

Governor's Council on Food Security

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- **Current position**
 - Independent consultant at Mark Winne Associates
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- **Previous positions**
 - Executive Director, Hartford Food System (1979-2003)
 - Community Food Security Coalition(CFSC), Hartford Food Policy Council, Connecticut Food Policy Council, New Mexico Food & Agriculture Policy Council, Santa Fe Food Policy Council
- **Author of:**
 - *Food Rebels, Guerrilla Gardeners, and Smart-Cookin' Mamas; Closing the Food Gap*
- **Websites**
 - www.markwinne.com (resource materials: "Doing Food Policy Councils Right..." and Harvard Food Policy Law Clinic guides to local and state food policy)
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Food Policy Networks: A Project of Johns Hopkins Center for a Livable Future

TO SEND EMAIL TO THE LIST: send your message to:

fpn-clf@lists.johnshopkins.edu

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Food Policy Networks website – description of project, FPC directory, and FPC resource materials: <http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/FPN/>

Why Do Local and State Food Policy?

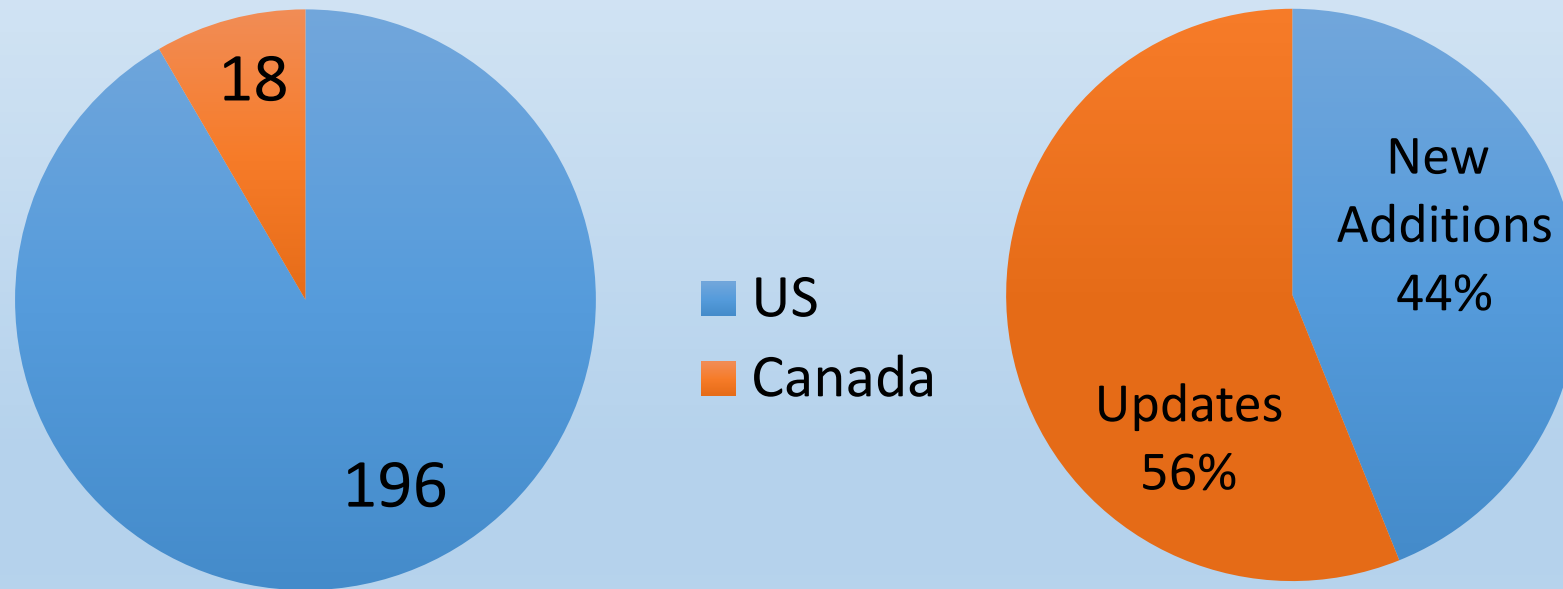
“No major famine has ever occurred in a functioning democracy with regular elections, opposition parties, basic freedom, and a relatively free media (even when the country is very poor).”

