

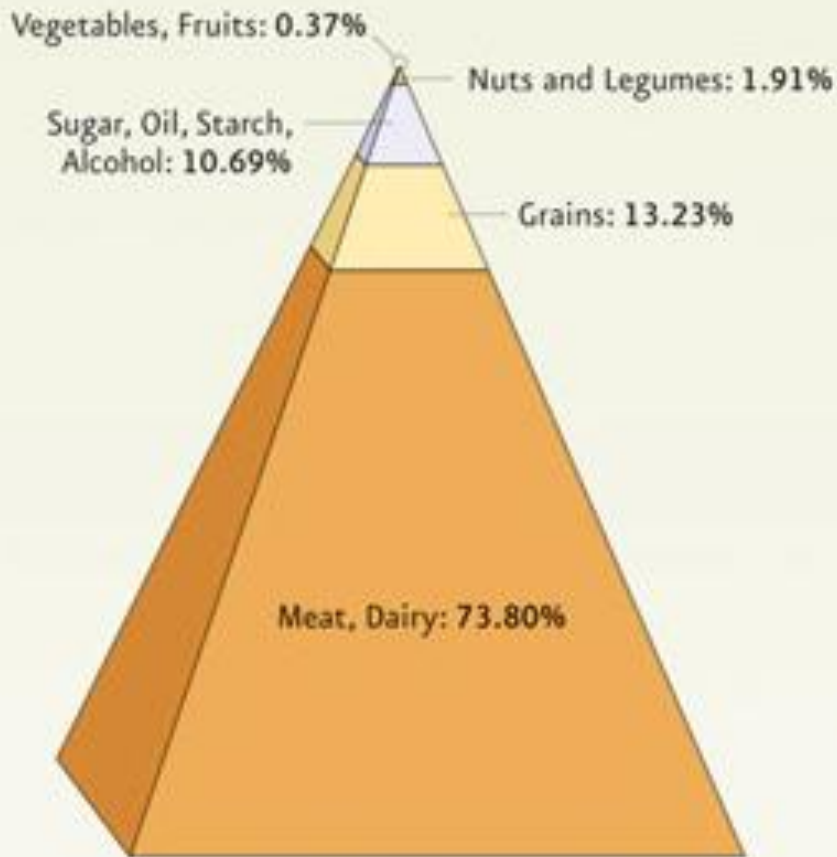
*Food Policy 201:
Activating Change at National, State, and Local
Levels for More Healthful Food Systems*

APPEAL 15th Anniversary Conference
Talk Story: Sharing Strategies for Sustainable Change
June 4, 2010



Why Does a Salad Cost More Than a Big Mac?

Federal Subsidies for Food Production, 1995-2005*



Federal Nutrition Recommendations



“Cheap food has become an indispensable pillar of the modern economy. But it is no longer an invisible or uncontested one.”

– Michael Pollen

Creators of Food Policy:

- Government Agencies – USDA, FDA, Public Health Departments
- Nonprofit Organizations – Community Food Security Coalition and others
- Research Institutions – Universities and others
- Corporations & Private Businesses – Junk food corporations, hospitals, and others.



Activating Change: National



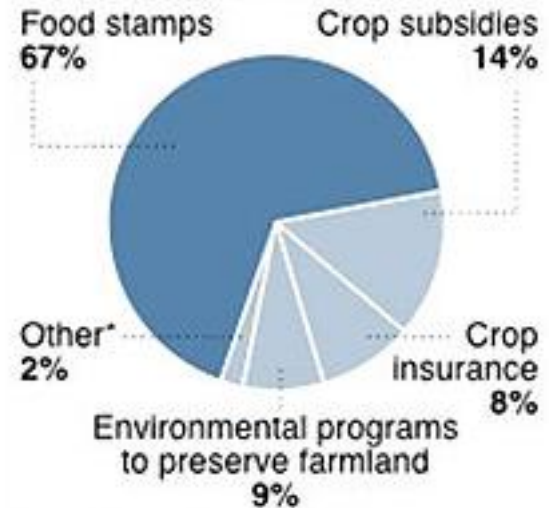
Farm Bill 2012



Bulk of farm bill for food stamps

More than two-thirds of a five-year farm bill will be distributed to food stamps and other domestic nutrition programs.

Farm bill allocation

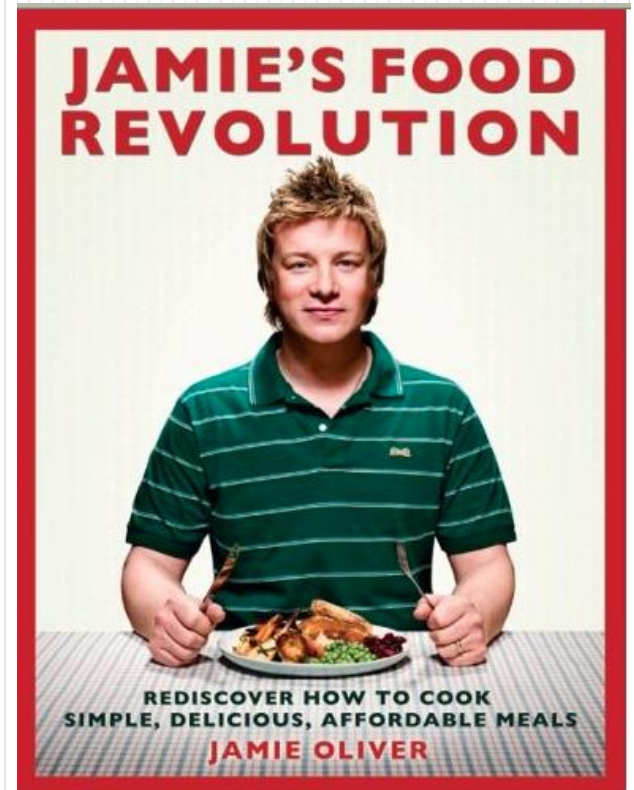
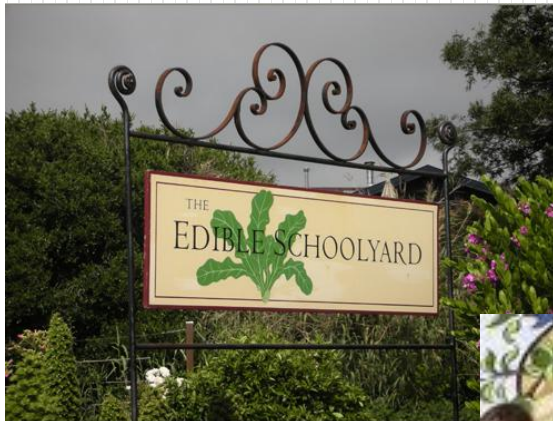


*Includes weather-related disaster payments

SOURCE: Congressional Budget Office AP

Child Nutrition Reauthorization Act

Raising the bar - \$2.68



Goals for Change:

- **Reform** commodity programs to establish a fair market price floor. Fair prices for crops would benefit farmers and rural communities, support diversified cropping systems, and likely curtail the proliferation of cheap sweeteners, added fats and oils, and industrially raised meat in the food system.
- **Shift** federal research dollars toward healthy foods that are under-consumed by Americans and production methods that provide more health benefits. Curtail research that promotes overproduction of already abundant commodities, contributes to artificially low commodity prices and perpetuates an industrial model of agriculture.

Goals for Change Continued:

- **Revise** the commodity portion of the food assistance and nutrition programs. As the commodity programs distribute commodities purchased by USDA from excess stocks, they likely provide foods already abundant in the American food supply. The foods provided to those who need them should make it easier, rather than more challenging, to consume a healthy diet and to meet the federal dietary guidelines.

Activating Change: State & Local Levels



Food Policy Councils

“Food Policy Councils (FPCs) bring together stakeholders from diverse food-related sectors to examine how the food system is operating and to develop recommendations on how to improve it. FPCs may take many forms, but are typically either commissioned by state or local government, or predominately a grassroots effort.”

- The Community Food Security Coalition



Goals for Change:

- **Encourage** local procurement policies by schools and other institutions to increase access to healthy foods, create new markets for farmers and encourage the development of healthier, community-based food systems.
- **Increase** food access by supporting local food production, processing, distribution and retail infrastructure that both provides more fresh fruits, vegetables and other healthy foods to, and creates economic development opportunities for, communities—especially including lower-income communities.

The Hope Collaborative

- **Oakland, CA**
- www.oaklandfoodandfitness.net
- Health for Oakland's People and Environment
- **Highlights:**
- Action teams, major foundation support, youth, and community.

