



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

October 23, 2013

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

Meeting of October 23, 2013;
Her Honor Mayor Kitty Piercy Presiding

Councilors

George Brown, President

Pat Farr, Vice President

Mike Clark

George Poling

Chris Pryor

Claire Syrett

Betty Taylor

Alan Zelenka

CITY COUNCIL WORK SESSION

Harris Hall

12:00 p.m. A. WORK SESSION:

Urban Farming and Food Security

Mayor: The Eugene City Council will now meet in Executive Session to consult with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed. The executive Session is held pursuant to ORS 192.660(2)(h).

Representatives of the news media and designated staff shall be allowed to attend the executive session. All other members of the audience are asked to leave the room. Representatives of the news media are specifically directed not to report on any of the deliberations during the executive session, except to state the general subject of the

session as previously announced. No decision may be made in executive session. At the end of the executive session, we will return to open session and welcome the audience back into the room.

**time approximate*

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, FM assistive-listening devices are available or an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page (www.eugene-or.gov).

El Consejo de la Ciudad de Eugene aprecia su interés en estos asuntos de la agenda. El sitio de la reunión tiene acceso para sillas de ruedas. Hay accesorios disponibles para personas con afecciones del oído, o se les puede proveer un interprete avisando con 48 horas de anticipación. También se provee el servicio de interpretes en idioma español avisando con 48 horas de anticipación. Para reservar estos servicios llame a la recepcionista al 541-682-5010. Todas las reuniones del consejo estan gravados en vivo en Metro Television, canal 21 de Comcast y despues en la semana se pasan de nuevo.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Urban Farming and Food Security

Meeting Date: October 23, 2013
 Department: Central Services
www.eugene-or.gov

Agenda Item Number: A
 Staff Contact: Babe O'Sullivan
 Contact Telephone Number: 541-682-5017

ISSUE STATEMENT

The purpose of this work session is to discuss urban farming and food security as requested by Councilor Greg Evans.

BACKGROUND

The Eugene-Springfield-Lane County region has been actively building a sustainable local food system and promoting urban agriculture. A variety of local partners are engaged in the following initiatives:

Local market development

1) Lane County Food Market Analysis

This 2010 study characterizes the demand and supply elements of the local food market. It also identifies a set of implementation strategies that local governments, nonprofits, and other organizations should consider to achieve the goal of increasing local production and consumption of food products.

2) Local Food Industry Analysis

This analysis investigated the scope of the food and beverage cluster of Lane County and what economic development strategies would best serve the cluster. The analysis found that the food and beverage industry has significant value as an economic engine for the local economy, especially in the areas of branding/economic identity, job creation and infrastructure development. Since the completion of the Local Food Industry Analysis, Lane County has distributed \$400,000 to local food projects, including expansion of distribution facilities, contributing to start-up expenses for a grain mill, and hiring a part-time local food coordinator.

3) Regional Food Consortium

The Regional Food Consortium was convened in late 2011, to guide the creation and implementation of a regional food/beverage cluster development strategy coming out of the Food Industry Analysis (described above). The strategic plan is aimed at strengthening the food and beverage industry cluster and calls for:

- Regional marketing/branding strategy of food/beverage industry
- Address distribution challenges for food/beverage industry
- Strengthen linkages between local food/beverage industry and training/educational opportunities
- Strengthen communication and linkages between local private sector and public/non-profit food advocacy groups/initiatives
- Support food/beverage industry infrastructure development

4) Sprout

Sprout is a Regional Food Hub created through the work of the Neighborhood Economic Development Corporation (NEDCO). The project includes:

- A year-round farmers market
- Hatch – a food business incubator
- 3,000 square-foot commercial kitchen for businesses in need of additional production capacity

Food security

1) The Willamette Farm and Food Coalition supports the development of a secure and sustainable food system in Lane County, Oregon. The group has been working to build connections to the local food system through such projects as:

- Local Bean and Grain Project
- Local food product promotion effort
- Local food measurement research
- Locally grown food guide

2) Food security scoping

In response to a recommendation from the Eugene Sustainability Commission, staff conducted a gap analysis of existing local food security assessments in 2010. This informed a food security scoping project within the City of Eugene that recommended the gap analysis be followed up with a comprehensive community food security assessment. To date, that comprehensive assessment has not been conducted.

