



Baltimore Food Policy Initiative: Food Access Strategies & Urban Agriculture



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Baltimore Food Policy Overview





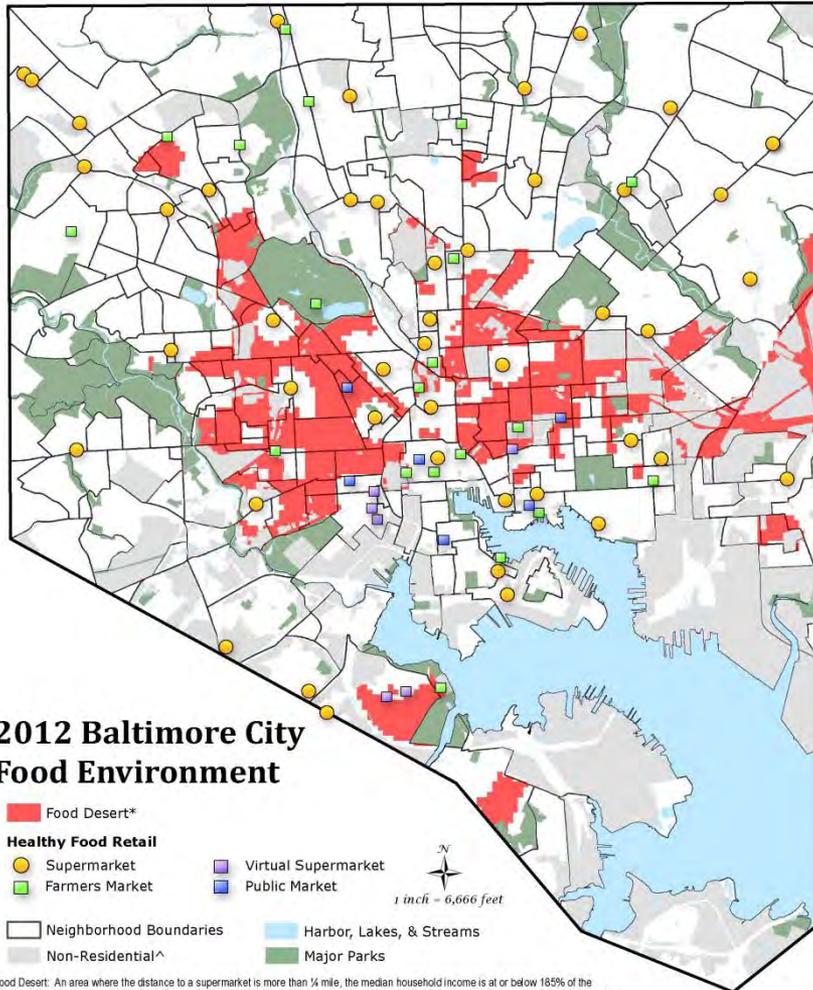
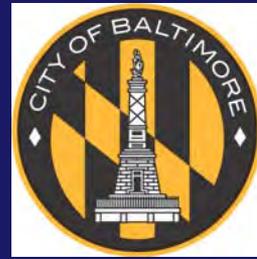
Establish Baltimore as
a leader in sustainable
local food systems

BOS Greening Goal #2

A close-up photograph of a hand holding a green apple. Below the hand is a woven basket filled with various fruits, including green and red apples and yellow lemons. The background is dark and out of focus, showing more greenery.

To improve health outcomes
by increasing access to
healthy affordable food in
food deserts

Food Desert Map



2012 Baltimore City Food Environment

Food Desert*

Healthy Food Retail

- Supermarket
- Farmers Market
- Virtual Supermarket
- Public Market

- Neighborhood Boundaries
- Non-Residential^
- Harbor, Lakes, & Streams
- Major Parks

*Food Desert: An area where the distance to a supermarket is more than 1/4 mile, the median household income is at or below 185% of the Federal Poverty Level, over 40% of households have no vehicle available, and the average Healthy Food Availability Index score for supermarkets, convenience and corner stores is low (measured using the Nutrition Environment Measurement Survey).

^ Not included in study. Non-residential areas include Colleges and Universities, Hospitals, Hospital Areas, Stadiums, and Shopping.

MARCH



Stephanie Rawlings-Blake
Mayor
Thomas J. Stoer
Director of Planning



JOHNS HOPKINS
BLOOMBERG
SCHOOL OF PUBLIC HEALTH

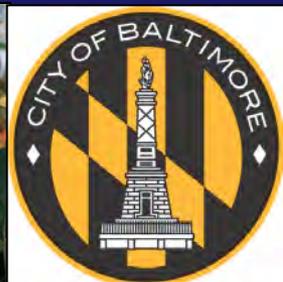
JOHNS HOPKINS
Center for a Livable Future

Definition:

- 1/4 mile from grocery store
- Low vehicle availability
- At or below 185% federal poverty level
- Low Healthy Food Availability Score based on the Nutrition Environment Measurement Survey

Impact:

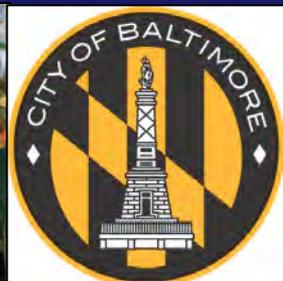
- 20% of city residents in food deserts, (120,000 or 1 in 5 residents)
- 1 in 4 school aged children (31,000, 23%)
- 1 in 4 of African American (105,000 - or 26%)
- 82% of residents are employed



Baltimore Food Policy Initiative (BFPI)

- Inter-governmental collaboration:
 - Baltimore Office of Sustainability, Department of Planning, Health Department & Baltimore Development Corporation
- Food Policy Advisory Committee (Food PAC)
 - Provide Advisory Capacity to implement Food Policy Taskforce recommendations
 - 60 Diverse stakeholders (such as Anti-hunger community, extension, city government, community nonprofits, schools)





Food Policy Recommendations

1. Promote and expand farmers markets
2. Support community gardens and urban agriculture
3. Expand supermarket home delivery program
4. Develop a targeted marketing campaign to encourage healthy eating among all Baltimoreans
5. Support street vending of healthy foods
6. Promote and expand community supported agriculture
7. Support a central kitchen model for schools
8. Support research on food deserts and collaboration with policy makers
9. Improve the food environment around schools & recreation centers
10. Create healthy food zoning requirement or incentives



Best Practices:

Implementation of the Food Policy Taskforce Recommendations



Homegrown Baltimore

Grow Local, Buy Local, Eat Local

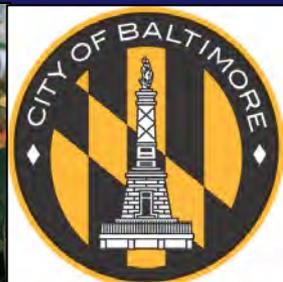




Support & Expand Farmers Markets

- 20 farmers markets in Baltimore City
- 7 EBT machines at Farmers Markets
- Change in State Farmers Market Policy to accept SNAP benefits in first year markets
- Created a Farmers Market Permit Guide
- Simplified the city permit process for farmers markets

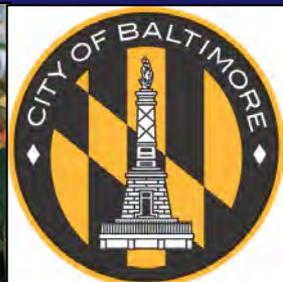




Support Urban Agriculture

- Vacant Land Assessment
 - Approximately 20 acres
- Developed & issued RFQ for urban farmers
- Updated Animal Husbandry Regulations
 - Miniature Goats, Bees, Rabbits and Chickens
- Updated City Building Code
 - Hoop houses

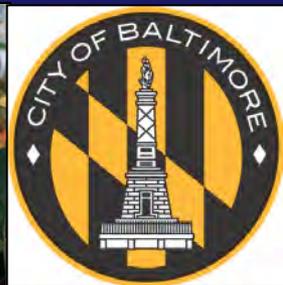




Animal Husbandry

- Chickens
 - 4 chickens on 2,000 square feet
- Goats
 - 2 dwarf goats on 20,000 square feet
- Bees
 - 2 hives on 2,500 square feet
- Rabbits
 - 4 rabbits on 2,000 square feet

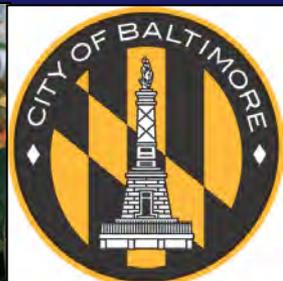




Zoning

- **Community Managed Open Space:**
 - Permitted use in all districts
 - Includes community gardens and farm stands
- **Urban Agriculture:**
 - Conditional use in most districts
 - Requires submittal of Management Plan

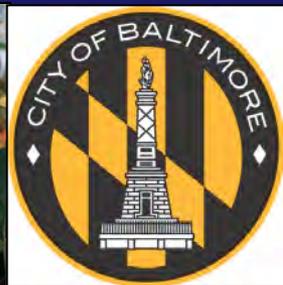




Agronomic Characteristics for Sites

- **Size:** Minimum of 1 acre
- **Lease Agreement:** Minimum of 5 years
- **Vehicle Access:** Daily sprinter vans and box trucks, Semi-Annual 18-wheelers
- **Buildings:** Uses for storage, distribution, processing
- **Resources:** Water (2 inch lines), Electricity
- **Shade Coverage:** Minimal shade coverage
- **Surface:** Any surface is farmable
- **Grade:** Less than a 5% grade
- **Sun Exposure:** South facing





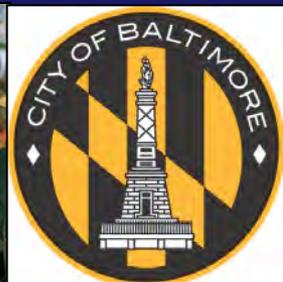
Terms & Finances

- 5-year leases (with 2-year notice to vacant), terms based on farm type
- Rate of \$100/year
- No taxes on non-profit farms
- For-profit farms may be eligible for tax breaks
- Funding for initial capital costs
 - Seed Money – General Obligation Bonds
\$160,000