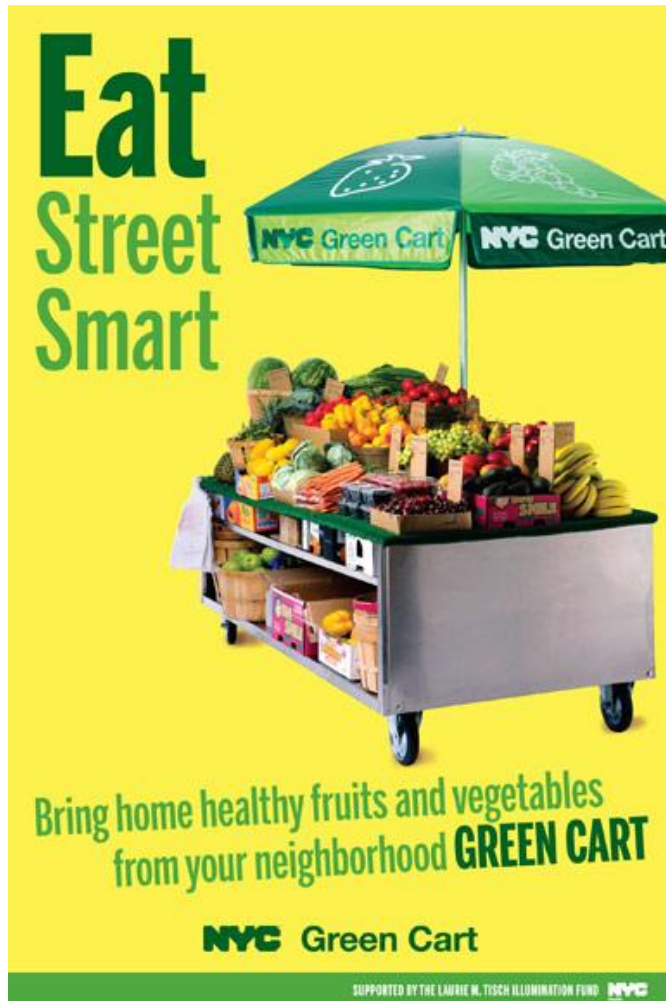


New York City – Green Cart Program

- www.nyc.gov
- Local Law 9, signed by Mayor Bloomberg on March 13, 2008, establishes 1,000 permits.
- **Highlights:**
- Made certifying mobile carts, and information about operating one, easy and accessible.
- Addresses lack of grocery store options in low-income neighborhoods while simultaneously creating jobs.



New York City – Green Cart Program



- Program is marketed, managed, and regulated by the city.
- Outreach materials and applications are in Spanish and English.



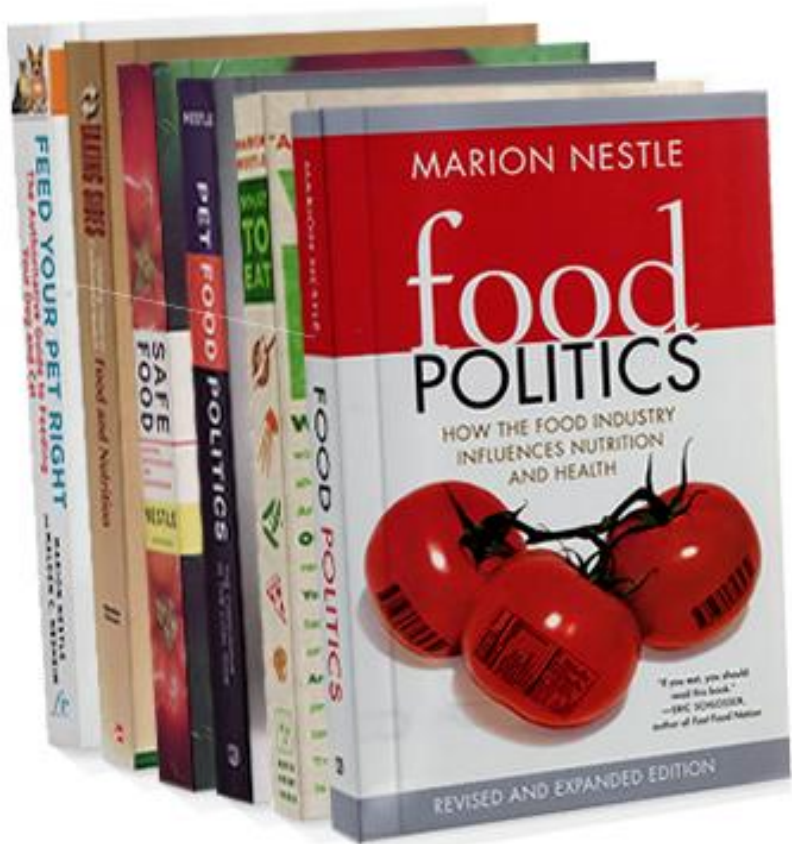
Growing Power – Milwaukee/Chicago



Goals for Change:

- **Promote** local food systems and healthy food production by keeping smaller, more diverse farmers the land. Possible strategies to do so might include giving new farmers greater access to land and credit for small-scale operations, or expanding “green payments” programs to reward farmers for growing healthy foods.
- **Educate** about the importance of reincorporating fresh fruits and vegetables back into their diets and provide communities with information on how to access, prepare and grow such foods.





Resources

www.agobservatory.org

www.farmerjane.org

www.sustainableagriculture.net

www.gmfus.org

www.farmtoschool.org

www.foodsecurity.org