

MADISON FOOD POLICY COUNCIL PROGRESS REPORT

April, 2015

VOLUME 1

WELCOME FROM THE CHAIR

The Madison Food Policy Council is pleased to bring you its first report to the community on our activities. Created in the fall of 2012, the Council brings together governments, non-profits and businesses representing the many groups and activities focused on food issues in our region. The Council also serves as a sounding board and voice for community concerns, consults and collaborates with engaged stakeholders, proposes and enacts policies to support our local food system, and endorses efforts to do the same at the national level.

In addition to the regular monthly meetings, members of the Food Policy Council participate in Work Groups formed around important questions, inviting members of the community and governmental entities to join the discussion when their expertise is needed. We also have created Task Forces of staff working with Council members to revise current city policies and procedures to better support our local food system and set a good example for the community.

The Work Groups and Task Forces report on their progress, identify issues and bring them back to the full Council for discussion and consideration of potential policy and ordinance changes to recommend to the Madison Common Council. With the Food Policy Council's leadership, citizens may now cultivate the terraces in front of their homes and plant edible landscapes on city-owned lands. The Food Policy Council will be measuring its progress and tracking the effectiveness of its policy initiatives, especially in the areas of economic development, and public health.

I hope you find this report both interesting and informative. Thanks for all you may be doing to support the food system in our community.

Nan Fey, Chair



Anne Alonzo, AMS USDA Administrator and
Bill Lubing, Manager, Dane Co. Farmers' Market.

Madison Food Policy Council

Meets 1st Wednesday of every month in Room 302, Madison Central Library (check City website for any room changes).

Questions/More Information

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GOALS, OBJECTIVES, AND STRUCTURE

Mission

To drive policies, programs, and collaborative resources relative to support the development of a sustainable local and regional food system that supports equitable access to healthy, culturally appropriate food, nutrition education, and economic opportunity.

History

Established in October 2012 by Mayor Paul Soglin and the Madison Common Council.

Role/Responsibilities

1. Make recommendations to the Mayor and Common Council on ordinances, policies, and budgetary items that have an impact on the food system.
2. Request city staff to develop policies related to the food system based on research, input, and advice from the community.
3. Solicit input from experts and citizens within the food system and lead discussion on various topics in order to inform policy recommendations.
4. Set benchmarks for city departments to reach within a certain time frame to evaluate city progress.
5. Create subcommittees as necessary to facilitate collaboration among stakeholders and to provide further support on policy recommendations.
6. Review recommendations from the Dane County Food Policy Council and the City of Madison Ad Hoc Local Food Committee.
7. Create and endorse policies to be considered by national food policy organizations and policymakers, especially through the United States Conference of Mayors Food Policy Task Force.

Food Security

- Establish Electronic Benefits Transfer (EBT) programs at all farmers' markets.
- Develop a city-wide farmers' market incentive program for SNAP participants.
- Increase alternative retail access activities in underserved neighborhoods, such as mobile markets and online grocery shopping.
- Support national policy that provides a safety net for low-income families.
- Lead regional cooperation efforts to address food security issues.

Health & Wellness

- Develop a community-wide healthy marketing campaign that encourages healthy choices.
- Support nutritional educational programs for youth and families.
- Encourage healthy, and local, when possible, options for kids at schools.
- Develop a healthy food labeling program for vending machines and cafeterias.
- Encourage and train small retailers to successfully market affordable healthy items.

Economic Development

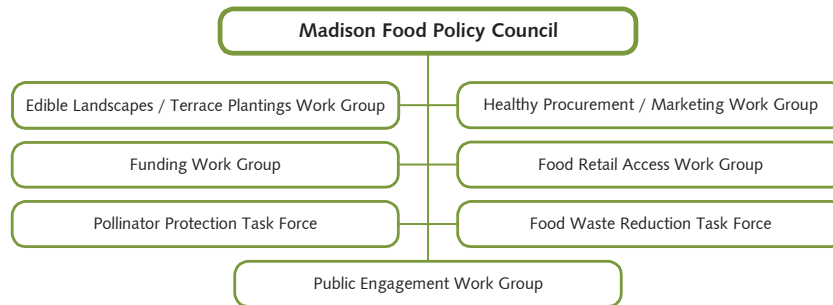
- Prioritize funding for community commercial kitchens.
- Increase permanent retail in underserved neighborhoods.
- Support programs and education opportunities to incubate small food-related businesses.
- Provide adequate public transportation to grocery stores.
- Adopt a good food procurement policy for the city to serve as a model for other institutions.

