

**Homegrown Minneapolis
Implementation Task Force Meeting
Wednesday, January 19, 2011
3:00-4:30 p.m.
City Hall, Room 333**

Meeting Minutes

Attendance: Maggi Adamek, JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Robin Garwood (CM Gordon's Office), Cam Gordon (City Council), Tim Jenkins (Regulatory Services), June Mathiowetz, David Nicholson (Farmers' Markets), Megan O'Hara, Erica Prosser (Mayor's Office), Julie Ristau

Guests in Attendance: Amanda Arnold (CPED), Aly Pennucci (CPED), Josh Tolken (PPL), Harriet Oyera (EJAM)

Absences: Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

Welcome and Agenda Overview. The announcements were shifted to the end of the meeting.

Project/Workgroup Updates.

Urban Ag Policy Plan Update and Discussion. The Task Force received a brief update from Amanda Arnold and Aly Pennucci on the plan, the first public comment meeting held and comments received to date. The Task Force determined it would like to support moving the plan forward and requested that June Mathiowetz draft a letter indicating its strong support for the plan. The group also discussed strategies for moving the project through the council process. The report is out for public review until January 31, 2011. At that time, feedback received will be incorporated. The plan is tentatively scheduled to be heard by the City's Planning Commission on February 22, 2011.

Communications Working Group. Megan O'Hara described the progress that's been made since the working group was first convened on October 5, 2010. She has been in touch with partners at the co-ops and they have expressed interest in serving in an advisory role on Homegrown Minneapolis communications efforts. She has also been meeting with communications professionals to see if Homegrown Minneapolis could find some pro bono assistance on its communications efforts. Further, she presented the most recent version of a communications workplan (See Handout #1), introduced the group to a potential logo that has been specifically designed for Homegrown Minneapolis and took general feedback. She indicated that further discussion has persuaded her that delaying a communications effort around a "Year of..." makes the most sense at this time. One person noted that planning around a theme like the "Year of Homegrown Minneapolis" might be a broader and easier to theme with which to work. The Task Force indicated that there will need to be additional discussions about how and when it is used in the near future.

Proposed New Working Group. David Nicholson proposed creation of a new working group called the Farmers Market Coordinated Entity Working Group. He circulated a document (Handout #2) describing its potential purpose and how it links to existing Homegrown Minneapolis recommendations. The group discussed the idea and offered its feedback and support of such an effort moving forward. JoAnne Berkenkamp noted that it's very important that such a coordinating body not impede or supplant the role

of neighborhoods in addressing their own community's food access needs. It was noted that David Nicholson and Robin Garwood will be leading the group as representatives of the community and council leadership. To remain consistent with the pattern of triad leadership that's been a part of Homegrown, Tim Jenkins volunteered to be the City staff tri-chair representative.

Update on Potential Xcel Urban Ag Project. June Mathiowetz noted that she had contacted Jim Schellberg at Xcel Energy to follow-up on the status of the Phase II soil samples being completed at the location of a proposed urban ag project site. He reported that in recent weeks they have been re-evaluating the future use of all buffer property around the plant and are engaging in a comprehensive planning process involving the Riverside buffer property. As a result, Xcel won't be able to make the lots available for a Homegrown Minneapolis project this year as originally proposed.

Local Food Advisory Entity Working Group. Task Force members were encouraged to attend a community meeting on development of a potential local food policy entity/council on January 20, 2011.

Announcements.

JoAnne Berkenkamp noted IATP has a new website for farm to school efforts Farm2School.org.

Maggi Adamek noted the University of Minnesota is holding a "Food and Feeding" conference on March 3-5, 2011 with well known sociologist Clare Hinriches as guest speaker.

Adjournment. The meeting was adjourned at 4:30.

Homegrown Minneapolis Communications Work Plan

Communications objectives

- Increase knowledge of, interest in, and demand for healthy, local and sustainably produced food.
- Elevate existing programs, businesses, and activities that support the local food movement.
- Provide a way for interested citizens to get involved and learn how to connect.
- Increase awareness of Homegrown Minneapolis goals and actions.

Messages

City and county residents have a right to an adequate supply of nutritious, affordable and culturally appropriate food.

Homegrown Minneapolis seeks to put people in the driver's seat on food choices; Active and engaged food consumers make better choices and avoid chronic and expensive health problems.

Homegrown Minneapolis supports a local food system that is economically viable and environmentally sustainable.

Homegrown Minneapolis enhances the viability of regional farms by ensuring stability of the agricultural land base and infrastructure; and strengthening links between urban consumers and rural producers.

Homegrown Minneapolis ensures ready access to quality grocery stores, farmer's markets and other food sources.

Audiences:

- City Council and other Minneapolis policymakers.
- Stakeholders: larger urban agriculture/food community, may or may not be working directly with us.
- Partners: working directly with Homegrown Minneapolis or outside related programs/ U of M.
- Funders.
- Farmers.
- Restaurants featuring local and their customers.
- Co-op shoppers.
- Foodies and metro residents interested in food issues.
- Hunger community/food shelves.
- People at risk for obesity, diabetes, illness.
- Minneapolis communities of color or low-income populations with greatest health disparities.
- Public/government: Hennepin County, Ramsey County, MN Dept. of Agriculture, MN Dept. of Health (SHIP).
- Federal agencies: USDA, Dept. of Commerce, White House.
- Food-related businesses, processors, suppliers and distributors.
- Minneapolis parents and families.
- Minneapolis gardeners and volunteers.

Strategies:

A. Develop brand strategy: logo, tagline, protocols.

- Partner with a PR firm.
- Develop Homegrown Minneapolis brand:
 - Logo: agency pro bono.
 - Tagline or blurb.
 - Communications protocols: guidelines for use of logo and identity.
 - Principles for partners to adopt? Or all inclusive.
 - Window clings for restaurants.

B. Create Facebook page and web presence with City and community components.

- Seek web developer for some web design work.
- Who hosts? Who manages? Who funds?
- What interactive, listserv and/or Constant Contact functions.

C. Promotion: Year of Urban Agriculture: 2012

Create a year-long publicity campaign around local foods and urban agriculture efforts

D. Public and community partnerships

- Media: food, family and general media.
- Early childhood programs.
- Senior programs.
- Work with schools: school lunches, gardens, in-school tastings and demonstration projects.

- Work with University Research Outreach Center.
- Work with public health partnerships, WIC and SNAP.
- Work with cooking classes.
- Work with places of worship.

E. Work with Meet Minneapolis and Business

Promote Minneapolis as a local food/food destination. Develop strategy with convention center.

- Incorporate Homegrown into existing relationships with grocery stores.
- Work with stores to increase local food available, Point of sale ideas.
- Homegrown Minneapolis booth at farmers markets.
- Get named as best local food city.
- Email to grocery store license list.
- Email to limited restaurant license list.
- Work with food vendors.
- Work with plant nurseries.
- Informal networks incl. simplegoodandtasty.com.

F. Work with City of Minneapolis

- Homegrown Minneapolis leadership
 - Communications with City Council: meetings or emails.
 - E-mail list.
 - Community meetings.
 - Homegrown Minneapolis web pages.

- Communications Department
 - Video.
 - City Cable Channel 14 video or slide.
 - Media advisory.
 - News release – for daily and neighborhood news.
 - Web news item - article on City home page.
 - Newsbites – article for elected officials' newsletters.
 - CityTalk – article on City intranet for City employees.
 - Minneapolis Matters – article in City employee newsletter.
 - City social media.
 - Utility bill insert: (costs \$2,000 to \$3,000).
- Sustainability office.
 - Sustainability web pages.

G. Work with community partners

- Community gardens media event, media advisory, news release.
- Minneapolis Food System on a google map with video clips (completed).
- **Gardening Matters.**
 - Gardening Matters resource fair (completed).

Communications Assets

- City of Minneapolis: Mayor's office, Health and Family Services lists, City Coordinator's office.
- Co-ops: Linden Hills, the Wedge, Seward Co-op.

- Newsletters, member lists
- Classes and education
- Funding: Community funds
- Relationship with farmers/producers
- Institute for Agriculture and Trade Policy (IATP)
- Newsletter
- Email alert lists
- Events
- Farmers markets: Events and websites
- Gardening Matters.
- Neighborhood Associations and newspapers.

Notes:

Define role of City in Homegrown Minneapolis

- Minneapolis is a partner and catalyst: galvanizing unrelated community efforts toward common vision and agendas.
- City government helps community members in setting goals and benchmarks for long-term and larger scale policy change.
- Minneapolis creates space for collaboration and cooperation.
- City provides access to state, county and federal funding sources.
- Minneapolis contributes substantive research and program support.

Proposed Farmers Market Coordinated Entity Working Group

Pursuant to recommendation #32: “Develop an internal Farmers' Market coordinating entity that is directed by an external advisory board made up of farmers' markets representatives and farmers. Among other responsibilities, this entity would act as a single entry point for farmers interested in selling in the Minneapolis farmers' market system.”

(additional relevant Homegrown recommendations are listed below)

Topics to be addressed:

1. Define the city's goals for a coordinating entity—food access? communications and community engagement? facilitate efficient partnership with city staff? support institutional local food purchasing?
2. Identify anticipated direct and indirect benefits to the city
3. Determine what part if any the city should take in creating and supporting the work of a coordinating entity
4. Explore what shapes the relationship between a food policy council, other hubs of local food activity and a farmers market coordinating entity might take
5. Glean best practices from national examples
6. Develop policy recommendations that would support the work of the entity and the entity's ability to achieve the city's goals
7. Attract interest of regional partners in supporting, utilizing, and expanding the reach of a coordinating entity (Henn Cty, Met Council, state agencies)
8. Identify and help leverage external resources needed to create entity

Potential participants:

Robin Garwood (co-chair)
David Nicholson (co-chair)
MPLS DHFS
Reg Services
Someone involved with the food policy council work
Potential Funders
MPLS Farmers market folks
Some folks with legs on both sides of the rural urban divide
Some folks from outside MPLS?

Duration

Meetings bi-weekly through March (or less frequently as needed) to examine topics above
Additional meetings as needed through June in order to undertake any preliminary implementation steps and to smoothly pass work/recommendations off to food policy council

Recommendations that a coordinating entity could play a direct role in implementing

9. Support farmers' market efforts to serve as a launching pad for other methods of food distribution such as Best of the Market programs to seniors, CSA delivery, convenience store distribution, etc
10. Improve promotion of farmers' markets and EBT/FMNP acceptance **in diverse communities**
17. Ensure that City departments are aware of farmers' markets as a venue for City events and as a method for reaching targeted populations and promoting City and County services
29. Facilitate the implementation and evaluation of a city-wide Electronic Benefits Transfer (EBT) and/or Farmers' Market Nutrition Program (FMNP) system and that will allow residents to use food stamps at any farmers' market or farm stand in the city.

47. Make local foods more available in communities that have not historically had good access to healthy foods, such as North Mpls

48. Facilitate an increase in the racial and ethnic diversity of vendors and customers at Minneapolis farmers' markets

Recommendations whose implementation could be facilitated by a coordinating entity

16. Develop and implement a Homegrown Minneapolis communications campaign to a) increase knowledge of, interest in, and demand for local food; b) increase awareness of healthy food options among underserved communities; c) elevate existing programs, businesses, and activities that support the local food movement; d) increase awareness of the initiative's goals and actions.

40. Identify and help secure 5-6 sites for the permanent establishment of each of the several existing farmers' markets and the additional establishment of a farmers market(s) in an area currently underserved. Use the Offices of the Mayor, City Council, and other elected officials to solicit interest and investment from the private sector and various state and federal agencies for the purchase and development of these sites.

46. Recognizing the central role of rural and peri-urban agriculture in Minneapolis' food environment, build relationships with rural and peri-urban partners to provide educational and marketing opportunities for new farmers (particularly limited resource and women farmers); support preservation and increased access to farmland (particularly for people of color, limited resource, and women farmers); develop food systems infrastructure to link rural and urban producers and consumers; and related strategies.

FYI, a list of functions (feasibility questions aside) developed by the market managers that would potentially fall within the purview of a coordinating entity:

- Provide a single point of entry and administration for the Minneapolis market system for the vendor community;
- Provide the capacity to certify producers and verify the provenance of goods being sold in the farmers market system;
- Coordinate and administer city-wide (eventually regional) farmers market EBT and other food access initiatives;
- Provide a range of services from basic technical assistance through full market management for start-up markets and farmers markets in underserved areas of the city;
- Coordinate research and relevant data collection for the farmers market system;
- Facilitate communication and collaboration between the markets and outside organizations and municipal agencies;
- Coordinate marketing and promotional efforts;
- Provide farmers market-relevant, culturally appropriate consumer and producer education;
- Provide a purchasing pool and coordination to promote zero-waste initiatives at the markets;
- Develop the capacity to hold peri-urban agricultural land for the benefit of market system producers (e.g.: land trust);
- Develop the capacity to advance small-scale credit and grants to market system producers;
- Create an insurance pool for market system producers.

