



Eating Here:

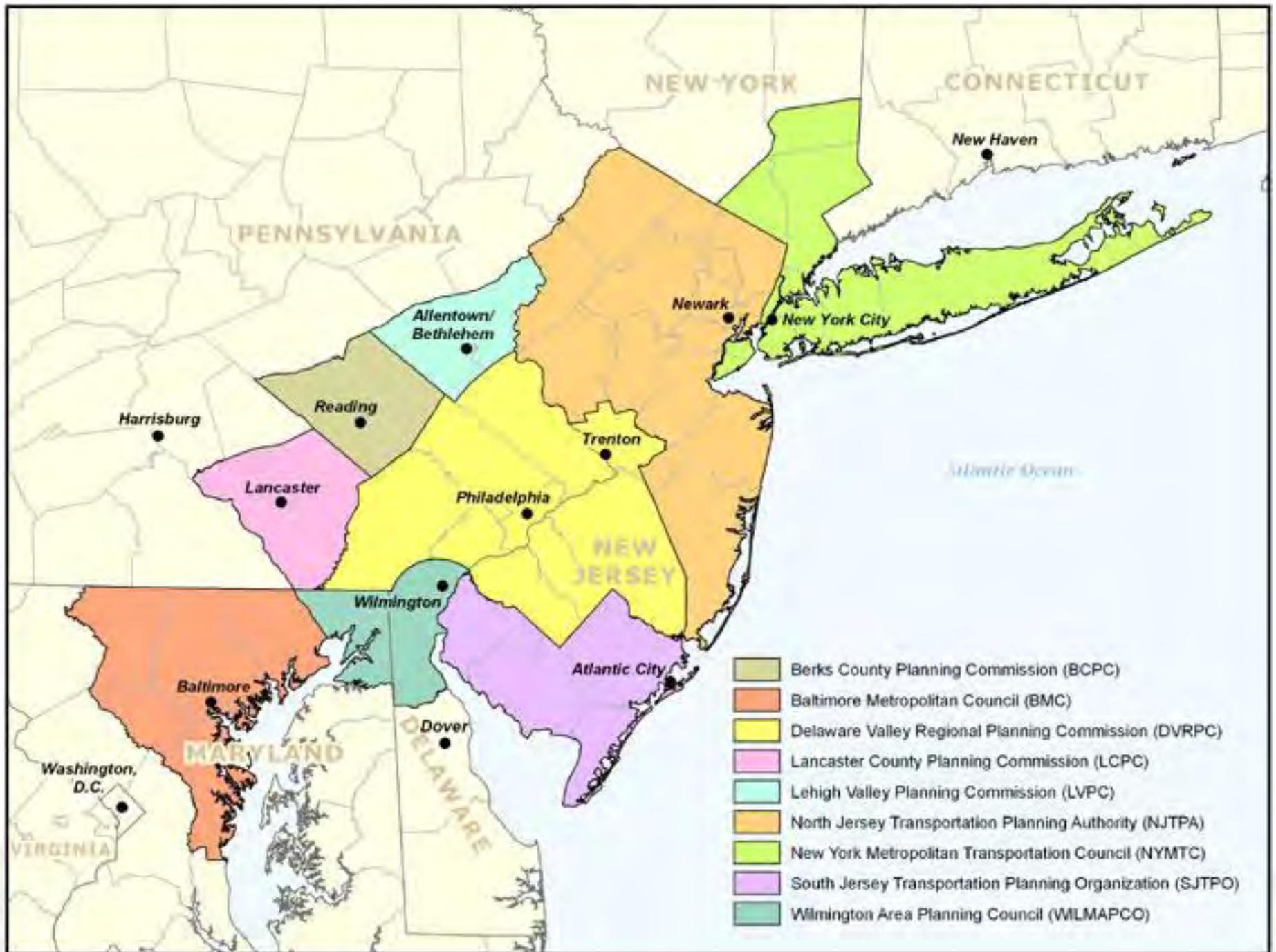
Greater Philadelphia's Food System Plan

Barry Seymour, DVRPC Executive Director

Overview of DVRPC

- Philadelphia's Metropolitan Planning Organization (MPO), created in 1965
- Interstate, intercounty, and intercity agency
- Prioritize transportation funding
- 2 States, 9 Counties, 353 Municipalities
- Issue areas – Transportation, Land Use, the Economy, and the Environment





