



April 29, 2011

# Planning for Greater Philadelphia's Food System

DELAWARE VALLEY  
**dvrpc**  
REGIONAL  
PLANNING COMMISSION

GREATER PHILADELPHIA  
**FOOD SYSTEM**  
STAKEHOLDER COMMITTEE

# Presentation

- Who is DVRPC?
- Why We're Interested in the Food System
- Stakeholder Planning Process
- Implementation & Partnerships

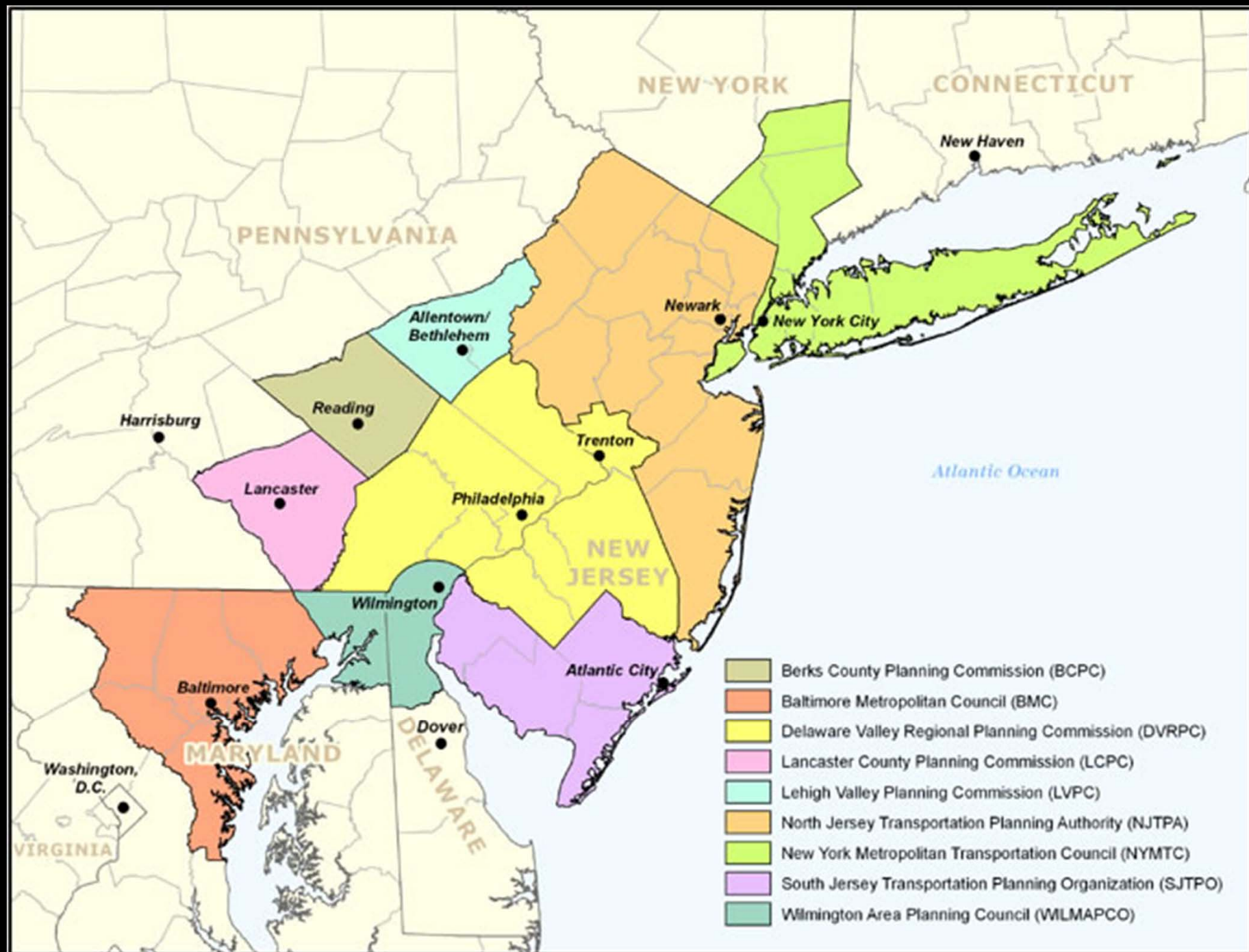


# Overview of DVRPC

- 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







# Interest in Food System Planning

- Food cuts across all issues areas
  - Transportation
  - Land Use
  - The Economy
  - The Environment





A close-up photograph showing a dense, overlapping pile of many bunches of bananas. The bananas are mostly yellow with some green at the stems, indicating they are ripe. The bunches are arranged in a way that creates a strong sense of depth and volume, filling the entire frame.