Urban agriculture

1) Micro-livestock

Recently, changes were made to the City Code in Eugene increasing the number of allowable chickens and domestic fowl and allowing rabbits, miniature pigs and miniature goats.

2) Urban Gardens

Eugene has a variety of publically accessible food gardens including community gardens, school gardens and other gardens on private and/or public property.

The Eugene Sustainability Commission conducted a local food policy review in spring 2012. The commission recommended to the City Council that immediate action be taken to:

- 1) Expand the current seasonal farmers' market.

- 2) During implementation of the local Comprehensive Plan, update the land use code to facilitate the siting of food processing facilities.
- 3) Appoint a Food Policy Task Force to make recommendations regarding feasible policies and actions to enhance local food economy and security, with special attention to (i) mapping urban food production site opportunities, (ii) utilizing partnerships to enhance community garden productivity, and (iii) reviewing other policies and actions.

A team of regional partners which included City Councilor Greg Evans recently attended a training event on Urban Agriculture and Sustainable Food Systems hosted by the Institute for Sustainable Communities. The training covered a wide variety of issues including access to healthy food, preserving agriculture land, advancing climate goals through food policy, and food sector innovation and investment, among others. Councilor Evans will share insights and lessons learned in his debrief with the council. The resource guide from the training is available here: http://sustainablecommunitiesleadershipacademy.org/resource_files/documents/Food_SCLA_RG_WEB.pdf. A copy is also available at the City Manager's Office.

RELATED CITY POLICIES

A variety of City policies and plans speak to local food systems and urban agriculture.

Community Climate and Energy Action Plan The 2010 Plan addresses reduction of greenhouse gas emissions and fossil fuel use as well as preparation for climate change. Action items related to food include:

- Reduce consumption of carbon-intensive foods.
- Reduce GHG emissions associated with agriculture and food waste.
- Increase food security by preserving the productive capacity of the local and regional *foodsheds*.
- Prepare food systems for the uncertainties created by climate change and rising energy prices.
- Increase availability of home-grown and locally-sourced food in Eugene.

Envision Eugene The underlying premise of establishing an Urban Growth Boundary is to preserve high value farmland outside the UGB by building denser, more compact urban communities. This concept is the foundation of Envision Eugene and the seven pillars that support the update of the City's Comprehensive Plan.

Urban agriculture policies In February 2013, the City council adopted Ordinance No. 20507, amending City code to promote urban animal keeping. The code changes increase the number of farm animals, including chickens, rabbits, miniature goats and pigs, allowed in the city.

Sustainability goals In 2009, the City Council adopted a number of sustainability recommendations from the Sustainability Commission including:

The City of Eugene shall, in conjunction with a wide variety of community partners by January 2010, return to the council with a scoping and resource plan for developing a food security plan which will (1) identify community partners and form a project advisory

committee; (2) review existing policies and food system assessments; (3) develop a market analysis plan; (4) identify benefits and barriers; and (5) determine the budget and timeline to complete the plan and identify resources available, including external funding sources.

COUNCIL OPTIONS

Discussion only.

CITY MANAGER'S RECOMMENDATION

No recommendation from the City Manager.

SUGGESTED MOTION

No motions provided.

ATTACHMENTS

- A. May 2012 letter of recommendations from the Eugene Sustainability Commission
- B. Agenda for ISC Leadership Academy on Urban Ag and Sustainable Food Systems

FOR MORE INFORMATION

Staff Contact: Babe O'Sullivan
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**Sustainability
Commission**

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May 29, 2012

Mayor and Members of City Council:

The City of Eugene has made strong commitments to expanding opportunities and access to local food through the Climate and Energy Action Plan among other policies and plans. The Sustainability Commission feels there are additional opportunities that can leverage existing partnerships and resources. Bolstering the region's food system will also boost our economy, improve our public health, enhance food security, and increase community engagement.

Over the past several months, the Sustainability Commission's Local Food Subcommittee has been evaluating existing initiatives and opportunities around local food expansion for the City. The Subcommittee met with several organizations, individuals, and city and county staff that represent producers, processors, distributors, and advocates. The objective was to assess major food issues facing our region, note efforts underway to address these issues, find opportunities for the Commission or Council to support local food, and identify short and long-term priorities.

