



City of **GREENSBORO** *North Carolina*

Fresh Food Access Plan

Planning Department
August, 2015





USDA Definitions

Local/Regional Food Business

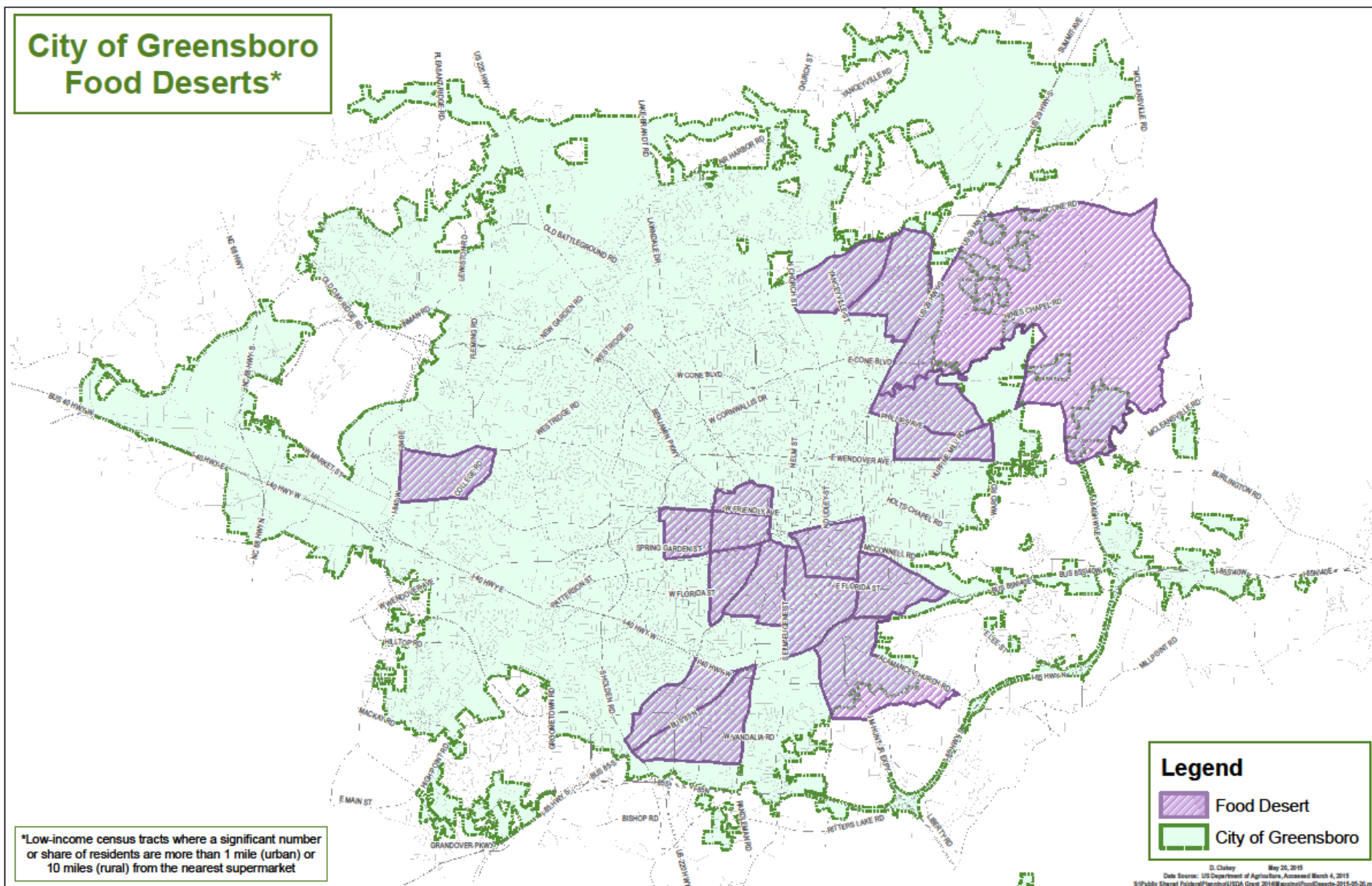
- Intermediary between growers and buyers
- Part of the food supply chain