14 million tons of food moved through  
Greater Philadelphia in 2002





**No Farms  
No Food™**

[www.farmland.org](http://www.farmland.org)

American Farmland Trust

1-800-431-1496

Chester County, Pennsylvania

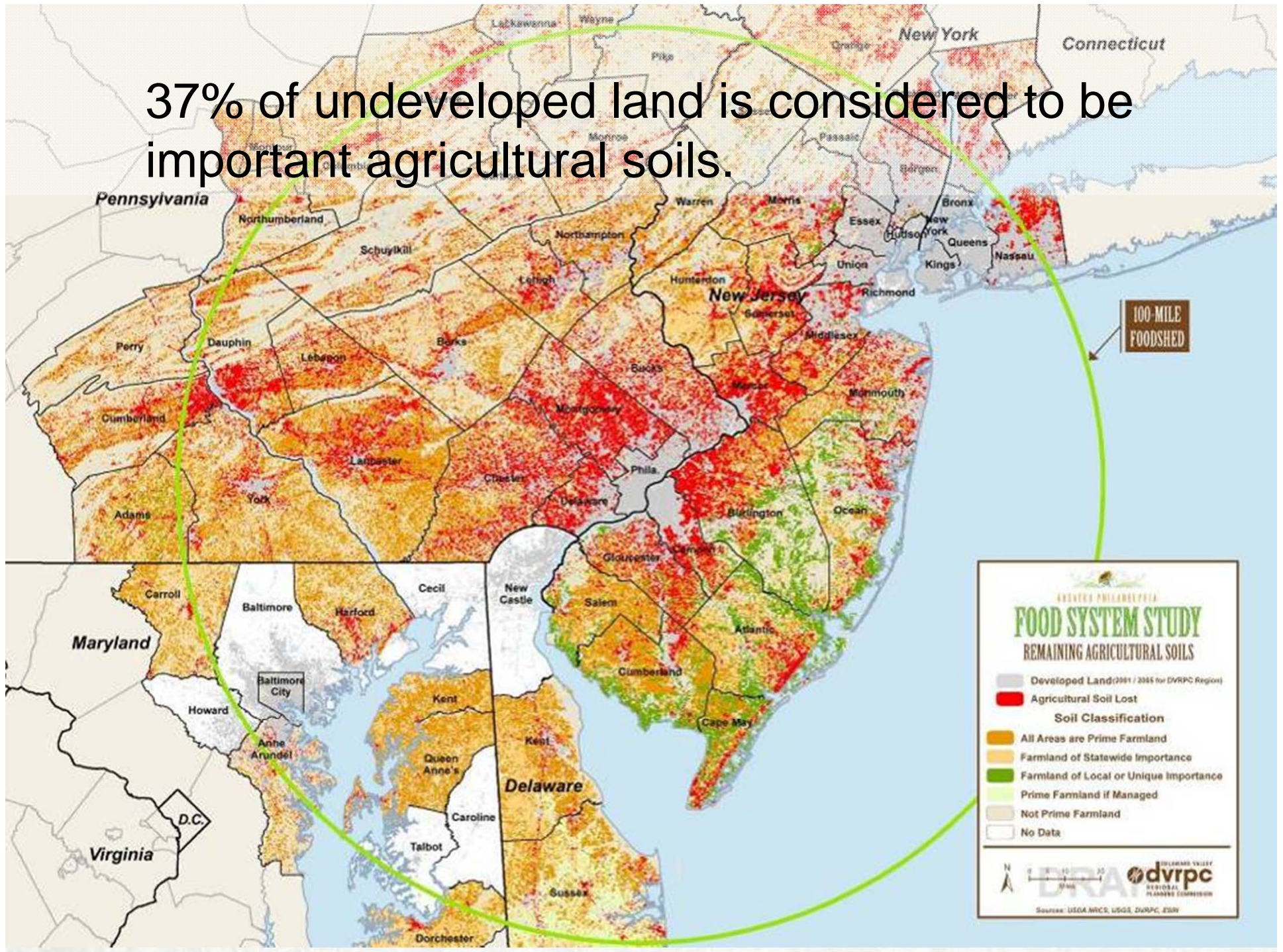


Food creates nearly 300,000 jobs in Greater Philadelphia and is a volatile expense, tied to the expense of fossil fuels.





37% of undeveloped land is considered to be important agricultural soils.