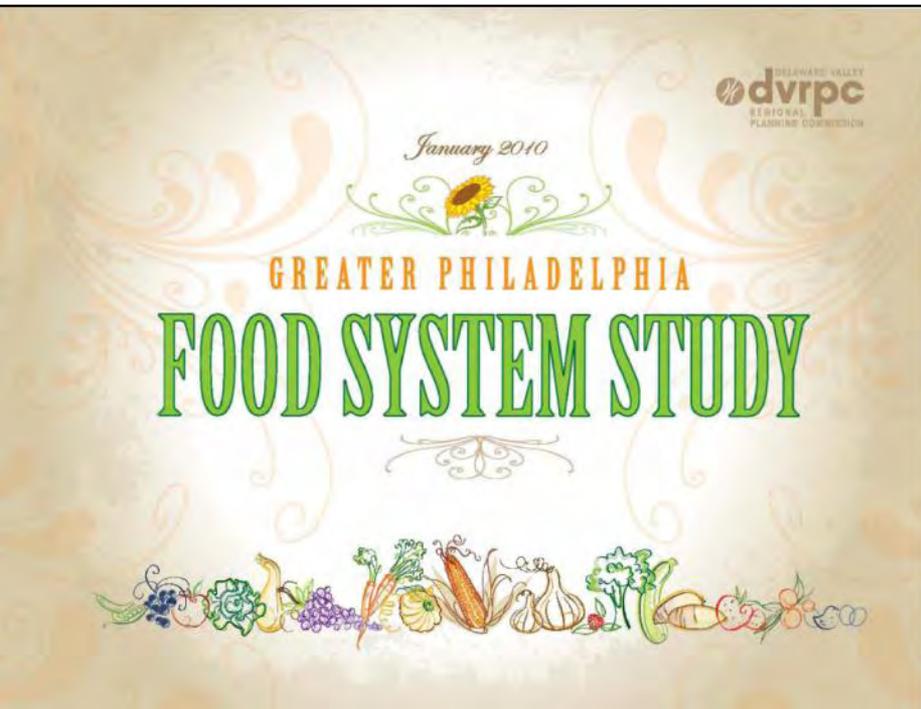
- Berks County Planning Commission (BCPC)
- Baltimore Metropolitan Council (BMC)
- Delaware Valley Regional Planning Commission (DVRPC)
- Lancaster County Planning Commission (LCPC)
- Lehigh Valley Planning Commission (LVPC)
- North Jersey Transportation Planning Authority (NJTPA)
- New York Metropolitan Transportation Council (NYMTC)
- South Jersey Transportation Planning Organization (SJTPO)
- Wilmington Area Planning Council (WILMAPCO)

Interest in Food System Planning

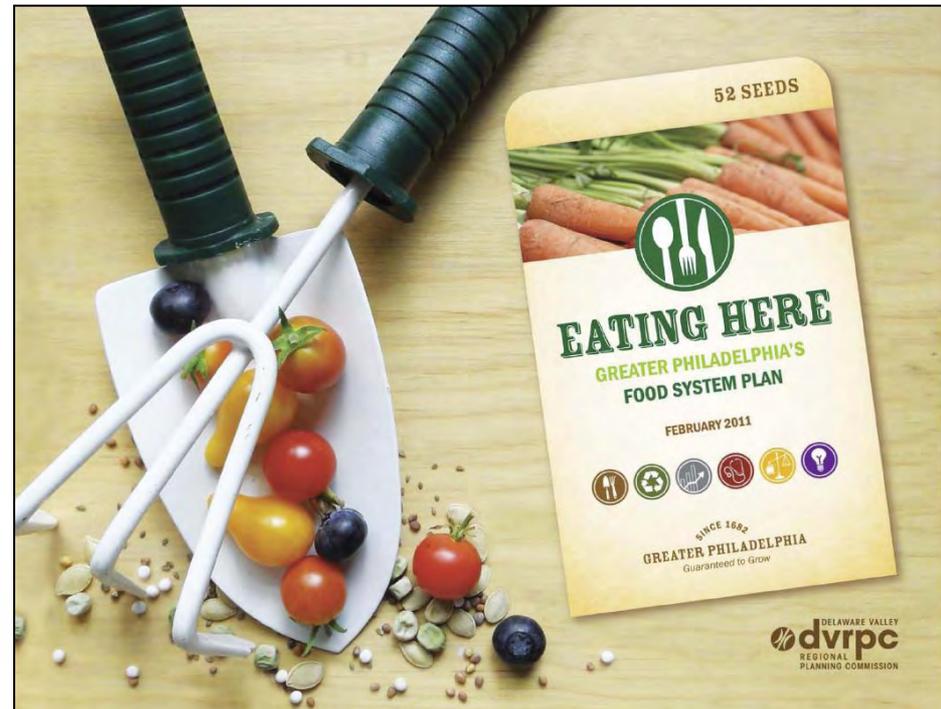
- DVRPC Board approved food system work in September 2007
- Program started in early 2008
- Food cuts across agency's issues areas
 - **Transportation:** More than 15% of trips are food-related
 - **Land Use:** Over 20% of land still in agriculture
 - **The Economy:** Almost 300,000 jobs
 - **The Environment:** Air, land and water impacts
 - **Social Equity:** Access to healthy food and health concerns



