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
14 million tons of food moved through Greater Philadelphia in 2002
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
GREATER PHILADELPHIA FOOD SYSTEM STUDY
# Greater Philadelphia’s Food System

## Food Supply

### Greater Philadelphia’s Agricultural Land Needs

<table>
<thead>
<tr>
<th></th>
<th>Demand (DVRPC Region 2005 Population (Persons))</th>
<th>Supply (DVRPC Region 2007 Total Cropland and Pastureland (Acres))</th>
<th>Deficit (ACRES)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEMAND</strong></td>
<td>5,519,051 x 1.23 = 6,788,433</td>
<td>379,481</td>
<td>-6,408,952</td>
</tr>
<tr>
<td><strong>SUPPLY</strong></td>
<td></td>
<td>100-MILE FOODSHED 2007 Total Cropland and Pastureland (Acres)**</td>
<td>-33,946,741</td>
</tr>
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</tr>
</tbody>
</table>

*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
EATING HERE
GREATER PHILADELPHIA’S
FOOD SYSTEM PLAN
FEBRUARY 2011
GREATPHILADELPHIA
Guaranteed to Grow
DELAFORAL VALLEY
REGIONS 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)

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.
Municipal Implementation Tools
Thank You!
WWW.DVRPC.ORG/FOOD

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