Presented to the Board of County Commissioners of Douglas County
February 1, 2017

- DOUGLAS COUNTY -
FOOD POLICY COUNCIL

http://douglascountyks.org/fpc
THE DOUGLAS COUNTY FOOD POLICY COUNCIL

- Established by the County Commission in 2010
- Convened as a joint City-County Council in 2013
- Identifies the benefits, challenges and opportunities for a successful food system
- Recommends local policies to support food system
- Represents a wide range of stakeholders in food system
# APPOINTEED MEMBERS

<table>
<thead>
<tr>
<th>Food System Sector:</th>
<th>Representing:</th>
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<tbody>
<tr>
<td>At-Large: Appointed by Michelle Derusseau</td>
<td>TBD</td>
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<tr>
<td>At-Large: Appointed by Mike Gaughan</td>
<td>Haskell University</td>
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<td>At-Large: Appointed by Nancy Thellman</td>
<td>KC Healthy Kids</td>
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<tr>
<td>Agricultural Producer</td>
<td>Vesecky Family Farms</td>
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<td>Agricultural Producer</td>
<td>Douglas County Farm Bureau</td>
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<tr>
<td>Agricultural Producer</td>
<td>Moon on the Meadow Farm</td>
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<td>Retail Food Outlet</td>
<td>Merchants Pub and Plate</td>
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<td>Institutional Food Purchaser</td>
<td>Lawrence Memorial Hospital</td>
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<tr>
<td>Education</td>
<td>KU Center for Sustainability</td>
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<td>Extension Service</td>
<td>Douglas County Extension</td>
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<tr>
<td>NGO- Health/Nutrition/MD</td>
<td>KU Dining Services <em>(PENDING)</em></td>
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<td>NGO- Local Food Systems/Sustainable Ag.</td>
<td>The Kansas Rural Center</td>
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<td>Youth Representative</td>
<td>TBD</td>
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<tr>
<td>Senior Food &amp; Nutrition Programs</td>
<td>Douglas County Senior Services</td>
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<tr>
<td>At-Large (appointed by City)</td>
<td>Sunflower Foundation</td>
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<tr>
<td>At-Large (appointed by City)</td>
<td>Lawrence Douglas County Health Dept.</td>
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<tr>
<td>Agricultural Producer</td>
<td>Pendleton’s</td>
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<td>Retail Food Outlet</td>
<td>The Merc Co+op</td>
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<td>Retail Food Outlet</td>
<td>Hy-Vee</td>
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<tr>
<td>City of Lawrence Sustainability Advisory Board</td>
<td>City of Lawrence</td>
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<td>Food Security</td>
<td>Just Food</td>
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<tr>
<td>Established Farmer’s Market in Douglas County</td>
<td>Downtown Lawrence Farmers Mkt</td>
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<tr>
<td>Business Community</td>
<td>Lawrence Chamber of Commerce</td>
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MAJOR ACCOMPLISHMENTS

Total raised to date: $1,137,657

- Public (Federal): 67%
- Public (local): 6%
- Foundation: 18%
- Public (County Grant): 6%
- Philanthropy: 2%
- Public (State): 1%

Total raised to date: $1,137,657
COMMON GROUND PROGRAM

✓ Utilizes vacant, under-utilized city owned properties.
✓ FREE lease to community gardeners, market farmers.
✓ WIN-WIN for gardeners and farmers who need land and City staff tired of mowing vacant lots.

Community Partners
- Penn House
- Kaw Valley Seed Fair
- Lawrence Public Library
- Douglas County Community Foundation
- Growing Food, Growing Health (The Merc)
- GreenWish Lawrence
- ECM - KU
- KU Big Event
- Summer of Service
- KU Hillel
- Just Food
- Ballard Center
- Sunrise Project
- KU Super Service Saturday
- KU Sustainability Certificate Interns
- Cub Scouts

www.lawrenceks.org/common_ground
2016: COMMON GROUND PROGRAM

Number of gardens/farms: 10
Number of gardeners/farmers: 203
Number of community events and classes: 53
Number of participants in events: 965
Market value of produce sold: $64,200
Pounds of produce donated: 1,350
Significant engagement with Planning Department and Planning Commission

Helped lead public input through policy development

Series of public events planned for spring 2017

Presentation and at KS-American Planning Association conference and Kansas FPC convening

FPC worked with community designers to create user-friendly publications to explain changes in new city code.

www.lawrenceks.org/urban-ag to launch soon.
$1.3 million CDC grant for LDC Health Department: Grant period September 2014-2017 (subcontract to County)

- USD497 launched Request for Information process and procurement guidelines to
- Collaborations with Eudora and Baldwin City, including USDA grant application

Established subcontract with Sunrise Project to lead extensive food system training with Community Coordinators, support community engagement.

