



Legislation Text

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Resolution Adopting the Greensboro Fresh Food Access Plan, USDA Local Food Promotion Program

Department: Planning
Council District: All

Public Hearing: N/A
Advertising Date/By:

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PURPOSE:

Consider adoption of the Greensboro Fresh Food Access Plan.

BACKGROUND:

The City created the Greensboro Fresh Food Access Plan to increase access to fresh foods in Greensboro's 17 census tracts identified as food deserts with financial support from US Department of Agriculture (USDA) Local Food Promotion Program (LFPP). The plan identified barriers to food access, gaps in our local food system, and summarized the major programs currently working to increase food access. The plan identifies strategies to:

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

A stakeholder committee guided the creation of the plan. The group includes food desert residents, a representative from the Guilford Food Council, an urban farmer and farmer's market organizer, and Greensboro and Guilford County staff. The Committee played a key role in community outreach, included interviews of area farmers, food distributors and retail operators; convenience store owners and customers in food deserts; surveying residents at events and local gatherings including City Market and First Friday; promoting online surveys; attending neighborhood association meetings; and encouraging attendance at the city-wide public meeting.

The Planning Board conducted a public hearing on the plan at their July 15, 2015 meeting. The Board voted unanimously to recommend adoption of the plan. One member of the steering committee spoke in support of the plan. Draft minutes of the meeting are attached.

BUDGET IMPACT:

No funding is allocated for implementation at this time. Staff will work with the County and partner agencies to secure implementation funding for individual strategies.

RECOMMENDATION / ACTION REQUESTED:

The plan's recommendations address the major barriers and gaps identified in the study. Recommendations include:

- Conduct a *Know your Farmer* education and outreach campaign.
- Conduct ongoing production - market gap research.
- Establish a Local Food Product Entrepreneurship Program for youth and adults.
- Establish a food hub.
- Establish community commercial kitchen facilities in food deserts.
- Build and sustain relationships between producers, distributors and institutional customers.
- Establish a retail fresh food incentive program for existing retail venues in food deserts.
- Conduct ongoing retail - market gap research.
- Conduct comprehensive, targeted consumer education campaign.
- Build market acceptance of 'imperfect' local food products.
- Support food waste reduction entrepreneurship.

A copy of the draft plan is attached.

Staff recommends approval of the plan.