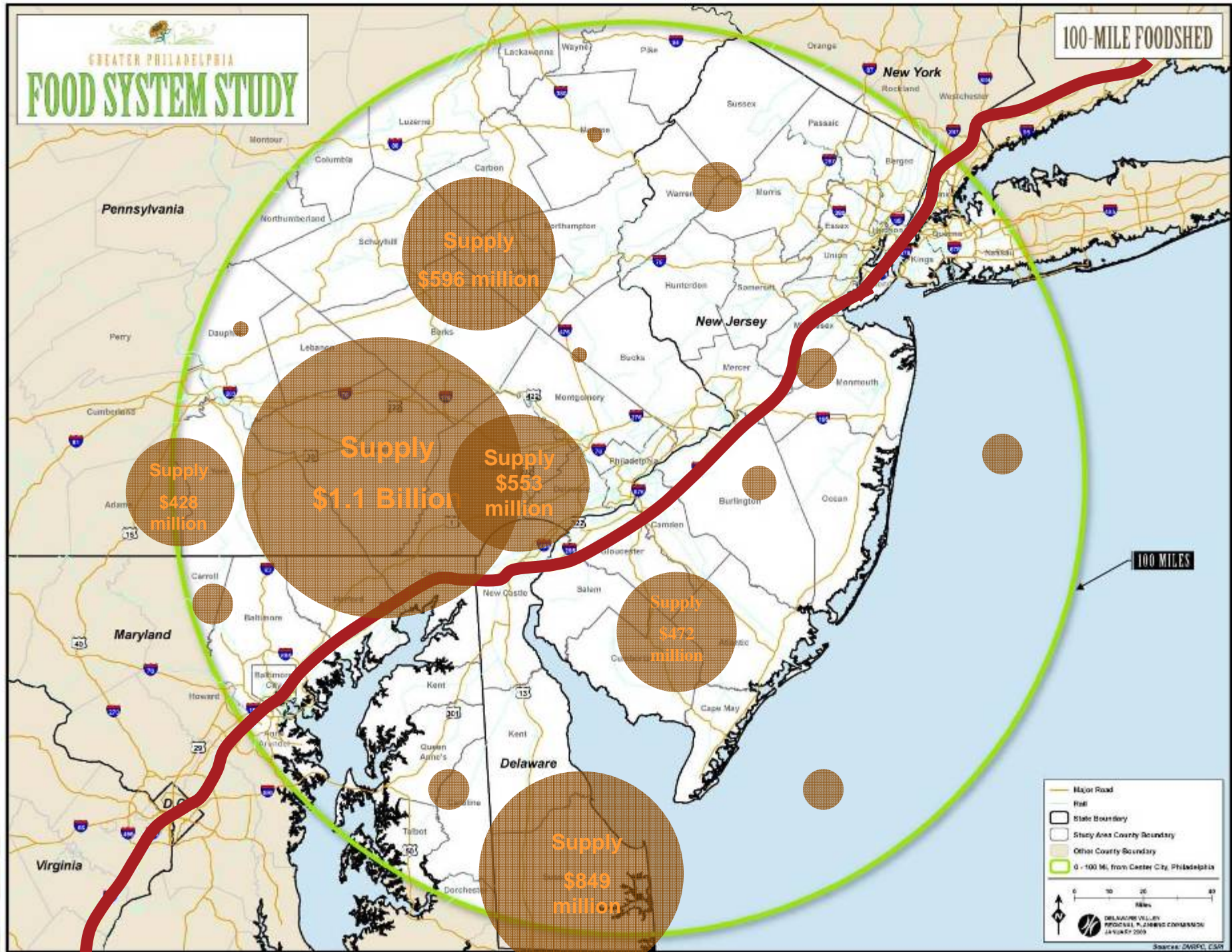


# Regional Food System

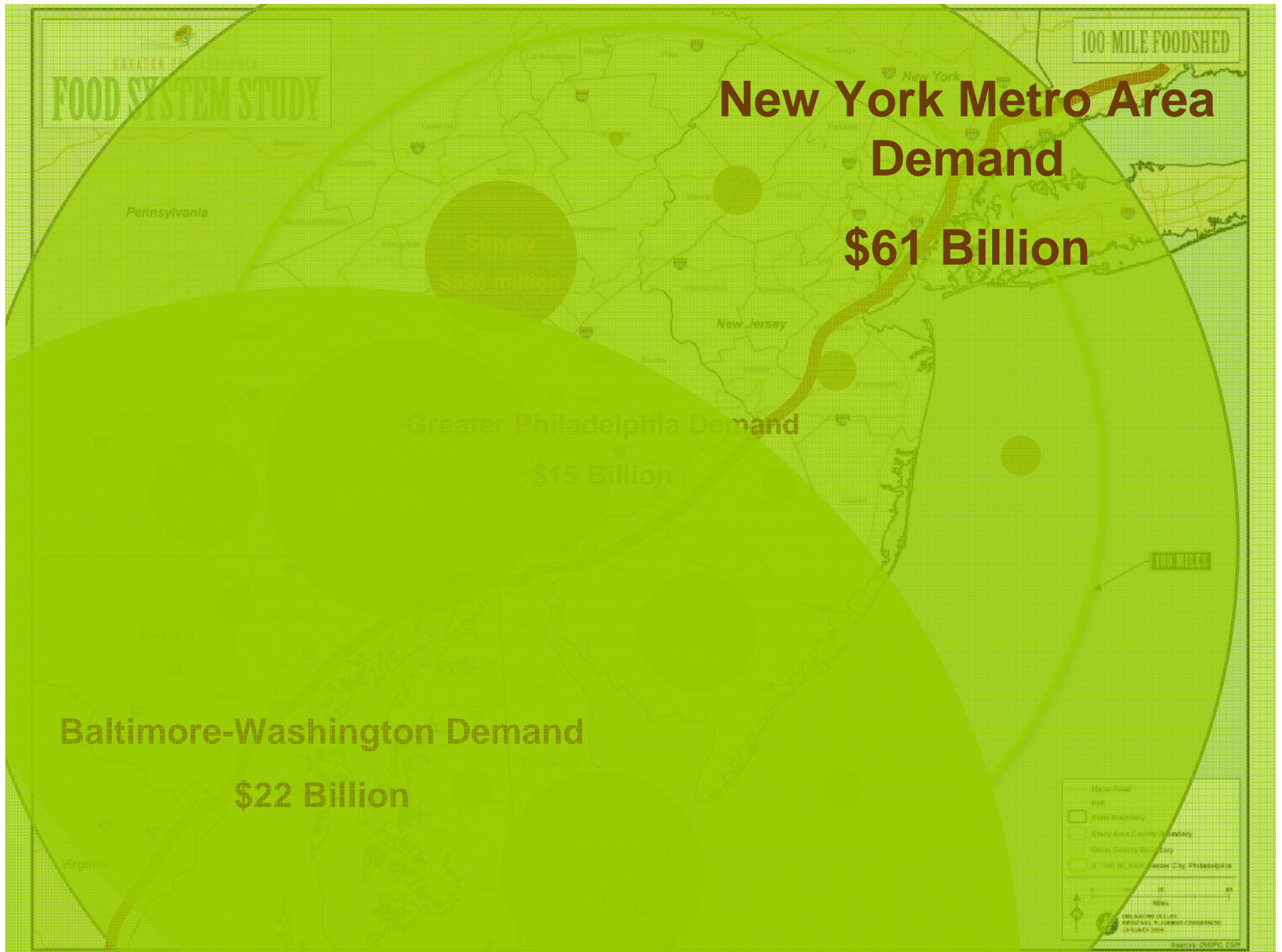


# GREATER PHILADELPHIA FOOD SYSTEM STUDY

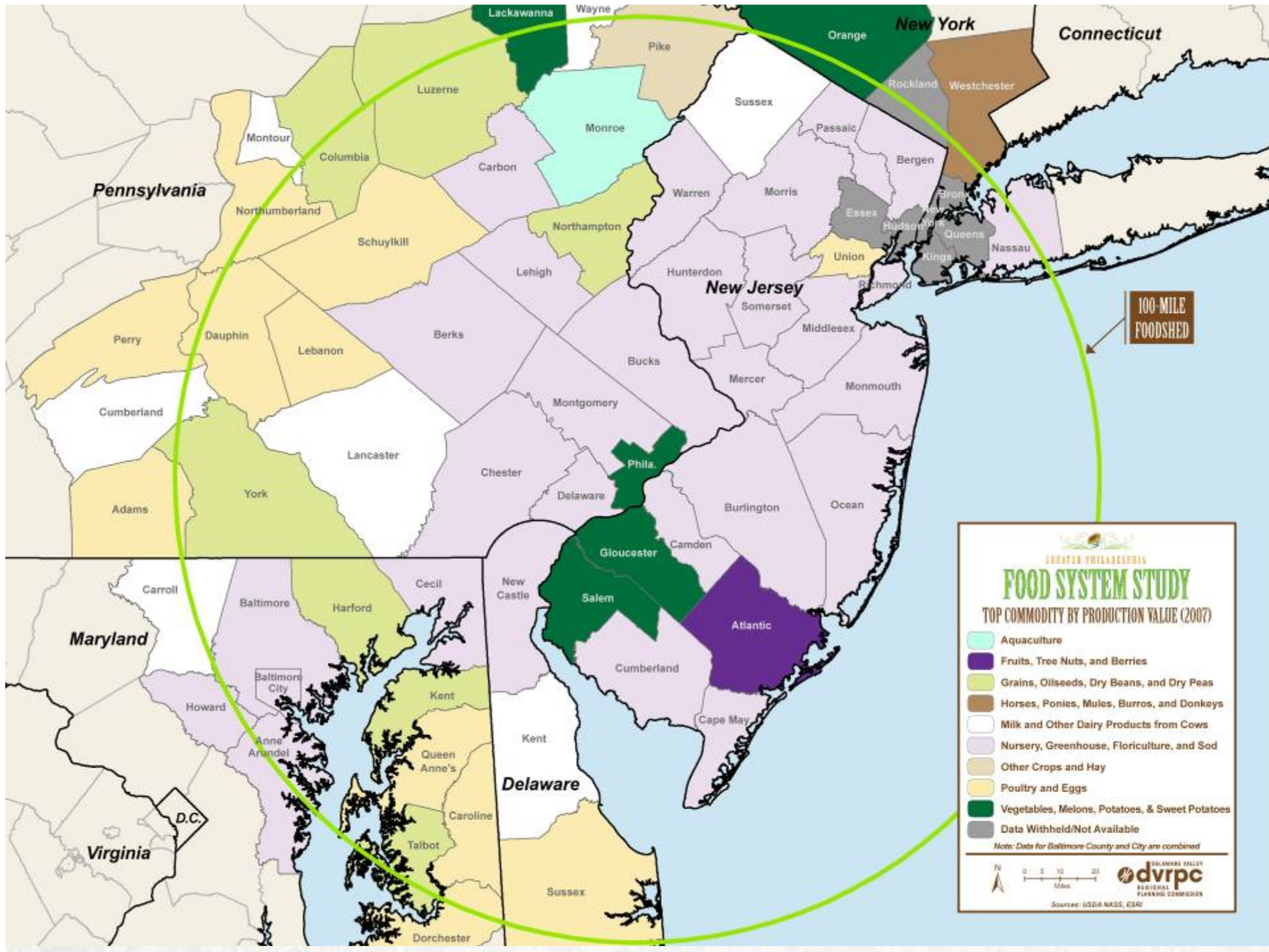
100-MILE FOODSHED













# Greater Philadelphia's Food System

## Food Supply

### Greater Philadelphia's Agricultural Land Needs

DEMAND				SUPPLY		DEFICIT
DVRPC REGION 2005 POPULATION (PERSONS)				DVRPC REGION 2007 TOTAL CROPLAND AND PASTURELAND (ACRES)**		(ACRES)
5,519,051	x	1.23	=	6,788,433	379,481	-6,408,952
DEMAND				SUPPLY		DEFICIT
100-MILE FOODSHED 2003 POPULATION (PERSONS)				100-MILE FOODSHED 2007 TOTAL CROPLAND AND PASTURELAND (ACRES)**		(ACRES)
30,954,544	x	1.23	=	38,074,089	4,127,348	-33,946,741

\*Assumes a diet that meets recommended total caloric value of 2,000 calories per person, and includes about nine ounces of cooked meat and eggs and 91 grams of fat.

\*\*Excludes "woodland not pastured" and "land in farmsteads, buildings, etc."

