

# The Oakland Food System Assessment: Toward a Sustainable Food Plan

## Food System Assessments:

*Tools for improving community health, sustainability, and economic vitality*

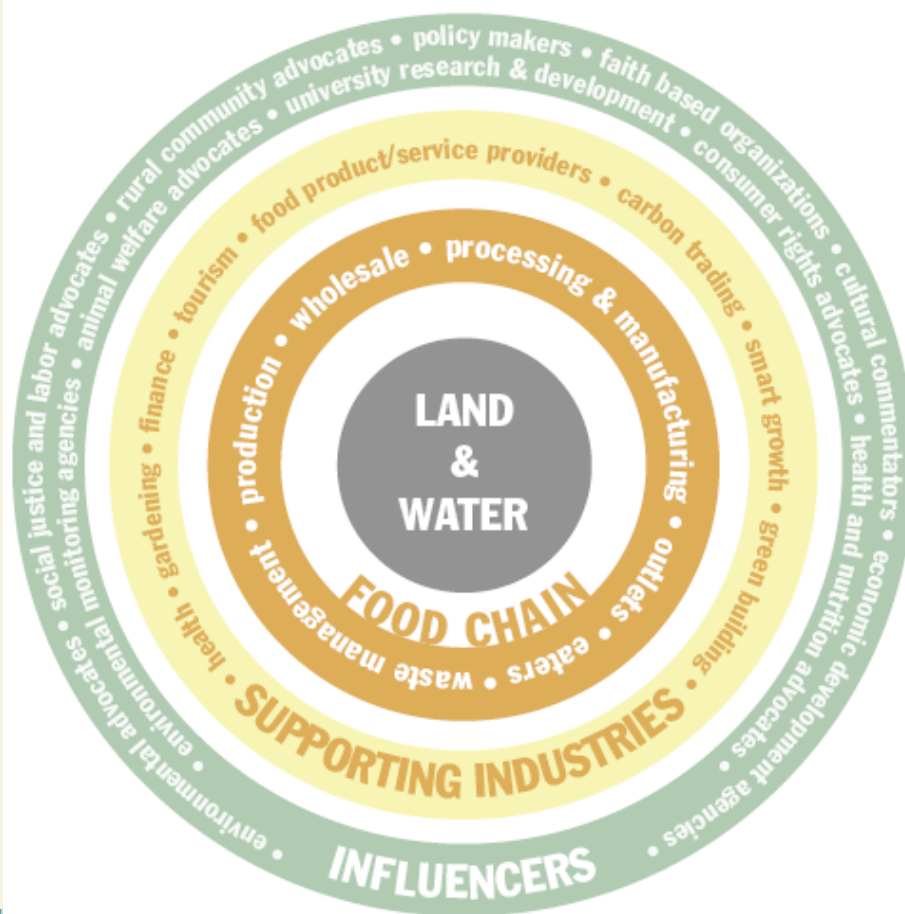


# What is the Food System?

- Production:** *The cultivation of edible plants and domestication of animals*
- All forms of urban agriculture (community or school gardens, roof-top gardens, urban greenhouses, edible landscaping, backyard gardening )
- Processing:** *Value-adding; transforming food into food products*
- Bakeries, commercial kitchens, food packaging
- Distribution:** *Transporting, storing, and marketing food products to consumers*
- Wholesalers, brokers, food warehouses, logistics, Community Supported Agriculture (CSA's), and other direct marketing sources (e.g. farmer's markets)
- Consumption:** *Activities and processes by which an individual, society and culture acquires and utilizes food material that has been produced and distributed*
- Grocery stores, farmer's markets, restaurants, institutions, your own kitchen!
- Waste Management:** *Activities where discarded food materials are collected, sorted, processed and converted into other materials and used in the production of new products*
- Backyard composting, large-scale composting, edible food waste recovery, recycling, landfilling

# Food System Conceptual Framework

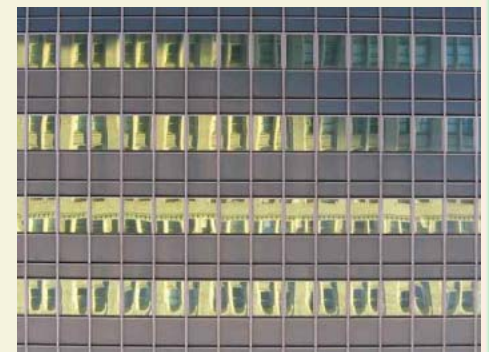
**Vivid Picture Food Systems Wheel**



- **LAND & WATER** = Foundational for a food system
- **FOOD CHAIN** = Entities that handle food directly
- **SUPPORTING INDUSTRIES** = Industries that support the Food Chain
- **INFLUENCERS** = Individuals or organizations that monitor, support, enhance, protest, catalyze, or make public policy affecting the Food Chain or the Supporting Industries

# Why conduct a Food System Assessment?

- Provide a community with an **initial comprehensive evaluation and key baseline information** on each element of the food system at a particular scale
  - *and where appropriate, the surrounding region/big picture*
- Increase **knowledge/awareness** among food system assessment participants of issues and connections between work
- Lay the groundwork for **increasing local food production/consumption** (“30% Local” Goal - Oakland)
- ***Build political capital for policy change***