Homegrown Minneapolis.

Initial Logo

Hello[®]
INDUSTRIES

Collaboration

Homegrown Minneapolis is about one thing, collaboration. Working with markets, farmers, green space and policy makers to inform and inspire change in our city. This mark represents that when the two parts come together we grow our local food initiatives.



Homegrown Minneapolis





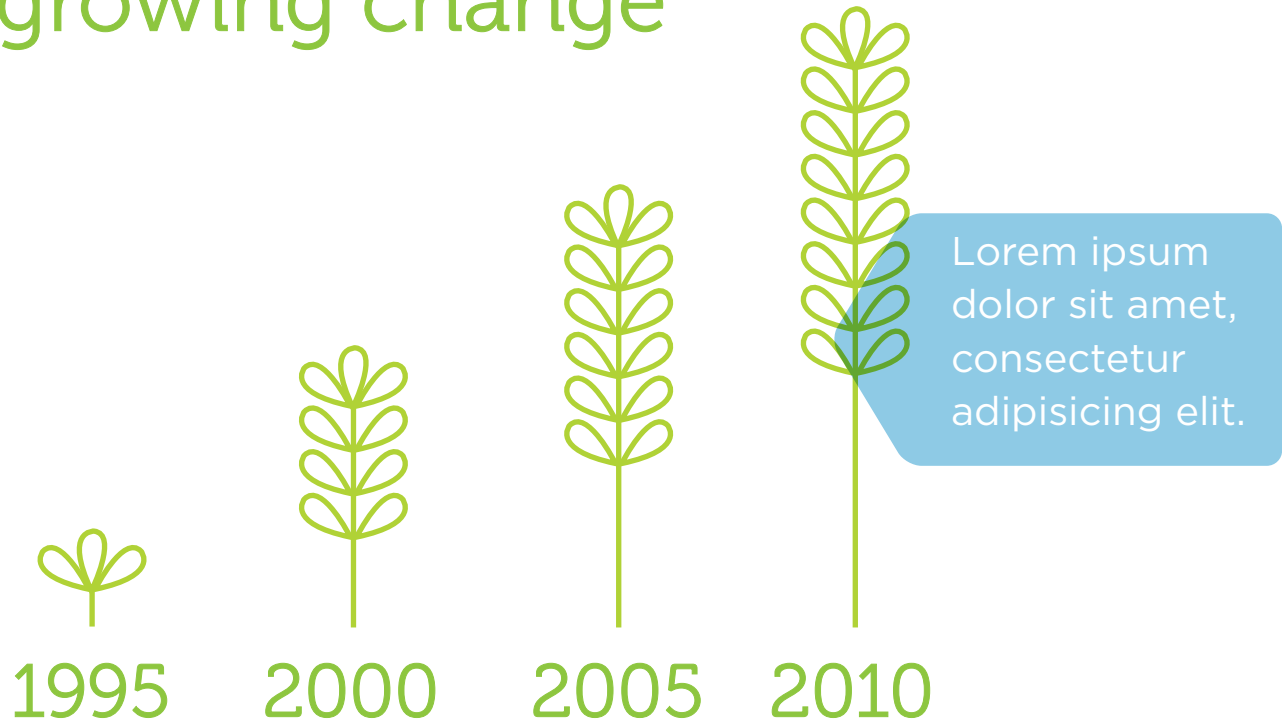
Homegrown Minneapolis

healthy food. healthy city.

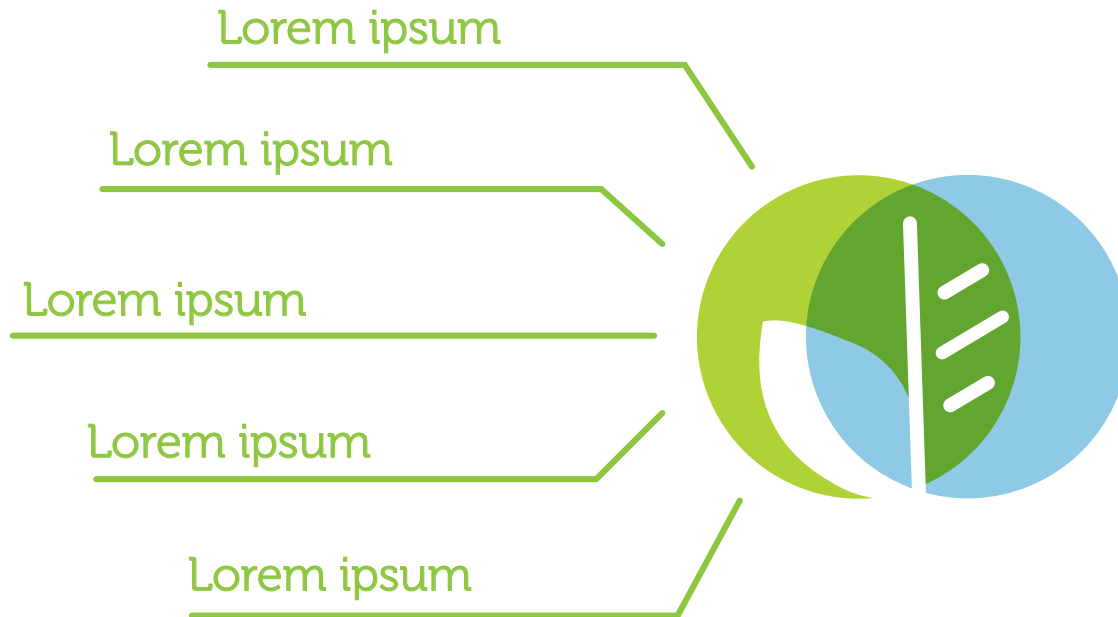
Presentation Ideas



A growing change



Growing together





Thank You.



**Homegrown Minneapolis
Implementation Task Force Meeting
Wednesday, February 16, 2011
3:00-4:30 p.m.
City Hall, Room 333**

Meeting Minutes

Attendance: JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Cam Gordon (City Council), June Mathiowetz, David Nicholson (Farmers' Markets), Megan O'Hara, Erica Prosser (Mayor's Office)

Guests in Attendance: David Abazs, Lucy Arias, Starr Carpenter, Cassidy Gardener, Jan Joannides, Josh Tolken

Absences: Maggi Adamek, Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Tim Jenkins (Regulatory Services), Valerie Martinez (At-large representative), Kirsten Saylor (Gardening Matters)

Welcome and Agenda Overview. Erica Prosser and Council Member Cam Gordon chaired the meeting.

Announcements.

- **Local Food Business Expo.** Starr Carpenter was present to share information about a Local Food Business Expo she and Collie Graddick are planning for April 1st from 1:00-5:15 p.m. at UROC. (**See Handout #1**) The effort will highlight the importance of a local food system, the potential and role of co-ops in a strong local food system, the City's Homegrown Business Development Center, and numerous local business owners talking about their experiences.
- **Task Force Evaluation.** June Mathiowetz noted she is working on developing a Task Force evaluation so we can start evaluating our efforts. More information will be available in coming months so Task Force members can weigh in on its development.
- **Food Policy From Neighbor to Nation Conference.** It was noted this conference is being held in Portland on May 19th-21st. JoAnne Berkenkamp and David Nicholson indicated they may be attending.
- **Compost Available.** June Mathiowetz noted she'd been contacted by Roselawn Heritage Farms. They have a supply of very well composted cow and horse manure and are looking for ways to get it to people who need it. They have a way to transport it and spread it on community gardens, but need a funding source and gardens that want it. The compost has been tested for contaminants.
- **Mobile Food Vendor Ordinance Change.** Cam Gordon noted that efforts are underway to allow expansion of mobile food vendors outside the downtown area through an ordinance change.
- **Letter of Support for the Urban Ag Policy Plan.** A letter indicating strong support for the City's Urban Ag Policy Plan was circulated for Task Force members to sign as requested last month.

Information and Innovation Discussions. David Abazs, a 2011 MISA fellow from northeastern MN, spoke about research he recently submitted to the U.S. Department of Agriculture on the topic of what's working and not working around labeling and consumer identification of local and regional foods in Minnesota. His work revealed a number of smaller, unconnected campaigns operating to various degrees of effectiveness across the state that do not yet grasp the full potential and the current momentum that exists for broadly marketing local foods. His research revealed complexities around territory or physical boundaries that he believes can be addressed and overcome with expanded coordination. He recommends a convening of

stakeholders to explore how everyone involved might agree to a statewide local labeling plan – one local and regional farm directory. Additionally, part of the work involves expanding consumer education, branding with a goal of increased consumer clarity, and developing the relationships between farmers, businesses and consumers. He noted people need to identify with their region, see the advantages of local production, and recognize the collective benefits to the economy. He recommended ending food labeling efforts that are not working or are confusing. **(See Handout #2 for David’s report).**

10% Campaign. Jan Joannides shared what she’s been learning about the 10% campaign that was launched in North Carolina in July of 2010. North Carolinians spend about \$35 billion a year on food and the campaign’s goal is to get people to spend 10 percent of their food budget on locally grown foods. Participants in the 10% campaign are sent an email with a few simple questions each week to help them track their spending. The website tracks their progress and reports on statewide progress. Jan plans to continue to look into this project more to consider viability of its replication here. www.nc10percent.com **(See Handout #3 for Jan’s powerpoint presentation).**

Working Group Updates.

Local Food Purchasing Working Group. June Mathiowetz provided a brief report on this new working group on behalf of Kelly Wilder. It was noted that the final Homegrown report contained a recommendation to pursue a local food purchasing policy at the City. Kelly has convened a group composed of internal and external participants to take up the conversation and they have met once. There is support at the City for such a policy as it relates to the City’s sustainability efforts in the areas of Green Jobs, Healthy Weight, Local Food, and Climate Change. The City has analogous policies – the Healthy Food and Environmentally Preferable Purchasing Policies – and other cities are undertaking similar efforts. Currently, a tiered list of our values is being developed. For example, the following characteristics are most valued: youth involvement, Minneapolis-grown and processed, organic, cooperative ownership, etc. Farther down the list, working group members noted they also prefer: Minnesota-grown, small producers, low input, etc. After that, preferences include: regionally-grown, minimally-processed, etc. Task force members may weigh in on what values need to be included as well as on where they should fit in the “tiered” system. They may also forward along their favorite examples of such policies from local governments and other institutions and any other ideas to Kelly Wilder. The Task Force offered its support of the working group’s efforts to move exploration of such a potential policy forward.

Communications Working Group. Megan O’Hara noted that she had an initial meeting with the co-ops as part of an effort to expand Homegrown’s communications. At their next meeting, they will brainstorm options around a prelude series of Homegrown communications efforts leading up to a larger 2012 communications campaign.

Farmers Market Coordinated Entity. David Nicholson noted that he, Robin Garwood and Tim Jenkins met to discuss the makeup and work plan for this group.

Urban Agriculture Policy Plan. Cam Gordon led a discussion on efforts to help assure the success of the Urban Agriculture Policy Plan as it moves its way through the Council process. Task Force members were encouraged to attend City’s Planning Commission meeting involving a public hearing on February 22, 2011 at 4:30 p.m. in the Council Chambers.

Local Food Policy Entity Working Group. June Mathiowetz noted that a meeting facilitated by Julie Ristau was held on January 20th with a turnout of more than sixty people. Follow-up meetings and additional planning are underway.

Community Garden Water Grants. Brette Hjelle provided information about the basic guidelines of the pilot community garden water grants effort currently underway. The pilot is making matching grants of up to \$2,000 available to community gardens on a first come first served basis. This opportunity will allow water access to be more convenient for some gardens. The usual \$65 annual hydrant fee will be removed for those gardens and water use will then be metered and charged to the garden. A question was raised about whether

or not community gardens that don't get the grants will have access to the City's technical service on winterization. Brette indicated that the question had not come up before and he would look into it.

Adjournment. The meeting was adjourned at 4:35 p.m.