Local /Regional Food

- Food transported no more than 400 miles



City of Greensboro Food Deserts*



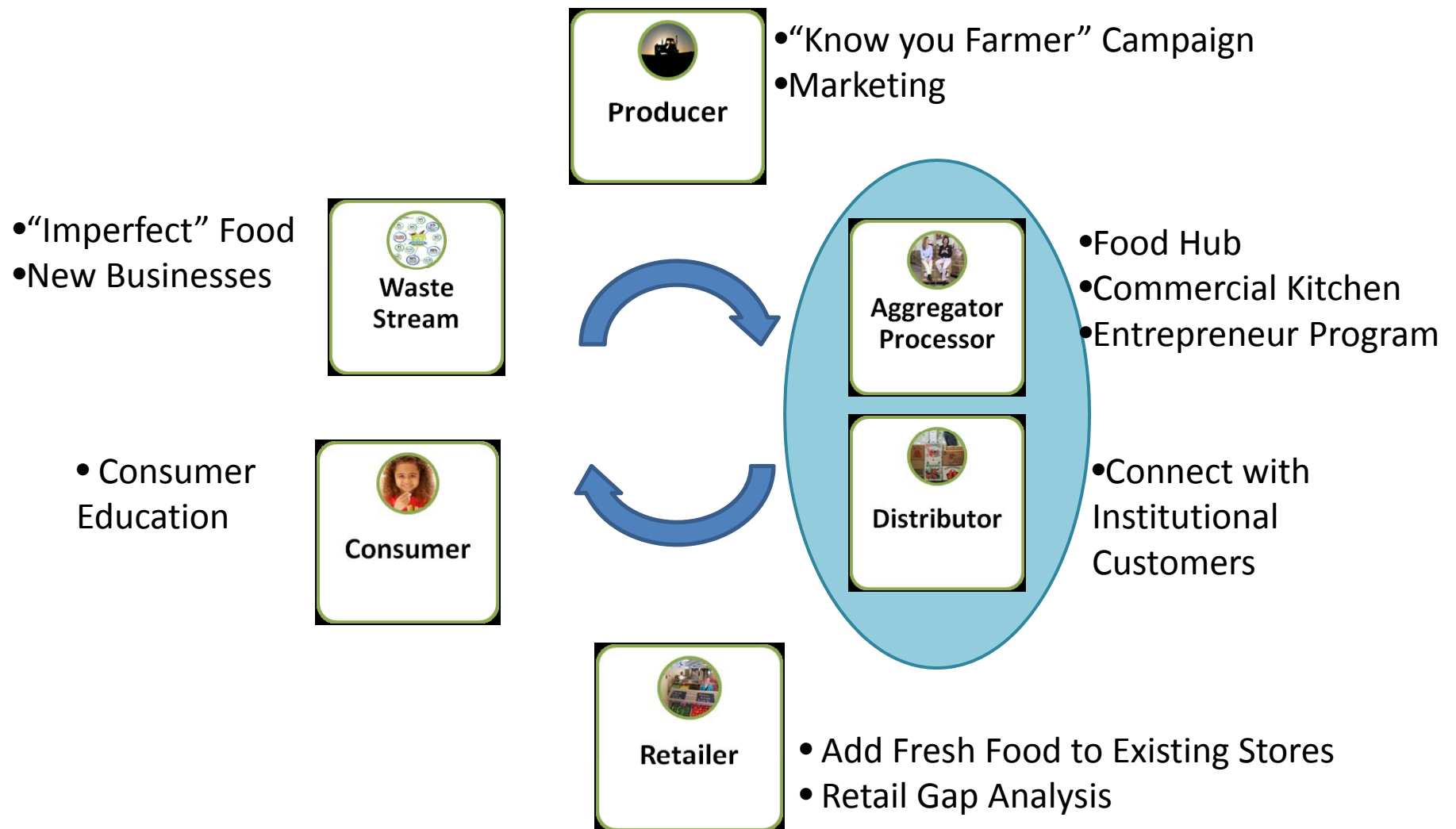


Public Involvement





Food System Strategies





Next Steps

- Implement Strategies
 - Engage partners
 - LFPP Grant, Spring 2016





For More Information

2015

Greensboro Fresh Food Access Plan



Prepared by the City of Greensboro
with assistance from the US Department of
Agriculture
DRAFT
July 14, 2015

The screenshot shows the City of Greensboro website. The header includes the city logo, the name 'City of GREENSBORO, North Carolina', and navigation links: Home, Translate, About Us, City Council Migs, Jobs, and a search bar. Below the header is a menu with links: I Want to..., City News, City Government (highlighted), Living, Visiting, and Business & Development.

The main content area is titled 'LOCAL FOOD PROMOTION PLAN'. It includes a 'Font Size' selector and links for 'Share & Bookmark', 'Print', and 'Feedback'. The text reads: 'Please review a draft of the City's Fresh Food Access Plan, created with support from the US Department of Agriculture's Local Food Promotion Program, to identify strategies to:'

- 1) Improve retail access to fresh, local foods in food desert neighborhoods
- 2) Expand existing local food business enterprises
- 3) Create new local food business enterprises that address identified gaps in food access.

The text continues: 'The plan builds on food desert data previously compiled by the Guilford County Health Department and focuses more directly on Greensboro's 17 census tracts identified as food deserts. The plan also draws on efforts already being made in the community to address this complex issue holistically.'

It then states: 'After reading the plan, please give us your input by taking [this brief survey](#).'

A box titled 'The City will hold two public hearings on this plan:' contains the following information:

- **Planning Board, July 16 at 4 pm** The Planning Board will make a recommendation to City Council following the public hearing.
- **City Council** will consider adoption of the plan at its **August 18 meeting at 5:30 pm**.

At the bottom, it says: 'Both meetings take place in Council Chamber of the Melvin Municipal Office Building, 300 W. Washington St. The public is invited to attend and comment on the plan.'

A sidebar on the left lists various city services and departments: Community Food Task Force, Fix It Greensboro, Public Records Requests, City Council, City Manager's Office, MAP Plan, Current Budget, City Clerk, Code of Ordinances, About Us, Organizational Chart, Departments B - H, Departments I - W, Special Events, Boards & Commissions, Greensboro Goes Green, Mayor's Committee for Persons with Disabilities, and Guilford Cup.