

## **GOAL AREA A: ACCESSIBILITY OF HEALTHY FOOD**

### **Goal A1: Increase the number of community markets that offer many healthy options within walking distance to all residents\***

- **Objective A1a:** Increase demand for more local markets
- **Objective A1b:** Increase demand of healthy food at local markets
- **Objective A1c:** Increase the capacity (infrastructure, capital) of local markets to offer healthy foods

### **Goal A2: Increase the availability and variety of transportation that allows people to procure food**

- **Objective A2a:** Improve current bus system to support easier routine food procurement at markets and other access points
- **Objective A2b:** Address seasonal issues that impede routine food procurement
- **Objective A2c:** Develop/pilot alternative transportation methods
- **Objective A2d:** Develop support for local food access among elected officials

### **Goal A3: Increase services that create easy access to healthy food to residents**

- **Objective A3a: Support connections between healthy food delivery systems and health care delivery systems (e.g. Fruit and Vegetable Prescription Program)<sup>1</sup>**
- **Objective A3b:** Facilitate development of alternative healthy food delivery services
- **Objective A3c:** Support year-round farmers' markets
- **Objective A3d:** Explore feasibility of and pilot multiple access models (e.g. food co-ops, buying clubs, street vendors)

### **Goal A4: Support people in growing and preserving their own food through land access, education and material resources**

- **Objective A4a:** Ensure that space for growing food is available for everyone, and particularly in neighborhoods of limited income
- **Objective A4b:** Ensure that community food production is part of city planning and that spaces are preserved
- **Objective A4c:** Provide support and educational resources to new gardeners

\*Bolded items are prioritized according to GFLA's May 2012 Food Action Charrette

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<sup>1</sup> Formerly the top objective for Goal A2.

**GOAL AREA B: AFFORDABILITY OF HEALTHY FOOD**

**Goal B1: Increase number of people who reduce their food costs through direct partnership with farmers or other services**

- **Objective B1a: Establish a network of small grocery stores to utilize CSAs (Community Supported Agriculture) and/or bulk buying clubs to purchase food at lower prices**
- **Objective B1b: Establish a network of farmers and food purchasers who participate in work-share/volunteer programs**
- **Objective B1c: Increase awareness and utilization of CSA share programs**
- **Objective B1d: Trial online bulk-buying clubs to reduce cost of staple foods**

**Goal B2: Improve and increase resources for healthy and local food procurement<sup>2</sup>**

- **Objective B2a: Expand access at the farmers' markets for low-income consumers through innovative programs (e.g. EBT access, "double dollar," "veggie prescriptions")**

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<sup>2</sup> Growing your own food is a fundamental strategy addressing affordability and is covered under Accessibility goal. See Accessibility, Goal 2.

**GOAL AREA C: AVAILABILITY of HEALTHY FOOD**

*\*\*There is significant overlap with accessibility and affordability. Goals related to developing alternative delivery services are included in accessibility.\*\**

**Goal C1: Increase the amount of local and healthy food offered at supermarkets and community markets**

- **Objective C1a: Work with local community markets to include more fresh local food by incentivizing or subsidizing**
- **Objective C1b: Support the institution of co-operative buying for community markets and corner stores**
- **Objective C1c: Develop and support a public campaign to increase demand for local food options at supermarkets, grocery stores and community markets**
- **Objective C1d:** Create demand for clearly labeled foods in grocery stores (both nutrition labels as well as labels about the food source)
- **Objective C1e:** Increase the availability of culturally appropriate and nutritious foods at existing food stores

**Goal C2: Make local foods available year-round**

- **Objective C2a: Build consumer demand for seasonally available foods through education and marketing campaigns**
- **Objective C2b:** Support producers in developing season extension strategies (greenhouses, storage facilities, etc)

**Goal C3: Establish the L/A area as a hub for institutional purchasing practices for local food in large institutions (such as hospitals, colleges)**

- **Objective C3a:** Participate in emerging regional opportunities to explore feasibility of “Farm to Institution” efforts in L/A
- **Objective C3b:** Engage colleges and hospitals as leaders in building distribution systems and demand

**Goal C4: Change the current food environment to limit the prevalence of unhealthy food**

- **Objective C4a:** Research other cities’ efforts to limit exposure to unhealthy food options for children
- **Objective C4b:** Explore urban planning efforts that limit the number of outlets that sell unhealthy food

## **GOAL AREA D: EDUCATION & HEALTHY FOOD EDUCATION**

### **Goal D1: Increase the number of L/A residents who build healthy food knowledge and skills**

- **Objective D1a: Offer an increased number and variety of community-based food education programs (e.g. cooking classes, support groups, etc.)**
- **Objective D1b: Increase the number of locations for food education and the use of existing locations**
- **Objective D1c: Strengthen existing education relevancy with a focus on cooking skills, food storage, handling, purchasing, and gardening**
- **Objective D1d: Facilitate the coordination of food education offerings**
- **Objective D1e: Develop multiple complementary avenues that capitalize on local “people resources” (e.g. develop portable curriculum, accredited peer experts)**
- **Objective D1f: Integrate food education as an important part of health care in primary care provider settings**