Connecting the Dots--Building a Local Food System One Enterprise at a Time

April 1, 2011 1:00-6:00

UROC, 2001 Plymouth Avenue North, Minneapolis, MN 55411

- | | |
|-----------|---|
| 1:00-1:05 | Welcome & Why we are together today |
| 1:05-1:30 | How would a regional food system improve access to good food, create economic opportunities and keep dollars in our communities: Glenn Ford |
| 1:30-2:00 | Community Table Co-op <ul style="list-style-type: none">• Why a co-op of local food businesses makes sense. Imagining and building shared infrastructure. Grow! Twin Cities urban agriculture model |
| 2:00-2:15 | Break |
| 2:15-3:00 | Round Robin: 5 minute descriptions from four existing local food enterprises to share how they got started, obstacles they faced, resources they found helpful, lessons learned, future plans. Then break out to conversation tables. <ul style="list-style-type: none">• McKinley CSA: Jenny Skoroupa• Broadway Market: Erin Jerabek• Ngon Bistro: Hai Truong-owner and chef• Pig's Eye Urban Farm: Nathan Schrecengost |
| 3:00-3:15 | Seward P6 buy local program: Principle 6 values <ul style="list-style-type: none">• How has this worked for them? |
| 3:15-3:45 | "Starting a Food Business in Minneapolis" |
| 3:45-4:00 | Break |
| 4:00-4:45 | Round Robin: 5 minute descriptions...same format as above <ul style="list-style-type: none">• Cherry Tree House Mushrooms: Jeremy McAdams• Kindred Kitchen: Alden Marketing• Kitchen in the Market: Global Market shared kitchen• Growing Lots: Stefan Myers |
| 4:45-5:15 | Breakout sessions <ul style="list-style-type: none">• Marketing and Distribution• Growing For Market: farmer training programs• Value-added Processing |
| 5:15 | Evaluation, Thank you for coming & Next steps |

Info and registration:

www.connectingdots.eventbrite.com

Press Release

Connecting the Dots Building a Local Food System One Enterprise at a Time

There is a groundswell of energy in the Metro area focused on better access to healthy food. Imagine yourself as part of the solution! Explore how to start or expand a food-based enterprise. Here's a chance to meet and learn from others who are already doing it! Find out what resources are available to help you get started. Learn about licensing requirements, startup funding, farmer training programs and how others market and distribute their products and services. Or just show your support of these efforts by joining the discussion.

Friday, April 1

1-6 pm

UROC

2001 Plymouth Avenue North

Minneapolis, MN 55411

Who should attend?

- Local food entrepreneurs
- People who are considering starting a local food based business
- Those who are offering resources for business start-ups
- Advocates who want to support a local food system
- Media and policy makers

More information at: thecoopproject.wordpress.com/event-connecting-the-dots

or call 612-524-8878

There is no charge to attend thanks to these generous sponsors:
MISA, Gardening Matters, UROC, Seward Co-op

Agricultural Context - Ongoing environmental limits and challenges provide greater incentive for developing and supporting local food systems.

For example, our oil based US agricultural system in 1940 “produced 2.3 calories of food energy for every calorie of fossil energy. By 1974 the ratio was 1:1.”¹ Currently the ratio has reversed, 10^{Kcal} fossil fuel to 1^{Kcal} of food.² This increasing oil dependency comes at the same time as the US crude oil production is in decline. US Field Production of Crude Oil in 1970 peaked at 9,637 (Thousand Barrels per Day).^{3&4} In contrast, 2009 production totaled 5,361 (Thousand Barrels per Day). The agricultural oil dependency looks to global markets to maintain its share of crude oil consumption. Global crude oil production peaked the summer of 2008 at 85 million barrels a day.⁵ We do not know if this is a geological/technical peak, or a political/economic induced peak. “Peak oil” is determined years later, looking back over production level trends. The ultimate peak of crude oil production is likely to promote the further localization of our food system.

Other serious environmental concerns affecting agriculture include soil erosion, water availability, shifting climates, chemical contamination, resource depletion and genetic erosion. Nitrogen fertilizers use tremendous fossil fuel resources and finite availability of other essential mined nutrients like phosphorous also are becoming scarcer and more expensive.

Along with the increasing challenges of food production, the trend towards local food production and consumption can provide food freshness, local jobs, sound economics, environmental savings, and social/political benefits. With all those benefits, we still find through studies and stories, some local food actual travels further than food produced and shipped through the global food chain.⁶ Food quality is also dependent on final product choices, at the farm, company and consumer level. Some of these local and regional food consumer benefits are more perceived than real, but the potential is great and the local food trend continues.

Consumer identification of local and regional foods: Labeling

Labeling Shifts & Trends - Consumer shifts continue to occur in “local or regional food” preferences. A new movement is underway as people look to purchase foods closer and closer to home. Motivations for local and regional food are diverse. Some want fresher quality food, while others put a higher value on reducing the negative effects of long distance travel on the environment. Many wish to contribute to the welfare of local farmers and rural communities and believe that a local food movement can provide greater job opportunities.

Labeling is a consumer tool that provides information about who is growing the food, how it is grown and where the food was produced. Labeling provides the farmer a marketing tool that sets their products apart from others. Labeling also provides the consumer the information to make food choices based on their values. Some labeling is for food safety; others inform consumers about the care of livestock and workers, while still other labels simply tell you where it is grown. These different labeling aspects and goals can bring challenges and confusion but also opportunities. Funding and staffing issues persist and a cost/benefit assessment is needed.

This report will try to give an overview of what is currently going on with food labeling in Minnesota - what is working, what is not working, and suggestions and ideas on what things could happen to enhance the role of labeling in building local and regional food systems. This report will also reveal the complexity and incongruity of labeling, as efforts continue to expand, change and morph.

Identified Local & Regional Foods Labeling Efforts

The current organization and labeling efforts include: (1) Food Alliance Midwest, (2) Minnesota Grown, (3) Buy Fresh Buy Local (Upper Minnesota River, Red River Valley, St. Croix River Valley), (4) Superior Grown (Western Lake Superior Region Minnesota NE 8 counties and Wisconsin NW 8 counties), (5) Pine Lakes Country Local Foods, (6) P6 & (7) Lanesboro Local & Homegrown Minneapolis (these two are exploring starting labels)

Food Label	Staff	Members	Cost	Criteria	Funding
Food Alliance	.5 FTE	55-60 farms	\$400 - \$1,000	☉ ☼ ☼	Declining
Minnesota Grown*	2 FTE	1,100 farms+	\$20-\$60	✓ ☉	Strong & Stable
MN Grown/Pine & Lake Country Local Foods	SDP Staff & Volunteers	25-30 farmers restaurants	SDP \$20 Member of MN Grown Farmers \$20-\$60*	✓	Stable
Buy Fresh Buy Local (St. Croix River Valley)	.5 FTE & Volunteers	45 farms 8Farmers Market 18Business/Insti	Chapter \$500 Farmers \$25/2yr Bus/Institu 50/2yr	✓ ☼	Stable
Buy Fresh Buy Local (Pride of the Prairie)	6-8 hrs/wk & Volunteers	105 farms/ 131 members of localfoods.umn.edu	Chapter \$500 Farmers \$10/2yr	✓ ☼	Stable
Buy Fresh Buy Local (Red River Valley)	SDP Staff & Volunteers	9 Partners	Chapter \$500 Farmers ?	✓ ☼	Stable
Superior Grown	Volunteers	48 farms listed	\$30 SFA membership	✓ ☼	Uncertain
Lanesboro Local	Chamber	n/a	n/a	No label yet	Uncertain
Homegrown Minneapolis	Minneapolis City .5 FTE	n/a	n/a	No label yet	Uncertain
P6 Label	Seward Co-op Staff	P6 make up 32% of products sold	\$0	✓	Stable
✓ = Local ☉ = Regional ☼ = Sustainable ☼ = 3rd Party certified <i>*These labels are self-defined by the organization</i>					

Food Alliance Midwest is seeing a downward pressure on their labeling as the demand for “local foods” is increasing over the demand for “sustainable foods”. People are assuming that “local” is enough.¹⁴ This third party food quality label is for larger operations selling in multiple venues, often going through intermediaries, processors, and distributors in a blind transaction between the farmer and the consumer.



Minnesota Grown is part of the Minnesota Department of Agriculture. Of the \$186,000 of program funds, \$100,000 come from license fees and advertisement revenue.⁷ Funding is consistent through annual state appropriations. Currently 1.35 % of the 81,000 MN farms are members and that rate is increasing each year.^{8&9} The presence of the Minnesota Grown label exceeds the percent of farmers involved. “In calendar year 2010 we distributed more than 1.4 million promotional items to members and retailers. This doesn’t include the number of members that incorporate our logo directly onto their package.”⁹



Buy Fresh Buy Local (Pride of the Prairie/Upper Minnesota River Valley, Red River Valley, St. Croix River Valley) is a national trademark. “There are two other chapters in the MN/Wisc/Dakotas area and all three



are coordinated by a regional chapter affiliate, which currently is Land Stewardship Project. In Iowa there are 11 chapters and they take turns being the regional chapter affiliate. Each chapter has its own label that represents its geographical, ecological area and the particular fruits, vegetables and other foods produced there.”¹⁵ Each chapter coordinates tasting events, organizes farmers' markets, and sponsors farm tours, among other activities. Area stores, markets, restaurants, and farms use this label to show a commitment to local foods.



Local Label Promotion Efforts -

Superior Grown and Pine & Lake Country Local Foods are local efforts to inform consumers about the products that are locally available for consumption. Mostly volunteer labor, time and effort have been put into the projects with limited label exposure and success.



The central region of Pine & Lake

Country considered using the Buy Fresh, Buy Local label but ultimately chose to go with Minnesota Grown since it was more widely recognized, less expensive and some of the farmers were already using this label.¹¹ They partnered together, as illustrated, in developing a joint label that lets everyone know it is both Minnesota grown and local to their region, hopefully avoiding consumer confusion. Superior Grown has had mixed success, but the trademark label holds a great deal of potential for the region's local foods future. The web directory is the most active aspect of the project at this time.¹⁶



P6 is a Seward Co-op store tool that allows them to differentiate themselves from other food retail outlets that sell organic and natural foods. Products have the P6 label if they meet two of three criteria - small farmer/producer, local, and cooperatively-owned/non-profit. Seward Co-op, along with Equal Exchange and five other consumer co-ops throughout the US, created P6.¹⁷

Labeling Assessment & Challenges

Border Issues - In the Western Lake Superior Region, Arrowhead Milk, a dairy cooperative, processes its milk in Superior, Wisconsin. They can only put the Minnesota Grown label on the milk carton as long as 80% of the product is grown in Minnesota. Under these labeling rules, this milk can neither be considered a Minnesota Grown product nor a Wisconsin product, but it could be considered 100% Superior Grown.

Options? Minnesota Grown, Wisconsin Grown and Superior Grown could work together to unify their labels with similar text and logo layout, providing the consumer with the information without confusion. For Minnesota farmers, there would be the Minnesota Grown/Superior Grown label. For Wisconsin farmers, there would be the Wisconsin Superior Grown label. Ideally, a regional label agreement could be brokered to create a joint Wisconsin, Minnesota & Superior Grown label, supported by all three collaborators.

Labeling for Food Quality or Location – There has been an interest in labeling farm products “organic”, “sustainable”, “grass fed”, and “natural” to help consumers buy “quality” food. Those same labels can also confuse consumers. Location has become one of many other label criteria. Only two labels are based solely on the location of where the food is grown - Minnesota Grown (regional label) and Minnesota Grown – Pine and Lake Country Local Foods (local label). The “quality” verses “location” labeling issue can confuse consumers and cause conflicts within labeling organizations.

Options? Using the Minnesota Grown/Pine & Lake Country Local Foods as an example, other regions throughout the state could address the local label idea by partnering with the existing Minnesota Grown label. These Minnesota Grown/local community labels could offer options by including words

like “organic”, “sustainable”, “grass fed”, and “natural” for further criteria delineation. Minnesota Grown and the local community would have to come to an agreement on how to systemize these options, as Minnesota Grown has already done with the word “organic”. Another place to address these “quality” concerns is to include these farming choices in a product directory where consumers can better connect their values with their purchases. Ongoing education should accompany any labeling effort employed.

Cost of Labeling – Minnesota Grown charges \$20. An additional \$40 fee per farm is required to be included in the state directory. Other organic and sustainable labeling can cost hundreds of dollars. Some local labeling options are funded solely through business, grant and governmental sources with limited or no farmer costs. Since many farmers’ incomes are limited, a consumer-funded mechanism could be considered.

Options? Currently, local labels are funded and supported through farmer fees, farm organizations, grants, and university and governmental programs. Given the limited income of some farmers, Minnesota Grown, or other labeling organizations, could offer sliding scale charges based on the farms previous years’ net profits or loss.

For a consumer-based funding option, one California region uses a GoLocal Rewards card¹⁰ which offers convenient exchanges between consumers, farmers and businesses. Annual membership fees and ongoing card transaction fees provide a solid funding base, enabling staff to build the web directory, public education and membership solicitation and services. Other consumer based funding ideas could be explored.



In Conclusion – Local food identity is currently a marginal force in our food system, filled with complexities and territorial issues. Many of the shortcomings highlighted above, however, can be addressed and overcome. Efforts should focus on finding the best ways to help local labeling become more successful in an organized and cost-effective way. To build a local food system, consumer education, clear branding and the development of relationships between the farmers, businesses, and consumers is essential. People need to identify with their region, see the advantages of local production, and recognize the collective benefits to the local economy.