Amartya Sen – Nobel Laureate Economist

Expansion of FPC Model

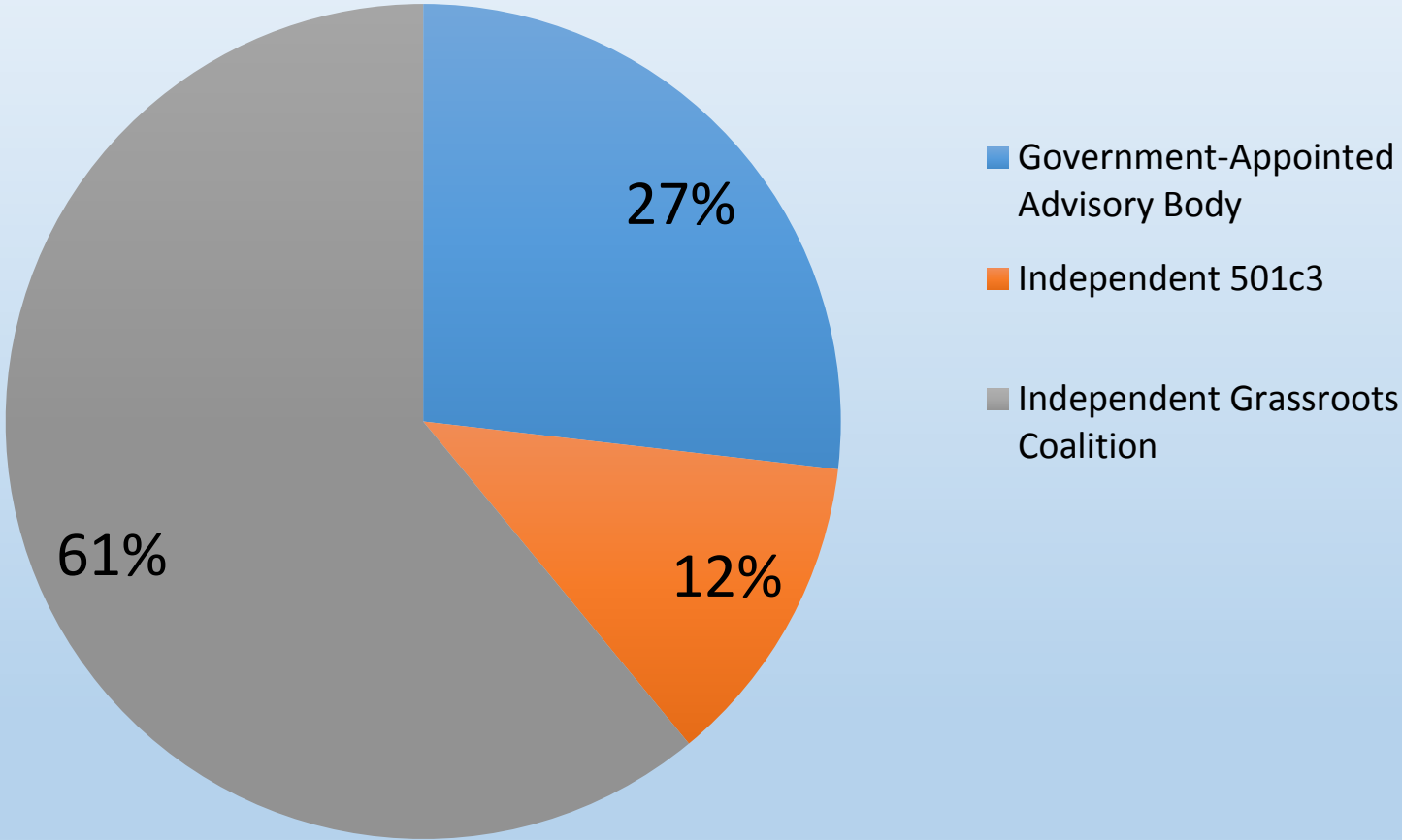
- 9% increase from 2012 to 2013 overall; 100% expansion since 2010

