



## DC Food Policy Council, 4/11/18 Meeting Meeting Notes

*Members in Attendance:* Laine Cidlowksi, Chris Bradshaw, Caesar Layton, Alexander Moore, Paula Reichel, Joelle Robinson, Philip Sambol, Jonas Singer, Tambra Raye Stevenson

*Ex-Officio Members in Attendance:* Dan Guilbeault DOEE, Anthony DeLorenzo DGS, Marie Whittaker DMPED, Cameron Stokes DDOT, Hammere Gebreyes DCHA

*In accordance with the new meeting format, the working groups meet before the full FPC meeting and notes are presented in that order.*

### Working Groups, 5:30-6:30

#### Food Business & Labor

a. The working group set priorities for 2018:

- Food Economy Study
  - Support completion and distribution of the study
- Grocery Access East of the River
  - Move beyond the East End legislation to create an environment for grocery retailers to move to Wards 7/8. Continue to track legislation, but general position is that legislation is flawed and will not address core needs of expanding grocery/food access in Wards 7/8.
  - Strategy will shift to fostering environment and building coalitions that could result in retailer expansion East of the River. Basically, build the environment for a deal to happen.
  - Priorities will be focus on identifying and building linkages between four main requirements identified as critical for grocery retailers to expand in that area. They include:
    - **Location**
      - *Focus:* Build/expand short list of prime locations for grocery retailers to located based on commercial viability and need.
      - *Actions:*
        - Expand on the current list of “optimal grocery locations” beyond locations for big box (10k sq. ft.) to include at least 12 3-10k sq. ft. locations for smaller retailers.
        - Develop list from other stakeholder work, developer community agreements (ex. Redbrick retail locations identified as part of St. Elizabeth masterplan).
    - **Implementer/Operators**



- *Focus:* Identify short-list of businesses, owners and operators planning on or thinking about expanding.
- *Actions:*
  - Start building list of identified potential owner/operators and companies that are either operating and can expand, or have expressed interest in opening retail in W 7/8. Document current needs/timing/strategy. Not limited to four wall grocery retailers, but any retail concept willing/able to provide grocery/food.
  - Hold “happy hour” (organized by Dreaming Out Loud) for all internet grocery retailers/operators to document current needs/timing/strategy. Timing May/June 2018.
- **Money**
  - *Focus:* Identify all current and potential funding sources available locally/regionally that could be used to foster grocery retailer expansion.
  - *Actions:*
    - Develop consolidated list of all city, regional funding pools (grant, tax abatement, loans, etc.) that are currently available to assist retailers launch, expand or augment current business models to include grocery. Examples include: East End Legislation, Feed DC, Healthy Food DC, Good Food Incubator, CDFIs, WICA50, etc.
    - Where/if applicable, offer suggestions for consolidated applications for submission that would allow potential vendors to apply once for various forms of financing.
    - Propose list of alternative financing mechanisms or strategies for government consideration.
- **Technical Assistance**
  - *Focus:* Build a technical assistance (TA) resource kit for grocery retailers that can be tapped into for support for incubation/acceleration or tied to funding programs.
  - *Actions:*
    - Identify short list of all possible TA providers that can be leveraged to incubate or accelerate and support future retailers. Include for-profit and non-profit consulting, advisory, advocacy and community development providers focused on retail, co-ops, food-hubs, ecommerce, etc.
    - Propose/design different public-private-partnership (PPP) models coupled with alternative financing models that could be used to expand linkages between TA providers and retailers.
    - Support/expand education campaign(s) for current/future retailers on how to meet WICA50 requirement to expand retailers’ ability to offer WIC.



- b. This working group could use more members to help tackle the above-identified actions.

### **Food Equity & Access**

- a. The working group discussed possible actions for moving forward with grocery access East of the River:
- Plan to get to know the community, such as by fact-finding at Joyful Food Markets and Produce Plus farmers' markets, listening sessions in Wards 7/8, and helping with a survey Martha's Table is planning for May. Understanding needs of those affected by the problem will help to drive solutions.
    - Suggested that DCFPC funds could potentially be used for incentives (gift cards) for survey participation
  - Aggregate data from various groups currently collecting information, such as Martha's Table, Good Food Markets, DC Greens, and Union Kitchen, looking for gaps or duplication. Looking for data about:
    - Shopping habits
    - Barriers to access
    - Preferences
  - The group envisions: grocery choice, equitable delivery, transportation, data sharing, coordination among advocacy efforts, and a marketing campaign to educate on all DC food initiatives.