Next Steps and Recommendations

Facilitate a meeting of stakeholders to explore how everyone involved could agree to a statewide local labeling plan to:

- Build one local and regional farmer directory. Who to host, how to post, all to boast.
- Design a state wide organized system to provide local labeling options with the goal of consumer clarity.
- Establish clear communication links between the organizations involved.
- Develop annual campaigns to educate consumers about local and regional foods.
- Fund and staff this collaborative project effort.

Encourage regional identification efforts, including articles and media, board games, trivia games, maps and road signage to “brand” the movement and provide education about the regions.

Terminate local food labeling efforts that are not working or are confusing.

Foot Notes

1. Harpers Magazine, February 2004, The oil we eat: Following the food chain back to Iraq, By Richard Manning, <http://www.harpers.org/archive/2004/02/0079915>, December 24, 2010
2. © Copyright 2004, From The Wilderness Publications, <http://www.copvicia.com>. Eating Fossil Fuels, by Dale Allen Pfeiffer, posted <http://www.organicconsumers.org/corp/fossil-fuels.cfm> December 24, 2010
3. U.S. Energy Information Administration, Annual U.S. Field Production of Crude Oil, Graph & Chart <http://www.eia.doe.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=MCRFPUS2&f=A> December 24, 2010
4. Peak oil is the point in time when the maximum rate of global petroleum extraction is reached, after which the rate of production enters terminal decline. This concept is based on the observed production rates of individual oil wells, and the combined production rate of a field of related oil wells. The aggregate production rate from an oil field over time usually grows exponentially until the rate peaks and then declines—sometimes rapidly—until the field is depleted. Wikipedia.org, http://en.wikipedia.org/wiki/Peak_oil December 24, 2010
5. Global Crude Oil Production History in Barrels, Timeline, December 24, 2010, http://www.google.com/search?q=Global+Crude+Oil+Production+History+in+Barrels&hl=en&client=safari&sa=G&rls=en&prmd=ivns&tb=s:tl:1&tbo=u&ei=IQUVTZKcLsaAIAf45cysDA&oi=timeline_result&ct=title&resnum=11&ved=0CE4Q5wIwCg
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8. MN Farm Population Numbers, USDA ERS State Fact Sheet; Minnesota, December 17th, 2010 http://www.nass.usda.gov/Statistics_by_State/Minnesota/Publications/Annual_Statistical_Bulletin/agstatbk2010/page11.pdf
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11. U of M Central Region Partnership, CLC Ag Center, 1830 Airport Road, Staples, MN 56479, Executive Director Linda M. Ulland, 218-894-5195, Email ullan012@umn.edu January 24, 2011
12. June Mathiowetz, Phone interview, Homegrown Minneapolis, 612-673-2027, January 4, 2011
13. FoodRoutes Network, phone interview with Jessica, Buy Fresh, Buy Local, 570-673-3398, <http://www.foodroutes.org/> 439 Phinney Drive, Troy, PA 16947, info@foodroutes.org
14. Food Alliance Midwest Director, Phone interview with Bob Olson, Food Alliance Midwest, 651-256-3682, <http://www.foodalliance.org>, bob@foodalliance.org, January 5, 2011
15. Land Stewardship Project, Buy Fresh, Buy Local project, danaj@landstewardshipproject.org Dana Jackson. Email January 8, 2011.
16. Superior Grown, Silver Creek Institute, <http://www.superiorgrown.org/>, Cree Bradley, Email cree@lakesuperiorfarming.org, January 19, 2011.
17. Seward Co-op, Communications Specialist, <http://seward.coop>, Allison A. Meyer, 612-436-4043 Conversation January 17, 2011, Email ameyer@seward.coop, January 18, 2011.



NC 10% Campaign Overview

Teisha Wymore
January 17, 2011



CEFS: A Brief History

- Center for Environmental Farming Systems (CEFS) is a collaborative organization comprised of NC State University, NC A&TSU, and NCDA&CS
- Programming offices at NCSU and NCA&TSU
- 2000 acre research facility in Goldsboro:
 - 100 Acre Organic production farm
 - Grass-fed beef
 - Organic (transitioning) Dairy
 - Alternative swine production
 - Year-round Workshops – open to public
 - Internships and Apprenticeships
- Local Food Programs – *From Farm to Fork Initiative*



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu





10% Campaign Overview

- A CEFS Initiative
- Outcome of Farm to Fork Summit - *Communications Working Issues Team*
- Funded by Golden Leaf Foundation
- Launched July 20, 2010
- A \$3.5 billion endeavor

From
Farm to Fork



A Guide
to Building
North Carolina's Sustainable
Local Food Economy



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu





Why 10 Percent?

It's achievable:

- North Carolinians spend about \$35 billion a year on food. If individuals spent 10%—\$1.05 per day—locally, about \$3.5 billion would be available in the local economy.
- A vibrant local food economy will support farms, food and manufacturing businesses and create jobs.
- Infusing fresh and flavorful fruits and vegetables into diets can significantly reduce diet-related diseases and long-term health care expenses for everyone.



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu





Key Components of the Campaign

- Web Portal for individuals, businesses, agencies, and organizations – interaction and updated as we grow
- Resources and useful information: Partners, Find Local Food, Learn More, Events, Social Media
- Partnership with Cooperative Extension Agents in every county in NC – designated local food coordinators
- Founding Partnerships with Compass Group and Sysco Foods and Whole Foods Markets



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10%

**BUILDING NORTH
CAROLINA'S LOCAL
FOOD ECONOMY**

Farm To Fork

Join the 10% Campaign

a Center for Environmental Farm Systems initiative

[Home](#)[About](#)[Events](#)[Find Local Foods](#)[Learn More](#)

In Season



[View Seasonality Chart](#)

Here's How It Works

Join us in support of North Carolina's farmers, businesses and communities.

- ✓ Pledge to spend 10 percent of your existing food dollars locally
- ✓ We'll email you with a few simple questions each week
- ✓ We'll track your progress, and you'll see our progress statewide

[Sign Up Now](#)

Watch Us Grow

1972 people
and **177** businesses
spent **\$2,582,468** locally

updated weekly

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.

News & Happenings

Statewide

Buncombe County

From Food in the News blog: "2011 Will Be Year of the Local According to Nation's Chefs"

December 3, 2010 blog entry by Katie Robbins

[Read Complete Article](#)

From Country Mouse & City Mouse blog: "The 10% Campaign"

December 30, 2010 blog entry by Tiffany

[Read Complete Article](#)

From The Star: "Campaign asks consumers, businesses to buy 10 percent of their food locally"

January 3, 2011 article

[Read Complete Article](#)

Quick Links

[Center For Environmental Farming Systems](#)

[North Carolina Food Advisory Council](#)

[Statewide Action Guide for Building a Local Food Economy in NC](#)

Social Media



Find us on
Facebook

Join us on Facebook to become a part of the conversation!



NC10Percent Campaign

NC10Percent

Come on down to Fullsteam for a pint and a sausage! Happy hour, Bull City Style!#fb

2 days ago · reply

Southern Region Small Fruits Consortium Winter Newsletter is now available. <http://bit.ly/efFddM>

2 days ago · reply

RT @wwfm Stick to your resolution to eat less processed food. Shop the WWFM from 9am to noon Saturday morning.

2 days ago · reply



Join the conversation

Our Partners

- ▣▣▣ Pledge of Purchase
- ▣▣▣ Employee/Member Programs
- ▣▣▣ Promotion/Outreach
- ▣▣▣ Restaurants

Welcome!

We're challenging you to spend 10 percent of your existing food dollars to support North Carolina food producers, businesses and communities. Join the **10% Campaign** today!

Why 10 Percent?

It is achievable for most and meaningful for all:

- We spend about **\$35 billion a year on food**. If we spent 10 percent - **\$1.05 per day** locally - approximately \$3.5 billion would be available in the local economy.
- A vibrant **local food economy** will support farms, food and manufacturing businesses and create jobs.
- Infusing fresh and flavorful fruits and vegetables into diets can significantly reduce diet-related diseases and long-term health care expenses for everyone.

Here's How it Works

Join the campaign! Register and pledge to spend 10 percent of your food budget on foods produced/grown locally.

- **Explore** this site to learn where you can buy/grow local foods. We will track and post **10% Campaign** partnerships, initiatives, news events and happenings.
- **Connect** with the thousands of North Carolinians and organizations/initiatives already in the field

Upcoming Events

Jan 18, 2011	Pastured Poultry Seminar	Carthage, NC
Jan 21, 2011	Local Foods: Options & Opportunities	Hamlet, NC
Jan 21, 2011	Local Foods: Options & Opportunities	Rockingham, NC
Jan 21, 2011	Local Foods: Options and Opportunitess	Hamlet, NC
Jan 21, 2011	South Central District Local Foods Conference	Hamlet, NC
Jan 28, 2011	Foothills Fresh New Grower Institute	Dallas, NC
Feb 1, 2011	Vance County Regional Farmers Market Design Meeting	Henderson, NC
Feb 8, 2011	Vegetable Gardening Workshop	Lexington, NC
Feb 10, 2011	Heirloom Apple Seminar and Book Signing	Pittsboro, NC
Feb 16, 2011	North Carolina Pesticide Licensing Exam	Lumberton, NC
Mar 7, 2011	Lexington Farmers Market Spring Meeting	Lexington, NC
Mar 8, 2011	Thomasville Farmers Market Spring Meeting	Thomasville, NC

10%

**BUILDING NORTH
CAROLINA'S LOCAL
FOOD ECONOMY**

Farm To Fork

Join the 10% Campaign

a Center for Environmental Farm Systems initiative

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[View Seasonality Chart](#)

Here's How It Works

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[Sign Up Now](#)

Watch Us Grow

1972 people
and **177** businesses
spent **\$2,582,468** locally

updated weekly

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.



Activation Question Set

Let's Get Started

How many people are in your household?

3

Approximately how much money does your household spend on food per week? (The average cost per person per week is \$77. Total food spending includes restaurants, grocery shopping, farmer's markets, etc.)

100

Where do you find locally produced food? Check all that apply:

* Growing your own food counts toward your local food purchases.

- ☐ I grow my own! *
- ☐ Buying Club
- ☐ Community Supported Agriculture
- ☒ Farmers' Market
- ☒ Grocery Store/Co-op
- ☐ Institution (ie: Hospital cafeteria featuring NC foods)
- ☐ Pick-Your-Own/Direct from a Farm
- ☒ Restaurants
- ☐ Retail (ie: a deli or a butcher)
- ☐ Roadside Stand
- ☐ I am not sure

Where did you hear about The 10% Campaign?

local event

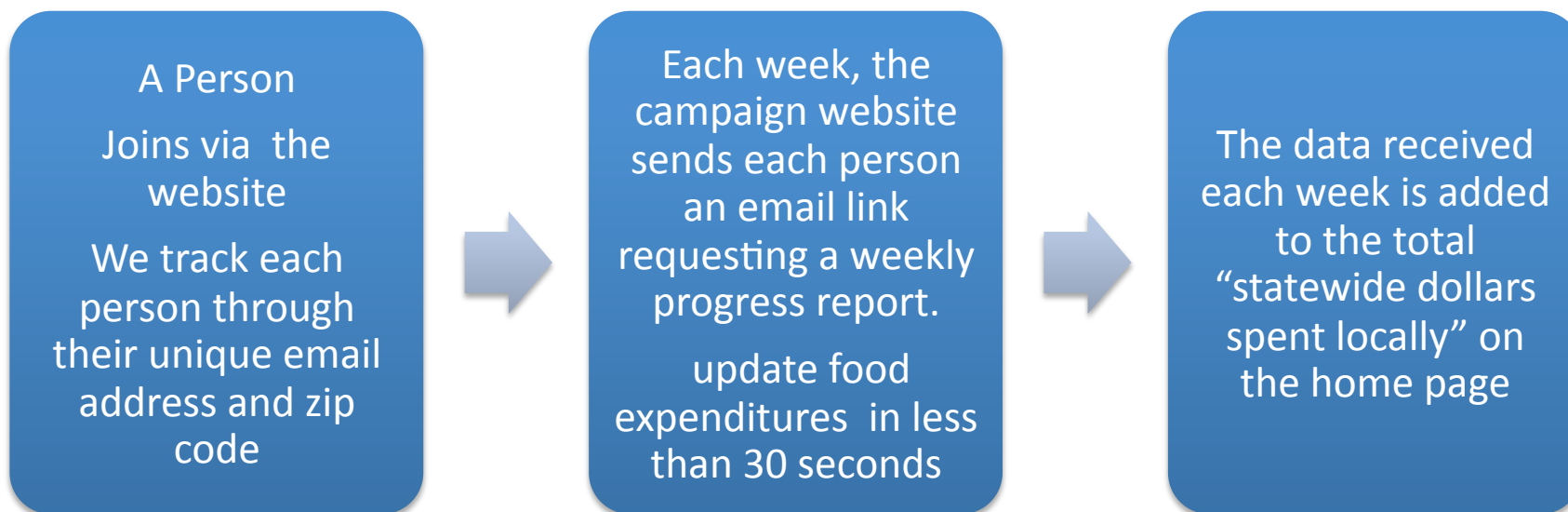
Thank you, we're looking forward to seeing you next week!