Source USDA 2009, DVRPC 2009



# Values & Goals



# Farming and Sustainable Agriculture



# Economic Development



# Health



# Fairness



# Collaboration

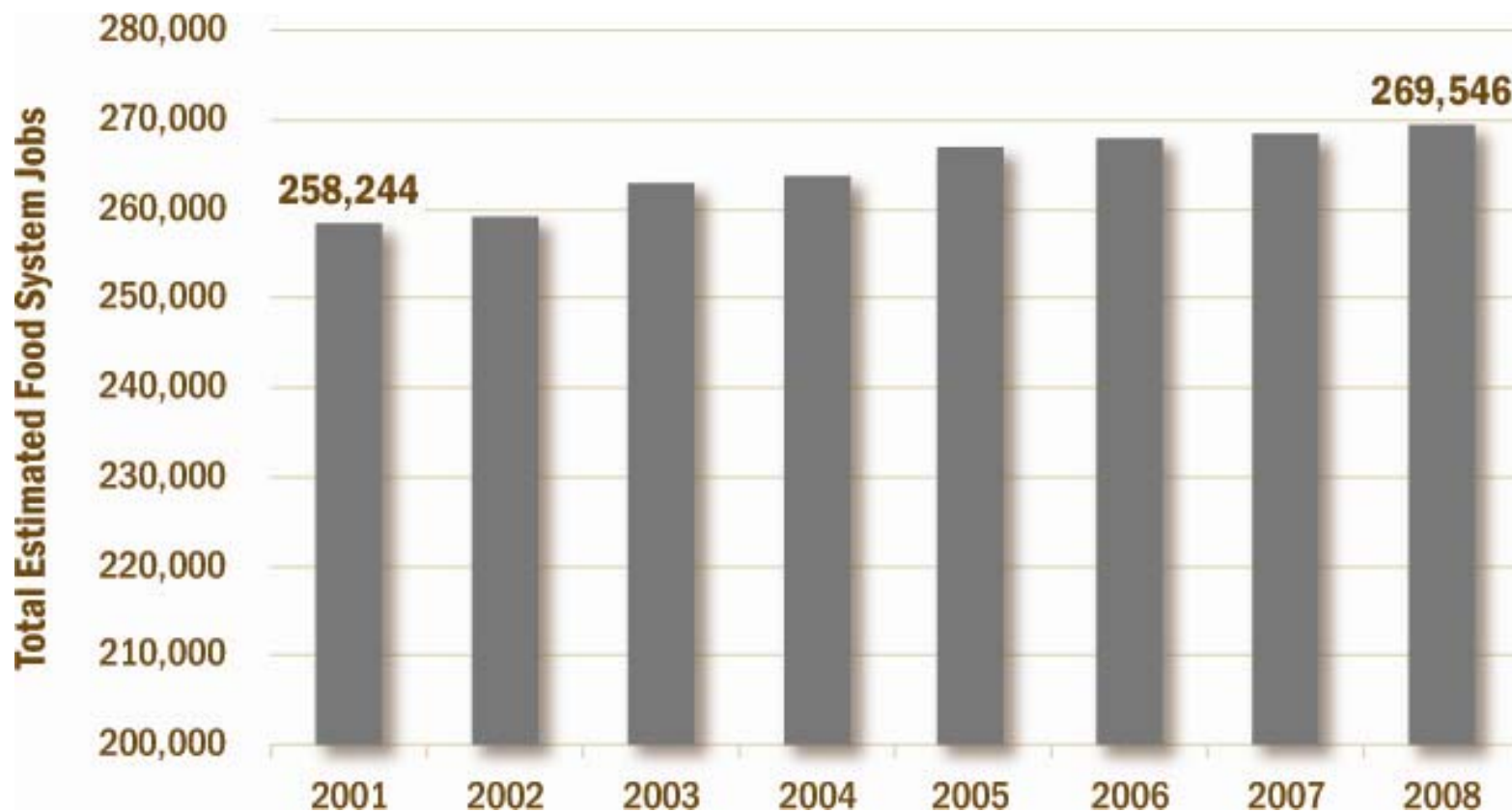


## Ecological Stewardship and Conservation



# Indicators

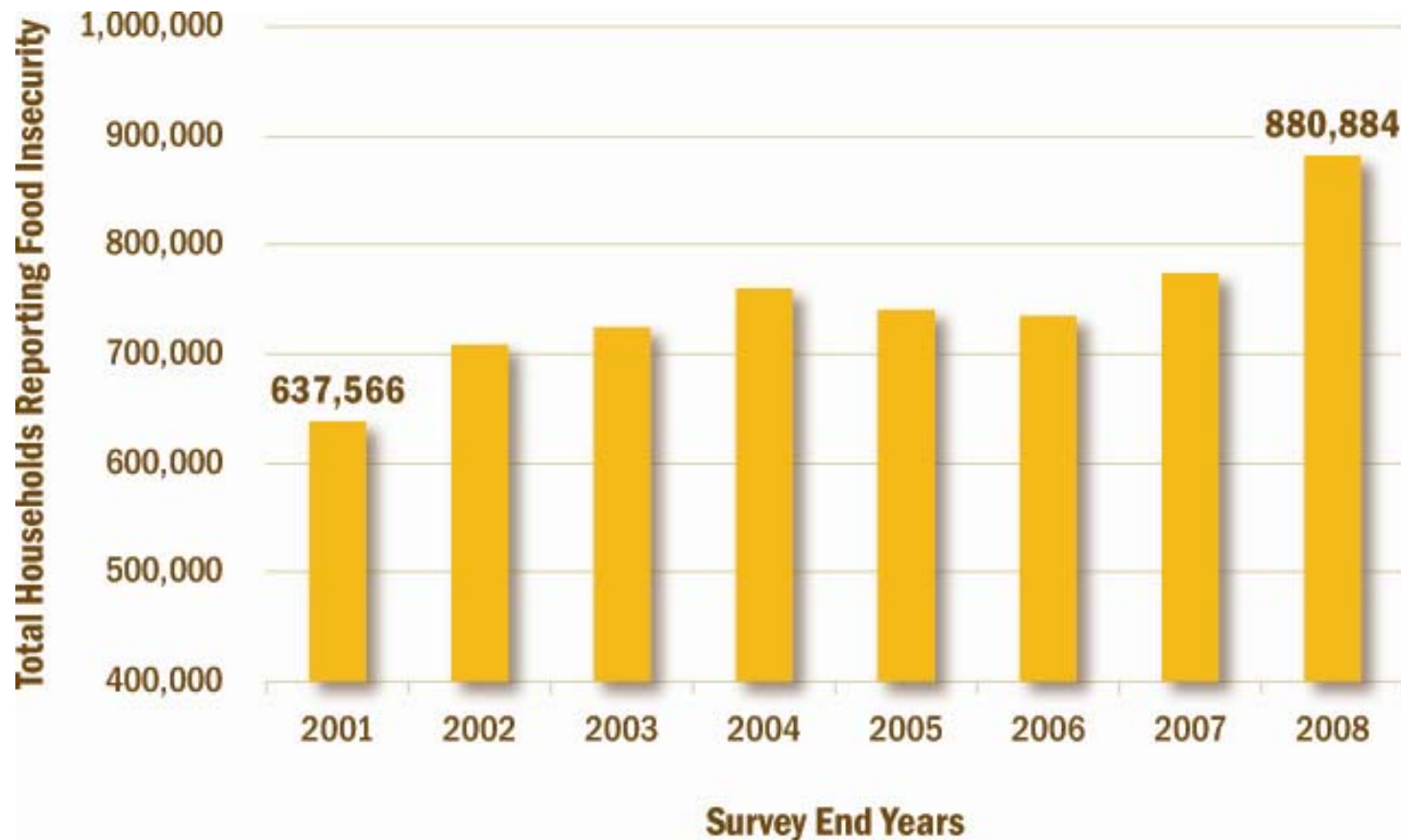
## Food Sector Employment in Greater Philadelphia (2001 to 2008)