### **Health, Nutrition Education, & Food System Education**

- a. Since this is a new taskforce, the conversation was wide-ranging and dealt with what the group's role and work load should be.
- b. The discussion included:
- Age, and the need to provide nutrition education to all ages. Both "train the trainers" (teach adults who can pass on the knowledge) as well as instill the knowledge early for young people.
  - Ensuring that nutrition is addressed in the Food Economy Study, or starting a new study that includes a nutrition component.
  - Continue to promote federal programs, such as WIC and SNAP; ensure both people and stores are participating
  - Defining cultural competency in nutrition/food system education, and ensuring that educators have it
  - Finding more nutritionists to work in this space
  - Review especially what work/reporting OSSE and DOH are doing in this space

### **Sustainable Food Procurement**

- a. The working group chose activities for 2018:



- Become more coordinated “demand advocates,” identifying and implementing strategies for the DC demand (i.e. school food, retailers, distributors, institutions) to “plug in” to the sustainable regional supply chain that is building up around us in the Mid-Atlantic region. Our goal is to be a nexus of all the related groups meeting in the region working with DC customers.
  - Working group members were chosen to attend the following procurement-related meetings:
    - DC Central Kitchen school food
    - DC Food Recovery Working Group
    - DC Greens/Sodexo school food advisory group
    - Good Food Purchasing Program DC Coalition
    - MWCOG regional distribution working groups
    - Montgomery County Food Policy Council
    - Prince George’s County Food Equity Council
    - University Sustainable Procurement Group at Georgetown University
  - Volunteers are still needed to attend the following procurement-related meetings:
    - Baltimore Food Policy Initiative
    - Fairfax Food Council
    - Real Food for Kids
  - Suggestions are welcome for any other relevant meetings which have been left off these lists.
- Representatives of the working group will attend the meetings identified above to represent DC demand, and to report back to the DCFPC, particularly at Sustainable Procurement working group meetings, the discussions being had outside of the District. The working group can then report back a summary of regional happenings twice a year to the full FPC.
- The working group will also assess opportunities that may be revealed in the Food Economy Study for wholesale in general, specifically plug-ins for the sustainable supply chain.

### Urban Agriculture

- No notes were provided by the working group. The implementation of the Urban agriculture legislation was discussed.

## Full Council Meeting Notes, 6:45-8:00

### Updates & Announcements

- a. Virginia Food Systems Leadership Institute (VFSLI)



- The VFSLI is a new program that seeks to prepare rising leaders in sustainable food systems. It is broken into two sessions: an on-site session, from June 3-15, 2018, and a distance learning session, from June 18-29, 2018.
  - Anyone is eligible to apply. Total course cost is \$2,740, and undergraduate/graduate students can receive course credit. For more information, and to apply, visit their [website](#).
- b. Food Systems Leadership Network Launch
- The Wallace Center at Winrock International is launching a [Food Systems Leadership Network](#): a network dedicated to building food through community, and community through food. Staff and leaders at nonprofit organizations can sign up to participate on the website.
- c. Bloomberg Fellows Program
- The [Bloomberg Fellows Program](#) is a full-tuition scholarship opportunity for those interested in obtaining a Master of Public Health (MPH) or Doctor of Public Health (DrPH) degree from the Johns Hopkins Bloomberg School in Baltimore.
  - Applicants must have support from the organization for which they work, and this organization must be focused on one of five critical issues: Addiction and Overdose, Environmental Challenges, Obesity and the Food System, Risks to Adolescent Health, and Violence. Selected Fellows must continue to work for their organization for at least one year following graduation.
  - Applications for the 2019 Fellows program will open in late summer 2018.
- d. Shark Tank DC Casting Call for Diverse Entrepreneurs
- Shark Tank is hosting a casting call for diverse entrepreneurs in DC April 26th 9am-4pm. Entrepreneurs must register to pitch. Location: Willard Hotel, 1401 Pennsylvania Ave NW RSVP: [www.sharktandiversitytour.com/dc/](http://www.sharktandiversitytour.com/dc/)
- e. Bill 22-666 [Women, Infants, and Children Program Expansion Act of 2018](#) - hearing scheduled for July 11<sup>th</sup>