DVRPC Food System Projects



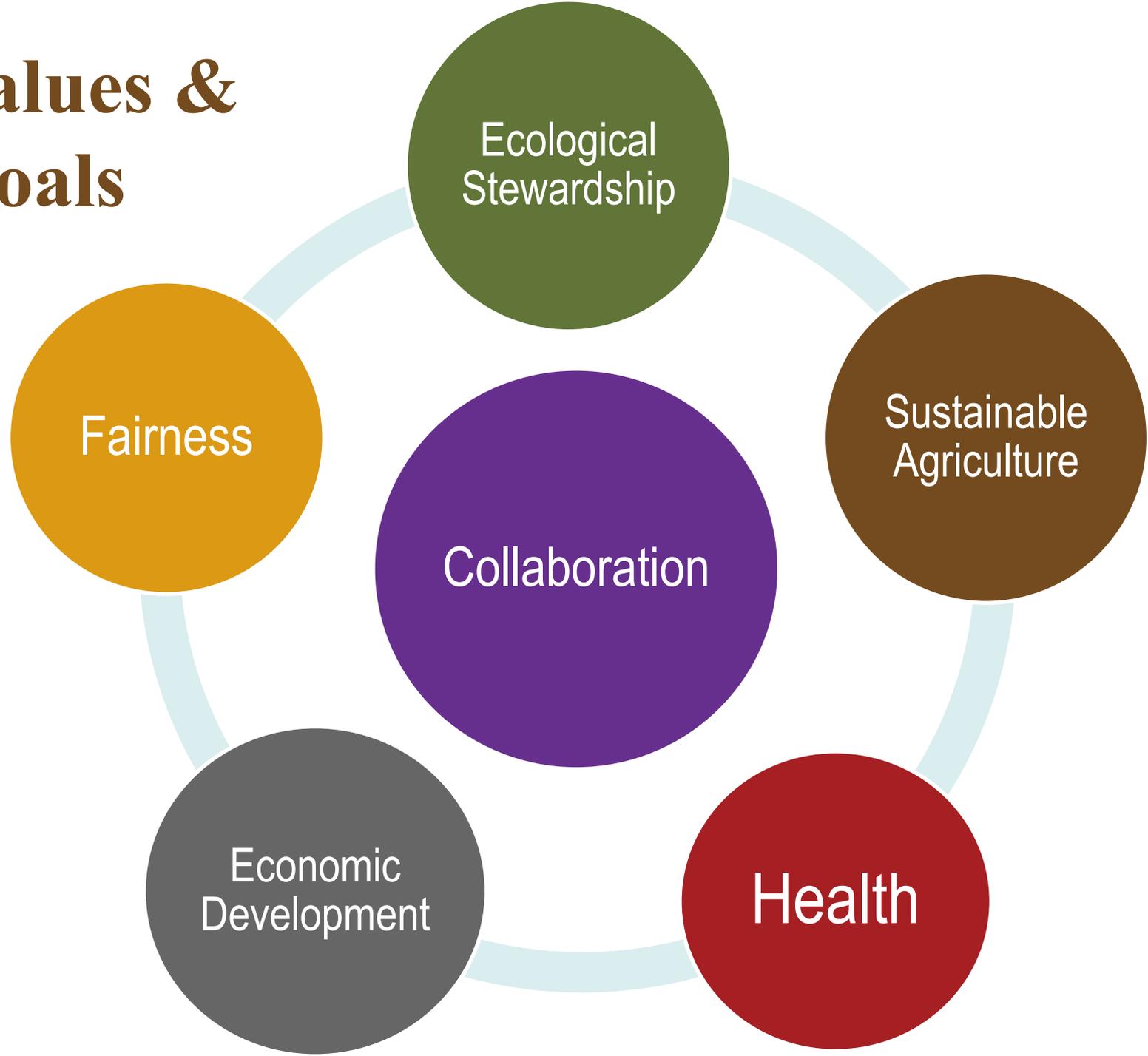
Published in 2010



Published in 2011

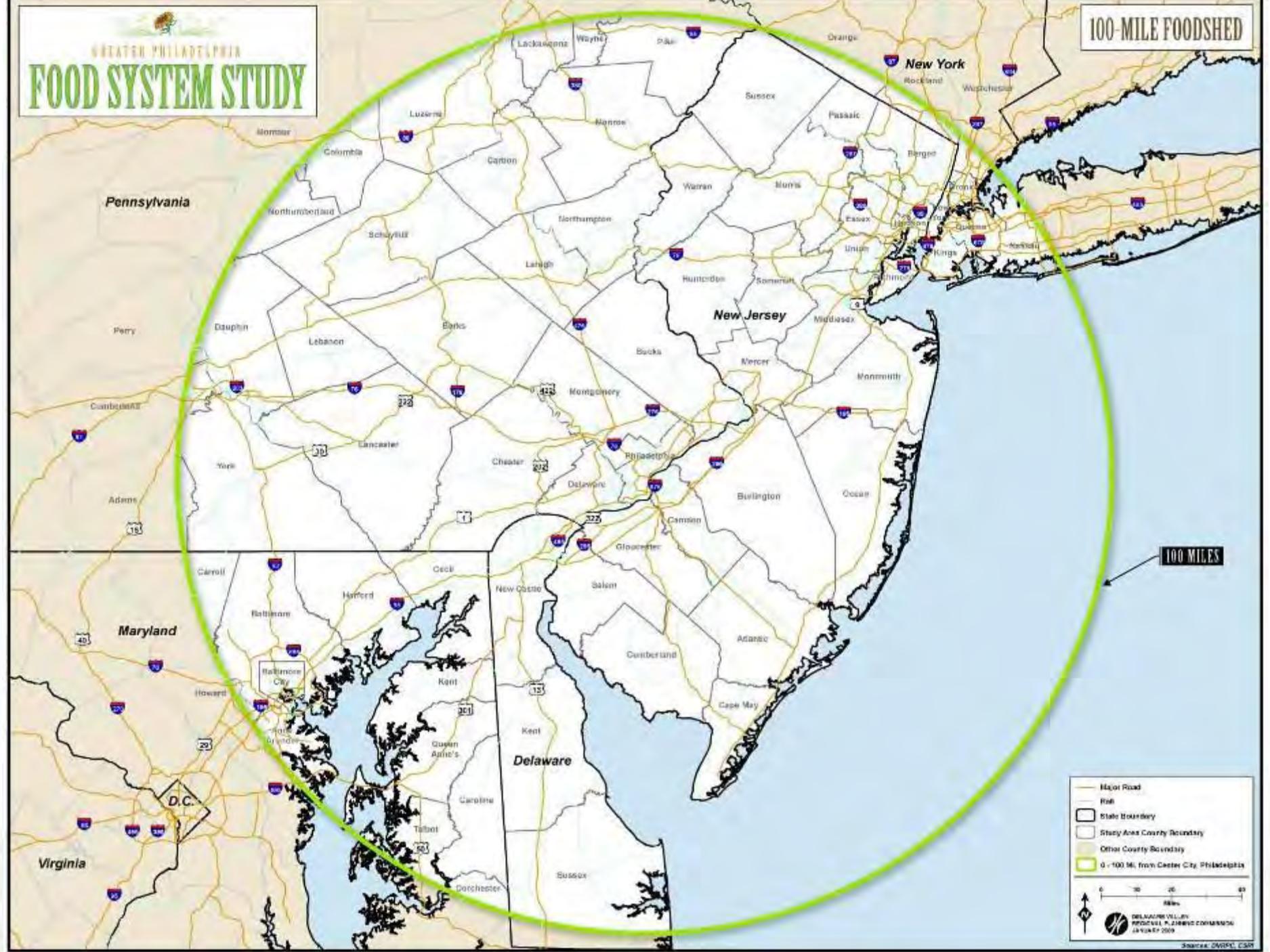


Values & Goals



GREATER PHILADELPHIA
FOOD SYSTEM STUDY

100-MILE FOODSHED



100 MILES

- Major Road
- Rail
- State Boundary
- Study Area County Boundary
- Other County Boundary
- 0 - 100 Mi. from Chester City, Philadelphia