Submit

Make the Choice. Make a Difference. Make it Local.



Individual and Restaurant Participant web-based process



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu





Business Partner Participation: Three ways to Support

- **Pledge of Purchase Partners** - Let us know when you are buying NC food-Tell us how much you spent.
- **Employee or Member Programs Partners** – Host an employee event or lunch, or write about us in an internal communication to help increase our individual participation.
- **Promotion and Outreach Partners** – Support the statewide local food economy by joining the campaign and showing your investment in North Carolina's sustainable future.



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www.cefs.ncsu.edu





Message to Consumers

By spending 10% of their food dollars locally AND tracking this each week can support a statewide effort to:

- Build the NC local food economy
- Improve the health of North Carolinians
- Impact NC jobs in farming, food services, and related industry
- Create a sustainable food system in North Carolina



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Top Three Reasons to join the 10% Campaign

- 1. You are probably already buying local food – Prove it! Help us demonstrate the demand for local foods in North Carolina.
- 2. Improve your health by eating fresh, local fruits and vegetables.
- 3. Support those local farmers, restaurants, and businesses that you love —support their efforts to produce and source fresh, local foods!



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Thank you from the 10% Campaign Team

Nancy Creamer – CEFS Director
Teisha Wymore – Program Manager
Chelsi Crawford – Campaign Outreach
Meg O'Donnell – Public Relations



Please contact us with any questions

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415 215 1612 cell

Campaign Website
www.nc10percent.com



**Homegrown Minneapolis
Implementation Task Force Meeting
Wednesday, March 16, 2011
3:00-4:30 p.m.
City Hall, Room 333**

Meeting Minutes

Attendance: Patty Bowler (MDHFS), Rose Brewer (At-large representative), Cam Gordon (City Council), Tim Jenkins (Regulatory Services), June Mathiowetz, Megan O'Hara, Erica Prosser (Mayor's Office), Kirsten Saylor (Gardening Matters)

Guests in Attendance: Sean Alter, Emily Buhr, Curt Fernandez (Regulatory Services), Robin Garwood (CM Gordon's Office), Josh Tolken (PPL), Jim Topie (MN Department of Agriculture)

Absences: Maggi Adamek, JoAnne Berkenkamp (IATP), Karin Berkholtz (CPED), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Valerie Martinez (At-large representative), David Nicholson (Farmers' Markets)

Welcome and Agenda Overview. Erica Prosser and Council Member Cam Gordon chaired the meeting.

Announcements.

- Two articles about Homegrown Minneapolis were recently printed by the American Planning Association - one in their February 2011 magazine and another in one in their food-specific publications. (See Handouts #1 and #2).
- The Alliance for Sustainability's Neighborhood Conference is scheduled for April 8th and 9th. Robin Garwood will speak on Homegrown-related efforts at a workshop on Friday and Council Member Cam Gordon and June Mathiowetz on Saturday.
- Project for Pride and Living is having a kickoff meeting for its community garden in Hawthorne on April 10th. This is an opportunity for north Minneapolis residents to access a plot and training.
- The "Connecting the Dots – Building a Local Food System One Enterprise At A Time" event being planned by Starr Carpenter and Collie Graddick is being held on April 1st at UROC.

Information and Innovation Discussions.

1) Addressing Regulatory Challenges of the Food System. Curt Fernandez from Regulatory Services and Jim Topie from the MN Department of Agriculture provided a presentation and handout (See Handout #3) on a collaborative food effort they undertaken. In April of 2011, Minneapolis Regulatory Services partnered with the Minnesota Department of Agriculture to work on improving the regulatory system as it relates to local foods through a project funded by the U.S. Centers for Disease Control and Prevention's Environmental Public Health Leadership Institute. The goal of the project is to identify and address the regulatory challenges in expanding the sale of fresh, locally grown foods at farmers' markets and licensed food establishments.

As a result of this effort, cross-functional teams from the Minnesota Department of Agriculture, Health, the U.S. Food and Drug Administration, University of Minnesota School of Public Health and local leaders were brought together. This group has been discussing local farmers' market issues and working with farmers' market managers to review City ordinances and make changes without compromising public health and safety. Additionally, as part of the process, 125 farmers' market vendors were surveyed about agricultural practices. This process has allowed regulators and market vendors/managers to learn from each other and from the scientific community about how to improve their systems.

The project documented the current farmer's market application intake process and support flow, identified factors limiting success, and increased understanding of the multiple food system variables regulators and vendors must deal with on a daily basis. Challenges that might be contributing to regulation non-compliance and frustration identified included a lack of knowledge on vendors and regulators part, a lack of resources, and a lack of meaningful educational fact sheets. To improve on these points and expand the ability of these partners to work together for the common goal of food safety, several fact sheets have been created. Their work with Homegrown Minneapolis helped inspire them to apply for the CDC project and the team will continue to work on challenges in 2012 to find additional ways to support community needs.

2) Urban Composting. Emily Buhr and Sean Alter with Urban Composting spoke about the development and challenges of their emerging composting organization focused on collecting food waste from apartment buildings in Minneapolis.

Project and Working Group Updates.

Urban Ag Policy Plan. Cam Gordon led a discussion about next steps in moving the Urban Agriculture Policy Plan through the Council approval process.

Local Food Resource Hubs Network. Kirsten Saylor provided an update on the status of the Local Food Resource Hubs Network. The first seed and seedling distribution events for members are scheduled for April and May. The Parade of Community Gardens is scheduled for August 6th.

Local Food Sustainability Indicator. June Mathiowetz circulated a draft of the Local Food indicator page for the City's 2011 Annual Sustainability report (See Handout #4) and provided an update on the status and next steps for the targets under development. Targets for the 2012 report are scheduled to be presented to the City Council this fall.

www.ci.minneapolis.mn.us/sustainability/docs/2011MinneapolisLivingWellReport.pdf (Local Food indicator on Page 23)

Communications Working Group. Megan O'Hara provided a brief update on the progress of efforts underway.

Adjournment. The meeting was adjourned at 4:30 p.m.

Minneapolis Grows Urban Ag Plan

Local food is on the table in Minneapolis, which could adopt a new Urban Agriculture Policy Plan as early as this month. The plan follows the city council's 2009 adoption of the "Homegrown Minneapolis Report," which topped off a year-long process to improve access to food produced not just within the surrounding rich upper Midwestern croplands, but in the city itself.

Urban agriculture continues to blossom nationwide. The Minneapolis report cites agrarian movements in Chicago, San Francisco, Portland, and Toronto, and references Minneapolis's 15 farmers markets, 120 community gardens, five health food co-ops selling local food, and extensive Community Supported Agriculture network. Although the report recognizes that a wide spectrum of entrepreneurs and average citizens are tilling up urban soil and planting seeds, its authors say there is more to do. "We are getting more applications all the time," says Amanda Arnold, AICP, referring to increased requests for market gardens and animal husbandry in residential areas.

Arnold and fellow planner Aly Pennucci have been working on the Urban Agriculture Policy Plan with help from citizen and staff advisory committees. They convened a series of eight public and professional discussions on a variety of topics, including commercial gardening, restaurants, animals (chickens and bees are currently permitted in the city with neighbors' consent, but not typically at a commercial scale), rooftop farms, and economic opportunities — specifically the creation of agricultural jobs within city limits, something that is virtually nonexistent now.

Pennucci says the plan will likely "introduce new types of land uses we don't currently describe," like market gardens — a term used to describe smaller growing operations similar in scale and intensity to a community garden, but that also sell food commercially. Once the policy plan is adopted, the city will consider zoning code changes to further encourage urban agriculture. "I do believe there is a demand out there," says Arnold, adding that numerous restaurants are already focusing on or want to serve more local food. "I don't know what the [other] ideas will be, but our role [as city planners] is to not stand in the way."

— *Adam Regn Arvidson*

Amanda Arnold, AICP, Principal City Planner
Community Planning & Economic Development (CPED) -
Planning Division
City of Minneapolis
Phone: 612-673-3242
Fax: 612-673-2728

In August 2010, the city approved the zoning code revision, adding new definitions for urban farm and community garden, expanding allowances for farm animals, and including broad permissions for urban agriculture-related activities with limited permitting processes. (See City of Seattle 2010b.) For example, community gardens are now allowed by right in all zones, except for heavy industrial land, where they are allowed only on rooftops and the sides of buildings. The revision also permits urban farms, which allow the growing and selling of food on the same lot, in all zones, including residential ones.

Seattle's biggest barrier to expanding urban agriculture is land cost. Because the city has little vacant land and relatively few brownfields compared to places such as Philadelphia, Cleveland, or Detroit, there has been little discussion locally about the role urban agriculture might play in recycling abandoned or contaminated properties.

However, Born points out that places like Seattle have schools, utility corridors, and other pieces of land that could be co-used for urban agriculture. "There is real potential if we start thinking differently about urban agriculture in the city," he says. As Petzel sees it, "so much of the interest in urban agriculture is driven by community residents and organizations, and we have to make some fundamental changes to our city policies—be it the zoning changes or opening up municipal land for people to actually be able to grow and sell food. The challenge is coordinating the nuances as a city and being really crystal clear with the public."

Minneapolis

Minneapolis (pop. 386,691) is part of the seven-county Minneapolis-St. Paul metropolitan area renowned for its strong tradition of regional planning through the Metropolitan Planning Council, established by the Minnesota legislature in 1967. Although comprehensive planning is not mandated statewide, the Metropolitan Land Planning Act requires every local government in the region to develop a comprehensive plan. When the City of Minneapolis updated its comprehensive plan in 2009, it introduced urban agriculture into four chapters: open space and parks, the environment, public services and facilities, and urban design.

In keeping with its strong comprehensive-planning tradition, Minneapolis is also actively engaged in planning for sustainability. In 2003, the city council adopted a resolution initiating the Minneapolis Sustainability Program, and in 2005, the comprehensive plan was amended to include key sustainability indicators and mandate their use across all 18 city departments. These indicators were revised through a public process in 2009 to include local foods, waste reduction, and recycling.

With respect to urban agriculture, the Minneapolis-St. Paul metro area has a decades-long tradition of home gardening, master gardening (through the University of Minnesota Extension), and farmers markets. While the state contains multigenerational farming communities typical of the rural Upper Midwest, periurban Minneapolis-St. Paul is farmed by growers who rent land and produce food to sell at the city's farmers markets and upscale local restaurants. Many of these periurban farmers are Hmong immigrants, who brought a subsistence-farming culture with them to the United States.

Local food production is an important part of Twin Cities culture. Minneapolis is home to the largest concentration of natural-foods cooperatives in the country—and these co-ops have been at the core of the metro area's sustainable agriculture movement for the past 30 years. Over the past decade, a sizable community-gardening movement has also developed, with more than 200 community gardens in the metro area. In 2004, the McKnight Foundation funded a study that documented the challenges faced by local community gardens. The resulting *Twin Cities Community Garden Sustainabil-*

ity Plan (2005) called for a community garden association that could advocate for gardens and help community gardeners network, organize, and work collectively. Housed in its start-up phase at the nonprofit Green Institute, Gardening Matters is the independent community-garden organization now dedicated to that purpose.

In 2007, the Institute for Agriculture and Trade Policy (IATP) began the Minneapolis Mini Farmers Market Project described above. (See map, Figure 4.3.) The nonprofit IATP serves as the umbrella organization through which minimarkets can participate in the Farmers' Market Nutrition Program; it undertook a role that could be played by planners, working with the City of Minneapolis to simplify the permitting and licensing process for these markets. Correlated results include an increase in farmers markets around the city, as well as a 20 percent increase in vegetable consumption among

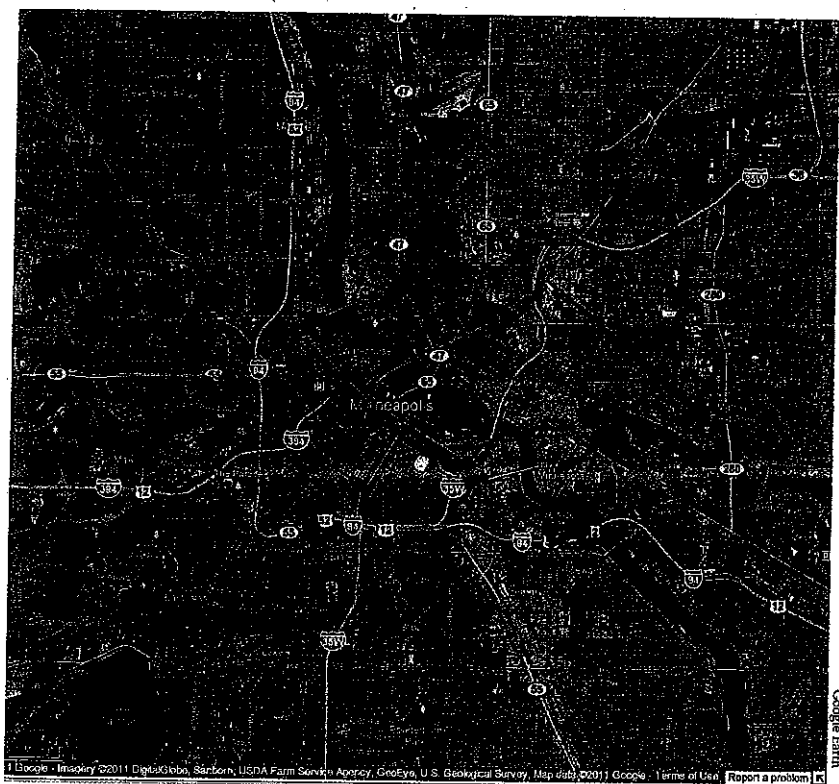


Figure 4.3. The Minneapolis Mini Farmers Markets, 2010

patrons at several of the minimarkets (IATP n.d.). This project, and other activities revolving around comprehensive planning, sustainability planning, and community gardening, set the stage for the large, multistakeholder planning process known as Homegrown Minneapolis (HM), which is creating the future of urban agriculture in that city.

Homegrown Minneapolis Phase One: The Process. Championed by Mayor R. T. Rybak, phase one of the Homegrown Minneapolis (HM) Initiative began in December 2008. HM was "built on the idea that a strong local food system can positively impact the health, food security, economy and environment of our city and the surrounding region" and that the city could "play an important role in this process by supporting residents' efforts to grow, sell, distribute, and consume more fresh, sustainably produced and locally grown foods" (MDHFS 2009, 1). The mayor designated the city's Department of Health and Family Support as the primary agency to provide staff support and coordination as part of a five-year federal grant targeted toward preventing obesity through increased consumption of healthy local foods. Two city council members have also been deeply involved in HM.

Between January and April 2009, more than 100 stakeholders representing the city, schools, parks, local businesses, neighborhood organizations, nonprofits, residents, and other organizations met regularly to discuss the strategic planning and collaboration needed to bring the idea underlying HM to life. According to Karin Berkholtz, city planning manager, who was heavily involved in phase one, the Minneapolis planning environment is extremely participatory: "The public's expectation is for a high degree of community engagement and their appetite for it is huge." The process was also intended to catalyze collaborative food-system activity, which at the outset of the process was not well organized.

HM contains many elements of a community food assessment. It identifies strengths and gaps in the local food system; a particular strength is the city's strong base of small-scale production and distribution of locally grown foods. The gaps are familiar across cities: inequitable access to healthy foods, the lack of small- and mid-sized infrastructure to support local food production and distribution, soil contamination and remediation issues, lack of communication and coordination among farmers markets, and a lack of connection between rural and periurban producers and urban consumers (MDHFS 2009).

At the outset, HM focused on four key areas: farmers markets; community, school, and home gardens; small-enterprise urban agriculture; and commercial use of local foods. The process resulted in 72 recommendations and 146 detailed action steps, including designation of the parties responsible for implementing them. Six key recommendations ranged from passing a city council resolution that would put support of healthy local food on record and create a work group to oversee HM's implementation to creating city policies and developing systems, tools, and a public education and communications campaign to support the local food system. In addition, local-foods jobs and small-enterprise urban agriculture will be included in the city's Green Jobs Initiative.

Homegrown Minneapolis Phase Two: Implementation. Since June 2009, when the Minneapolis City Council received the final HM report, seven work groups have been created to focus on implementation efforts; each work group has at least one city staff person assigned as a convener, and city departments have been tasked with moving recommendations forward. (See www.ci.minneapolis.mn.us/dhfs/hgimpefforts.asp.) The council quickly took HM's first recommendation to heart and passed resolution 2009R-283, "Recognizing the Importance of Healthy, Sustainably Produced and Locally Grown Foods and Creating the Homegrown Minneapolis Implementation Task Force." (See Figure 4.4.)

Figure 4.4. Homegrown Minneapolis's Implementation Task Force



Perhaps the strongest result of HM has been the unfolding implementation of the report's Recommendation 5: "Prioritize local food production and distribution when determining the highest and best use of City-owned and private land and when planning new development or re-development projects that could potentially affect existing local food resources" (MDHFS 2009, 12). This spurred the Department of Community and Economic Development to begin work on an urban agriculture policy plan for the city. According to Amanda Arnold, principal city planner, the policy plan will focus on eliminating zoning and land-use barriers to urban agriculture. (The current zoning ordinance permits community gardening in all but three zoning districts, but it does not address commercial growing.) It will identify the appropriate locations and needs for different types of urban agriculture activity across the city and provide supportive regulations and guidance.

Arnold notes that the urban agriculture policy plan process will be somewhat unusual in that it is an outgrowth of a preexisting, very large community engagement process. Urban agriculture stakeholders have already played significant roles in articulating the need for the plan during the first phase of HM, and Arnold expects that their participation will continue at similar levels. As of early December 2010, the policy plan is open for public review and comment until the end of January 2011. The urban agriculture policy plan is scheduled for consideration by the City Planning Commission at the end of February 2011, after which the comprehensive plan will be amended to include it (City of Minneapolis 2010b).

Urban agriculture stakeholders, described by one stakeholder as "a growing choir of voices," are playing a much greater role in Minneapolis city planning and policy making than they did before. Arnold says that phase one of HM helped develop a relationship between the urban agriculture community and local government that is still evolving, as are stakeholders' understandings of the issues and of one another. Nonprofit organizations look forward to meaningful collaboration as phase-one recommendations are implemented. For its part, the city expects that phase two of HM—and in particular the development of the urban agriculture policy plan—will help identify the "next round of champions" for urban agriculture in the community. The plan's adoption will by no means be the end of the process. Interest in an advisory Food Policy Council is strong, and advocates hope to have one permanently in place by the time phase two ends in the summer of 2011. In addition, the city is working to develop measurable local-food sustainability indicators to accurately track how much food is produced and consumed in Minneapolis.

Homegrown Minneapolis illustrates how, given a jump start from an urban agriculture champion (in this case Mayor Rybak), cities can develop consensus about urban agriculture and food system goals. The considerable political and public will mobilized through this participatory process has resulted in rapid progress toward further urban agriculture planning and implementation. Planners played a key role in the boundary spanning and bridge building that was fundamental to the process.

COMMUNITY CAPACITY BUILDING AND EMPOWERMENT

One of the defining characteristics of urban agriculture in North America—from the days of wartime victory gardens, through the community gardening movement of the 1970s, to today's urban agriculture coalitions—is the ability of urban gardeners and farmers to organize themselves to spur community empowerment and self-determination, notably in challenged urban communities. Urban agriculture, especially community gardening, has been shown to build community capital (human, social, political, and economic) such that, at its most effective, urban agriculture is as valuable



Identifying and Addressing the Regulatory Challenges in Expanding the Sale of Fresh, Locally Grown Foods at Farmers' Markets and Licensed Food Establishments.

A Federal, State and Local Partnership Project 2010 – 2012

CDC 10 Essential Environmental Health Services

Essential Environmental Health Services involved with this project:

1. DEVELOP POLICIES AND PLANS: This project ultimately leads to support of individual and community environmental health efforts, but we must recognize that doing so increases business opportunities. Environmental Health staff works with farmers' market managers and small business operators by providing them with proper resources and tools to be successful.

2. MOBILIZE COMMUNITY PARTNERSHIPS: The goal of this CDC farmers' market project is to establish a more effective food protection model that achieves compliance through partnership, collaboration, training and enforcement by utilizing the strengths and resources of local farmers, vendors, market managers, restaurateurs, regulators, educators and community stakeholders. Meeting this goal contributes to an increase in the number of farmers' markets available to the public.

3. INFORM, EDUCATE AND EMPOWER: Outreach and educational training delivered to the regulators and multi-cultural/multilingual stakeholders increases food protection job knowledge. Training sessions were presented to area farmers, Minneapolis farmers' market managers, vendors, grocers, restaurateurs and the public.

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WEB SITES

- <http://www.ci.minneapolis.mn.us/cdph/homegrown-home.asp>
- <http://www.mda.state.mn.us/en/food/safety/food-safety-resources.aspx>



PROBLEM STATEMENT

This project is about creating a local, healthy and sustainable food supply that will positively impact the economy, health, food security and environment within the Minneapolis metro area. Benefits include:

1. Economy: Farmers' markets support small farms and local jobs, as well as create new business opportunities.

1. Health: Increased consumption of fresh, healthful foods contributes to improved nutrition.

2. Food Security: An adequate, safe and reliable supply of fresh, local foods can empower restaurants and communities to be more self-sufficient.

3. Environment: Local foods grown in a sustainable manner can improve air quality, as well as reduce chemical and water usage.

Problem Statement: Why, despite community health benefits of safe, fresh, locally grown foods are there regulatory challenges in expanding the sale of these products at farmers' markets, grocery stores and other licensed food establishments in the City of Minneapolis?

METHODS AND MATERIALS

10 Ways To Challenge Current Thinking and Attain a Successful Outcome Among Stakeholders:

Farmers' Market Personnel:

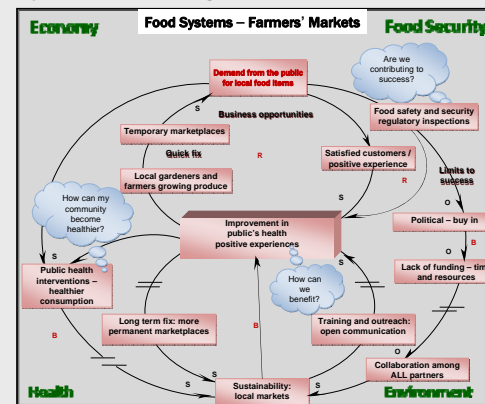
- Build better relationships with Market Masters, vendors and regulators – they all have things in common;
- We don't want a quick fix – we need a process for inspection, correction, re-inspection (regulation);
- Provide a shared vision that makes everyone work towards a common goal and make food safety a priority;
- Have market managers and vendors recognize that they are accountable for food safety practices;
- Recognize that the consumer benefits the most;

Regulatory Personnel:

- Challenge the assumptions underlying that the old way is best – food production and safety is now science based;
- Have staff aware of the benefits of critical thinking and accountability;
- Have staff and vendors recognize that technology is a tool;
- Recognize mental models are needed to adapt to change;
- Stakeholder meetings should build positive relationships.

CASUAL LOOP DIAGRAM: "Limits to Success"

Key Variables Limiting Success:



Food systems involved in the offering of safe, fresh, locally grown foods at farmers' markets are complex. This diagram shows the fundamental issues and how they inter-relate to each other. The interior "snowman" diagram identifies the primary, guiding questions. The additional loops from the main body show the multiple contributing factors that are not directly related to each other. These include politics, partnership and training.

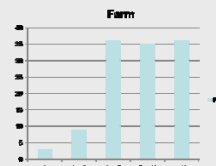
How do the benefits of NOT changing and the costs of changing keep the system the way it is? The current farmers' market process flow is a workable system, but is dated and burdensome. Time, talent and other resources are needed to implement new processes and sustain them.



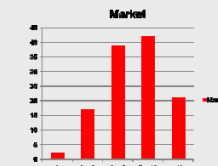
Figure 1. Local Farm Stillwater, MN - 2010



Figure 2. Farmers' Market Minneapolis, MN - 2010



Graph 1. Number of times per day 125 survey respondents washed their hands while working on the farm.



Graph 2. Number of times per day 125 survey respondents washed their hands while working at the market.

DISCUSSION

Why we think there is an issue?

- >We hear it from customers and staff;
- >Application process is recognized as cumbersome;
- >Even regulators are confused with some answers;
- >Local vendors are not trained in food safety aspects;
- >Majority of farmers are immigrants and there are barriers;
- >Farm trucks are being used for household use;
- >Food safety may not be a priority for politicians;
- >Lack of resources, time and \$\$\$.

Identified Fundamental Issues Limiting Success:

- >Lack of training time and resources;
- >Lack of meaningful educational fact sheets for the regulators, businesses and public (inform and educate);
- >Need of better coordination between regulatory agencies & market managers (mobilize community partnerships);
- >Complex application process;
- >Buying products without proper documentation;
- >Inspector uniformity in farm products regulatory knowledge (develop policies and plans);
- >Survey needs conducted in 2010 of farmers' market vendors to aid in 2011 – 2012 strategic planning.