We identified a number of exciting projects that are underway and benefiting our community. However, we also believe that there is additional action that can be taken by Council to increase opportunities and reduce barriers. Based on our conversations with the local partners, we identified seven major themes that need to be addressed for the benefit of consumers and suppliers:

- 1) Expanding access to markets;
- 2) Increasing access to land for production;
- 3) Improving and expediting access to processing sites;
- 4) Providing access to capital;
- 5) Ensuring equal access to public transportation;
- 6) Enhancing food security; and
- 7) Engaging in and expanding region initiatives.

Within each of these themes, specific policies and actions are recommended for City Council consideration. We provide the full suite of possible policies and actions in Appendix A.

In closing, the local food economy is a complex system involving growers, processors and marketers of a wide variety of food and beverage products. This complexity means that needed change will be difficult to achieve and that there is a large number of possible policies and actions to consider.

Item A.

To facilitate the progress desired, the Sustainability Commission recommends that immediate action be taken on the following:

- Work with public and private partners to create a larger and more accessible, seasonal farmers market in Eugene;
- During the implementation phase of Envision Eugene, update the land use code to facilitate the siting of food processing facilities; and
- Request that the Mayor appoint a time-limited Food Policy Task Force to make recommendations regarding feasible policies and actions to enhance local food economy and security, with special attention to (i) mapping urban food production site opportunities, (ii) utilizing partnerships to enhance community garden productivity, and (iii) reviewing other policies and actions included in Appendix A of this document for implementation.

Sincerely,

Sustainability Commission

Appendix A
Sustainability Commission: Food Subcommittee
Spring 2012 Update and Recommendations

A subcommittee of the Sustainability Commission coordinated or attended a number of meetings with relevant stakeholders to gain a better understanding of the state of local food production and to gather ideas for city policies and actions that would support these efforts.

When possible (marked with an *) we asked those with whom we met to respond to five probe questions:

1. What are some of the key food issues facing our region?
2. What are you doing to address these issues?
3. How do your efforts fit in with a regional initiative?
4. How can the Sustainability Commission or the City of Eugene support your efforts?
5. What should the Commission's food priorities be?
6. Who else should we talk to?

We gathered information from:

- Kelly Hoell* of Good Company (Shawn Boles, Stacy Vynne)
- Lynn Fessenden* of Willamette Valley Food and Farm Coalition (Shawn Boles, Art Farley, Stacy Vynne)
- Local Food Connections Conference (Art Farley)
- Karen Edmonds* of Food for Lane County (Art Farley)
- Mike Sullivan, Sarah Mizejewski and others of the Regional Food Initiative (Art Farley, Stacy Vynne)
- Lane County Food Policy Council* (Shawn Boles)
- Neighborhood Economic Development Council (NEDCo) (via email)

As a result of these interactions, the subcommittee identified a series of themes and compiled the following list of possible city actions and policies that could be considered under each of the themes. We italicize those items that align with recommendations from Eugene's Climate and Energy Action plan (CEAP).

1. Expand Access to Markets
 - a. Locate and subsidize a year-round, covered farmers market
 - b. Allocate a city lot downtown for a seasonal Saturday farmers market which provides better access for the public and equal opportunities for the vendors
 - c. Facilitate creation of a local food hub, with market, kitchens, etc.
 - d. *Incentivize local government and institutional purchases (city, public schools)*
 - e. Complete a TBL analysis of benefits and costs of local food production
 - f. Expand equal access for people of all incomes and non-English speakers (e.g. working with local partners to produce materials in Spanish)
2. Increase Access to Land for Production

Item A.

