



October 22, 2014

# From Planning to Policy, Partnerships, and Investment

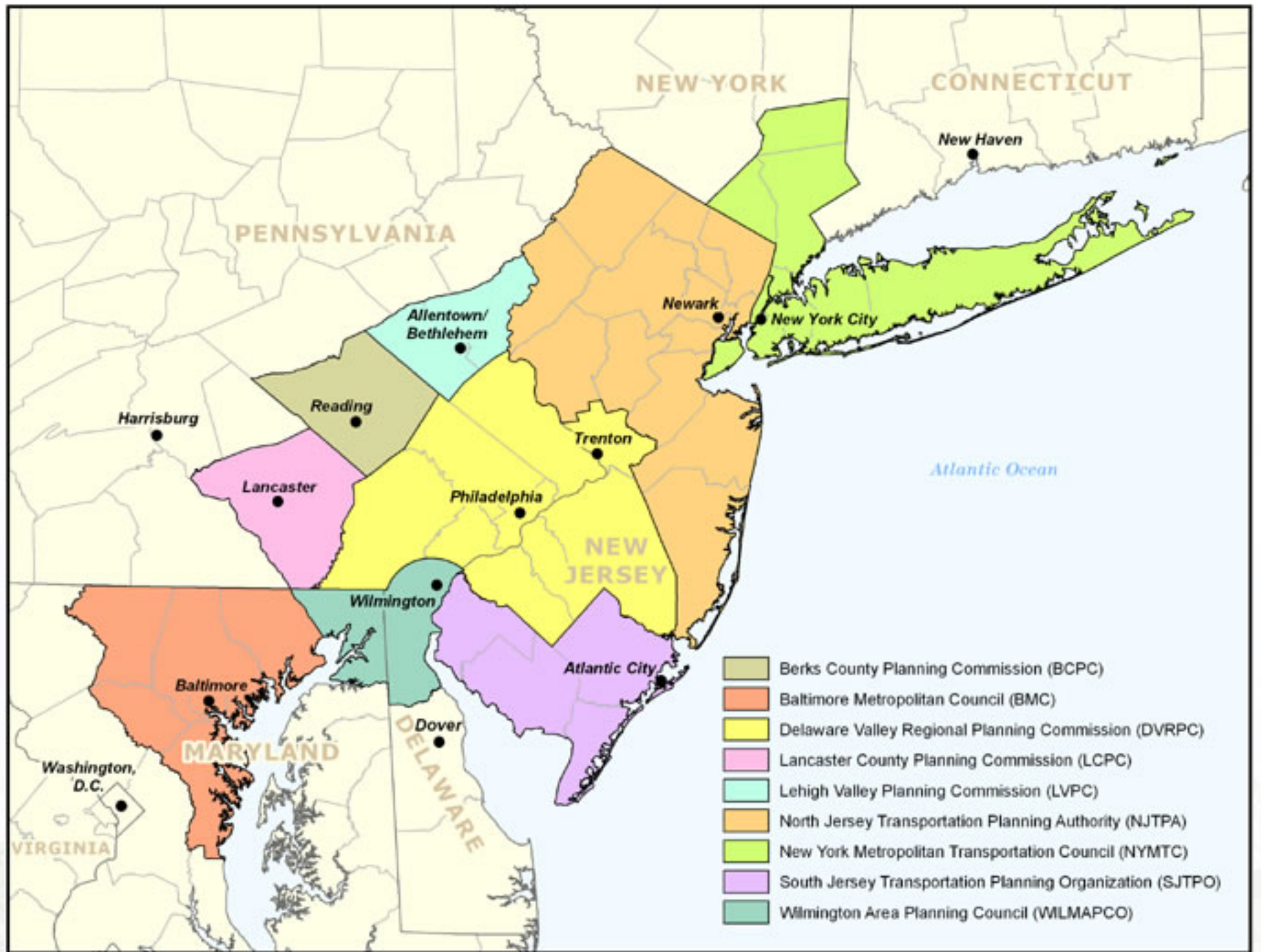
 DELAWARE VALLEY  
**dvrpc**  
REGIONAL  
PLANNING COMMISSION

  
GREATER PHILADELPHIA  
**FOOD SYSTEM**  
STAKEHOLDER COMMITTEE

# Session

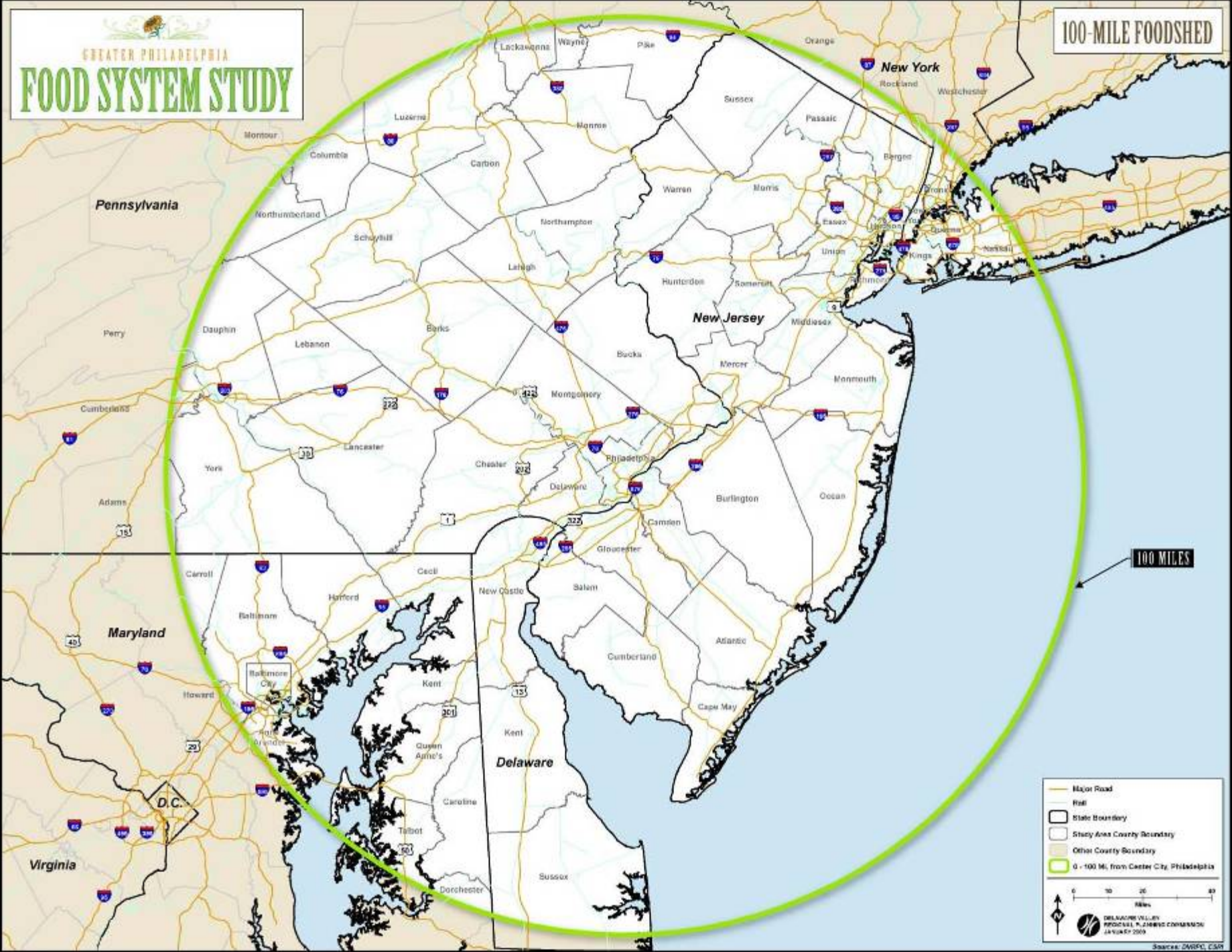
- Introduction
- *Alison Hastings, Delaware Valley Regional Planning Commission*
- *Tim McNeilly, USDA Rural Development*
- *Ed Thompson, American Farmland Trust*
- Questions & Answers