### **Presentation – Maddie Morales, The Common Market food hub**

- The mission of The Common Market is to connect communities with food from sustainable family farms. They strive to improve food security, farm viability, community, and ecological health.
- Their delivery zone stretches from the DMV to New York City, and includes Baltimore and Philadelphia. Their customers are other institutions like public or private schools, hospitals, universities, restaurants, retailers etc.
- Barriers to their food hub model include price point (people talk about wanting local food but are not necessarily willing to pay) and the contracting complexities of institutions.
- Groups like DCFPC can help by putting public pressure on institutions to change their purchasing practices, as well as encouraging policymakers to make changes to public institutional purchasing.



## Working Group Report-Outs

- a. Food Business & Labor:
  - Focus their efforts on connecting with retailers who want to operate in low-income business areas
  - Identify a list of locations for smaller footprint retail grocers (3,000-10,000 square feet)
  - Identify a short list of the best grocer retailers who could open stores
  - Provide technical assistance to help them get up and running (beyond existing flawed support)
  - Provide info about available financial assistance such as food incubator grants
- b. Food Equity & Access:
  - 95% of the solutions is understanding the problem deeply and well. Solutions have not necessarily bubbled up from the past meetings of the working groups
  - They will bring the conversation to the communities of Ward 7 & 8
  - Focus on gathering data around needs, challenges, shopping patterns etc. They'll work with existing groups to compile existing data and identify gaps. They'll work to survey at current food access locations like Produce Plus, grocery stores, SNAP locations etc.
  - An example of outreach could be a community dinner at a local church and then propose policy later.
- c. Health, Nutrition Education, & Food System Education taskforce
  - The taskforce will focus on both youth and adults - in schools and individual classes
  - They'll do a data review of all nutrition education programs in the District, especially in schools.
  - Look at the cultural competency and diverse inclusion in both the education and the profession.
  - Promote federal nutrition programs, such as WIC and senior issues -
  - Focus on creating more evidence-based policy
- d. Sustainable Food Procurement
  - The committee will share a WIC expansion Act community action guide ahead of the July 11<sup>th</sup> hearing. Department of Health is working on e-WIC rollout now.
  - Group less strongly connected to grocery goals so will focus on the supply side.
  - Focus on other groups regionally that meet on these issues and cross-coordination.
- e. Urban Agriculture
  - Plan to connect small-scale local growers to grocery stores and farmers' markets by assisting with aggregation
  - Also work on connecting growers to resources and infrastructure, such as UDC and DPR resources such as hoop houses or cold storage
  - Make connections between growers
  - Discussed urban ag legislation implementation



- DGS working on an RFP; stated they are 4 weeks over deadline, now shooting for mid-May

### Announcements & Next Steps

- The DC Department of Human Services had posted advertisements in the Metro about stopping SNAP fraud and many community members and organizations were upset with the tone-deaf and offensive messaging. DHS issued an apology on the evening of April 11<sup>th</sup> and will be taking down the ads.
- Next DCFPC Public Meeting - June 13<sup>th</sup> (date shifted from normal first Wednesday date and time)
- Reminder that, per the newly-agreed-upon schedule, the DCFPC will continue to host bi-monthly public meetings which combine the working group meetings and full council meetings (5:30-6:30 working groups, 6:45-8:00 full council), and will host other topic meetings on an ad hoc basis. There will no longer be individual working group meetings during the off-months, however there will be individual project meetings or conference calls to advance the goals and activities of the working groups. If you are interested in advancing the work of a specific working group, get in touch with that group's co-chairs, or join the working groups listservs at <https://dcfoodpolicy.org/get-involved/join-our-mailing-list/>:
  - *Food Business & Labor:* [Eric Kessler](#), [Caesar Layton](#),
  - *Food Equity & Access:* [Paula Reichel](#)
  - *Health, Nutrition Education, & Food System Education taskforce:* [Tambra Raye Stevenson](#)
  - *Sustainable Food Procurement:* [Spike Mendelsohn](#), [Alex Moore](#)
  - *Urban Agriculture:* [Joelle Robinson](#), [Chris Bradshaw](#)