



Sustainable Food System Update



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Agenda

Role a Food Policy Manager

Progress Update

- Metrics Development
- Gap Analysis
- Food Portal Launch

State of the Food System Report

What's Next



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Role a Food Policy Manager

- Cities impact and influence on a food system
- Coordinating inter-departmental activity
- Leadership to achieve goals stated in 30 year comprehensive plan



IMAGINEAUSTIN
Vibrant. Livable. Connected.

Imagine Austin is our plan for the future. It is the City of Austin's comprehensive plan, which defines a vision and framework for how we want the city to grow and develop. Below are core principles for action to make the future Austin we imagine a reality.

More than 16,000 ideas and contributions from Austinites have helped shape the plan. We invite you to read it and tell us what you think. A final draft plan will be posted online for community review in late September 2011. You'll be able to tell us your priorities for the big projects and investments in the plan.

Provide opportunities and paths to prosperity for all.

Grow as a compact, connected city.

Sustainably manage water and other environmental resources.

Integrate nature into the city.

Develop as an affordable and healthy community.

ImagineAustin.net



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Progress Update

Metrics Development:

- More than 150 meetings with stakeholders
- Conducted a survey to identify metrics:
 - Growing food
 - Selling food
 - Eating food
 - Food recovery
- Collected data for selected metrics



Progress Update

Gap Analysis:

- Access
- Competition
- Demand
- Regulations
- Policies
- Costs



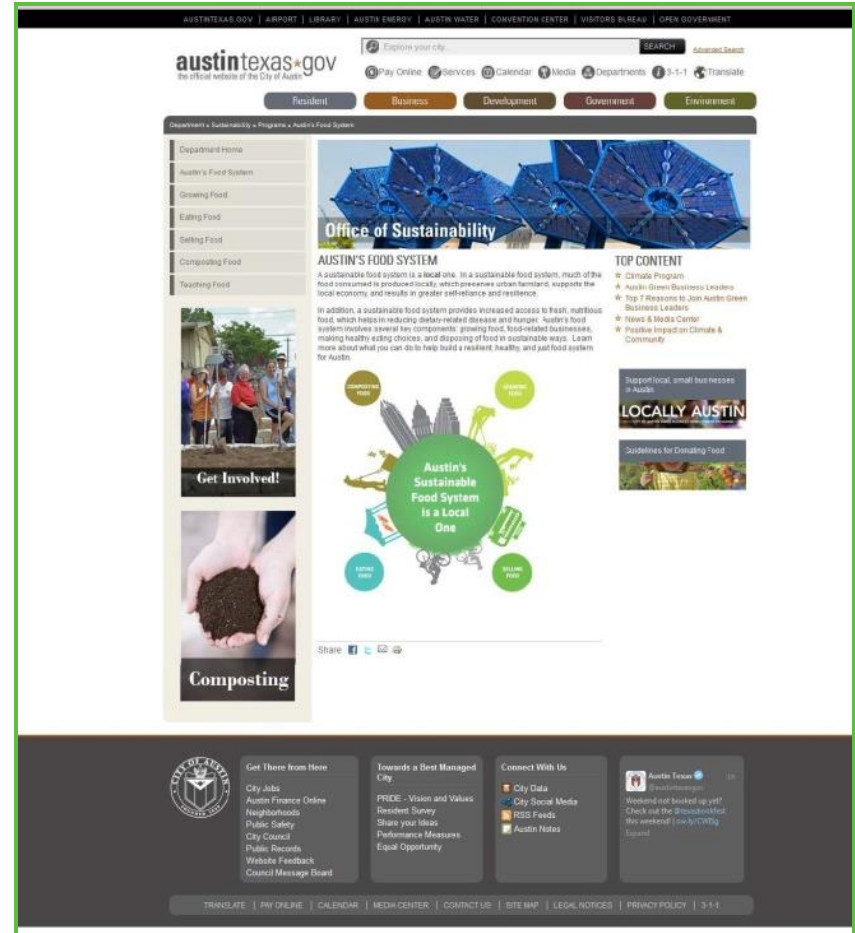
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Progress Update

Food Portal Launch:

- Educational materials
 - How to donate food
 - How to compost
 - Ways to eat healthy
- Codes and regulations
 - Starting a business
 - Starting a community garden
- Organizations
 - Helping with hunger
 - Ways to donate food
 - Where to buy local food