GREATER PHILADELPHIA  
**FOOD SYSTEM STUDY**

**100-MILE FOODSHED**



**100 MILES**

- Major Road
- Rail
- State Boundary
- Study Area County Boundary
- Other County Boundary
- 0 - 100 Mi. from Chester City, Philadelphia

0 10 20 30  
 Miles

DELAWARE VALLEY  
 FOODS & FIBERS COMMISSION  
 JANUARY 2009

Source: DAVFC, ES&P



**Burlington County, NJ**



**Gloucester County, NJ**



**Bucks County, PA**



**Philadelphia County, PA**

# DVRPC's Food System Planning

- Strategic: Create plans with stakeholders and implementers over several years of engagement
- Opportunistic: Financial & technical assistance initiative funded by the William Penn Foundation to implement recommendations
- Strategic & Opportunistic: Continue to do the stakeholder-based work as invited by constituents and tied to implementation opportunities



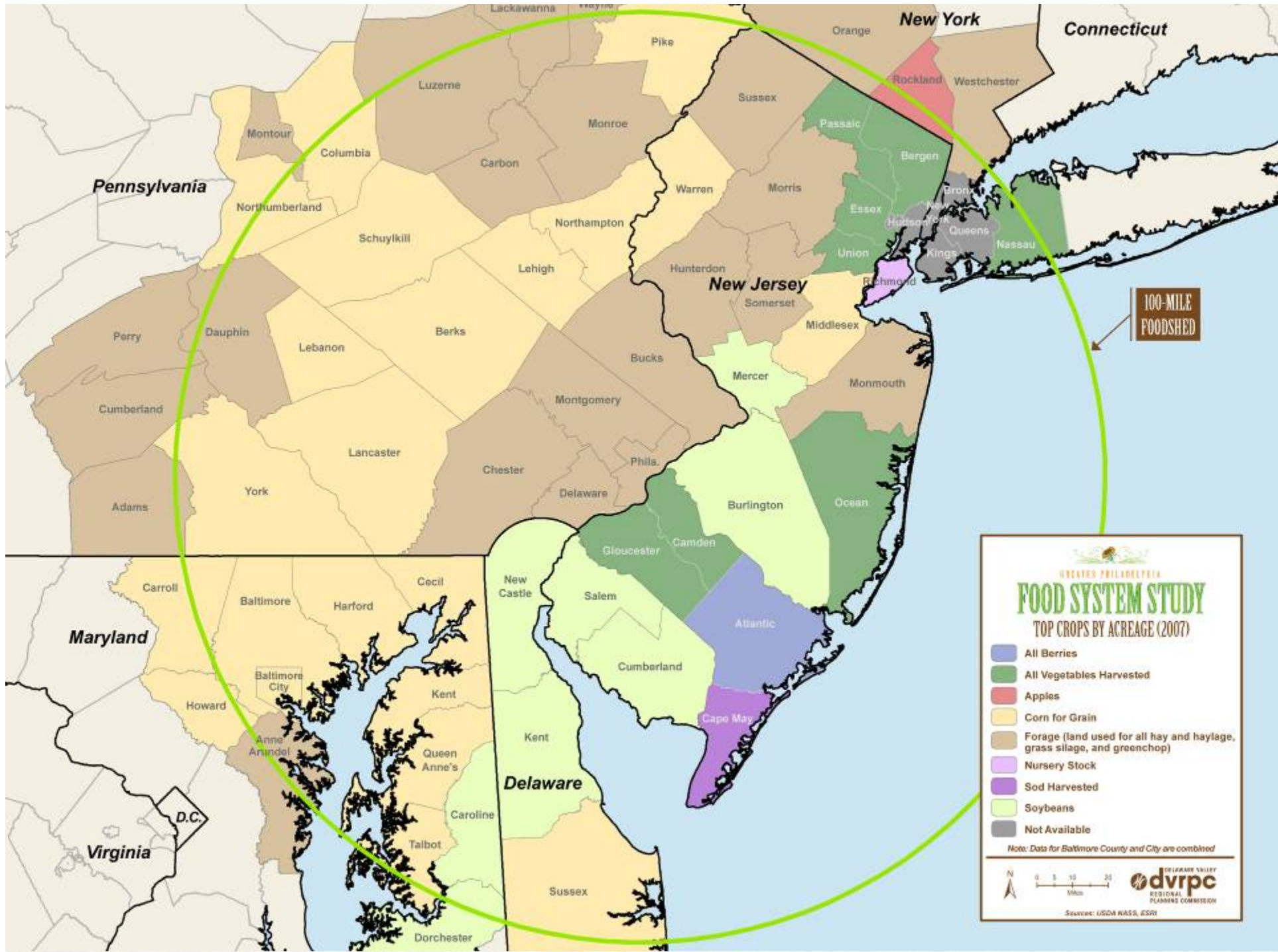
*January 2010*



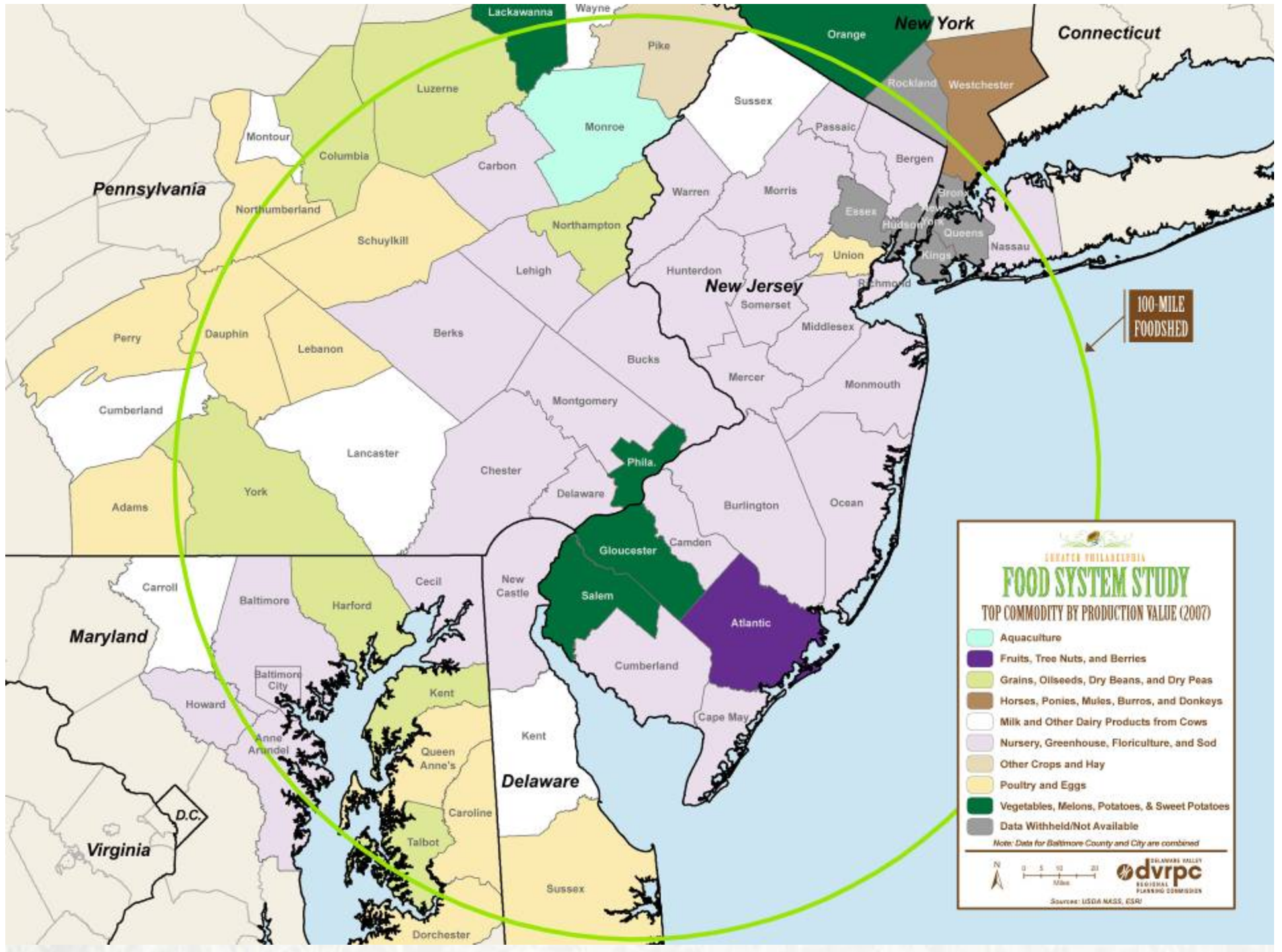
**GREATER PHILADELPHIA**

# **FOOD SYSTEM STUDY**









100-MILE  
FOODSHED

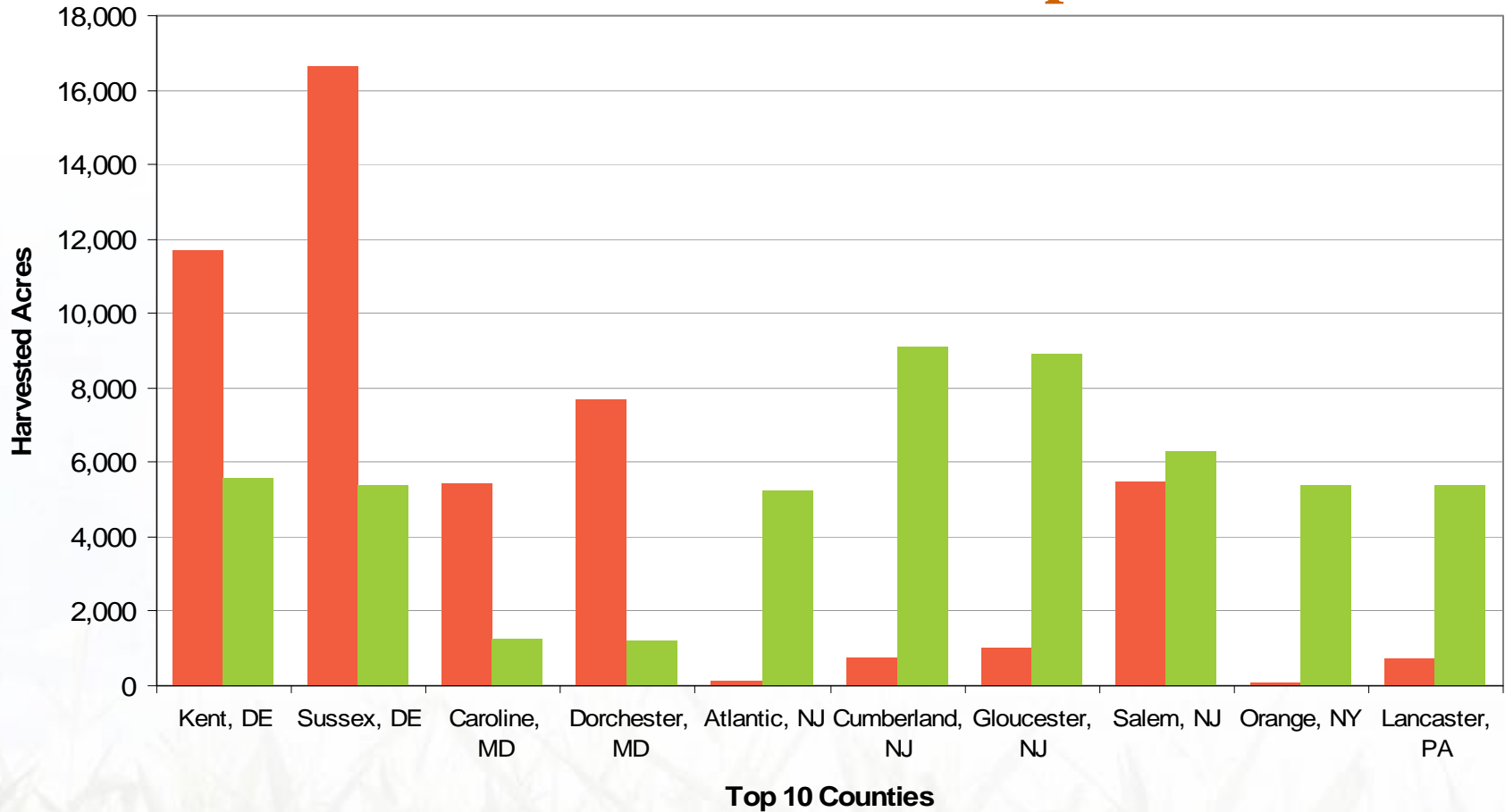
Greater Philadelphia  
**FOOD SYSTEM STUDY**  
TOP COMMODITY BY PRODUCTION VALUE (2007)

- Aquaculture
- Fruits, Tree Nuts, and Berries
- Grains, Oilseeds, Dry Beans, and Dry Peas
- Horses, Ponies, Mules, Burros, and Donkeys
- Milk and Other Dairy Products from Cows
- Nursery, Greenhouse, Floriculture, and Sod
- Other Crops and Hay
- Poultry and Eggs
- Vegetables, Melons, Potatoes, & Sweet Potatoes
- Data Withheld/Not Available

*Note: Data for Baltimore County and City are combined*

0 5 10 20 Miles  
Sources: USDA NASS, CSRI

# Agriculture Industry: Vegetables Grown for Fresh Market or Processing in the 100-Mile Foodshed – Top Counties



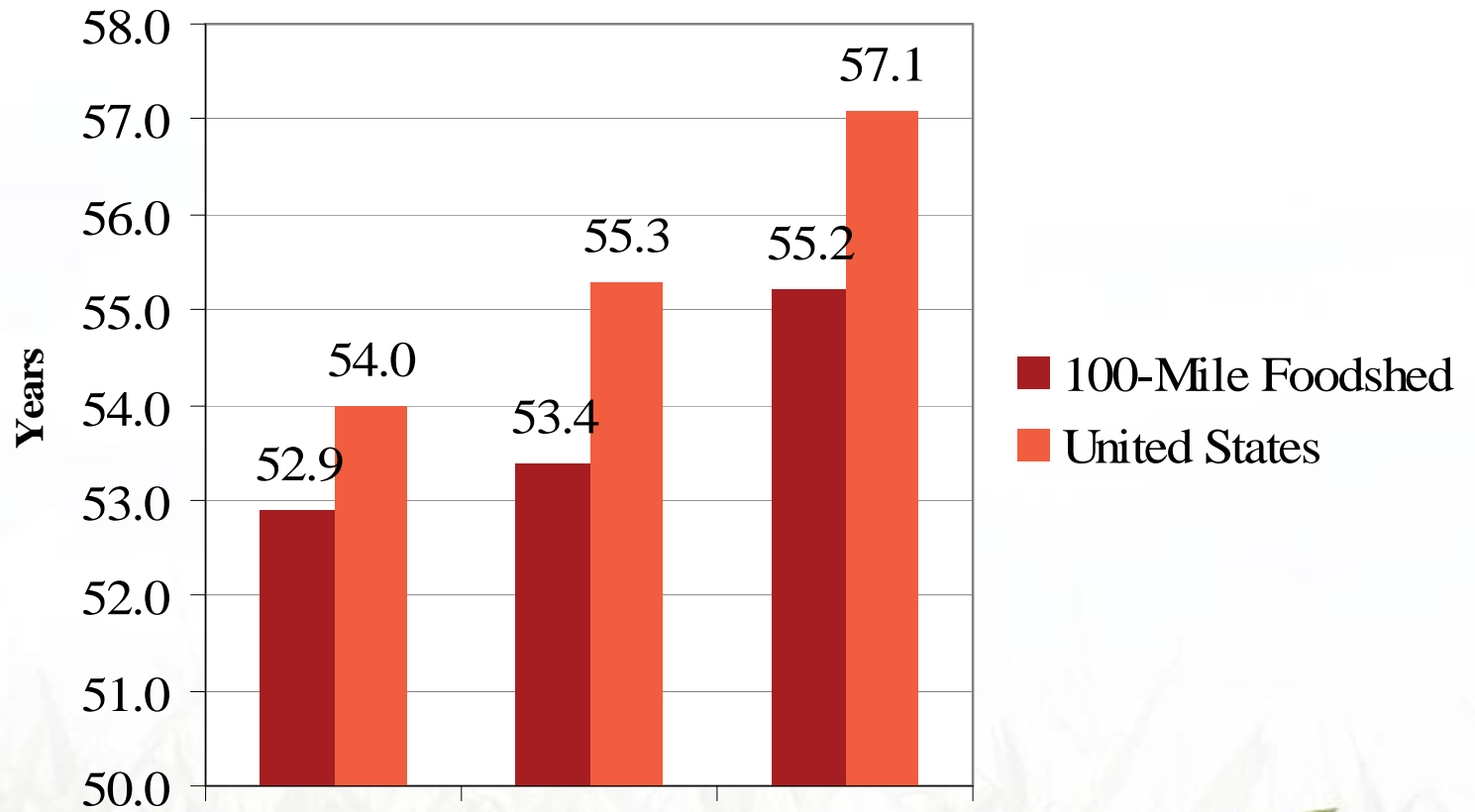
■ Vegetable Acres Harvested for Processing

■ Vegetable Acres Harvested for Fresh Market



Source: USDA 2007

# Age of Farmers



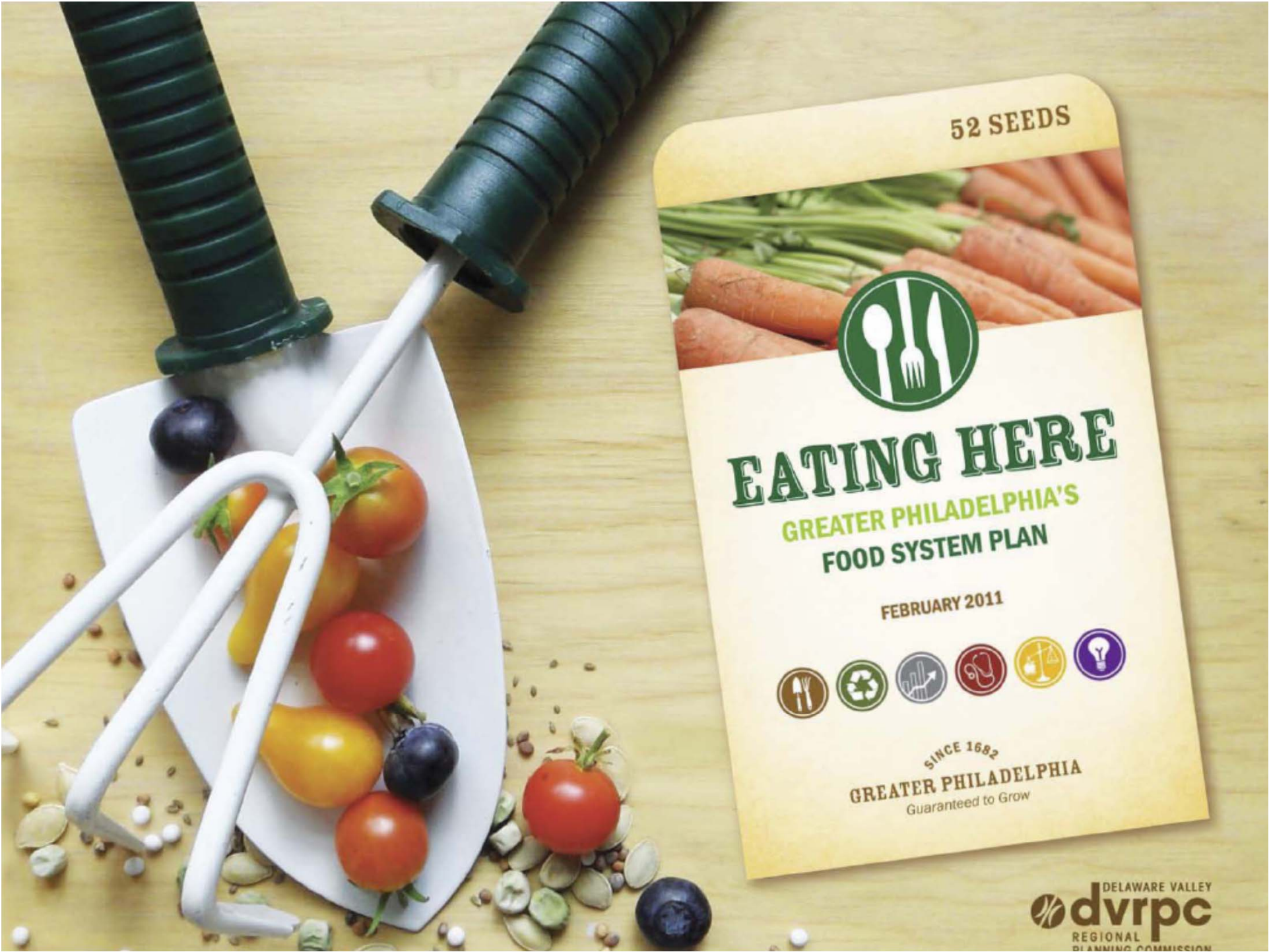
1997

2002

2007



Source: USDA 2007



52 SEEDS



# EATING HERE

GREATER PHILADELPHIA'S  
FOOD SYSTEM PLAN

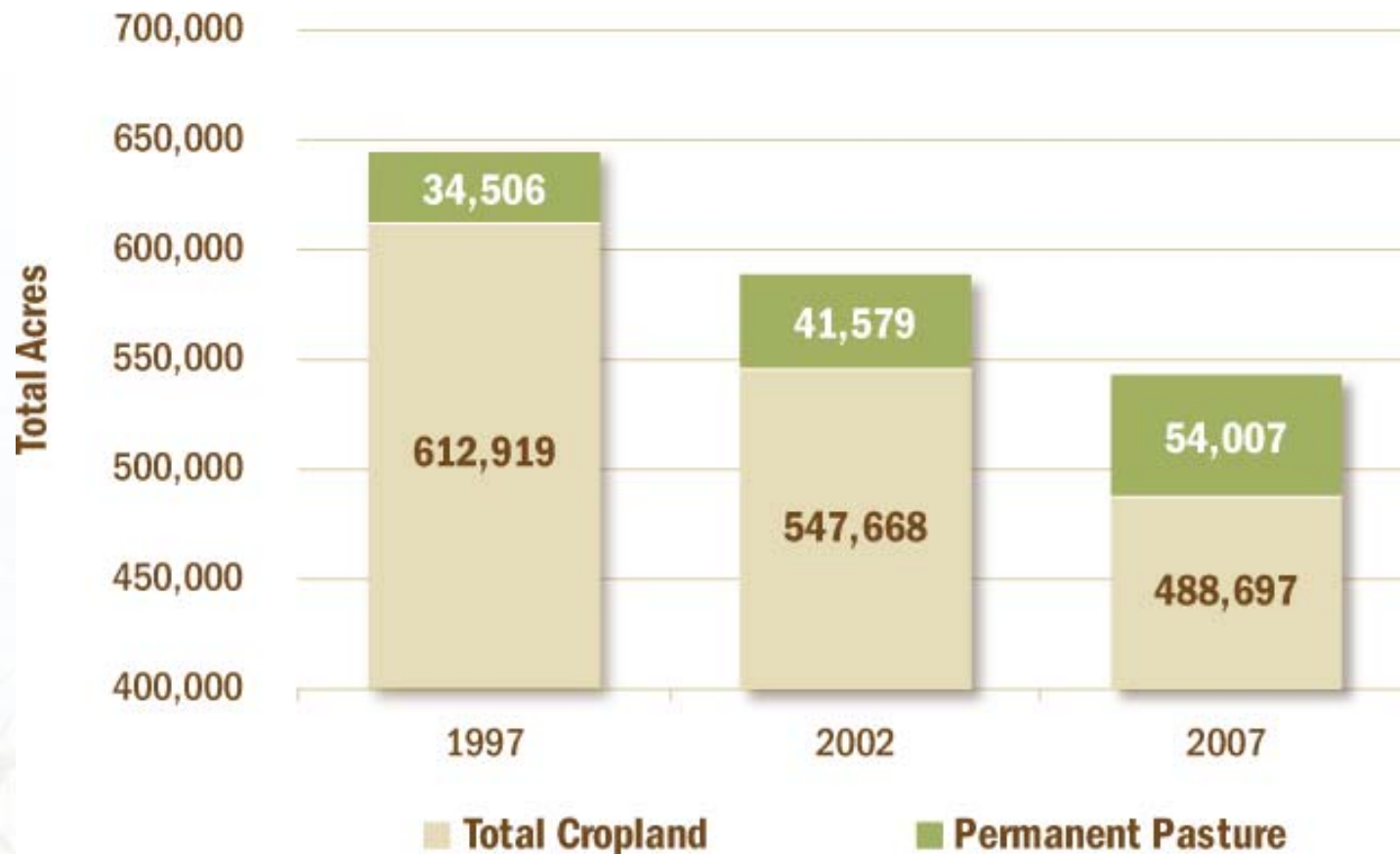
FEBRUARY 2011



SINCE 1682  
GREATER PHILADELPHIA  
Guaranteed to Grow

# Indicators

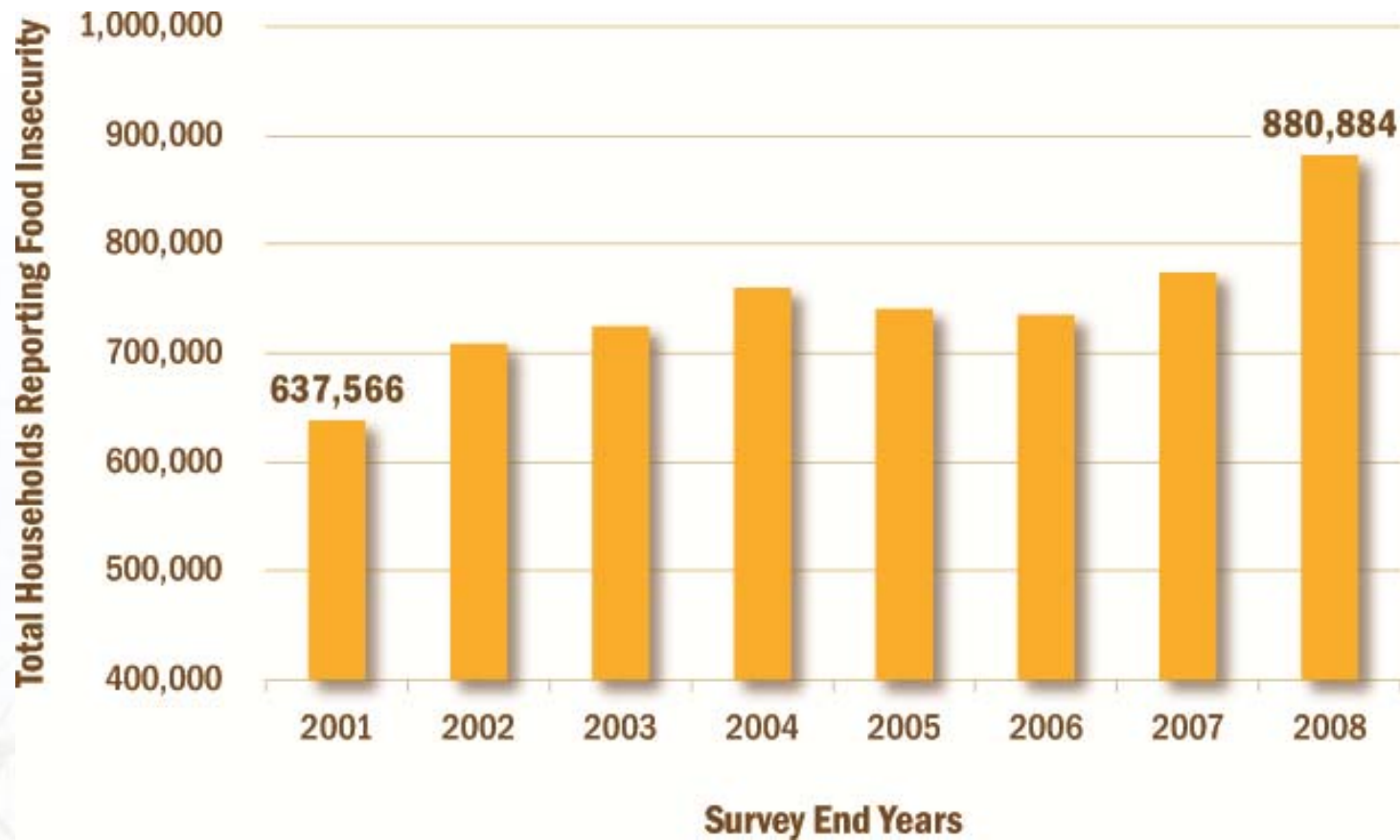
## Land in Production in New Jersey (1997 to 2007)



Sources: USDA 1997, 2002, 2007

# Indicators

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



Sources: USDA 2009.

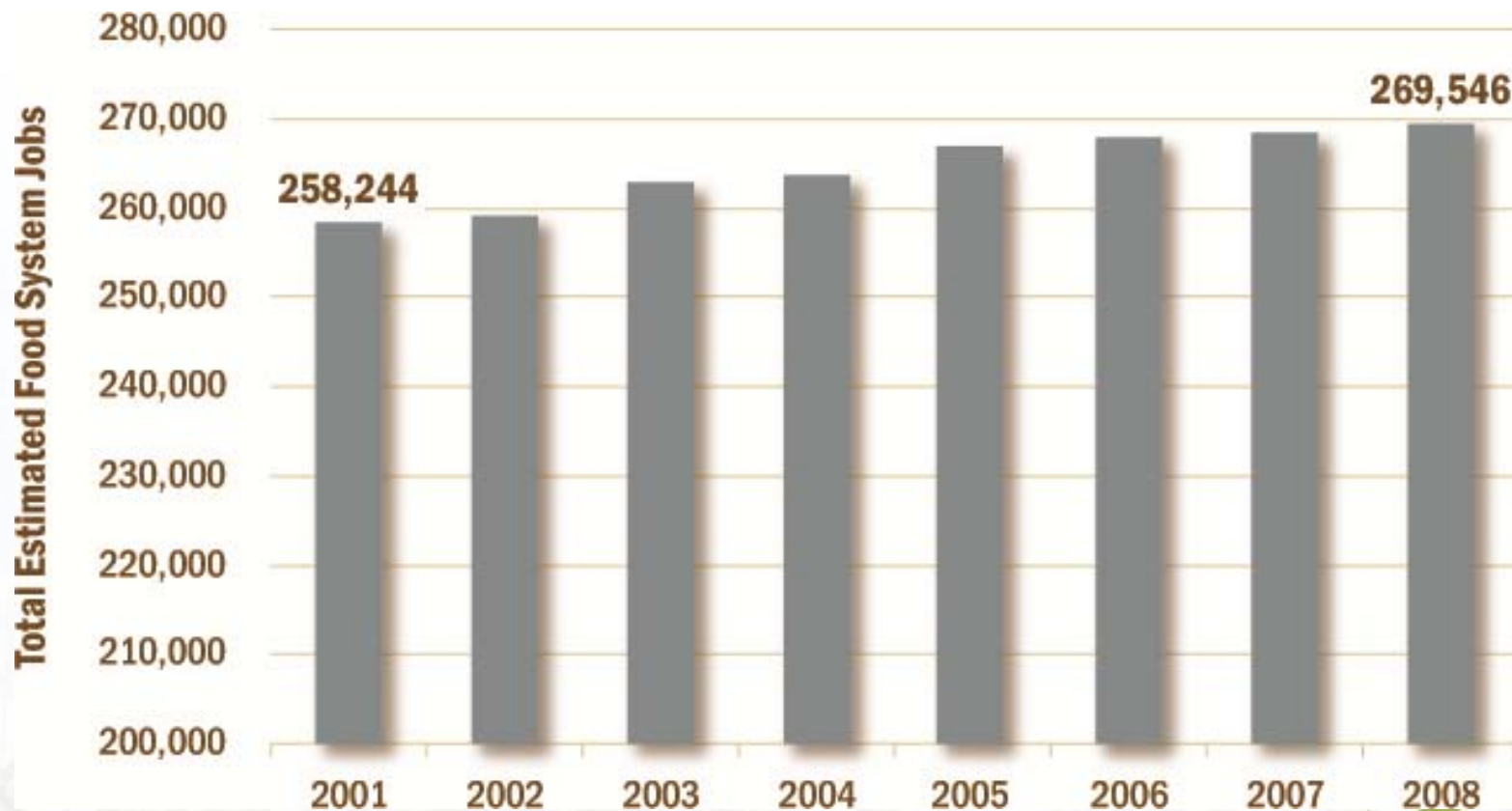


Survey End Years



# Indicators

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



Sources: BLS 2010



# 52 Recommendations



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



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.





# Implementation Grants

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



**Enterprise Management Consulting**



Capital at the point of impact.





# Real Local Flavor



It's National Food Day Today, Celebrate Philadelphia Style

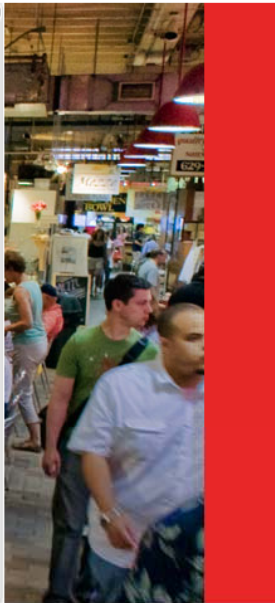
**FOOD DAY PHILADELPHIA**

OCTOBER 15-29, 2011

MAKE EVERY DAY FOOD DAY!

