

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Regional Food Strategy

Meeting Date: November 10, 2014
Department: Central Services
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Lisa Gardner
Contact Telephone Number: 541-682-5245

ISSUE STATEMENT

The purpose of this work session is to share information regarding existing County programs related to a regional food strategy as requested by the council in June 2014. Glenda Poling and Sarah Case, from Lane County will make a presentation at this meeting to discuss ongoing work by the County and other partners.

BACKGROUND

Over the past several years, the Eugene-Springfield-Lane County region has been building a sustainable local food system, supporting urban agriculture, and promoting economic development opportunities related to food clusters. Lane County is the lead on the following initiatives:

Local Market Development

1) Lane County Food Market Analysis

In 2010, Lane County published this study, which 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. The Executive Summary is included as Attachment A.

In October 2014, Lane County published the Public Market & Food Hub Analysis, in partnership with the City of Eugene and the University of Oregon. A copy of the report is available in the City Council offices. A link to the report can be found at [Lane County Public Market and Food Hub Market Analysis](#).

2) Local Food Industry Analysis

In December 2012, the Lane County Food/Beverage Industry Cluster Analysis and Strategic Development Recommendations was prepared for Lane County by Robin Scott from Lane Workforce Partnership and William Ellis from the City of Eugene with a grant received by Lane County from the U.S. Department of Commerce Economic Development Administration. The

report acknowledges that the food and beverage cluster of Lane County has recently emerged as a potential economic development investment area. The purpose of the analysis was to determine the scope of the cluster and if appropriate for investment, what economic development strategies would best serve the cluster. A copy of the report can be found in the City Council Offices. A link to the report can be found at [Lane County Food/Beverage Industry Cluster Analysis](#).

At the November 2013 Regional Prosperity Summit, three industries were identified as “clusters of activity” that are “areas of industrial strength and are ripe opportunities for economic growth. In addition to Edutech (software and educational research) and advanced manufacturing industries, it was identified that the region has an above-average concentration of food and beverage manufacturing. Specifically, it was identified that Lane County has a recipe for success in food production and manufacturing. Abundant natural resources and low business costs combined with an educated, technically skilled workforce, a central location, and an unbeatable lifestyle creates one of the best locations for growing food-related companies.

Lane County staff will also discuss ongoing efforts of TEAM Oregon Food Processing (TEAM). TEAM was established to leverage resources and create a more aggressive and strategic industry recruitment effort to bring food processors to Oregon. Additionally, there is a significant Business Retention and Expansion program for existing Oregon food/beverage processing companies. The 2014 TEAM Annual Report is included as Attachment B.

RELATED CITY POLICIES

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

Regional Economic Prosperity Plan:

Guiding Principle: Healthy Living - Champion businesses and entrepreneurs that promote a healthy, safe, and clean community while enhancing, protecting, and making wise use of natural resources.

Strategy: Strengthen Key Industries

Tactic 6.2 Develop associations or networks among targeted cluster businesses for innovative networking, information-sharing, and to provide opportunities for business growth.

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

COUNCIL OPTIONS

Discussion only.

CITY MANAGER'S RECOMMENDATION

No recommendation from the City Manager.

SUGGESTED MOTION

No motions provided.

ATTACHMENTS

- A. Lane County Food Market Analysis, Executive Summary
- B. TEAM 2014 Annual Report

FOR MORE INFORMATION

Staff Contact: Lisa Gardner
Telephone: 541-682-5245
Staff E-Mail: lisa.a.gardner@ci.eugene.or.us