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Input and Discussion

State of the Food System Report



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State of the Food System Report

Purpose:

- Educate
 - Snapshot of current food system
 - Identifies trends
 - Easily understood – highly graphic
- Links to existing goals
 - Imagine Austin/ CHIP
 - COA programs and initiatives
- Organize priorities and action
 - Creates a common framework
 - Engages community partners
 - Identifies a path to change



Limits to Food System Report

- This is a only starting point
- Challenges:
 - Metrics cover different geographical areas
 - Trends are difficult to track
 - COA has a limited direct impact
 - Complexity of global food system / City boundaries



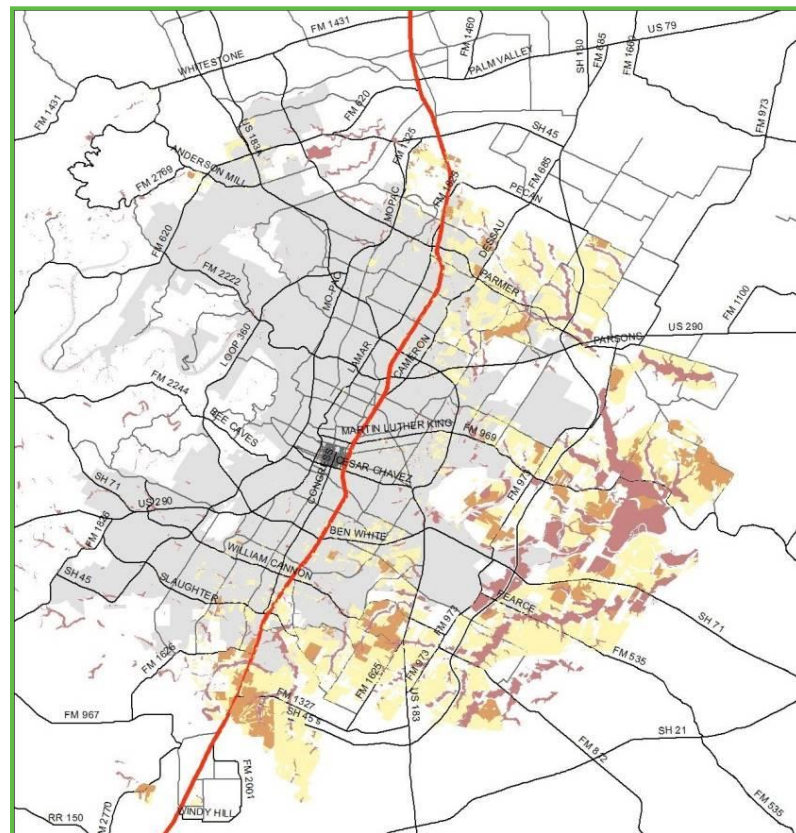
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Growing Food

Metrics:

- 11 year farmland loss = 25%
 - 9.3 acres/ day
- Total community gardens = 52
 - Available plots = 0 (wait lists)
- AISD Schools with gardens = 77%
- Supply of food at any time = 3 days
- Average age of farmers = 62
- Average farm worker income = \$11K



Vacant Land in Austin



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Growing Food

Takeaways:

- Preserving farmland requires innovative approach
- Products grown in Central Texas are a small percentage of what we eat
- School, community, and urban gardens are in high demand
- Farmer demographics must be addressed



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Growing Food

COA Profile

- Parks and Recreation
 - Community Garden guidelines
- Austin Water
 - Rainwater Rebate
 - Community Garden water-taps
- Planning and Development
 - Urban Farm Ordinance - Certificate of Compliance