- a. Work with students and/or partners to map the availability of land for growing food (e.g. alley ways, parks)
 - b. *Increase availability of, and access to, community gardens*
 - c. *Enhance support and training for food producing gardens*
 - d. Lease garden plots on city parks land to groups/CSA
 - e. *Strengthen land-use protection for farm land bordering UGB*
 - f. *Encourage planting of food bearing shrubs and trees in parks*
 - g. Find opportunities for a private/public partnership for management of public services (e.g., community gardens) given reduced city resources
 - h. Explore opportunities for a private/public partnership and incentives for homeowners to convert grass to edible gardens
3. Improve and Expedite Access to Processing Sites
- a. Create special (enterprise, cluster) zone for local food processing
 - b. Incorporate policy supporting local food processing in Envision Eugene
 - c. Update land use code to facilitate food production siting
 - d. Appoint (or identify) city staff with expertise in local food systems
4. Provide Access to Capital
- a. Create a public bank to provide micro-loans to food-related firms
 - b. Fund city backed loans for local food startups
 - c. Pursue federal USDA grants that support local foods
5. Ensure Access to Public Transportation
- a. Encourage LTD to explore options for allow shopping bags of food on buses (e.g. to provide public transportation options for those visiting markets, community gardens, etc.)
6. Enhance Food Security
- a. Incentivize food donations, possibly through a tax deduction or other means for businesses and individuals
 - b. *Create city liaison to local food production and hunger relief systems*
 - c. Work with neighborhood associations, students or other partner to explore opportunities for a gleaning program using social media
7. Engage In and Expand Regional Initiatives
- a. Develop Lane County and Willamette Valley foodshed studies
 - b. Support efforts for recognizable branding of local food
 - c. Assist regional, cooperative food production, processing and distribution
 - d. Coordination of disparate local food groups to increase opportunities for federal funding.

MEMORANDUM

To: Shawn Boles, Sustainability Commission
 From: NEDCO Staff
 Date: March 6, 2012
 RE: Questions from Eugene Sustainability Commission

1. *What are some of the key food issues facing our region?*

Equity issues

- Access (location, financial concerns)
- Affordability
 - Price Point Conundrum (fair pricing vs. compensating farmers)
 - Availability for people of all incomes
- Education
 - For consumers
 - For businesses
 - For new farmers/growers
- Outreach and Coordination
 - Common messages and shared goals among food industry players, nonprofits and government
 - Ensuring work done by one entity connects with work done elsewhere – identify, coordinate, and disseminate efforts more thoughtfully

Economic issues

- Framing local food as a community economic issue – impacts job creation, wealth generation, health, food security, and community engagement
- Aggregation of local produce and products for small producers
- Distribution of local produce and products for small producers
- Burgeoning business sector: food projects as economic development
- Incubator kitchen Space for food based businesses
- Food business support, technical assistance and access to customizable capital

Environmental issues

- Waste prevention
- Sustainable year-round growing
- Localization of food supply to reduce carbon emissions

2. *What are you doing to address these issues?*

Springfield Farmers' Market gives Springfield residents the option of buying fresh, local produce on Friday evenings from 3 – 7pm in May to October. SFM generates economic opportunities for farmers and vendors, and engages the community in contributing to and supporting the regional economy.

We are interested in supporting local food consumption by people of all incomes. We offer a SNAP match program where participants receive a 1:2 match back for every \$1 they spend at the market, up to \$5 total each week. Our outreach materials are in English and Spanish to promote this program. We also provide monthly chef demonstrations, showcasing a seasonal vegetable from a local area chef to encourage people to learn how to eat seasonally and on a budget. We encourage other learning opportunities, such as composting, gardening, home canning, etc. The project addresses **equity, economic, and environmental** issues.

MEMORANDUM

Sprout! combines Springfield Farmers' Market (which will become year-round in 2012) with the Hatch: Business Incubator program. Our incubator kitchen will offer business support services and loans (through NEDCO-affiliated nonprofit Community LendingWorks) to local, food-based businesses in the region. Sprout! addresses many of the **equity, economic and environmental** issues dealing with food in our region. This is a regional facility that will target entrepreneurs of all incomes, with a focus on low-moderate income business owners, looking to start up or enhance their food-based business.

Regional Farmers' Market Coordination: NEDCO documents EBT and credit/debit sales for eight farmers' markets in Lane County. With funding from the USDA Farmers' Market Promotion Program, we have purchased and distributed six wireless terminals to market managers in the following rural communities: Creswell, Cottage Grove, Florence, Junction City, Spencer Creek, and Dexter Lake. In an effort to measure the economic impact contributed by every Lane County farmers' market, NEDCO tracks the SNAP, credit/debit, WIC, and cash sales of these six markets plus Springfield Farmers' Market and Lane County Farmers' Market (who already owned their own wireless terminals at the inception of the grant). This year Community Supported Agriculture farm Circle H will be a part of the economic analysis as well; they recently purchased a wireless terminal. This project addresses both **equity** and **economic** issues.