### **Goal D2: Increase the number of students that receive food and garden education through school-based programs**

- **Objective D2a: Create school-based food and nutrition education programs**
- **Objective D2b: Increase number of school gardens**
- **Objective D2c: Increase Develop Farm to School programs locally, and have L/A schools join the state Farm to School Network**
- **Objective D2d: Support/utilize curriculum that integrates food and garden education into learning results in the classroom**

### **Goal D3: Increase number of community members who are informed food consumers.**

- **Objective D3a: Develop local campaigns to increase awareness of marketing strategies**

### **Goal D4: Develop community understanding that food is a basic human right<sup>3</sup>**

- **Objective D4a: Educate the public about food insecurity/hunger, and its impact on health, success in school, and the economy**
- **Objective D4b: Educate the community on equal rights and social change**

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<sup>3</sup> Formerly the second priority goal under Social Capital

**GOAL AREA E: FOOD ASSISTANCE**

**Goal E1: Food assistance programs will ensure that everyone has access to nutritious and culturally appropriate food**

- **Objective E1a: Increase capacity to preserve, store, and distribute excess produce**

**Goal E2: Support existing food assistance programs to increase their ability to incentivize healthy choices**

- **Objective E2a: Advocate for local, state, and federal programs (such as SNAP/WIC) to have the staff capacity and technology needed to be efficient and effective**
- **Objective E2b: Explore public-private partnerships that support food assistance recipients in building healthy habits**

**Goal E3: Become a community where food assistance is needed only for emergencies**

- **Objective E3a: Explore innovative models such as community-owned restaurants that provide affordable food for daily meals**

**Goal E4: Support ongoing use of and access to food assistance programs**

- **Objective E4a: Ensure that people who are eligible are participating in existing programs such as Senior FarmShare, Meals on Wheels, WIC Fruit & Vegetable vouchers, etc**

**GOAL AREA F: POLICY DEVELOPMENT**

**Goal F1: Develop and support policy efforts that increase access to healthy food and strengthen local purchasing<sup>4</sup>**

- **Objective F1a: Promote incentive-based policies for local purchasing in public and private settings**
- **Objective F1b: Ensure needs of the vulnerable populations identified in the Community Food Assessment are reflected in policy**
- **Objective F1c:** Engage community in supporting policy change at a local and state level
- **Objective F1d:** Support state and national policy work that incentivizes sustainable farming practices and supports small farmers
- **Objective F1e:** Engage in policy efforts that protect food assistance and nutrition programs

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<sup>4</sup> Formerly the top goal for Accessibility.

## **GOAL AREA G: PRODUCTION**

**Goal G1: Develop regional distribution systems as well as storage and processing facilities**

- **Objective G1a: Create demand and develop support for local storage, processing and slaughter facilities**
- **Objective G1b: Connect to other efforts in the region and position L/A to take advantage of state, federal and private funding opportunities**

**Goal G2: Increase the production capacity of local farms through investments in infrastructure and technology that supports business development**

- **Objective G2a: Partner with local and regional academic institutions to direct research and innovation efforts to local food producers and businesses**
- **Objective G2b: Connect technology resources to existing potential businesses**

**Goal G3: Promote advocacy and education for local food production and processing**

- **Objective G3a: Create public campaigns to increase education about local food production and its impact on the community, public health, environment and economy**

**Goal G4: Promote farmland protection and support the increase in the number of working farms in L/A region**

- **Objective G4a: Build community awareness of the knowledge of protecting working farmland and incorporate this knowledge into community/urban planning**
- **Objective G4b: Support existing preservation and conservation efforts that increase the number of working farms**
- **Objective G4c: Pursue and secure funding for farmland stewardship**

**Goal G5: Develop/expand infrastructure and resources that are designed for multiple uses: education, enterprise, and food security**

- **Objective G5a: Increase community and individual storage capacity**
- **Objective G5b: Increase community commercial kitchens**

**GOAL AREA H: SOCIAL CAPITAL**

**Goal H1: Increase awareness of and cultivate a stronger network of social “people” assets**

- **Objective H1a: Assess current “people power” and connect efforts/groups**
- **Objective H1b: Support and increase programs that engage groups of neighbors together in their own neighborhood**
- **Objective H1c: Support and increase participation in L/A Time Bank**
- **Objective H1d: Support and increase bartering opportunities**

**Goal H2: Develop social support networks for accessing, preparing and enjoying healthy foods**

- **Objective H2a: Increase number of kitchens that can be accessed for community events**
- **Objective H2b: Create forums that highlight and honor older and younger generations’ contributions (share recipes, shopping tips, stories)**