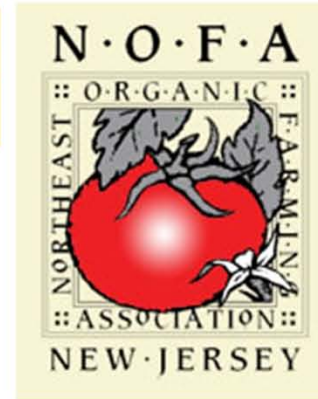


# Stakeholder Planning Process

- Non-planners/stakeholders create scope of work
- Intensive surveying
- Food System Assessment – ag resources, food freight, food economy, and social capital
- Identify values, aspirational goals, and indicators
- Identify far-reaching recommendations
- Prioritize recommendations
- Financial assistance program to implement top recommendations







CORE Care • Outreach • Research • Education



STATE OF NEW JERSEY  
DEPARTMENT OF AGRICULTURE



**PCPC**  
Philadelphia City Planning Commission



WILLIAM PENN  
FOUNDATION



Driving hunger from our communities





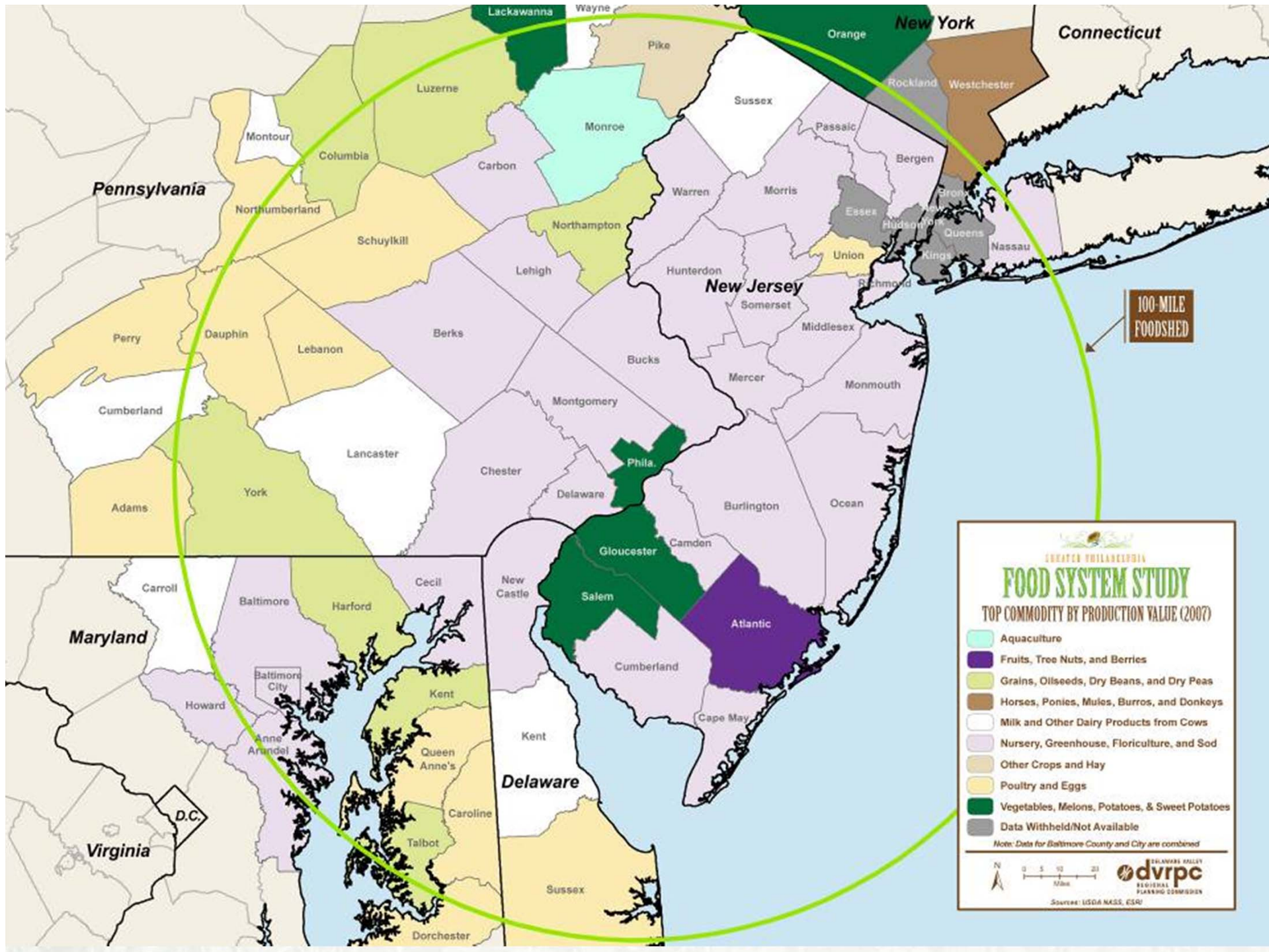
*January 2010*



GREATER PHILADELPHIA  
**FOOD SYSTEM STUDY**







# Greater Philadelphia's Food System

## Food Supply

### Greater Philadelphia's Agricultural Land Needs

DEMAND					SUPPLY		DEFICIT