0 30 60 90
 Miles

DELAWARE VALLEY
 FOODS & FIBERS COMMISSION
 JANUARY 2009

Source: DAVPFC, CSAP



Lancaster County, PA



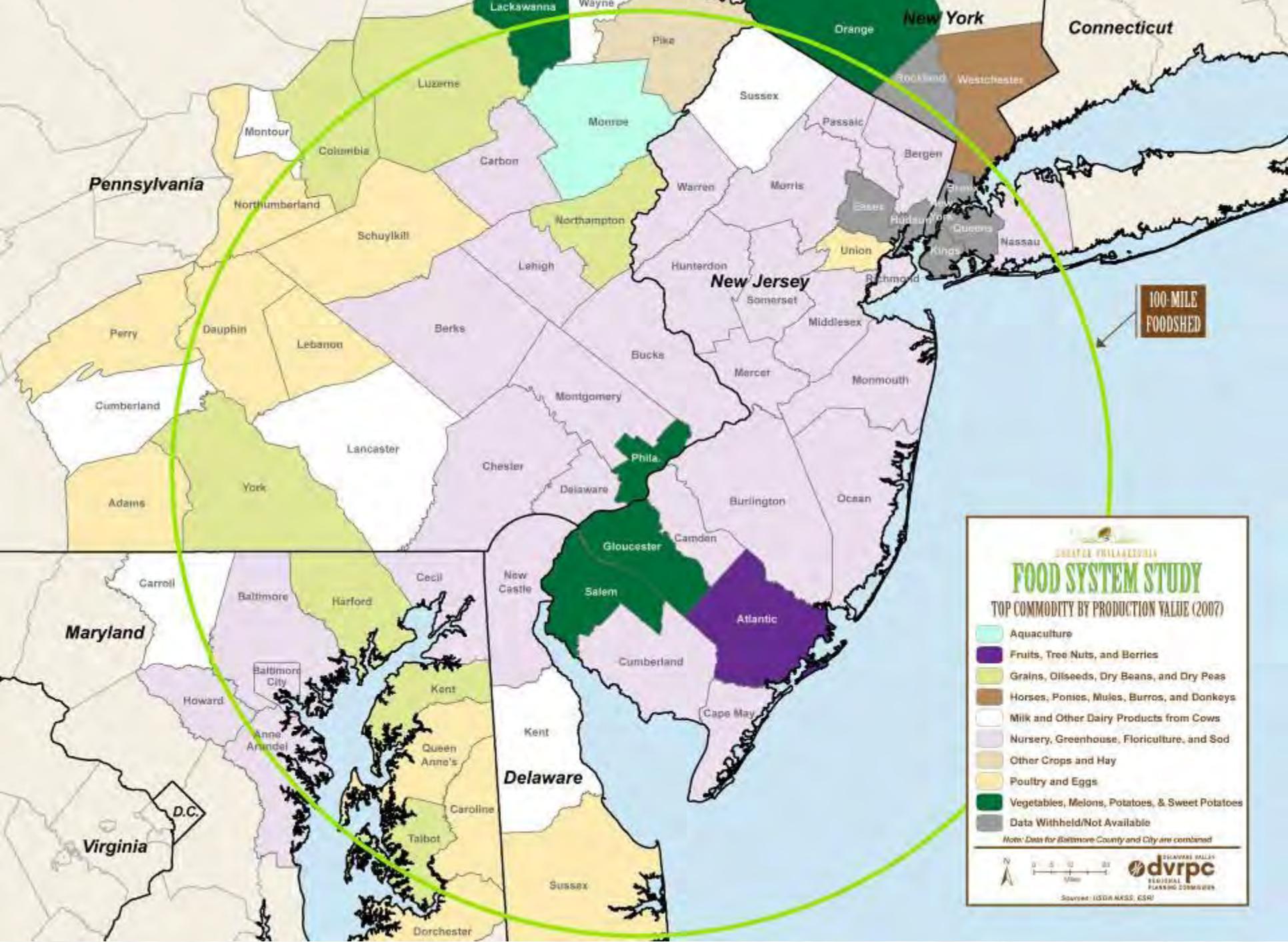
Gloucester County, NJ



Cumberland County, NJ



Lancaster County, PA



Pennsylvania

New York

Connecticut

New Jersey

Maryland

Delaware

Virginia

D.C.

Lackawanna

Wayne

Orange

Rockland

Westchester

Montour

Columbia

Luzerne

Monroe

Carbon

Sussex

Passaic

Bergen

Northumberland

Schuylkill

Northampton

Warren

Morris

Essex

Hudson

Franklin

Queens

Richmond

Passaic

Perry

Dauphin

Lebanon

Berks

Lanigh

Hunterdon

Union

Richmond

Somerset

Middlesex

Cumberland

Lancaster

Montgomery

Bucks

Mercer

Monmouth

Adams

York

Chesler

Phila.