Update coming February 2017! Expanding to include schools, restaurants, and recovery groups.
✓ Received $53,650 in funding to conduct in-depth analysis of our county’s six farmers’ markets and consumer interests
  
  ➢ SCALE, Inc. recommendations for sector, markets in new reports

✓ 2017: TA support to help with market implementation

  ➢ Collaboration and new marketing tactics to increase shoppers and vendor viability

Reports available at: https://www.douglascountyks.org/fpc/reports-and-resources
Statewide councils expanding

K-State College of Ag & KSRE Annual Report highlights DCFPC and regional food hub

Video: https://youtu.be/1bU-i94iuN0

DCFPC Chair and staff invited to present to KS Local Food & Farm Taskforce

Presented at:

- K-State Olathe Urban Food Systems Symposium
- KRC Farm and Food Conference

Governor’s Summit on Ag Growth

“For the most part, farmers are really good at retail and direct sales, and we are kind of good at what I call the ‘easy wholesale’—such as chefs and grocery stores. But there is a whole new, larger world that farmers have not even begun to tap into.”

- Jill Elmers (farmer, DCFPC) in KSU Report

2016 MARKET MATCH TRANSITION TO DOUBLE UP FOOD BUCKS

2016 USDA FINI Grant
Double Up Heartland Collaborative
Kansas/Missouri Regional Partnership to increase SNAP matching

- 68 farmers markets
- 117 grocery stores
- 316,000 SNAP users
- $2.9 million in USDA funding
- $2.9 million in local support
- = $5.8 million over 3 years
2016 DOUBLE UP FOOD BUCKS

Currently at 12 Markets
Expanding to 15 Markets
and 2 Rural Grocery Stores

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<tr>
<th></th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>SNAP Distributed</td>
<td>$19,551</td>
<td>$25,529</td>
</tr>
<tr>
<td>Match</td>
<td>$20,727</td>
<td>$25,152</td>
</tr>
<tr>
<td>Cumulative Impact</td>
<td>$40,277</td>
<td>$50,681</td>
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<tr>
<td>Economic Impact</td>
<td>$54,777</td>
<td>$68,926</td>
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SNAP matching is a win-win-win-win!

- **low-income families** can purchase and eat more healthy foods,
- **local farmers** access new customers and new sources of revenue,
- and more dollars stay in **local Kansas communities**.

100% say DUFB helped them afford more FF&V
87% consumed more FF&V
67% decreased consumption of junk food

Vendors saw an increase of over $50,000 in revenue across all markets because of SNAP matching

Every $1 spent at a farmers market can generate up to $2.80 for the local economy.
“a strategic plan should be developed by and maintained with the Local Food Policy Council to...ensure the master plan is fitting the true needs of the community.” --Comprehensive Plan Update Steering Committee
CREATING A FOOD SYSTEM PLAN

Assessment
- Secondary data gathering and analysis
- 13 focus groups with community organizations
- Lawrence Listens survey with over 450 responses
- 5 public forums to discuss findings, local actions

Themes

Goals

Actions

Policies

Food System Plan

January - October

September

October

November

December – January

Early 2017
The Coordinators devised unique strategies and questions to intentionally engage over 200 residents. Collaborating with DCFPC in early 2017 to oversee drafting and adoption of the Food System Plan.
FOOD SYSTEM PLAN GOALS

1. Agricultural producers, food entrepreneurs, and food sector workers thrive in our regional economy.
2. As our cities grow we prioritize natural resource conservation and maintain working lands to promote soil health.
3. We build and design our communities to ensure food access, foster health, and eliminate food deserts.
4. Our community works together to ensure affordable and culturally-appropriate food for all.
5. Our community minimizes waste creation and recovers, recycles, diverts, and composts to eliminate waste in our local food system.
2017 OUTLOOK

✓ Food System Plan
  ➢ February: Public comment
  ➢ Spring: Adoption process
  ➢ After adoption: Determine priorities, begin implementation

✓ Double Up Food Bucks growth

✓ Food Systems Coordinator transitions to Sustainability Planner

✓ Continue to tell our story and lead local food system innovation

Dan Fuller of White Tail Run Winery

John Wohletz of Wohletz Farm Fresh
STAY CONNECTED

All Douglas County Food Policy Council meetings are open to the public—and our County Commissioners:

- Full Council: Third Monday each month, 6:30pm to 8:30pm
  
  Location varies throughout our county food system

- Subcommittees meet monthly

Agendas, minutes, reports, and additional info online:

https://www.douglascountyks.org/fpc/welcome

Subscribe for monthly agenda announcements:

http://lawrenceks.org/subscriptions
QUESTIONS?

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http://douglascountyks.org/fpc