Total Food Policy Councils, October 2013



- However, 56 extra Canadian FPCs with limited information listed

Governance Structures



FPC Basics: Should and Maybe Should Not

THEY SHOULD:

- **Influence policies that promote justice, equity, and sustainability**
 - ✓ Promote food security
 - ✓ Reduce obesity and promote healthy diets
 - ✓ Build strong, vibrant food and agriculture economies
- **Coordinate food system stakeholders within area**
- **Focus on local food system issues (systems thinking) from 10,000 feet**

NOT:

- **Favor projects over policies**

Determining Your FPC's Focus

Use Food System Assessments to:

- **Inform** the work and focus of a FPC
- **Engage** the wider community
- **Develop** your community's food profile
- **Educate** everyone about needs, gaps, resources and features of food system

How:

- **Use** existing studies, reports and stats; **supplement** with original research such as key stakeholder interviews
- **Conduct** public forums and hearings

Often leads to: Food Plans, Strategies, and Charters

Remember: Don't over do it! Stay grounded!

My Thesis

An FPC's success with policy implementation is directly linked to the strength of its organization, vision, membership, and communication plan

Vision...

- **Was the vision the product of only one person who assumed leadership?**
- **An adequately understood and shared vision is necessary; it promotes shared leadership and “ownership” of FPC’s work**
- **Was enough time allowed (process) for all members to articulate their individual visions and allow a unified vision to form?**
- **Was the vision communicated frequently and consistently?**

Members' Relationship and Authority

- **Are the FPC's proposals commensurate with the authority of members representing organizations and agencies? Ex. EBT/Farm Mkts.**
- **Has the FPC spelled out the relationships between members with respect to individual v. group (FPC) interests, sharing resources, messaging, conflict resolution? Has attention been paid to developing trust? Connecticut Anti-Hunger Coalition: \$75,000 leveraged millions**

Communication...

- **Do the members, public, and policymakers “feel” the problem? Is their emotional response intense enough for public action to occur?**
- **Examples: Childhood hunger and obesity elicit strong public reaction: more donations to food banks, Pew Opinion Survey (60% want gov’t to intervene with childhood obesity)**
- **But maybe not “felt” sufficiently to impose soda caps, taxes, strong fast food restrictions**

Communication...

- **Lukewarm public response to GMO-labeling campaigns as reflected in failed referenda**
- **Loss of farmland was made palpable in Connecticut**
- **Restricting gardens and farm stands evoke strong public response. Ex. Santa Fe, Orlando**
- **Community food assessments and public forums are good gauges of public interest and potential support as well as good organizing tools.**

Communication...

- **Field trips increase understanding of food system issues; visualize problems; can make challenges and opportunities more palpable: Ex. CO FPC field trip**
- **Was there relationship building within the Council, between the Council and elected officials, and with those who might oppose the proposals?**
- **CT – Story of Ralph**

Accomplishments of FPCs (NMFAPC)



- ***Facilitated*** school nutrition rules for competitive foods
- ***Expanded farm-to-school funding*** (working on mandatory local buying)
- ***Expanded funding for NMSU Extension*** support for tribal nations
- ***Working on a new economic development initiative*** to address rural “food deserts”
- **Developing network of local FPCs**

<http://www.farmtotablenm.org/policy/>

Actions cont'd...