DVRPC REGION 2005 POPULATION (PERSONS)		TOTAL AGRICULTURAL LAND NEEDS PER CAPITA (ACRES)*	TOTAL AGRICULTURAL LAND NEEDS FOR GREATER PHILADELPHIA (ACRES)		DVRPC REGION 2007 TOTAL CROPLAND AND PASTURELAND (ACRES)**		(ACRES)
5,519,051	x	1.23	=	6,788,433	379,481		-6,408,952
DEMAND					SUPPLY		DEFICIT
100-MILE FOODSHED 2003 POPULATION (PERSONS)		TOTAL AGRICULTURAL LAND NEEDS PER CAPITA (ACRES)*	TOTAL AGRICULTURAL LAND NEEDS FOR THE 100-MILE FOODSHED (ACRES)		100-MILE FOODSHED 2007 TOTAL CROPLAND AND PASTURELAND (ACRES)**		(ACRES)
30,954,544	x	1.23	=	38,074,089	4,127,348		-33,946,741

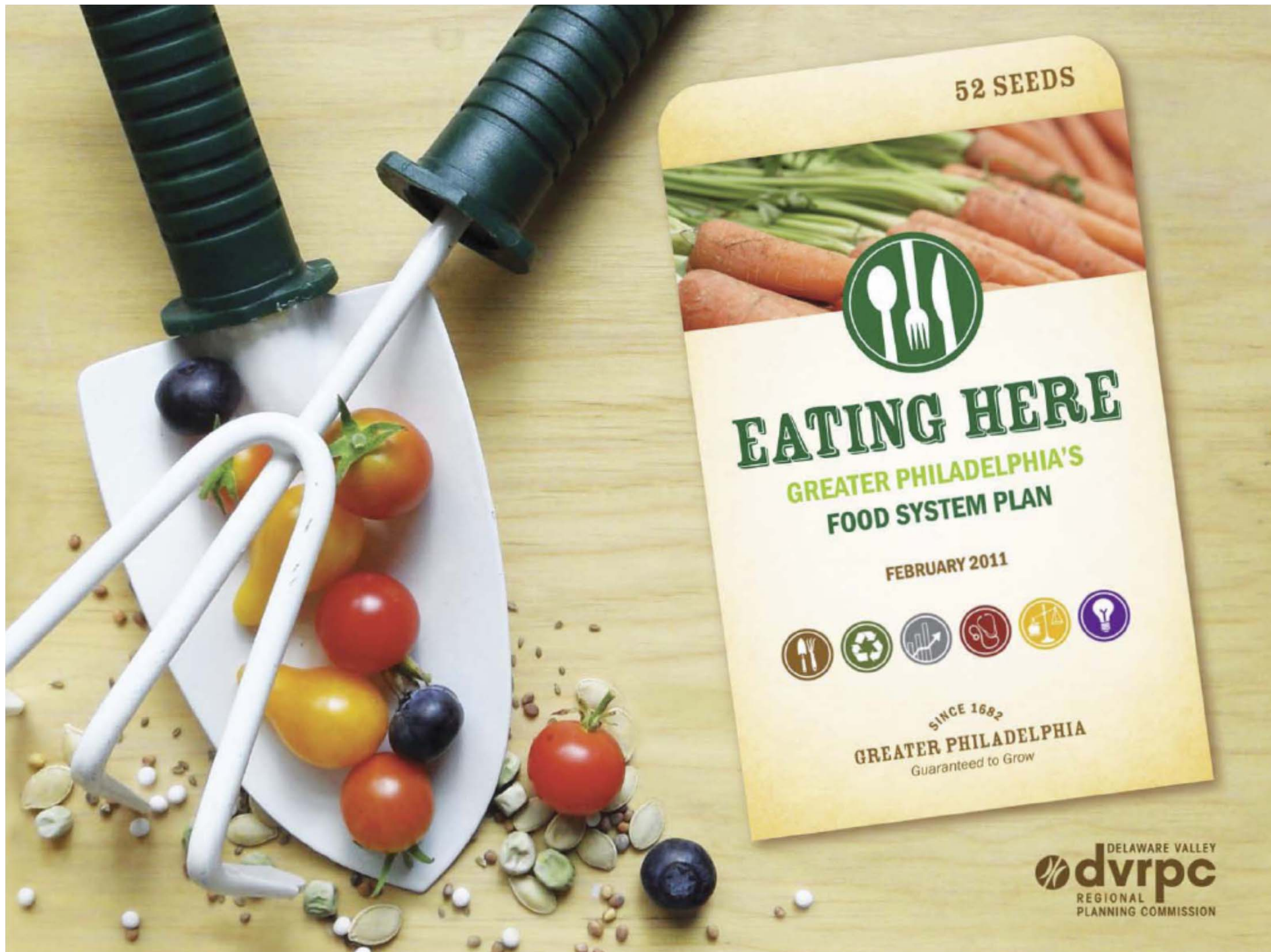
\*Assumes a diet that meets recommended total caloric value of 2,000 calories per person, and includes about nine ounces of cooked meat and eggs and 91 grams of fat.