Farm to School

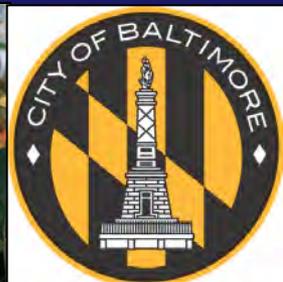




Healthy Food In Schools

- Green Schools Network:
Sustainable Food System
Action Team
- Healthy Food Challenge
Grants
 - 11 schools
- Let's Move Salad Bar Initiative
 - 10 New Salad Bars
- Fruit and Vegetable Program
 - 86 schools





Get Fresh Baltimore

- Goals
 - Fruit & Vegetable campaign by youth, for youth
 - Food media literacy
- 2,000 Elementary Students
 - 250 ads in Metro buses
- 5 Public Service Announcements
- Funded by Kaiser Permanente

Get Fresh Baltimore.com

Get fruits and vegetables at your virtual supermarket.

Logos for Kaiser Permanente, Baltimore City, and FOX 45 are visible at the bottom.

Get Fresh Baltimore.com

Get fruits and vegetables at your farmers' market.

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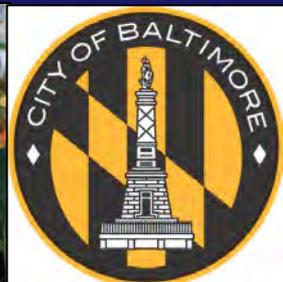
Get Fresh Baltimore.com

Get fruits and vegetables at your grocery store.

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Healthy Food Retail in Food Deserts





Virtual Supermarket



- Order groceries online anywhere
- Accepts SNAP Benefits
- Pick up at local library, school or Senior Housing





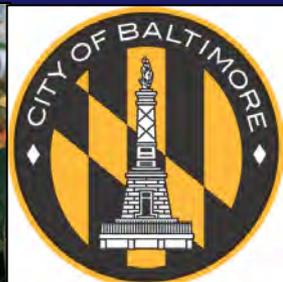
Public Markets

- Retail strategies for carryouts to provide & display healthier choices
 - Create healthy menu labels & menu displays
 - Change menus to include healthier sides & combo meals
 - Pilot healthy carryout certification
- Increase demand for healthy food purchasing
 - Cooking demos & nutrition education
 - Coupons and incentives for healthy choices
- Local Farm Stands
 - Day stalls for local farmers

Sophia's Place EUROPEAN DELI Look for the leaf for a fresh choice

PANINIS	\$5.95	Smoked Turkey and Asiago Panini <small>Smoked Turkey, Asiago Cheese, arugula, tomato, and pesto and to grain bread</small>	SOUPS	CUP BOWLS	Tomato Basil	
	\$4.95	Mediterranean Veggie Panini <small>Marinated Red Pepper, Fresh Cucumber, tomatoes, onion, hummus, and fresh mozzarella on sandwich bread</small>		Cauliflower		
	\$4.75	Prosciutto Basil Panini <small>Prosciutto, Fresh Mozzarella, tomato, fresh basil, and balsamic vinegar on ciabatta bread</small>		British Style Bean (Pork)		
	\$7.95	Black Forest Rosemary Panini <small>Black Forest Ham, Havarti Cheese, tomato, arugula, and rosemary aioli on rye</small>		Red Borscht		
	\$4.75	Black Forest ham <small>with Havarti cheese on to grain bread with lettuce, tomato, mayonnaise</small>		SIDES	\$4	Crepes with fruits & whipped cream
	\$4.75	Double Smoked Ham <small>with Swiss cheese on rye with lettuce, tomato, mayonnaise</small>			\$5.75	Stuffed Cabbage or Golabki
	\$4.95	Prosciutto or sopressata salami <small>with provolone cheese on wheat bread with spicy brown mustard</small>			\$5.75	Sauerkraut with polish sausage
	\$5.95	Liverwurst <small>with onion on rye with spicy brown mustard</small>			\$5.75	Pierogi <small>potato, farmer's cheese, potato with cheese, sauerkraut, sausage with mushroom, meat</small> <small>* can be served with sauced onions, bacon bits, or sour cream</small>
	\$4.75	Pork loin <small>with edam cheese on pumpernickel with honey mustard, lettuce, tomato, and mayonnaise</small>			<small>Tomato based soup with a Shredded Turkey Panini</small>	
	\$5.95	Smoked salmon <small>with cream cheese and onion on a bagel (or your choice of bread)</small>			<small>Stuffed cabbage with sausage</small> <small>Crepes with strawberries</small>	
\$5.95	Duck pate <small>with hot pepper cheese on pumpernickel with honey mustard, lettuce, or tomato</small>					
\$4.95	Tongue in jelly <small>with horseradish mustard, lettuce, tomato, and your choice of bread</small>					





Thank You

For Information about BFPI:

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BFPI is Currently Supported by:

