

# **Homegrown Minneapolis: Expanding the Local Foods Movement**

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# Homegrown Minneapolis: Goal



A citywide initiative to expand the growing, processing, distribution, eating and composting of healthy, sustainable, locally grown foods in the city and the surrounding region.

# The 3 HGM\* Phases, 2008-2012

- Launched in December 2008 by Mayor R.T. Rybak
- **Phase 1:** Launch and development of recommendations for ways in which the City could support and advance the local food system
- **Phase 2:** Implementation of recommendations
- **Phase 3:** Formation of a Food Council



# A Unique Approach



Unlike other communities, Homegrown Minneapolis did not begin with the formation of a Food Council. Instead, the Food Council resulted from years of intensive city-community partnership.

# Phase I: Nov. 2008 - June 2009

- **Nov. 2008 – Dec. 2008:**
  - HGM Steering Committee formed
  - Three chairpersons and subcommittee co-chairs
  - Kickoff meeting with 60 stakeholders
- **Jan. 2009 – Apr. 2009:**
  - Four subcommittees submit recommendations and action steps
- **May 2009:**
  - Public comment period including community meetings
- **June 2009:**
  - City Council receives HGM report with 57 recommendations
  - City Council passes resolution authorizing an 18-month Implementation Task Force to pursue recommendations, focusing on eight high priority recommendations

# Phase II: July 2009 – Dec. 2011

- **July 2009:**
  - Implementation Task Force begins work
- **Aug. 2009 – June 2011:**
  - Task Force comes up with 18 recommendations and plans for a Food Council
  - HGM stakeholder meeting held in Dec. 2010
- **Summer 2011:**
  - City staff implement recommendations
  - City Council passes resolution forming a Food Council
- **Oct. 2011:**
  - City-Community Transition Team leads nomination and appointment process for Food Council
- **Dec. 2011:**
  - City Council appoints Food Council members

# Phase III: Jan. 2012 - Present



- **Jan. 2012:**
  - Food Council begins to craft work plan to advance the HGM vision
- **Mar. 2012 – May 2012:**
  - Food Council develops bylaws and work plans
  - Food Council advocates for City Council passage of zoning text amendments for urban agriculture, and a composting ordinance



# The City's Food Landscape

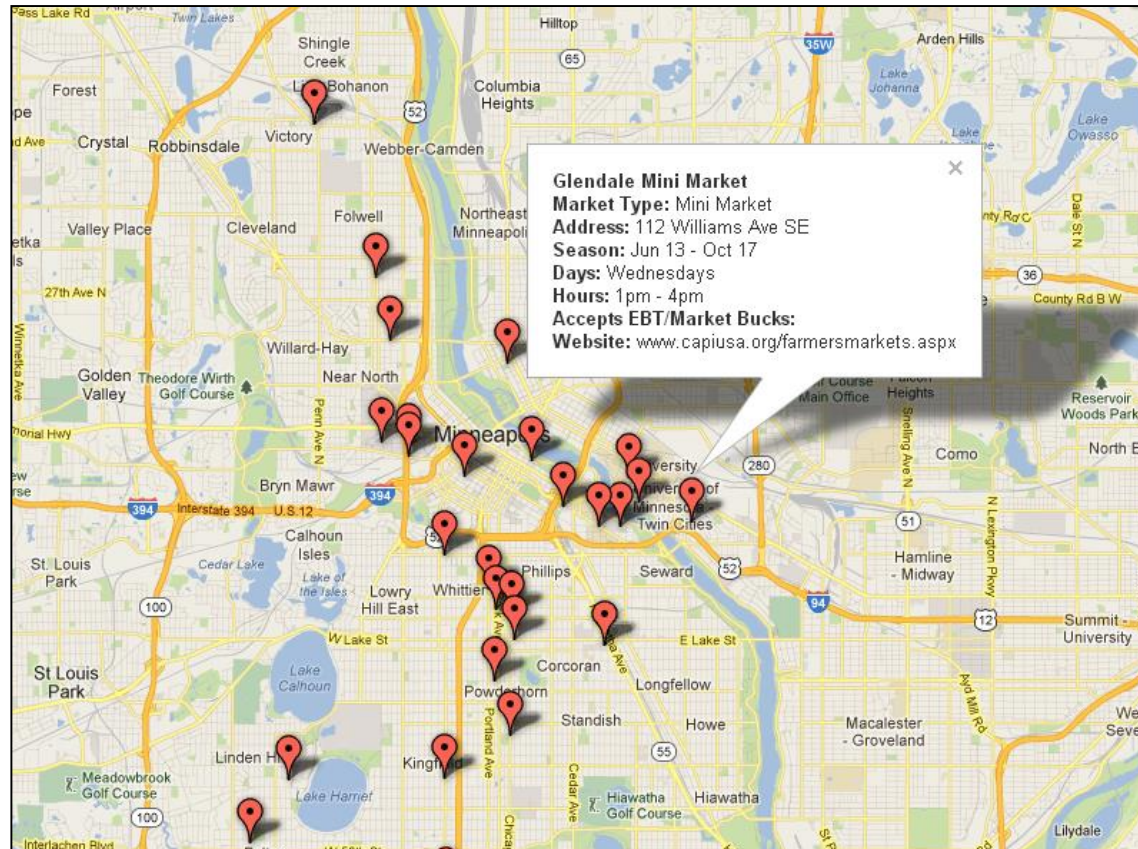


- **25** farmers markets
- **212** community gardens
- **13** city lots leased to community gardens
- **700** Food Resource Hub members
- **>12** urban farms and related businesses
- **48** community kitchens
- **30** healthy corner stores