Burlington

Ocean

Carroll

Baltimore

Harford

Cecil

New Castle

Gloucester

Salern

Atlantic

Cumberland

Cape May

Maryland

Howard

Baltimore City

Kent

Kent

Delaware

Virginia

D.C.

Queen Anne's

Caroline

Talbot

Sussex

Dorchester



Large Regional Brands



Specialty Crops



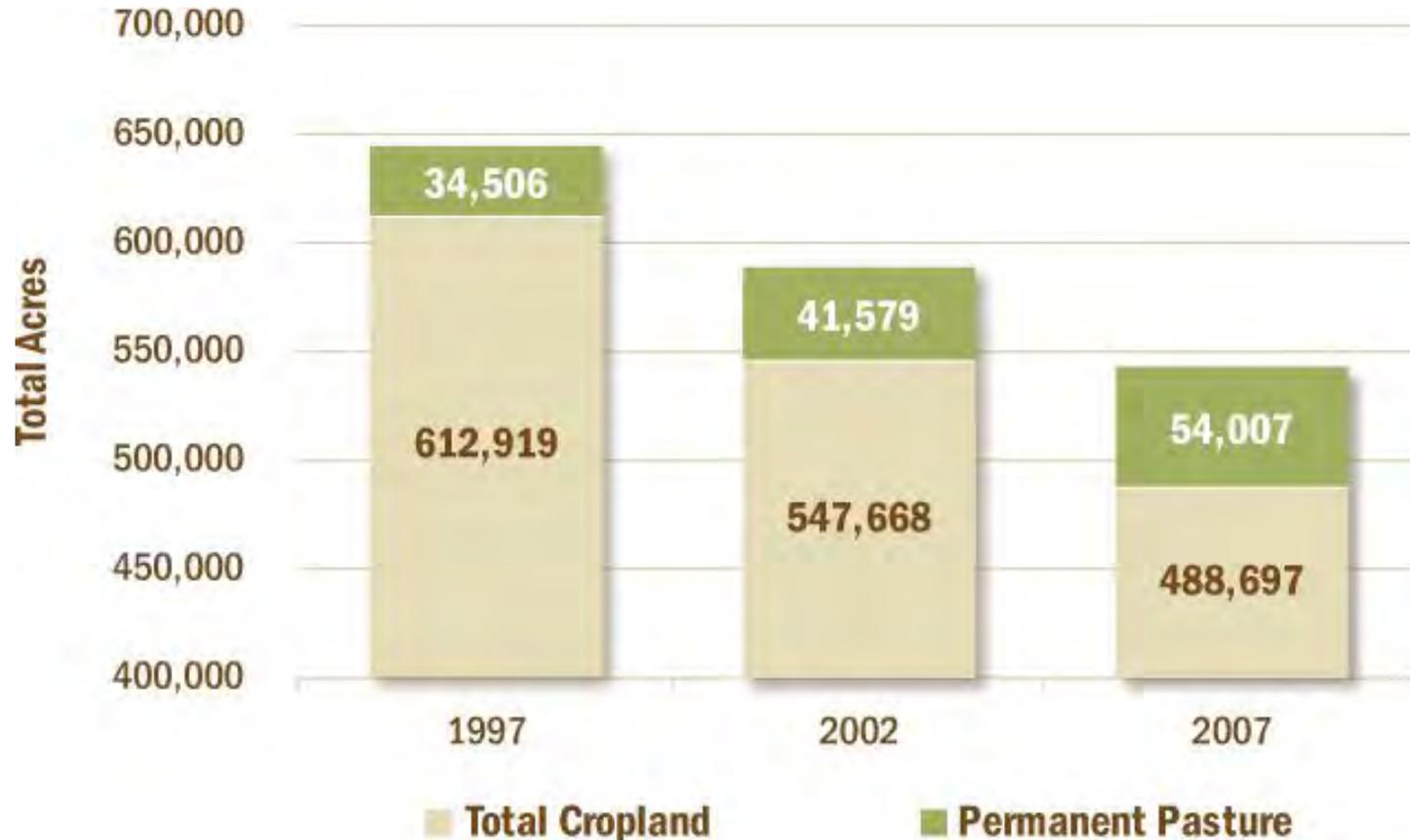
Plain Sect Community



Urban Farming

Production

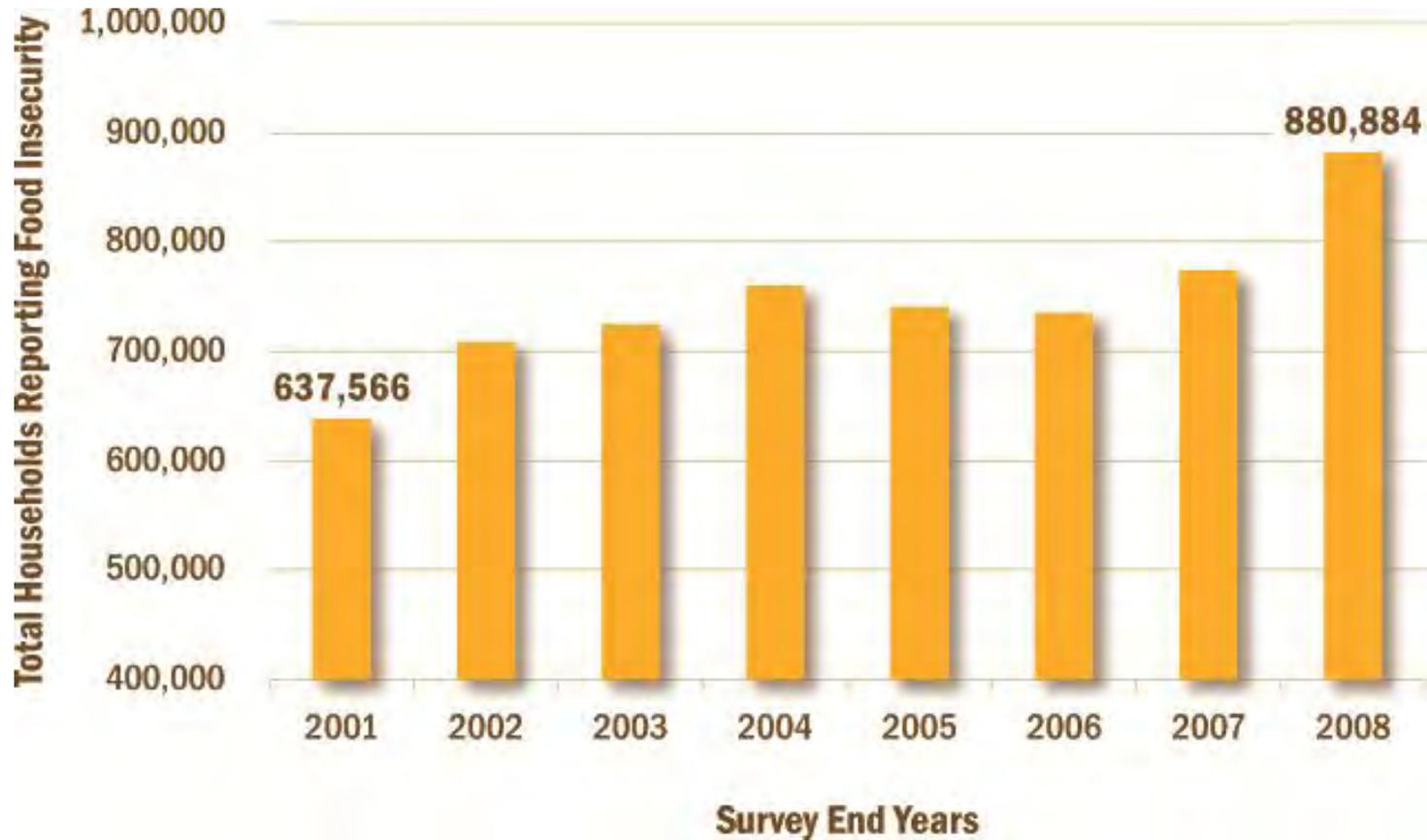
Land in Production in New Jersey (1997 to 2007)