Farmers' Market Vendor Survey Findings:

- >24% of respondents (30/125) have had food safety or safe agricultural practice training. 14% (17/125) had this training within the past five years.
- >43% of respondents (54/125) reported using a city or municipal source water for cleaning vegetables. 40% of respondents (50/125) reported that well water was used, 18% of respondents (22/125) stated water testing had been performed.
- >29% of respondents (36/125) used ice or water as a method to chill produce after harvesting.
- >40% of respondents (49/121) use sanitizer while cleaning display tables or vegetable containers. 22 of these indicated using an actual disinfectant such as chlorine. Of those 22, 4 stated that they verified the sanitizer concentration level using a methods such as testing strips.

CONCLUSIONS

Most farmers' market vendors and regulators realize that change is needed and are working together to improve the regulatory environment for the distribution and sales of local, fresh and healthy foods. However, reluctance to leave behind unproductive practices and beliefs seem to have been the point of resistance to change.

As government officials, we addressed negative experiences and a general public distrust of federal, state and local regulatory agencies. Negative opinions were changed by being open-minded, acknowledging frustrations and collaborating on finding solutions to regulatory challenges. As a result, more local foods are now available within the community. Farmers' markets, restaurants, caterers, grocers, schools and mobile food operators have expanded their locally produced food offerings. Thus, the residents living in the city of Minneapolis, people who work in the city and visitors to the city, all have more opportunities to eat safe, fresh, locally grown, healthy foods.

Greenprint 2011 – Local Food Indicator

Build a Healthy, Sustainable, Local Food System for all Minneapolis residents

A socially, economically, and ecologically sustainable food system supports and promotes the current and future health of individuals, communities and the natural environment. It requires infrastructure and networks that support the life cycle of food from production to waste recovery. It makes nutritious food accessible and affordable to all, increases food safety and security, and is biodiverse and resilient. It is also humane and fair, protecting farmers, workers, consumers, and communities.

Targets

Targets are currently under consideration.

Trend Analysis

The local food system in Minneapolis currently includes 33 farmers markets, approximately 100 community gardens, five health food co-ops, dozens of local drop-off points for community supported agriculture (CSA) farms, and many local restaurants serving local food. Food-related ordinance changes to date include: beekeeping and indoor farmers markets are now allowed; grocery stores can now host farmers market vendors; most corner stores are now required to offer at least five varieties of fresh fruits and vegetables; and mobile food vendors can sell non-packaged food in downtown.

Recent City and Community Activities

- Developed a draft Urban Agriculture Policy Plan, a land use and development plan that will provide a policy framework for commercial and noncommercial urban agriculture.
www.ci.minneapolis.mn.us/cped/urban_ag_plan.asp
- Funded development of a Local Food Resource Network to link residents, gardeners and entrepreneurs in more easily accessing seeds, seedlings, education and tools needed for food growing, preservation, distribution and waste management.
- Funded development of a Food Preservation Network that trained 19 community food preservation guides to provide canning instruction and coordinate food preservation events at six locations for more than 81 participants.
- Created a community garden application and lease and streamlined processes to make it easier for residents to start up gardens.
- Made 18 plots on City land newly available to residents for community gardening. Four of them were leased.
- Helped the Minneapolis and Northeast Farmers Markets launch Electronic Benefits Transfer (EBT), making healthy food accessible to more residents. The City also funded a short-term Market Bucks incentive program this summer to increase the purchasing power of EBT users at these two markets.
- Planted 200 edible chokecherry trees around the city as part of the City Trees program.

**Homegrown Minneapolis
Implementation Task Force Meeting
Wednesday, April 20, 2011
3:00-4:30 p.m.
City Hall, Room 333**

Meeting Minutes

Attendance: JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Cam Gordon (City Council), June Mathiowetz, David Nicholson (Farmers' Markets), Gayle Prest (Sustainability), Erica Prosser (Mayor's Office), Julie Ristau

Guests: Robin Garwood

Absences: Maggi Adamek, Karin Berkholtz (CPED), Rose Brewer (At-large representative), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Tim Jenkins (Regulatory Services), Valerie Martinez (At-large representative)

Welcome and Agenda Overview. Erica Prosser and Council Member Cam Gordon co-chaired the meeting.

Announcements.

- Council Member Gordon noted the Urban Agriculture Policy Plan received final City Council approval on April 15, 2011.
- June Mathiowetz noted the Local Food Resource Hubs Network is now accepting memberships on a first-come, first-served basis up to 600 members. There are two seed and plant distributions events occurring on April 30th and May 21st.
- Patty Bowler noted the Local Food Resource Hubs Network administrator role currently filled by Gardening Matters will be going out for a Request for Proposal in early June.
- David Nicholson noted that there is an exhibit in the planning stages for the Mill City Museum about farmers markets.

Discussion Items.

Resignations. It was noted Kirsten Saylor and Greg Goeke resigned from the Task Force. There was a brief discussion about the role and replacement of Task Force members and situations where they become contractors with the City after their appointments. Greg's division shifted to new department and responsibilities have changed.

Homegrown Phase II Final Work. The current Implementation Task Force has authorization to meet until July of 2011. A report on the progress made on the Homegrown Minneapolis recommendations is being written. The Task Force's final meeting in June will be used to review accomplishments, reflect on lessons learned and finalize the group's best thinking for the recommendation to the City Council.

Homegrown Phase III Launch Discussion. June Mathiowetz and Julie Ristau discussed the potential timeline and next steps for development of a Homegrown Minneapolis Food Council including drafts of potential mission, vision, principles and targets. It is anticipated the resolution establishing the body will go before Council in July followed by an open appointments process. The new body will begin its work in January of 2012.

Adjournment. The meeting adjourned at 4:40.

**Homegrown Minneapolis
Implementation Task Force Meeting
Wednesday, May 18, 2011
3:00-4:30 p.m.
Common Roots Café on Lyndale Avenue S.**

Meeting Minutes

Attendance: Patty Bowler (MDHFS), Cam Gordon (City Council), Tim Jenkins (Regulatory Services), June Mathiowetz, David Nicholson (Farmers' Markets), Megan O'Hara, Gayle Prest, Erica Prosser (Mayor's Office), Julie Ristau,

Guests in Attendance: Amanda Arnold (CPED), Tim Jenkins (Regulatory Services), Robin Garwood (CM Gordon's Office), Aly Pennucci (CPED)

Absences: Maggi Adamek, JoAnne Berkenkamp (IATP), Karin Berkholtz (CPED), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Diane Hofstede (City Council), Valerie Martinez (At-large representative)

Welcome and Agenda Overview. Erica Prosser and Council Member Cam Gordon chaired the meeting.

Announcements.

- June Mathiowetz provided an update on the Local Food Resource Hubs Network's activities including the April 30th Seed and Plant Distribution event and the upcoming Seedling distribution on May 21st and Task Force meeting on June 9th.
- Julie Ristau noted that a food sovereignty day is being planned for 2012 and Homegrown may want to consider playing a role in that event.
- Kelly Wilder circulate draft language for a local food purchasing policy and she would like everyone to send feedback before June 2nd. The Local Food Purchasing Policy Working Group is scheduled to meet again on June 3rd.

Project and Work Group Updates.

Food Deserts and Access. Patty Bowler, David Nicholson and Erica Prosser volunteered to meet regarding food desert and access mapping. June Mathiowetz will convene the discussion.

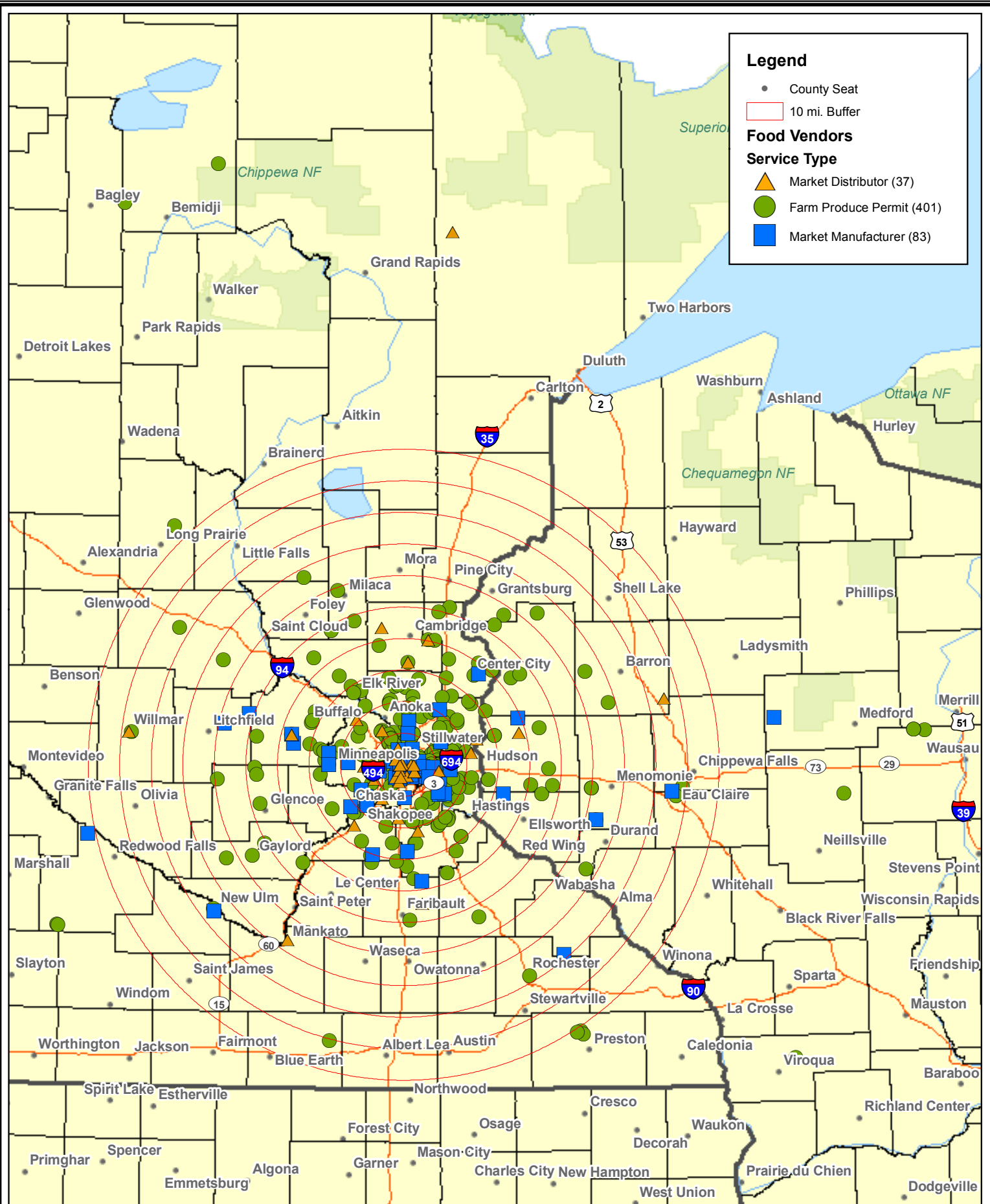
Data and Mapping. Tim Jenkins noted Regulatory Services has mapped market vendor locations (Handout #1).

Text Amendment Process. Aly Pennucci discussed the next phase of work following the completion and adoption of the Urban Agriculture Policy Plan. The background research and work (including opening up all chapters of the 600 page zoning code for areas of potential changes) has already begun and a series of community meetings will be held this summer and fall to bring potential changes out to a broader group for feedback. Commercial growing is the area with the greatest need for changes. The final changes would go to the Council in mid-winter. The effort as a whole is targeted for completion before the next growing season.

Homegrown Phase II Wrap Up and Phase III Launch. Julie Ristau discussed the details of the draft “Blueprint for a Homegrown Minneapolis Food Council.” June Mathiowetz engaged the group in further discussion around mission, vision and principles progress. June and Julie reviewed a proposed structure and draft resolution of a potential Homegrown Minneapolis Food Council followed by extensive discussion. A revised version will be brought to the next meeting for final discussion.

Draft report on Homegrown Minneapolis recommendations progress. A draft report on progress made on the Homegrown recommendations was circulated with the agenda, but not discussed due to lack of time. June Mathiowetz encouraged everyone to review the report for errors and to especially note the unaddressed recommendations.

Adjournment. The meeting adjourned at 4:35 followed by a social hour to celebrate the passage of the Urban Ag Policy Plan.



Location of Market Vendors



**Homegrown Minneapolis
Implementation Task Force Meeting
Date: Wednesday, June 15, 2011
Time: 3:00-4:30 p.m.
City Hall, Room 333**

Meeting Minutes

Attendance: JoAnne Berkenkamp (IATP), Patty Bowler (MDHFS), Rose Brewer (At-large representative), Cam Gordon (City Council), June Mathiowetz, David Nicholson (Farmers' Markets), Megan O'Hara, Julie Ristau

Guests: Jamie Fagrelus, Susen Fagrelus, Curt Fernandez, Jane Shey

Absences: Maggi Adamek, Karin Berkholtz (CPED), Jim Cook (Mayoral Appointee), Elizabeth Glidden (City Council), Greg Goeke (PW), Diane Hofstede (City Council), Tim Jenkins (Regulatory Services), Erica Prosser (Mayor's Office), Valerie Martinez (At-large representative)

Welcome and Agenda Overview. Council Member Cam Gordon co-chaired the meeting.