The **Healthy Cornerstore Initiative** partnership with Lane Coalition for Healthy Active Youth involves NEDCO as a partner. We offer LCHAY's farm stand access to a wireless EBT terminal. We are excited to be a part of this project, which provides access to fresh, organic, local produce from McKenzie River Farms in a Dari Mart parking lot in Springfield. This project addresses **equity** and **economic** issues.

3. *How do your efforts fit in with a regional initiative?*

We see the regional initiative as an opportunity to coordinate different aspects of our food system and economy in a strategic way. NEDCO has developed several projects that specifically target the economic base that local food provides for the community, and that has potential to tap into the human and financial capital available to help bolster this industry. In particular, Sprout!, with its regional focus, comprehensive supply and demand enhancing features, and efforts to smooth the supply chain for local foods is a key effort toward moving forward a regional (including all of Lane County, not just Eugene or Springfield) approach to food security and economic stability.

NEDCO's role is as one point in a continuum of what can and should be a strategically designed pathway with on-ramps for businesses and consumers alike to increase access to locally produced and marketed food.

We are connecting rural and urban communities, farmers, and markets in Lane County with resources, partnerships (others working on similar issues), and options for selling, adding value, and distributing produce. We also educate people about the fundamental economic, social, and health impacts of food projects in the region by studying market trends to determine how best to encourage food-based businesses and small farms to thrive while providing them with access to capital in the form of low-interest, short-term loans.

MEMORANDUM

4. *How can the Sustainability Commission or the City of Eugene support your efforts?*
 We would love to be able to contact the Sustainability Commission for letters of recommendation, volunteer opportunities, and programmatic support. This commission may have the clout and influence to encourage and support a more comprehensive, inclusive coordination of regional community food security efforts. In particular, we aim to coordinate more effectively with complimentary programs and groups to increase the federal funding that comes to Lane County to support this work. We can't do that if we don't all cooperate and join forces strategically.

5. *What should the Commission's food priorities be?*
 We encourage the Commission to take a truly regional, cooperative approach and to consider the community food system through the lens of community economic development. We know that bolstering our food system can boost our economy, improve our public health, and increase community engagement. We also think a top priority should be coordinating currently disparate local food groups to increase opportunities for federal funding.

6. *Who else should we talk to?*
 - City of Eugene Waste Prevention and Green Building Department: Ethan Nelson (wrote the Food Security Scoping and Resource Plan and was a client in the Lane County Market Analysis)
 - Lane County Economic Development Department: Sarah Mizejewski – working on food-as-economic development projects in the county
 - Community Planning Workshop at UO: Bob Parker (planner for EcoNorthwest and project lead for Food Market Analysis study)
 - Other businesses and nonprofits working on food issues: FOOD for Lane County, Huerto de la Familia, Willamette Farm and Food Coalition, Cascade Pacific Resource Conservation and Development, Lane Coalition for Healthy Active Youth, Hummingbird Wholesale, Lane County Farmers' Market, OSU Extension and their affiliate groups
 - Ten Rivers Food Web (based in Corvallis, OR) – another nonprofit working on similar regional projects in a different region
 - We would also be delighted to provide more input and details on our vision for a strong regional food system.



SUSTAINABLE COMMUNITIES LEADERSHIP ACADEMY

Urban Agriculture and Sustainable Food Systems

Memphis, TN · September 18-20, 2013

Agenda

DAY 1 | WEDNESDAY, SEPTEMBER 18

Framing the Challenge

- 2:30 – 3:00 PM** **Registration**
Refreshments & Networking
- 3:00 – 3:30** **Welcome & Workshop Overview: What We Heard from You**
Steve Nicholas, *Master of Ceremonies*, Vice President of Climate & Environmental Programs, Institute for Sustainable Communities
- 3:30 – 4:30** **Plenary 1: A Roadmap for City Food Sector Innovation and Investment**
Moderator:
Deb Perry, *Senior Program Officer*, Institute for Sustainable Communities

Panelists:
Steve Cohen, *Food Policy and Programs Manager*, City of Portland Bureau of Planning and Sustainability
John Fisk, *Director*, The Wallace Center at Winrock International
Gayle Prest, *Sustainability Director*, City of Minneapolis Sustainability Office
- 4:30 – 5:30** **Team Huddle #1: Getting to Work**
Teams meet privately to discuss the status of their sustainable food systems efforts, identifying accomplishments, challenges and goals for this workshop and beyond.
- 5:30 – 7:00** **Reception & Reflections on Day 1**
The reception will be held in the Heritage Ballroom of the Sheraton Hotel-mezzanine level (use walkway connection from the Cook Convention Center to access this level).