\*\*Excludes "woodland not pastured" and "land in farmsteads, buildings, etc."

Source USDA 2009, DVRPC 2009







52 SEEDS



# EATING HERE

GREATER PHILADELPHIA'S  
FOOD SYSTEM PLAN

FEBRUARY 2011



SINCE 1682  
GREATER PHILADELPHIA  
Guaranteed to Grow

DELAWARE VALLEY  
**dvrpc**  
REGIONAL  
PLANNING COMMISSION

# Values & Goals



# Farming and Sustainable Agriculture



# Economic Development



# Health



# Fairness



# Collaboration

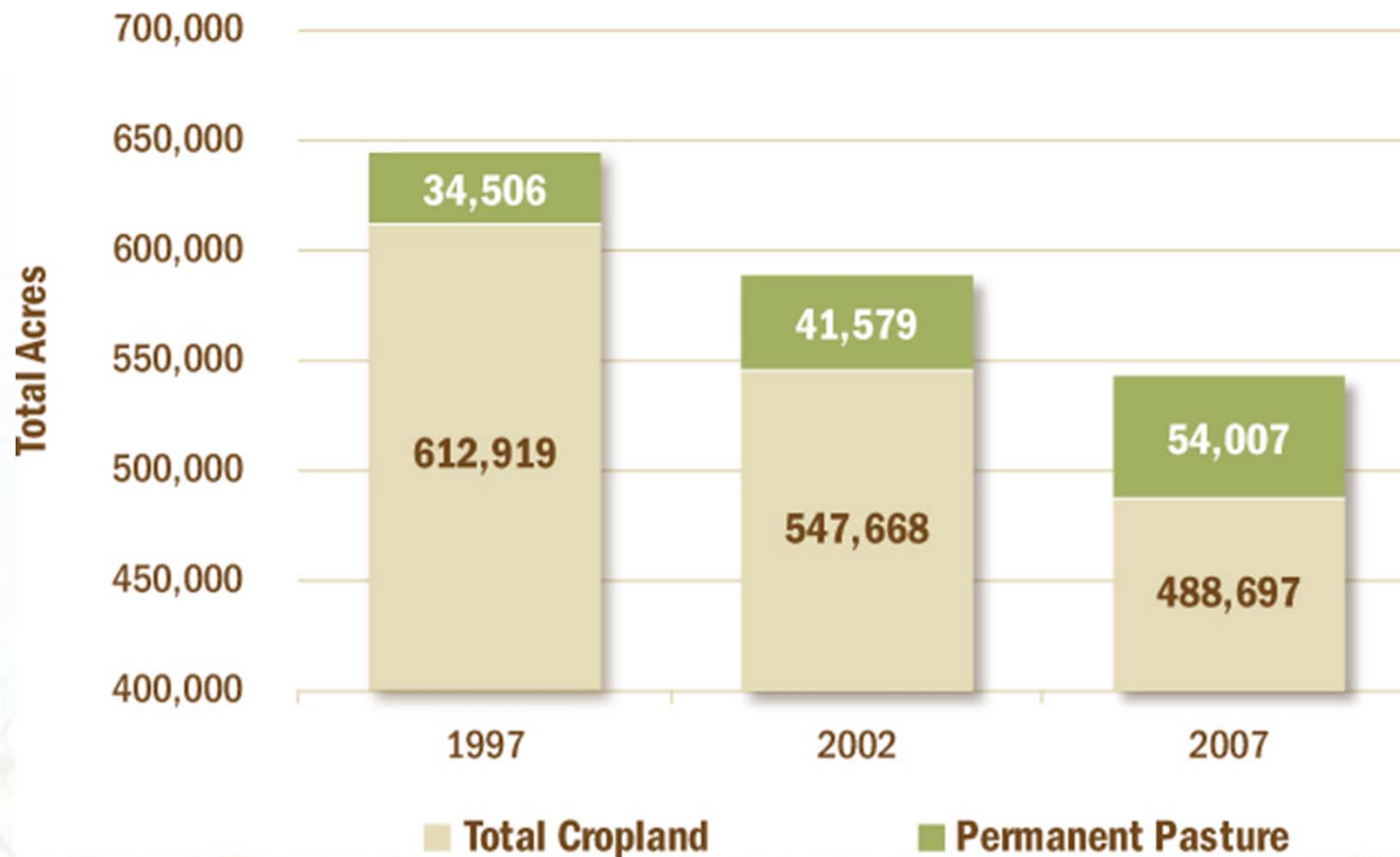


## Ecological Stewardship and Conservation



# Indicators

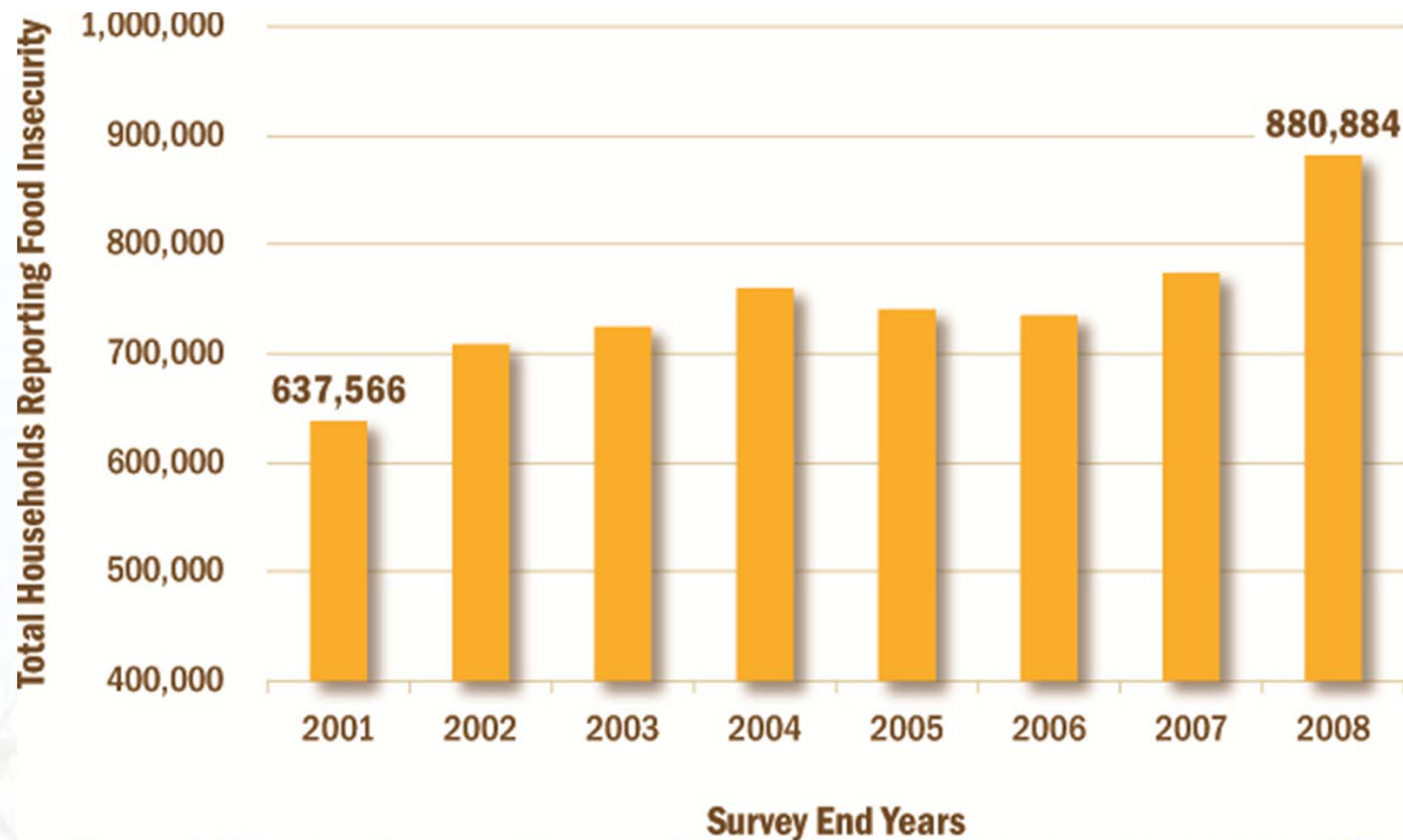
## Land in Production in New Jersey (1997 to 2007)