- **Hartford FPC restored WIC caseload to 10,000 from 6,000; public transportation study created new bus route for low income residents to supermarkets**
- **Michigan: By 2020, 20% of food purchased by state's public institutions will be locally grown; 80% of Michigan's residents will have easy access to affordable, health, and fresh food (20% will be local); Michigan's schools will incorporate food and agriculture into their K to 12th grade curricula.**
- **No. Carolina: Individuals and businesses pledge to spend 10% of their food expenditures on local, sustainably produced food (as of 2010 this is \$21 million in pledges)**

Other Policy Interventions

- **Food system infrastructure to support purchase of local food by grocery stores, schools, hospitals, and food banks**
- **Food Hubs: San Bernardino's Old Grove Orange: 23 school districts, 1.5 m. students**
- **Incentives to attract grocery stores: Fresh Food Financing Initiative (PA)**
- **Leverage all federal nutrition programs: WIC, Farmers Market Nutrition Program, school meals, SNAP (SNAP-ED, EBT, "Double Bucks"), Fresh F&V Snacks in schools; Senior FMNP – New Mexico**

Issues, Actions, Methods

- **Cleveland/Cuyahoga County FPC: zoning changes to protect community gardens, urban farms, and raising of chickens and bees; expanded urban ag. with city economic development funds, and promoted use of public purchasing for locally grown food**
- **New York and New Jersey: Changed ordinances to allow sale of produce from community gardens and public land**
- **New York “Food Metrics” bill. Track procurement and set targets**

Policies that Support & Restrict

- **Support breastfeeding**
- **Regulate advertising of unhealthy foods (public facilities and billboards)**
- **Improve the quality of water fountains**
- **Define healthy food businesses (ex. 35% of sales area is fresh F&V); provide incentives for such businesses**
- **Tax sugary soft drinks, “cap” soda size, require calorie counts on menus**
- **Provide “Veggie Prescriptions”**

Accomplishments of FPCs (CT FPC)

Connecticut FPC

- ***Conducted public education campaign for state farmland preservation and helped secure \$30 million per year for farmland preservation, farm-to-school and farm viability grant programs;***
- ***Improved delivery of nutrition education services previously operated by five separate state agencies;***
- ***Brought EBT to farmers' markets;***
- ***Addressing lack of livestock slaughter and processing facilities***

<http://www.ct.gov/doag/cwp/view.asp?a=3595&q=423834>

Accomplishments of FPCs (Hartford FPC)

City of Hartford Food Policy Commission

- ***Increased WIC caseload from 6,000 to 10,000***
- **Increased school breakfast participation**
- ***Initiated public transportation study that created new bus route to connect low-income residents to supermarkets***
- **Banned trans-fats**



<http://www.farmplate.com/local-food/food-policy-council/city-hartford-food-policy-commission-hartford-ct>

Food Policy Methods

- **Legislative and admin. advocacy – NM**
- **Community Food Assessment**
- **Food plan – Seattle, NYC, Santa Fe**
- **Testifying – Conn, Michigan**
- **Strong communication and engagement; many partners and stakeholders – NM**
- **Building connections and relationships – between members and state agencies Colo. and Conn.**
- **Public education, publications, reports, and forums – Conn., MI, NM**

Criteria for Evaluating Policy Interventions:

3 – high compatibility ; 2 – medium; 1 – low

- **Reflects the group's (individual) shared mission and vision**
- **Responsive to a food plan or strategic plan**
- **Has a champion(s)**
- **Has a significant impact – short term; long term**
- **Politically feasible**
- **Financially feasible**
- **Legally feasible**
- **Addresses social, economic and environmental equity**
- **Opposition is limited or insignificant**
- **Easily communicated to the public and policy makers**
- **There are logical partners and an ample constituency**

Conclusions...

- **Strive for clear vision and mission that expresses members' values and is shared by all**
- **Leadership should be working toward shared leadership emphasizing coordination and facilitation by the leader(s) – members' competence increases and act more like managers with equal responsibility**
- **Relationship and trust building are necessary and on-going activities, both internally and externally**

Conclusions...

- **Patience will be necessary to build a strong FPC and influence policy**
- **All agency representatives must have authority determined by their agencies**
- **Stay in touch with policy makers and community to ascertain their readiness for various policy initiatives**
- **Reframe, Relate, Repeat**