# Goals for a Sustainable Food System in Oakland

Goal 1: Food Security

Goal 2: Economic Development

Goal 3: Urban Agriculture and Waste Reduction

Goal 4: Agricultural Preservation

Goal 5: Public Education and Capacity Building



# Recommendations for Food Security

## Recommendations:

- Improve access to federal and emergency food programs
- “Corner store conversions”
- Develop “food enterprise zones”
- Include food access needs assessments in the planning, zoning and development process
- Improve transportation services to food markets
- Restrict the location and amount of fast food restaurants

# Recommendations for Economic Development

- Help with *location and expansion*, and *streamlining fees and permitting processes* for urban food production and processing, retail, and alternative distribution facilities
- Utilizing *redevelopment, development agreements*, and other mechanisms to create economic development opportunities for the food sector
- Utilize available incentives and economic development assistance, such as assistance with site location and other expenses, to *develop a wholesale market*



## Recommendations for Economic Development, con't

- Incorporate **food processing activities** into **wholesale market** development, specifically providing job training and entrepreneurial skills that benefit low-skill or low-income workers.
- Pursue an **industrial retention policy** that both preserves land for food processing uses and that plans for infrastructure upgrades
- Expand efforts to **incubate new food-related businesses** throughout the City
- Build the food sector around the City's diverse population to **create specialty and ethnic food products** by fostering closer working relationships among restaurants and food / beverage processing entrepreneurs.





# Recommendations for Urban Agriculture and Waste Reduction

- Initiate an *inventory of land* that is potentially suitable for *urban agricultural production*
- Conduct a comprehensive review of *current policy and zoning obstacles* to *urban food production*
- Develop *urban agriculture zoning designations* along with related policies for the City's zoning map and general plan.
- Adopt a *formal policy on expanding urban agriculture* in Oakland with a targeted 30 percent increase and a corresponding timeline.
- ***Adopt a plan, goals, and timeline*** for how Oakland will produce a determined percent of its food consumption.

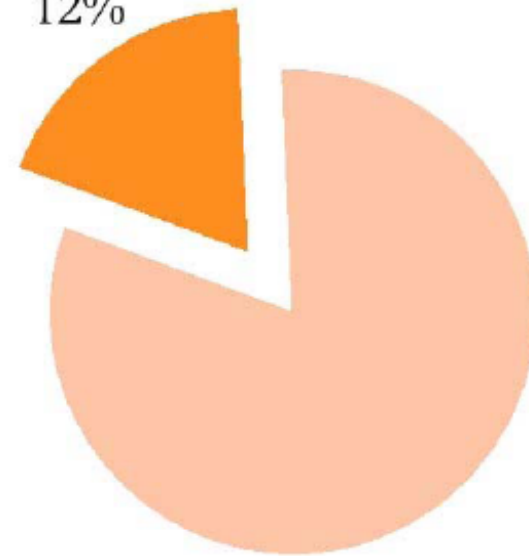


## Recommendations for Urban Agriculture and Waste Reduction, con't

- Increase food waste diversion by supporting the City's *"Zero Waste" resolution*
- Increase food waste diversion by *supporting community-based organizations* that use urban food waste as *compost for urban food production*

Wasted Food Materials

12%



All Other Wasted Materials  
88%

Source: Alameda County Waste Characterization Study – 2000.

# Recommendations for Agricultural Preservation

- Expand *“Buy Fresh, Buy Local”* or *“Local First”* campaign in conjunction with the Shop Oakland campaign
- Support a *regional food distribution hub* in the Bay Area and for the potential sourcing of local food for City administered food procurement.
- Adopt a *local food ordinance* that requires the City government to purchase locally-produced and organic food.
- *Lobby and advocate* before state and federal legislatures for programs and policies that maintain *regional agricultural infrastructure*.



# Recommendations for Public Education and Capacity Building

- Develop and implement a *“Healthy Oakland” public relations and educational campaign*
- Support and encourage more *nutrition education* in youth, adult and senior programs including those that **integrate gardening**
- Engage with *Oakland Unified School District* in the ongoing development of their *Wellness Policy*
- Sponsor *community events* and *public health campaigns* that promote healthy foods and urban agriculture
- Collaborate with the existing *Bay Area Green Business Program* to add food criteria to certification and compliance





## Overall goals: Food Policy Council *Food System Synergies*

**The Food Council's first task should be the development of a City-wide food systems plan that seeks to achieve the proposed five food systems sustainability goals.**

- City and County agencies/staff
- Health professionals
- Food retailers and processors (large and small)
- Regional and urban farmers
- OUSD
- Community- and faith-based organizations
- Waste management
- Community members

# Oakland's Food Policy Council Resolution

- *Developing an integrated strategic plan to foster a sustainable food system for the City, including policy and program recommendations*
- *Actively advocating for and supporting implementation of new and existing food policies and programs in the City*
- *Convening meetings and leading discussions aligned with its mission and goals*
- **December 2006: City Council approved 50k budget for “seed money”**

# OFSA Outcomes and National Efforts

- 19 local food policy councils
- 12 state food policy councils
  
- San Francisco
- Toronto
- Hartford
- Portland
- New York
- Woodbury County, Iowa
- London

# Thank you!

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