Sources: USDA 1997, 2002, 2007

# Indicators

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

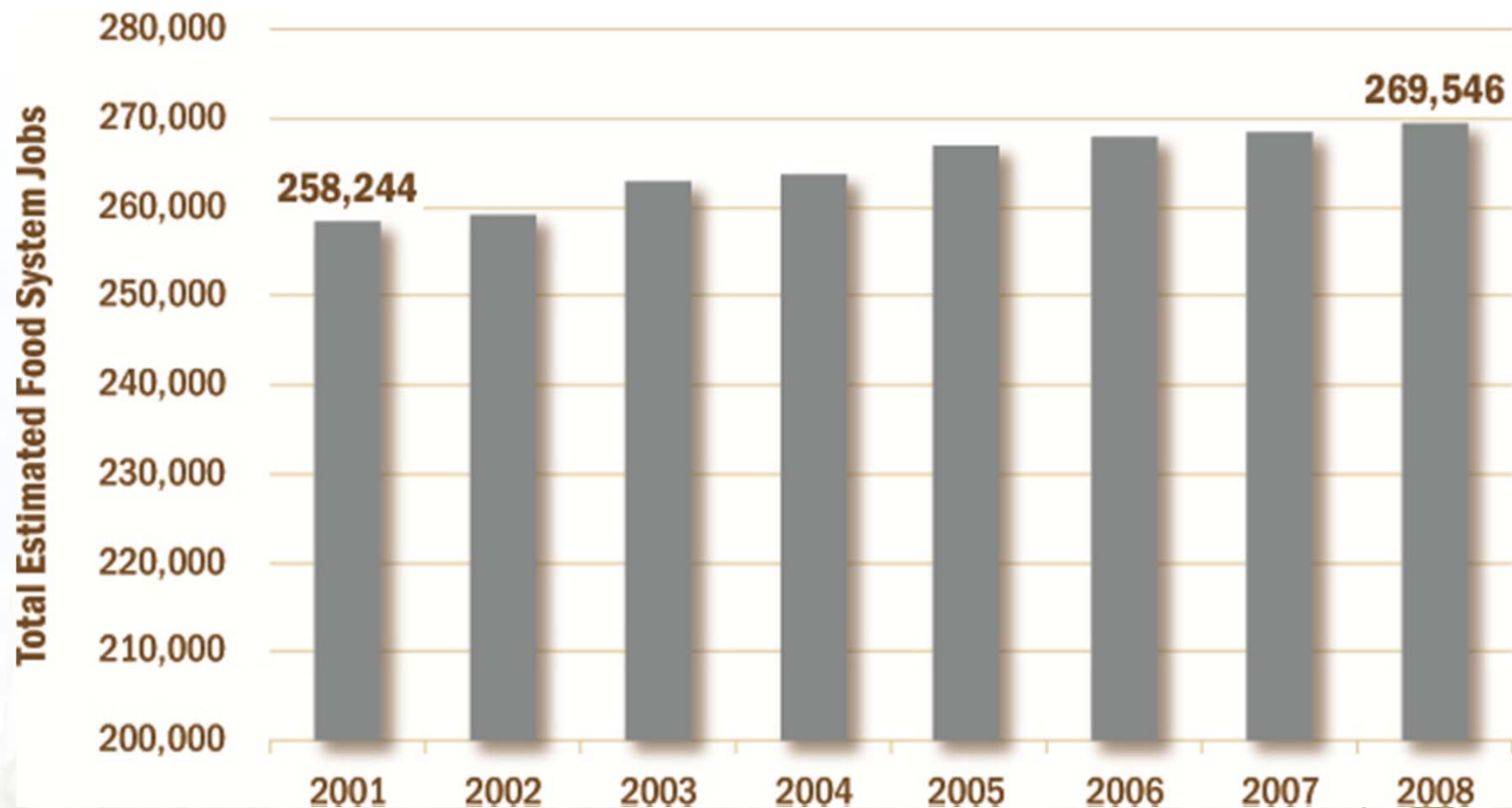


Sources: USDA 2009.



# Indicators

## Food Sector Employment in Greater Philadelphia (2001 to 2008)



Sources: BLS 2010

# 52 Recommendations



Keep farmland affordable through a range of new business models like lease agreements.



Implement market-based solutions to protect natural resources such as marketing programs or new brand development.



Establish long-term eating habits and healthy behaviors through food choices, education, and activities in local schools, which will also create customers for our local food providers.





# 52 Recommendations



Implement business development strategies ranging from training programs to financing innovations to reduce the barriers of entry for entrepreneurs and farmers.



Increase public awareness of healthy food through interactive programs and educational experiences.



Build capacity and expand our expertise by continuing to engage the Food System Stakeholder Committee.



# Implementation and Partnerships

- Greater Philadelphia Food System Stakeholder Committee
- Technical and Financial Assistance Initiative funded by the William Penn Foundation
- Focused work with member governments





# Implementation Grant

- “Farm Futures” – a business venture designed to connect aspiring farmers and land.