Sources: USDA 1997, 2002, 2007

Food Insecurity

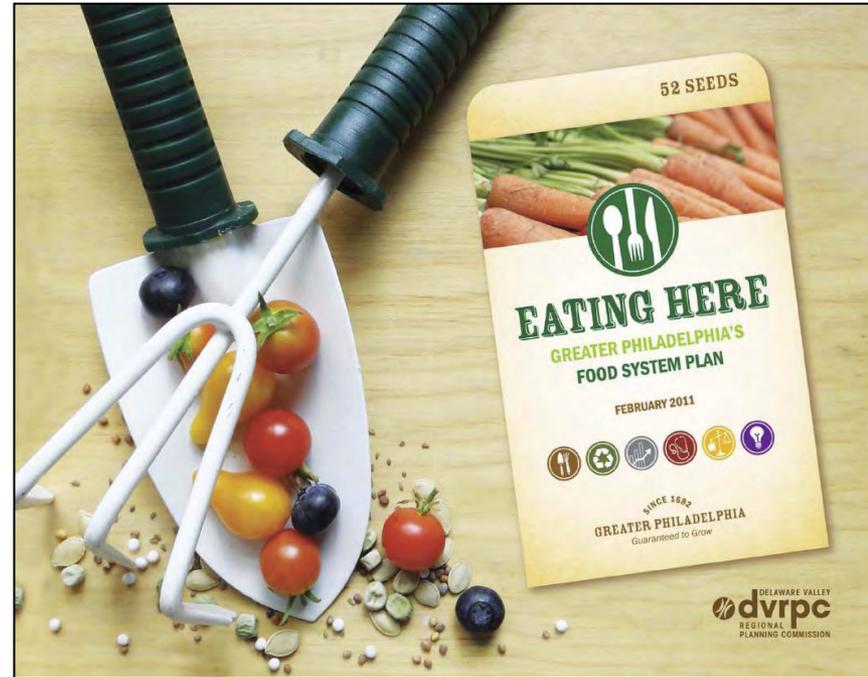
Household Food Insecurity in NJ and PA (2001 to 2008)



Sources: USDA 2009.

Food System Plan Recommendations

- Keep farmland affordable and available
- Support farmers and food entrepreneurs: Farm to City
- Increase knowledge of and access to healthy food
- Protect and enhance land and water resources
- Continue to collaborate and cooperate



Next project:

Camden Food Economy Strategy

- Apply regional food system planning processes to a smaller geographic area
- Co-Investment between **DVRPC** and **Campbell Soup Company**
- Food System vs. **Food Economy**; Study vs. **Strategy**
- **Project's Goals:**
 - Through coordinated work and research with a team of partners, create a strategy that identifies stakeholders, funders, current projects and investments, and strategies that are improving and will improve Camden City's Food System and Economy.





PHS Pops Up Garden



Greensgrow Farms



Mill Creek Farm



Rooftop garden

Many Programs Addressing Systemic Approaches

Pennsylvania
Horticultural Society
- City Harvest

The Food Trust –
Farmers Markets

Greensgrow Farms
– Urban Ag Food
Hub

Urban Nutrition
Initiative – Youth
Development



Connecting Community Gardening

- Better connect community gardens to Philadelphians in need by increasing availability of fresh produce and donating it to food cupboards



Connecting Community Gardening

- 575 prison inmates involved in “Roots to Re-Entry”
- 225 gardeners involved
- 139,000 pounds of organically grown produce donated
- 32 food cupboards received fresh produce





Urban Agriculture

- Started in 1997, with \$50,000 loan, on a former EPA brownfield.
- In 1998, grossed \$5,000 growing hydroponic salad greens and selling directly to restaurants.
- Learned early to diversify and specialize...who grows what, where.

Before – 1995



Urban Agriculture

- In 2011:
 - Farmstand grossed \$200,000
 - Urban Nursery grossed \$375,000
 - 600-member CSA has grossed \$500,000+
 - Piloted a low-income CSA model
 - Employs 5 people full-time, year-round
 - Employs 24 people part-time and seasonally
 - A food hub

2009



Farmers Markets

- In 2011:
 - The Food Trust managed 26 farmers markets in Philadelphia
 - 88% in low- or mixed-income communities
 - Over 100 local growers and producers participated
 - Over 100 community partners
 - Over 400,000 customers
 - Generated almost \$2.5 million in sales

Youth Development



**URBAN NUTRITION
INITIATIVE**

Engage, Educate, Empower.

- Through a year-round food justice internship program, UNI empowers young people to get involved through **peer food education, urban agriculture, and entrepreneurship.**
- Currently, 75 youth interns from 4 high schools.
- Interns are paid for 8 hours/week, plus 2 hours/week after school of academic skills development.



Youth Development

- Over the last four years, 180 students have participated.
- Drawing students from high schools with graduation rates below 50%, UNI participants are 100% likely to graduate.
- More than 90% of UNI participants will enroll in college.



Healthy Habits



Stabilizing Neighborhoods



Economic Development



Beginning Farmer



Thank You!

WWW.DVRPC.ORG/FOOD