Sources: BLS 2010

# Indicators

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

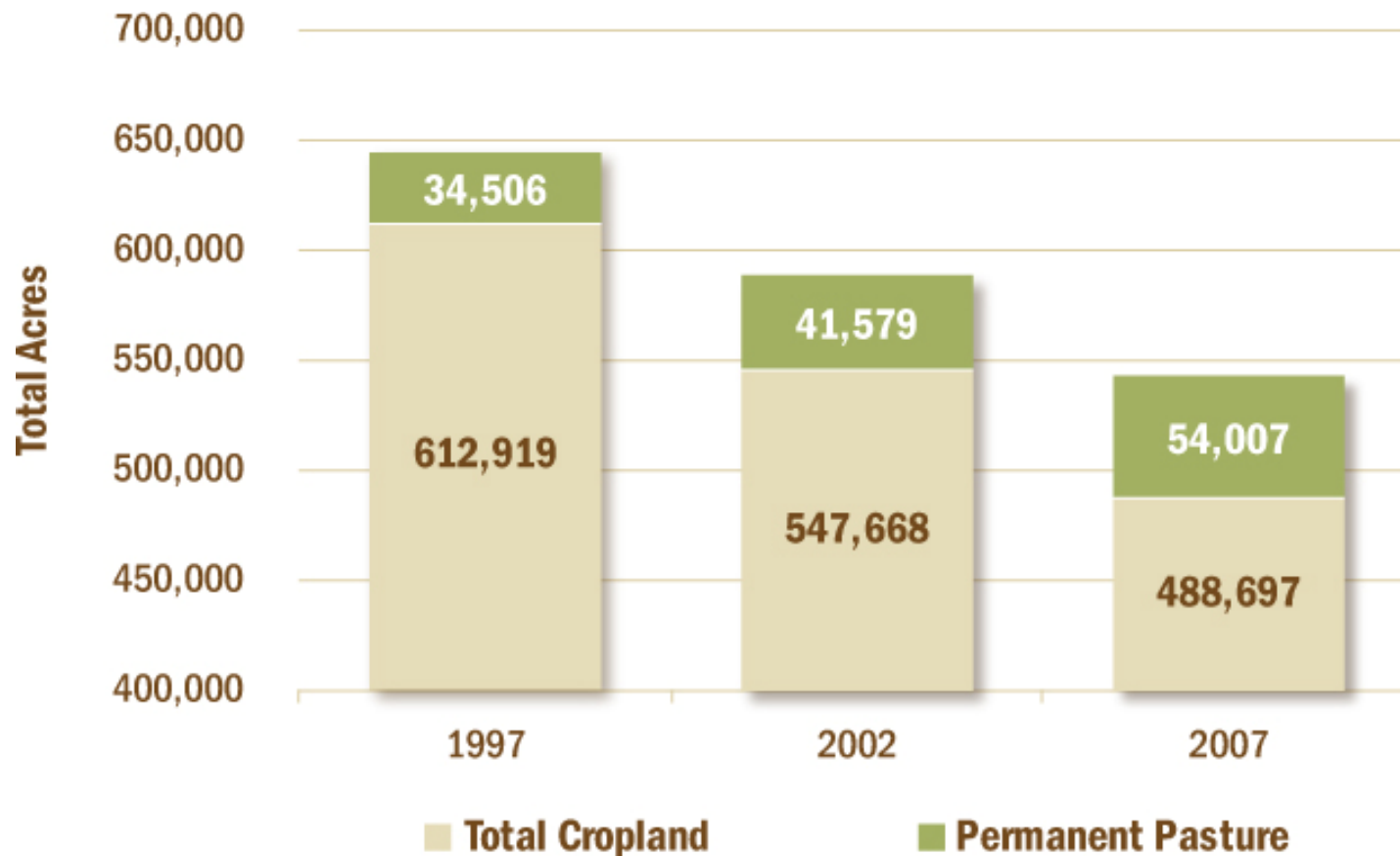


Sources: USDA 2009.



# Indicators

## Land in Production in New Jersey (1997 to 2007)



Sources: USDA 1997, 2002, 2007

# 52 Recommendations



Keep farmland affordable through a range of new business models like lease agreements.



Implement market-based solutions to protect natural resources such as marketing programs or new brand development.



Establish long-term eating habits and healthy behaviors through food choices, education, and activities in local schools, which will also create customers for our local food providers.





# 52 Recommendations



Implement business development strategies ranging from training programs to financing innovations to reduce the barriers of entry for entrepreneurs and farmers.



Increase public awareness of healthy food through interactive programs and educational experiences.



Build capacity and expand our expertise by continuing to engage the Food System Stakeholder Committee.



# What We're Doing Now

- Stakeholder Committee
- Financial & technical assistance initiative funded by the William Penn Foundation to implement recommendations
- Monitoring implementation of the Food System Plan
- Assisting with others' efforts when possible.
- Investigating Roles of Local Governments in the Regional Food System





# Implementation Grant

- “Farm Futures” – a business venture designed to connect aspiring farmers and land.



**Enterprise Management Consulting**



Capital at the point of impact.





WHY & HOW local?

NOW IN season

PHILLY food & drink

MEET THE makers

FOOD tours

HOMEGROWN blog

Food Finder

Markets

Restaurants

U-Pick

### Meet the Makers



THE CHEESE MAKER



THE CHEF



THE FARMER



THE FISH GUY



THE BREWER



THE BAKER



THE PRODUCER

### Philadelphia Food Day 2011

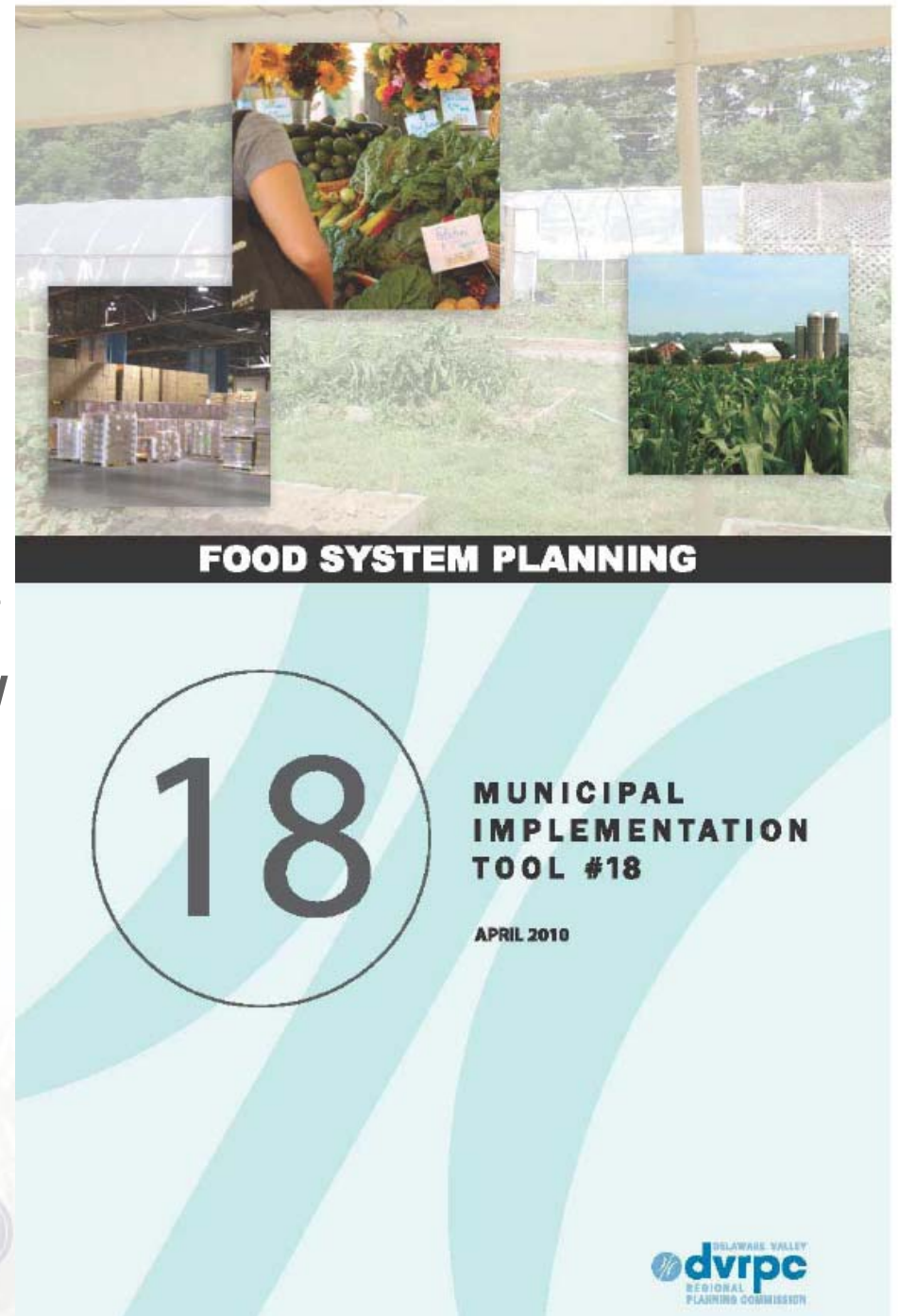


Philadelphia Food Day Calendar of Events



## At the Local Level

- Inform decision-making
- Encourage sustainable food production
- Improve healthy food access
- Support Local food economy
- Minimize or reuse food waste.





# Thank You!

[WWW.DVRPC.ORG/FOOD](http://WWW.DVRPC.ORG/FOOD)

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