**FARMER SHOWDOWN**

Farmer Showdown With Greener Partners And PASA, November 5



- 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

**FOOD DAY PHILADELPHIA**

OCTOBER 15-29, 2011

MAKE EVERY DAY FOOD DAY!

Philadelphia Food Day Calendar of Events

# Implementation Grants

- Third Party Food Safety Audit

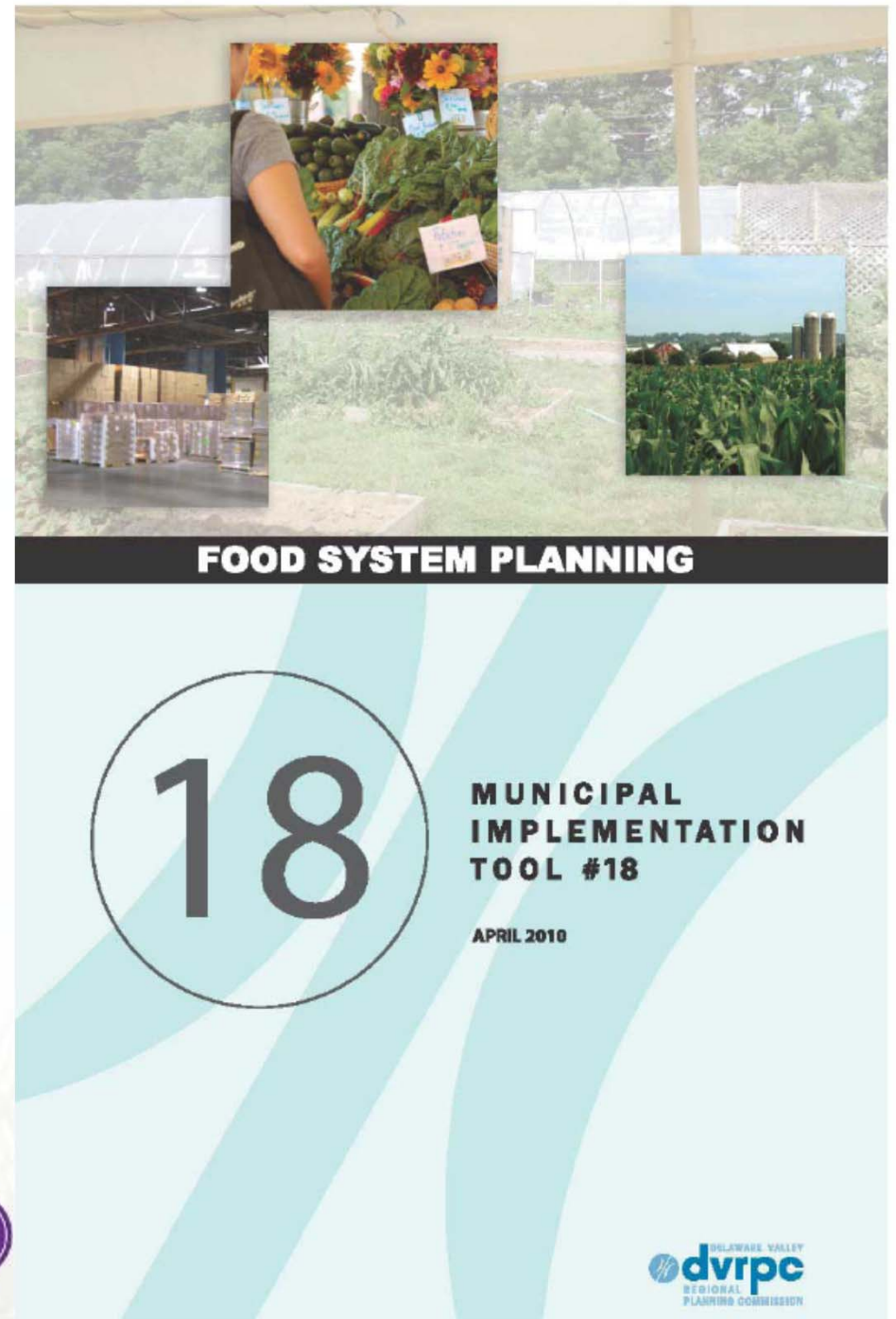


# Other DVRPC Food System Planning Projects

- Municipal Planning Tool: Food System Planning (2010)
- Transforming Open Space to Sustainable Farm Businesses (2012)
- Greener Pastures: New Farm Financing (2014)
- Update to Eating Here: Greater Philadelphia's Food System Plan (2014/2015)
- Camden Food Economy Strategy (2014/2015)