Private Sector Profiles

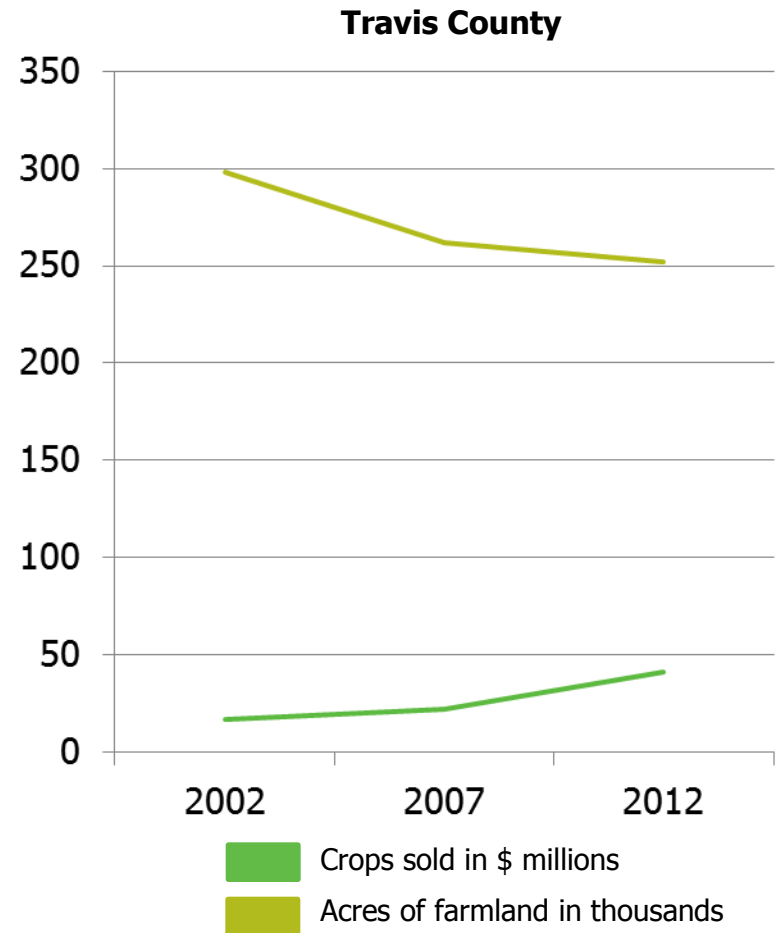
- Multi-cultural Refugee Center's Community Garden
- Agua Dulce
 - Impact of UFO COC



Selling Food

Metrics:

- Selling local food is a significant part of Austin's economy:
 - Total economic impact = \$4.1B (.45% of GDP in Austin MSA)
 - Food manufacturing = \$737M
 - Food distribution = \$331M
 - Grocery sales = \$449M
 - Farm direct sales = \$1.3M
- COA sales tax revenue = \$63M (43% of total COA income)



Selling Food

Takeaways:

- Buying local food benefits:
 - Producers
 - Consumers
 - Local economy
 - Environment
- More local processing & manufacturing is needed
- Local selling mechanisms need evaluation & improvement:
 - # of farmers markets & fee structure
 - Demand exceeds supply for institutional buyers
 - Geographical distribution of grocery stores



Selling Food

COA Profile

- Health and Human Services
 - Farmers Market Regulations
- Human Resource
 - Farm to Work program
- Economic Development
 - Economic Impact study

Private Sector Profiles

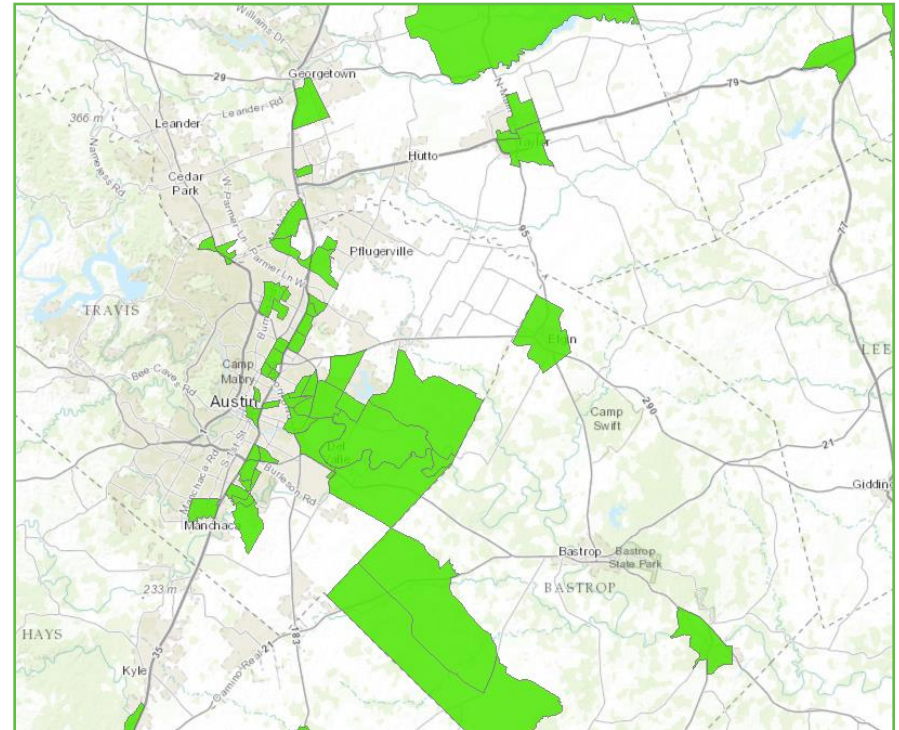
- Sustainable Food Center
 - Farmers Market Double Dollar programs
- Odd Duck – Bryce Gilmore
 - Transformation from a food truck to a brick and mortar restaurant