# The City of Farmers Markets

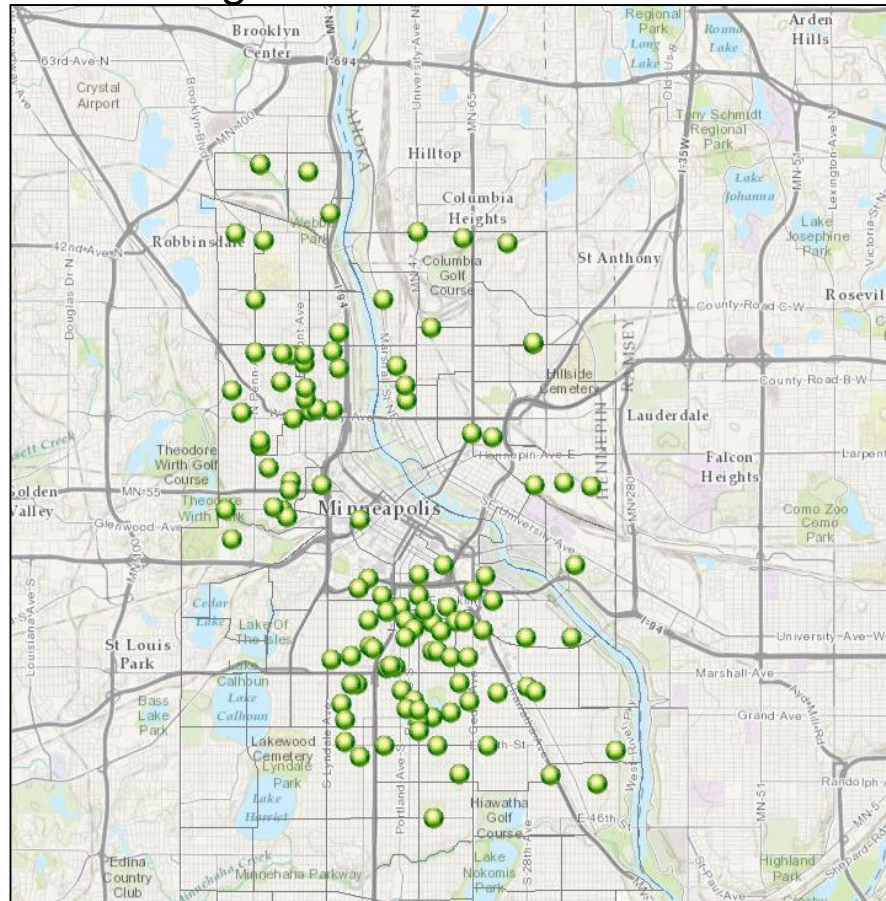
2013: 25 farmers/mini markets



[www.minneapolismn.gov/farmersmarkets](http://www.minneapolismn.gov/farmersmarkets)

# Minneapolis Community Gardens

2012: 106 gardens on 21.5 acres





# Vision Statement

The Homegrown Minneapolis Food Council envisions a vibrant local food system that enhances the health of all residents, protects the earth, increases economic vitality, expands social connectedness, and improves food security.

# Mission Statement



# 2014-2015 Food Council

- 21 members: **co-ownership**
- 15 community representatives:
  - Cooperatives: 2 representatives
  - Chef: 1
  - Healthcare: 1 (foundation)
  - Educators: 2 (university and Extension)
  - Farmers: 6 (3 nonprofit, 3 for-profit)
  - Nonprofit and government: 3 (2 nonprofit, 1 state)



# Six City Representatives



- Mayor's Office
- City Council Member
- Health Department
- Community Planning & Economic Development
- Environmental Services
- City Coordinator's Office



# 2013 Working Groups' Highlights

## Staple Foods Ordinance

Surveyed over 100 small retail food outlets to assess availability of healthy foods and potential impact of ordinance changes.

## Community Engagement

Strategic outreach to recruit new Food Council members, resulting in 6 of 8 new members coming from immigrant communities or communities of color.



# Policy Changes





# Farmers Market Changes



- Regulatory changes
- Mini-markets
- Mobile farmers markets

# Farmers Markets Regulations

- **2011:**
  - Farmers markets regulations rewrite
  - Creation of mini-markets
- **Fed. 2014:**
  - State law changed to allow sampling at farmers markets
- **May 2014:**
  - Regulatory changes allowing mobile farmers markets and grocery stores





## Staple Food Requirements

Dairy, Fresh meat, whole grains, fresh fruit and vegetables.

# Staple Food Ordinance

- **Oct. 2009** - Staple Foods Ordinance approved, requires minimum dairy, fresh fruit and vegetables
- **Jan. 2013** – Proposal for all corner stores to meet WIC requirements
- **Feb. 2013** – Community survey of 125 corner stores
- **Oct. 2014** – public hearing on the proposal
- **April 2015** – proposed start date for new requirements



# Urban Ag. Text Amendments



- **March 2012** – Urban Ag Text Amendments approved
- **May 2013** – access to water policy established
- **Sept. 2014** – Market Garden provisions expanded

# Amendment Details

- Zoning code text amendment approved two new land uses—for market gardens and urban farms—and set development and design standards.
- Regulatory barriers are removed that make it difficult to establish land uses for agriculture in the city. Urban agricultural land uses are now expanded in all zoning districts.









## Local Food Policy and Practice

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**Growing Food & Communities**