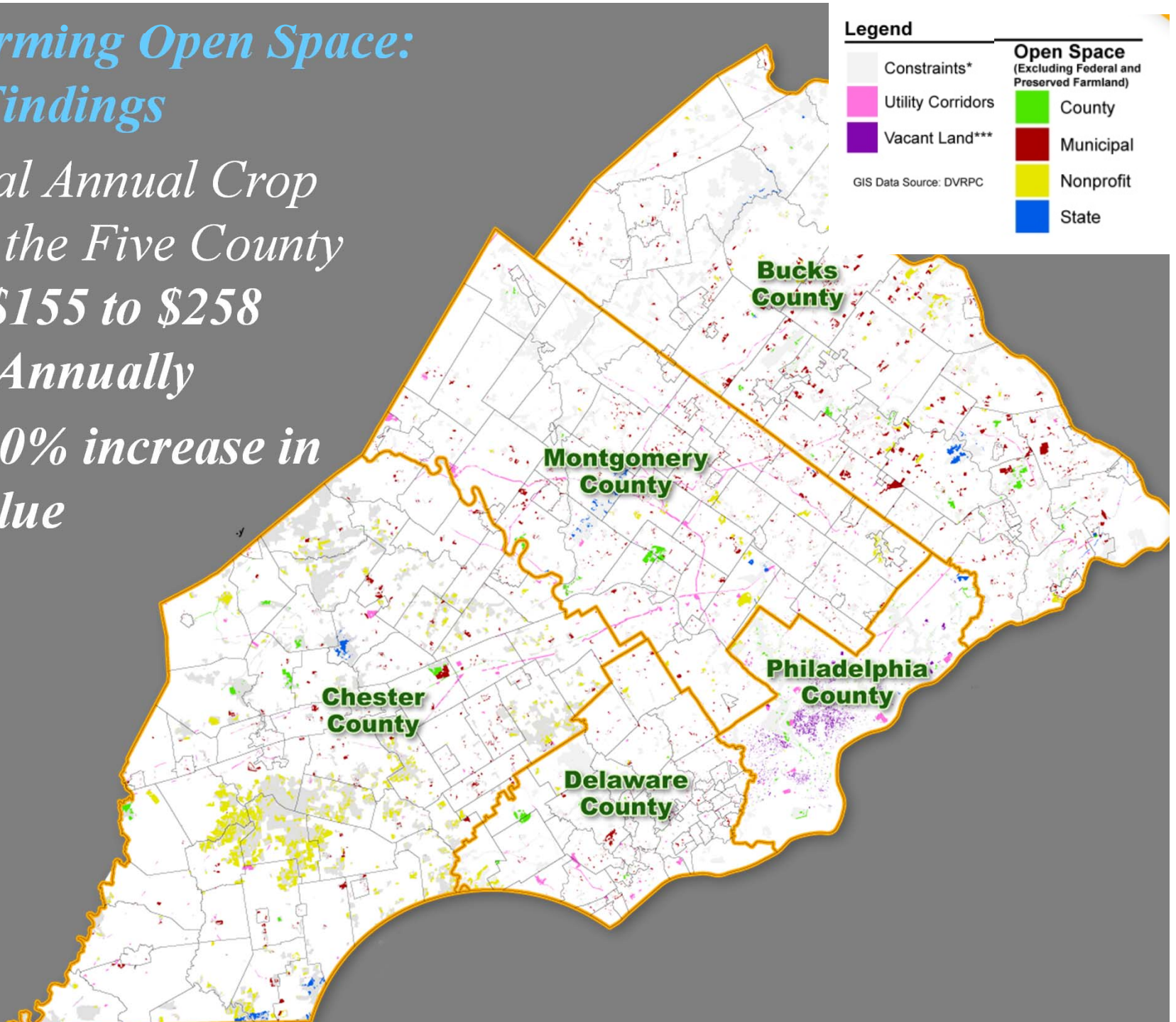


- Comprehensive Planning
- Ordinances
- Incentives/Programs
- *Remove Barriers*
- *Permit*
- *Incentivize*



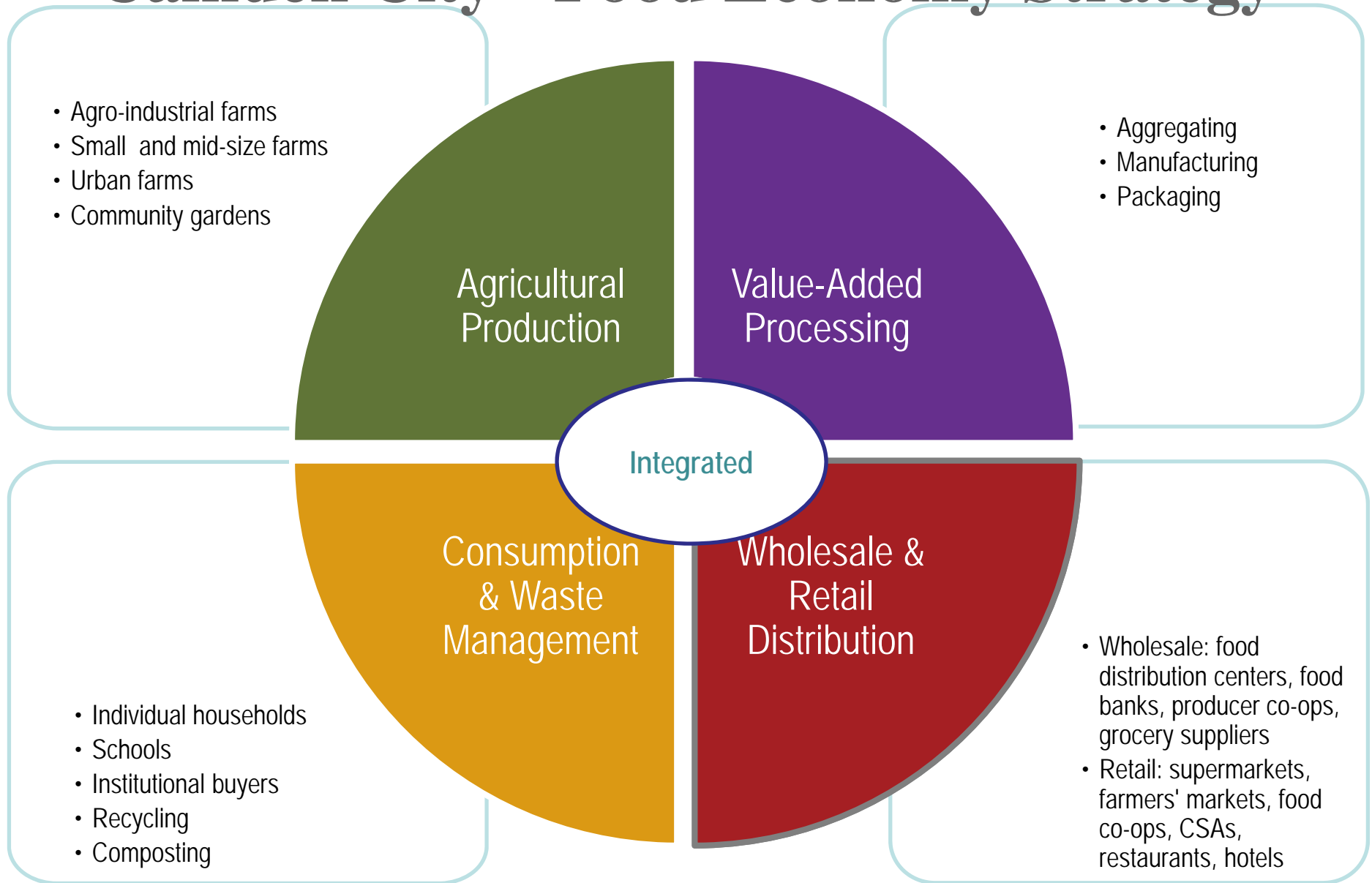
## *Transforming Open Space: Major Findings*

- *Potential Annual Crop Value in the Five County Area is \$155 to \$258 Million Annually*
- *25 to 40% increase in Crop Value*





# Camden City - Food Economy Strategy



Courtesy of TRF, Opportunity Finance Fund, and CDFI Fund



A photograph of a farm with red barns and silos under a blue sky with clouds. The farm features several red barns with white roofs and two tall, cylindrical silos with white domes. The foreground is a lush green field, and the background is a line of trees under a bright blue sky with scattered white clouds.

AUGUST 2014

# GREENER PASTURES FOR NEW FARMERS

A LOOK AT FINANCIAL & TECHNICAL ASSISTANCE  
FOR BEGINNING FARMERS IN GREATER PHILADELPHIA

# Greener Pastures

- Traditional financing methods
- Non-traditional financing methods
  - State tax credit programs to lease land (Nebraska, Iowa)
  - State fee simple purchase and mortgaged to new farmer (Delaware)
  - Privately-funded revolving loan fund (Carrot Project)
  - Crowd funding (Slow Food, Kiva, Shade Fund)
  - Land trust Lease-to-Own program (Open Space Institute)





**Healthy Habits**



**Stabilizing Neighborhoods**



**Economic Development**



**Beginning Farmers**

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