**Enterprise Management Consulting**



Capital at the point of impact.





# Real Local Flavor



Chef's Bistro Dinner at Fork:etc.

"All Things Fermented" with the Philadelphia Science Festival



WHY & HOW local?

NOW IN season

PHILLY food & drink

MEET THE makers

FOOD tours

HOMEGROWN blog

Food Finder

Markets

Restaurants

U-Pick

## Meet the Makers



THE CHEESE MAKER



THE CHEF



THE FARMER



THE FISH GUY



THE BREWER



THE BAKER



THE PRODUCER

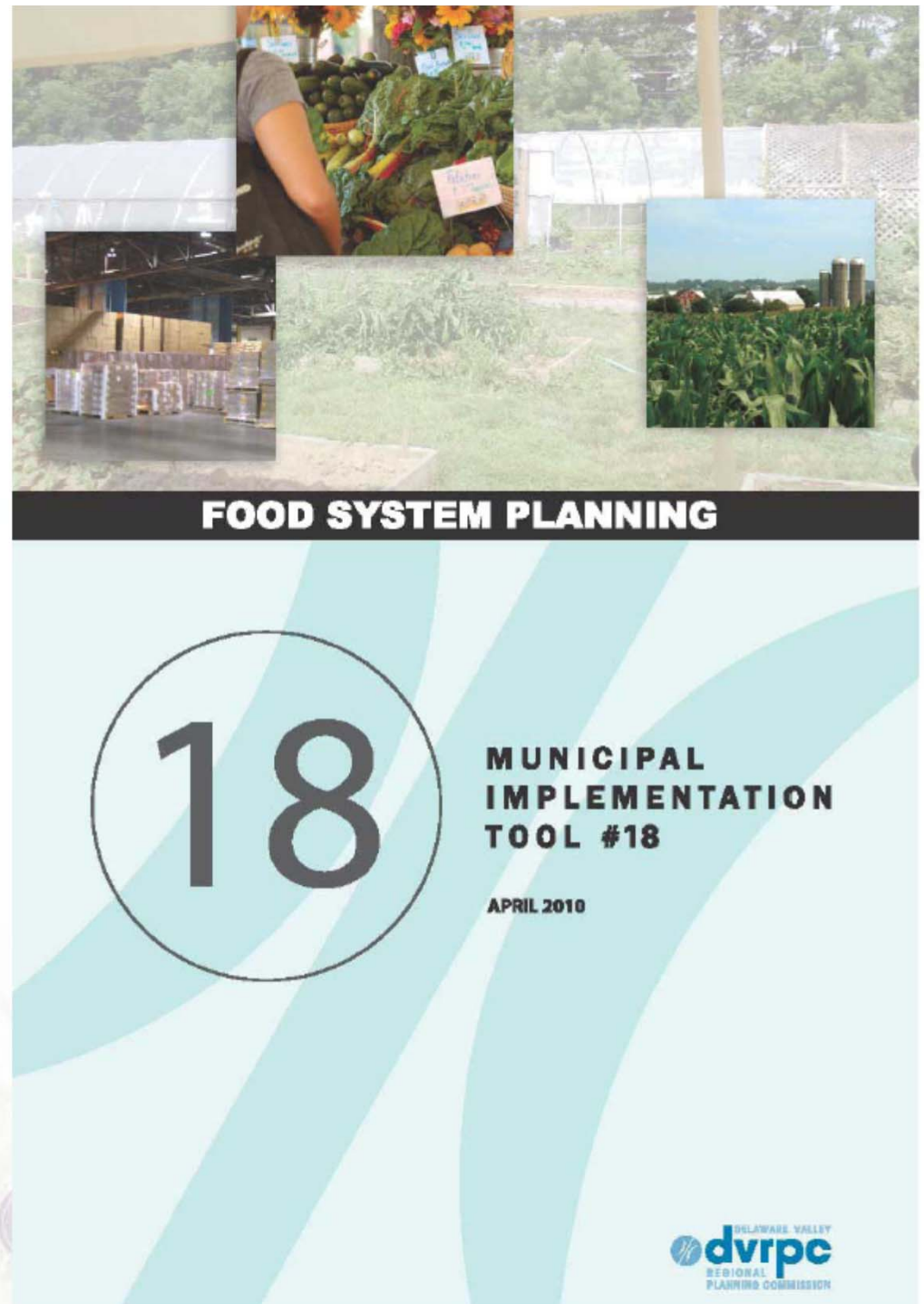
## Explore Sustainable Art in NoLibs



Soil Kitchen has arrived



# Municipal Implementation Tools





# Thank You!

[WWW.DVRPC.ORG/FOOD](http://WWW.DVRPC.ORG/FOOD)

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