Eating Food

Metrics:

- Food insecure = 17.6%
 - Only 57% of eligible residents receive SNAP
 - Food insecurity costs Texas \$9B per year
- Eligible School Lunch program:
 - Free and Reduced = 63%
- Obesity rate = 25.5%
- Diabetes rate = 7.4%
- Food retail = over 6,000 restaurants and 85 full service grocery stores



Austin Food Desert Map



Eating Food

Takeaways:

- Food insecurity disproportionately impacts:
 - Children
 - Minorities
 - Elderly
- Many Austinites do not have healthy eating habits
- Priorities for improvement:
 - Increased access to healthy food
 - Improve planning for healthy food
 - Addressing affordability
 - Education and outreach



Eating Food

COA Profile

- Transportation
 - Access to healthy food
- Health and Human Services
 - WIC Programs

Private Sector Profiles

- CAP Metro
 - Grocery Store routes
- Capital Area Food Bank
 - SNAP outreach



Food Recovery

Metrics:

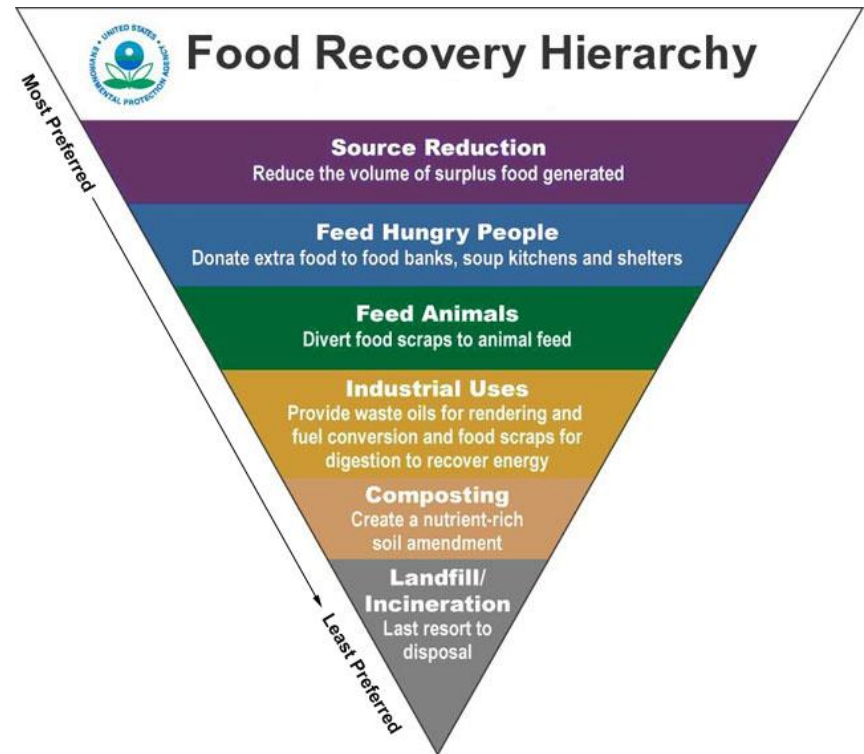
- Food waste = 421,500,000 lbs. per year / \$208M
- Households with access to curbside composting = 14,322
- Organic material diverted = 1,837 tons
- Keep Austin Fed recovers 360,000 pounds/year
- ARR composting classes = 50



Food Recovery

Takeaways:

- Benefits of food recovery:
 - Reduces food insecurity
 - Achieves Zero Waste goal
 - Saves money
 - Conserves resources
 - Reduces climate change impacts
- 25% food waste = 25% food insecurity
- Specific strategies should be developed for:
 - Residents, businesses, schools & institutions
 - Neighborhood-scale solutions
 - Providing compost to local farms