 DAY 2 | THURSDAY, SEPTEMBER 19

Explore and Inspire

8:00 – 9:00 AM

Coffee with Counterparts

Breakfast tables loosely organized by topics of interest to SCLA participants, providing an opportunity to participants to meet and speak with their counterparts in other cities.

- Food Policy Councils
- Urban Agriculture
- Public Health and Food Policy
- Economic Development
- Healthy Food Access and Social Equity
- HUD Sustainable Communities Grant Recipients

9:00 – 9:15

Opening Remarks

Recap of Day 1 and Overview of Day 2 Agenda

Steve Nicholas, *Institute for Sustainable Communities*

9:15 – 10:15

Plenary 2: Planning Communities as if People Eat

Presenter:

Dr. Samina Raja, *Associate Professor of Urban and Regional Planning and Principal Investigator of the Food Systems Planning and Healthy Communities Lab at the University of Buffalo*

10:15 – 10:45

Networking Break

10:45 – 12:00 PM

Concurrent Sessions – Choose Your Challenge, Round 1:

Overview of Concurrent Sessions

Steve Nicholas, *Institute for Sustainable Communities*

Session Topics:

1. **Tracking Your Performance: Data and Indicators** with **Ellen Kahler**, *Vermont Sustainable Jobs Fund*; **Samina Raja**, *University at Buffalo*; and **Elanor Starmer**, *USDA*.
2. **Zoning for Urban Agriculture** with **Mark Donaldson**, *Knoxville – Knox County Metropolitan Planning Commission*; **Tammy Morales**, *Urban Food Link*; and **Edith Murnane**, *City of Boston*.
3. **Food Policy Councils: Starting Up, Maintaining Momentum and Taking the Leap Beyond** with **Steve Cohen**, *City of Portland*; **Eileen Horn**, *Douglas County and City of Lawrence, Kansas*; and **Gayle Prest**, *City of Minneapolis*.
4. **Healthy Food Access: Innovative Strategies for Bringing Healthy, Fresh Options to Underserved Communities** with **Joseph Alfaro**, *Valle Encantada Farms*; **Anzia Bennett**, *Agricultura Network*; **Warren Nichols**,

City of St. Louis Department of Health; and Jake Tisinger, City of Knoxville.

5. **Regional Food Hubs: Strengthening Rural-Urban Connections** with **John Fisk**, *The Wallace Center at Winrock International*; **Linda Neunzig**, *Snohomish County*; and **Claire Seguin**, *Neighborhood Economic Development Corporation*.

12:00 – 1:30

Lunch Program: An Update on Action at the Federal Level

Moderator:

Steve Nicholas, *Institute for Sustainable Communities*

Panelists:

Elanor Starmer, *National Coordinator and Advisor for Local and Regional Food Systems, USDA*

Edith Murnane, *Director, Office of Food Initiatives, City of Boston*

1:30 – 1:45

Networking Break

1:45 – 2:30

Plenary 3: Food Philosophy: Sustainability Initiatives at St. Jude Children's Research Hospital

Presenter: Chef Miles McMath, *Director of Culinary Operations, St. Jude's Children's Research Hospital*

2:30 – 3:45

Concurrent Sessions – Choose Your Challenge, Round 2:

Overview of Concurrent Sessions

Steve Nicholas, *Institute for Sustainable Communities*

Session Topics:

1. **Reaping the Economic Benefits of Sustainable Food Systems** with **Sarah Means Mizejewski**, *Lane County Economic Development*, **Senchel Matthews**, *Heifer International*; and **Vicki Pozzebon**, *Delicious New Mexico*.
2. **Protecting Agricultural Land and the Future of Farming in Your Region** with **Branden Born**, *University of Washington*; **Mark Donaldson**, *Knoxville – Knox County Metropolitan Planning Commission*; and **Chris LaPointe**, *The Trust for Public Land*.
3. **Farm-To-Institution Initiatives** with **James Bosi**, *Sysco and Knoxville Food Policy Council*; **Lynne Fessenden**, *Willamette Farm and Food Coalition*; **Ellen Kahler**, *Vermont Sustainable Jobs Fund*; and **Wendy Wasserman**, *USDA*.
4. **Training Programs That Engage Youth and Underrepresented Communities** with **Diane Picard**, *Massachusetts Avenue Project*, and **Mike Sorth**, *Gateway Greening*.
5. **Funding Your City's Food Work** with **Steve Cohen**, *City of Portland*; **Gayle Prest**, *City of Minneapolis*; **Michelle Knapik**, *Surdna Foundation (invited)*; and **Elanor Starmer**, *USDA*.



- 3:45 – 4:45 **Team Huddle #2: From Information to Action**
Teams meet privately to begin discussions of how they can put the new information and ideas that they are acquiring at the SCLA workshop to good use back home.
- 4:45 – 5:00 **Highlights & Insights from Day 2**
Participants share new ideas and insights they have gained throughout the day (1-2 min. each).
- 6:00, 7:00, 8:00 **Dinner (self-organized)**
Meet in the hotel lobby every hour on the hour, between 6-8 pm.

DAY 3 | FRIDAY, SEPTEMBER 20

Strategize and Commit

- 8:00 – 9:00 AM **Breakfast with Champions**
SCLA resource team members host breakfast tables, providing an opportunity for in-depth, small-group discussion on various dimensions of urban agriculture and sustainable food system work.
- Ellen Kahler, Executive Director, Vermont Sustainable Jobs Fund
 - Wendy Wasserman, Communications Specialist, USDA
 - John Fisk, Director, The Wallace Center at Winrock International
 - Steve Cohen, Food Policy and Programs Manager, City of Portland Bureau of Planning and Sustainability
 - Gayle Prest, Sustainability Director, City of Minneapolis Sustainability Office
 - Tammy Morales, Principal, Strategic Director for Food Systems Prosperity, Urban Food Link
- 9:00 – 9:15 **Opening Remarks**
Recap of Day 2 and Overview of Day 3 Agenda
Steve Nicholas, *Institute for Sustainable Communities*
- 9:15 – 10:15 **Concurrent Sessions – Choose Your Challenge, Round 3:**
Overview of Concurrent Sessions
Steve Nicholas, *Institute for Sustainable Communities*
- Session Topics:**
1. **Effective Collaboration: Achieving Collective Impact** with **Ellen Kahler**, *Vermont Sustainable Jobs Fund*, and **John Zeanah**, *Memphis and Shelby County Office of Sustainability*.
 2. **Developing a Regional Brand** with **Linda Neunzig**, *Snohomish County*, and **Vicki Pozzebon**, *Delicious New Mexico*.

3. **Supporting Urban Agriculture: Addressing Land Access, Ownership and Contamination** with **Chris LaPointe**, *The Trust for Public Land*; **Mike Sorth**, *Gateway Greenway*; and **Eileen Horn**, *Douglas County and City of Lawrence, Kansas*.
4. **Advancing Climate Goals through Food Policies** with **Babe O’Sullivan**, *City of Eugene*.
5. **Connecting the Dots: Food, Nutrition and Healthy Communities** with **Mary Balluff**, *Douglas County Health Department*; **Ben Epperson**, *Knox County Health Department*; **Cynthia Magallon Puljic**, *YMCA of Memphis & the Mid-South*; and **Cheryll Moore**, *Erie County Department of Health*.

10:15 – 11:15

Team Huddle #3: Strategizing & Committing to Action

Teams meet privately to develop action agendas featuring specific actions they’ll take upon returning home to strengthen, advance and accelerate their work – individually and together – to create a more sustainable food system.

11:15 – 12:00

Closing Plenary: Sharing our Commitments

Round-the-Horn Report-Outs and Closing Remarks

Steve Nicholas, *Institute for Sustainable Communities*

- Each team reports on the third and final Team Huddle (2 min. per team).