Announcements.

- June Mathiowetz provided an update on the Local Food Resource Hubs Network (LFRHN) noting that they are in the process of transitioning from separate Task Force and Hubs Leadership Team meetings to a stewardship council that will combine their efforts and improve communication. She also noted that a Request For Proposals is going out for the second year of work on the LFRHN in early June.
- A Food Desert and Access meeting is planned for June 30th as discussed at the last meeting. Rose Brewer asked to be included on the meeting invitation.
- June Mathiowetz noted that the Community Kitchens Inventory is in the process of being updated and has gone from 30+ sites to 50+ sites and been reorganized by neighborhood areas. The new version will be on the Homegrown Minneapolis website starting in August.

Launch of Homegrown Minneapolis Phase III

Julie Ristau and June Mathiowetz reviewed efforts underway around establishment a Homegrown Minneapolis Food Council and the remainder of the meeting was spent in extensive discussion of the details and the formal resolution that would finalize this work. An amended resolution received the approval of the Task Force for forwarding on to the City Council for formal passage (See Attachment #1) as the final act of the Task Force. The draft bylaws were also discussed again briefly (See Attachment #2). These will remain in draft form and be sent on to the next body as a starting point for discussion at their first meeting and eventual approval.

Adjournment. This final meeting of the Homegrown Minneapolis Implementation Task Force was adjourned at 4:34 p.m.

RESOLUTION 2011 R-XXX

Creating the Homegrown Minneapolis Food Council and Recognizing the Importance of Healthy, Sustainably Produced and Locally Grown Foods.

Amending Resolution 2009R-283 entitled, "...Creating the Homegrown Minneapolis Implementation Task Force" that passed June 26, 2009, by reorganizing the Homegrown Minneapolis Implementation Task Force into a Homegrown Minneapolis Food Council, a permanent body for the City of Minneapolis serving as a nexus of citywide food related efforts.

Whereas, Homegrown Minneapolis is a citywide initiative to help the community grow, process, distribute, eat and compost more healthy, sustainable, locally grown foods; and

Whereas, Homegrown Minneapolis principles recognize an optimal food system is health promoting, environmentally sustainable, local, resilient, inclusive, equitable, fair and transparent; and

Whereas Homegrown Minneapolis supports the following City goals and strategic directions: *Jobs and Economic Vitality* (epicenter for the new green jobs economy, proactive business development in key growth areas); *Eco-Focused* (locally grown food available and chosen, use less energy, produce less waste); *Livable Communities, Healthy Lives* (thoughtful neighborhood design with density done right, healthy choices are easy and economical); and *A City That Works* (shared democracy that empowers residents as valued partners, strong partnerships with parks, schools, government, nonprofits and private sector); and

Whereas, the City of Minneapolis has adopted a Local Food sustainability indicator; and

Whereas, the City of Minneapolis has already taken important steps to support local foods including:

- Completed an Urban Agriculture Policy Plan, a land use and development plan providing a policy framework for commercial and noncommercial urban agriculture in Minneapolis;
- Funded and guided development of a Local Food Resource Hubs Network to link residents, gardeners and entrepreneurs with the seeds, seedlings, tools, education and connections needed for food growing, preservation, distribution and composting;
- Made plots of City land available to residents for community gardening;
- Helped launch Electronic Benefits Transfer at five farmers markets in the city to make healthy food accessible to more residents;
- Updated ordinances to allow bee keeping and indoor farmers markets in the city, grocery stores to host farmers market vendors, mobile food vendors to sell non-packaged food in downtown and other areas of the city, and to require corner stores to offer at least five varieties of fresh fruits and vegetables;
- Launched a pilot Homegrown Business Development Center to provide matching loans and technical assistance for businesses based in Minneapolis; and

Whereas, the Minneapolis local food system currently includes more than 30 farmers markets, approximately 100 community gardens, four health food coops, numerous drop-off points for community supported agriculture farms, and many local restaurants serving local food; and

Whereas, the Homegrown Minneapolis initiative, begun in December of 2008, has engaged hundreds of stakeholders from multiple perspectives – farmers, community gardeners, farmers market managers, restaurateurs, food and farming nonprofits, entrepreneurs, academics, City staff, regulators, policy makers and enthusiastic local food consumers – in developing innovative policies and strategies to improve the growing,

processing, distribution, consumption and composting of healthy, sustainable, locally grown foods in Minneapolis;

Now, Therefore, Be It Resolved by the City Council of Minneapolis that a Homegrown Minneapolis Food Council is created on August 19, 2011 to continue strategically building on these food related efforts with residents and other partners; and

Be It Further Resolved that the purpose of the Homegrown Minneapolis Food Council is to:

- Develop innovative policies and strategies to improve the growing, processing, promotion, distribution, consumption and composting of healthy, sustainable, locally grown foods in Minneapolis;
- Advise the Mayor, City Council, and Park Board on food system related opportunities and challenges;
- Provide technical expertise and recommendations in the ongoing development of the City's Local Food sustainability targets;
- Advance the food system in directions that are health promoting, environmentally sustainable, local, resilient, inclusive, equitable, fair and transparent
- Assist in development, implementation, and evaluation of Homegrown Minneapolis recommendations; and, where necessary, convene additional expertise to innovate around challenges;
- Support, participate and provide leadership in development of regional food system work;
- Assist with opportunities to celebrate food and its role in strengthening the connections of Minneapolis' many communities and cultures; and

Be It Further Resolved that the Homegrown Minneapolis Food Council will be made up of no more than 19 members selected through the City's open appointments process. The body will be structured to include participation of community members, City staff and elected representatives, a co-ownership model proven to be effective for moving food system work forward in Minneapolis. Term length will be two years beginning in January of even-numbered years; first term to begin in January of 2012 and end in December of 2013. Members may serve up to three consecutive terms.

Be It Further Resolved that of the 19 members, 14 members will be sought from the community, striving for diverse and balanced representation and being mindful to seek out community expertise and perspective from those often underrepresented (such as communities of color), 7 each appointed by the Mayor and Council. The remaining 5 members will include one representative from each of the following City Departments: the Minneapolis Department of Health and Family Support, Community Planning and Economic Development, City Coordinator–Sustainability, a Mayor's representative, and a Council member or Council member representative. The body will be staffed by the Homegrown Minneapolis Coordinator unless future funding for this position is not secured, in which case the Mayor's Office will provide staffing.

Be It Further Resolved that the Minneapolis Attorney's Office and Departments of Regulatory Services, Public Works, Communications, Intergovernmental Relations, and Neighborhood and Community Relations will assist the Homegrown Minneapolis Food Council as needed; and

Be It Further Resolved that the body will be led by two co-chairs - one appointed by the Mayor and one appointed by the Homegrown Minneapolis Food Council - and guided by an Executive Committee that includes the two co-chairs, up to three Homegrown Minneapolis Food Council members and the Homegrown Minneapolis Coordinator; and

Be It Further Resolved that the Homegrown Coordinator and Executive Committee of the Homegrown Minneapolis Food Council are directed to return to the Public Safety, Civil Rights and Health Committee annually in December beginning in 2012 to report on work completed and the upcoming year's work plan. Additionally, the purpose and accomplishments of the Homegrown Minneapolis Food Council are to be reviewed every three years by the Minneapolis City Council starting in 2014.

**Add: These two came up at last meeting.
Have the bylaws establish criteria for council reporting.
Include formal reporting back to the community.**

DRAFT

Bylaws of THE HOMEGROWN MINNEAPOLIS FOOD COUNCIL

Section 1. Purpose and Name

On August XX, 2011 the Minneapolis City Council passed Resolution R-XXX reorganizing the Homegrown Minneapolis Implementation Task Force into the Homegrown Minneapolis Food Council, a permanent body for the City of Minneapolis serving as a nexus of citywide food related efforts.

Section 2. Duties and Membership

A. The Homegrown Minneapolis Food Council will consist of up to 19 members.

Of the 19 members, 14 members will be sought from the community, striving for diverse and balanced representation and being mindful to seek out community expertise and perspective from those who are often underrepresented (such as communities of color), 7 each to be appointed by the Mayor and Council. The remaining 5 members will include one City representative from each of the following City Departments: the Minneapolis Department of Health and Family Support, Community Planning and Economic Development, City Coordinator–Sustainability; a Mayor’s representative; and a Council member or council member representative. The body will be staffed by the Homegrown Minneapolis Coordinator.

B. All members serve two-year terms and may serve up to three terms, with their replacement conducted through a nomination and appointment procedure in accordance with the City’s Open Appointments process as set forth in the Minneapolis Code of Ordinances (Sec. 141.80).

C. The Homegrown Minneapolis Coordinator has primary responsibility for staffing the body.

Section 3. Officers

Two co-chairs will lead the body – one appointed by the Mayor and one appointed by the Homegrown Minneapolis Food Council through a majority vote of members present at a meeting. The appointments shall occur no later than the conclusion of the second (2nd) meeting of the calendar year. Officers shall serve one-year terms.

Section 4. Resignation

Members need to communicate their intention to resign by written notice to a Homegrown Minneapolis Food Council Co-chair or the Homegrown Minneapolis Coordinator.

Section 5. Meetings

A. The Homegrown Minneapolis Food Council will meet at least quarterly. A schedule for regular meetings stating the dates, times and locations shall be adopted not later than the conclusion of the second (2nd) meeting of the calendar year.

B. Special meetings may be held at any time upon the call of the Co-chairs or any six other members of the Committee. Notice of special meetings should include date, time, location and agenda and should be received by members 3 days prior to the meeting.

C. A majority of the Homegrown Minneapolis Food Council members shall constitute a quorum of the full membership for the conduct of Homegrown Minneapolis Food Council business. If a quorum exists to start a meeting a quorum is deemed to exist until the meeting is adjourned.

D. All Homegrown Minneapolis Food Council meetings shall be open to the public.

E. In lieu of meetings, approving documents can be accomplished by a quorum of the members of the Homegrown Minneapolis Food Council by using faxes, e-mails and other means available.

F. Members are expected to attend all meetings. If a member misses three consecutive Homegrown Minneapolis Food Council committee meetings then membership on the body is forfeited. Exceptions requested to this provision can be made to Homegrown Minneapolis Food Council for consideration due to special circumstance and consistent with Minneapolis Code of Ordinances 14.180 (k) (3). In the event of a forfeiture of a position, the Executive Committee is charged with guiding the body to select a new member as soon as possible with at least a 2/3rds vote. (last phrase might not be allowable)

Section 6 **Committees**

The work of this body will be guided by an Executive Committee that includes the Co-chairs, up to three interested Homegrown Minneapolis Food Council members and the Homegrown Minneapolis Coordinator.

The Co-chairs may appoint and dissolve other standing committees, subcommittees, and special task forces. The Co-chairs shall name the chair(s) of all committees. The purpose of these committees will be to identify issues, make recommendations to the Homegrown Minneapolis Food Council for action, and as appropriate, to participate in the implementation of Homegrown Minneapolis Food Council decisions and activities. Membership on committees may include individuals who are not Homegrown Minneapolis Food Council members, but who have expertise or perspective that will help the group carry out its function. All committee, subcommittee and special task force members shall have the right to vote whether or not they are Homegrown Minneapolis Food Council members.

Section 7 **Conduct of Business**

Voting, motions and recording will be by voice - one vote per member. Voting by proxy is not allowed.

Section 8 **Publications/Correspondence in the Name of the HOMEGROWN MINNEAPOLIS FOOD COUNCIL**

A. Publication and distribution of any Homegrown Minneapolis Food Council documents or positions must be duly adopted by a quorum of Homegrown Minneapolis Food Council. Homegrown Minneapolis Food Council members are not prevented from distributing surveys, letters, or other communications regarding Homegrown Minneapolis Food Council business provided such communications do not appear to be the official position of Homegrown Minneapolis Food Council.

B. In time sensitive cases involving City policies/projects where a member is asked or volunteers to make comments on a schedule that exceeds Homegrown Minneapolis Food Council ability to meet and deliberate, those comments should clearly state *draft* or *subject for review and acceptance by Homegrown Minneapolis Food Council*.

Section 9 **Amendments**

Bylaws can be amended by a two-thirds vote of members present at any regular meeting of Homegrown Minneapolis Food Council provided quorum is met. Written notice must be provided to Homegrown

Minneapolis Food Council members 10 days in advance of the impending vote, setting forth in detail the contents of the proposed amendment. The bylaws may be suspended by a three-quarters majority vote of the Committee members present.