Food Recovery

COA Profile

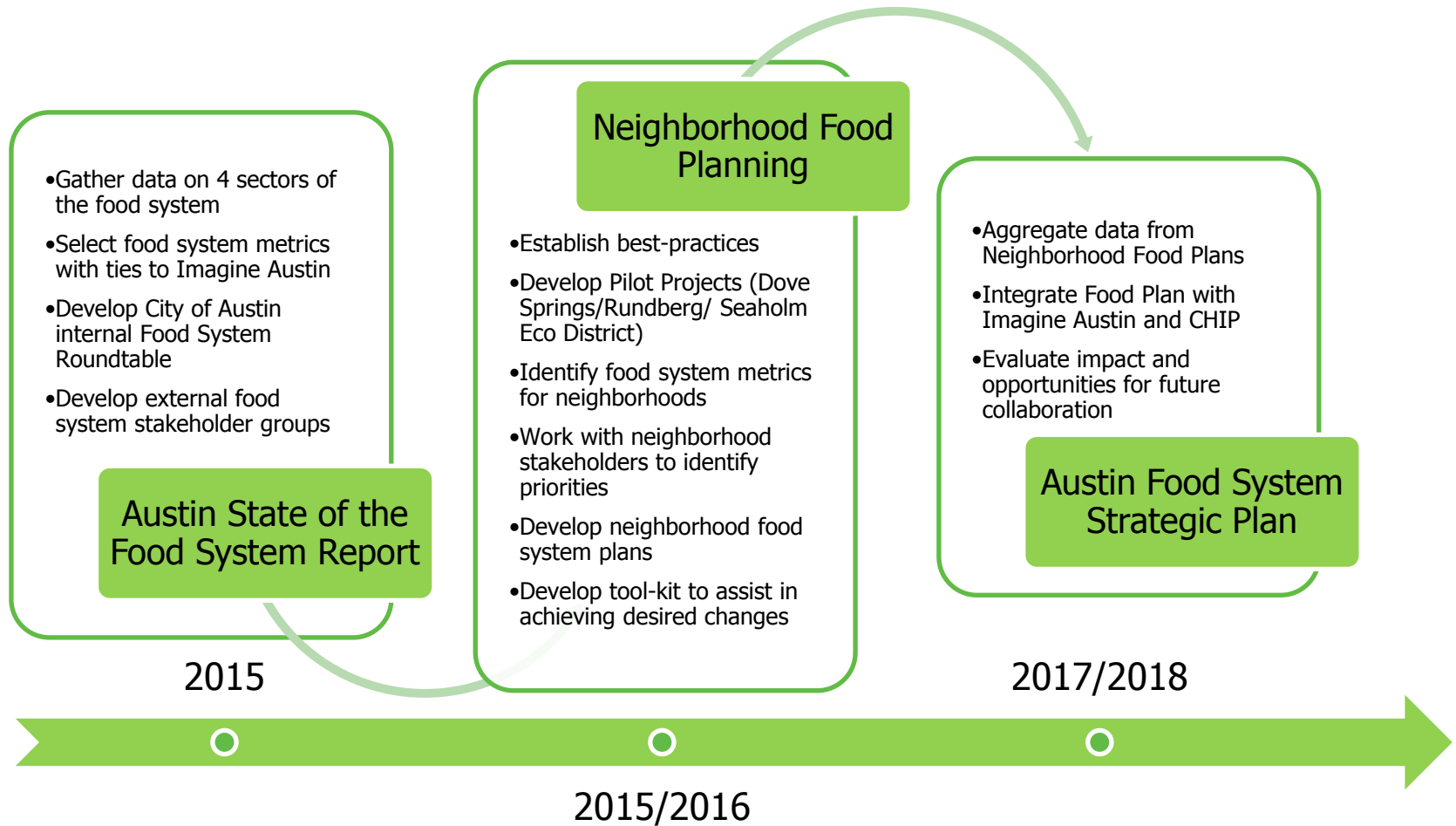
- Austin Resource Recovery
 - Residential and business pilots

Private Sector Profiles

- Eastside Compost Peddlers
- Keep Austin Fed
 - Food Recovery
- UT Arlington/ Eco-Network
 - Food Waste Charter



What's Next?



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