Urban Agriculture

- Support city-wide community garden opportunities for all.
- Support edible landscapes on city-owned land.
- Allow plantings on city street terraces.
- Develop standards and best practices for crop land within the city.
- Support other gardening opportunities, including school gardens, front-yard gardens, and food pantry gardens.

HOW DOES THE MFPC WORK?

The Madison Food Policy Council (MFPC) conducts the bulk of its work within the confines of work groups. Work groups are more informal meetings of no more than five MFPC members, and can include other members of the public. The work groups are focused on particular topics with the purpose of researching topics, reviewing best practices, and proposing action for the MFPC. Work group topics are fluid; some are short-term work groups, others are considered more permanent. The work group structure allows the MFPC agenda to move along more efficiently since work groups meet more frequently than the full MFPC.



Structure

The Madison Food Policy Council is comprised of twenty-three members representing areas all across the food system:

- 3 Madison Alders
- Madison Metropolitan School District Representative
- Community Gardens Committee Representative
- Direct-Market Producer
- Food Access Representative
- Food Bank Representative
- Health Care Provider
- Local Restaurateur
- Neighborhood Development Organization
- Sustainable Agriculture Representative
- Small or Mid-Sized Retailer
- Urban Agriculture Representative
- University or College Food Systems Expert
- University Extension Employee
- Wholesale Producer
- Consumer Advocacy
- Economic Development
- Farmers' Market
- Dane County Food Council Representative

2014/2015 Food Policy Council Members

- Nan Fey, Chair
- Ald. Ledell Zellers
- Ald. Shiva Bidar-Sielaff
- Ald. Matt Phair
- Sup. Kyle Richmond
- Erica Anderson
- Taiya Bach
- Martin Bailkey
- Michael Bell
- Chris Brockel
- Nathan Clarke
- Carrie Edgar
- Lindsey Day Farnsworth
- Carmell Jackson
- George Reistad
- Anne Reynolds
- Satya Rhodes-Conway
- Eric Roang
- Dan Stein
- Kathy Utley
- Cassie Vanderwall
- Steve Youngbauer
- Topf Wells

How a food thought becomes a law...



ACCOMPLISHMENTS

2012

- City of Madison established Food Policy Council and named Food Policy Coordinator.
- Madison Food Policy Council (MFPC) met for first time.

2013

- Created ordinance to allow plantings on residential street terraces and oversaw the development of the policy.
- Created ordinance to permit edible landscapes on city-owned land.

2013

- Established work groups to advance goals and priorities.
- Recommended support and funding for a micro-grant program and farmers' market incentive program (see sidebar) to improve food access.

2013

- Adopted resolution to oppose the purchase of corn-based ethanol for use by City fleet vehicles.
- Adopted resolution in opposition of proposed SNAP cuts by Congress.

2014

- Created and administered the SEED micro-grant program.
- Ten proposals received funding; thousands of meals served, hundreds of individuals impacted.

2014

- Adopted a resolution urging state and federal government to promote and advance policies and programs that encourage diversified farming practices.
- Resolution was basis for policy adopted by the United States Conference of Mayors in June 2014.

2014

- Recommended the creation of a Healthy Food Retail Fund, up to \$100,000 to support food retail in underserved areas.
- Common Council approved fund in 2015 Capital Budget.

2014

- City and County Food Policy Councils proposed joint budget recommendations to Mayor and County Executive.
- Recommendations are basis for the "Community Food Equity Initiative" that will help inform future funding decisions across jurisdictional boundaries.

2014

- Adopted resolution to create the Pollinator Protection Task Force, and will oversee process to create report due August 2015.
- Adopted resolution to create a Food Waste Reduction Task Force; first joint city/county food council task force.

2015

- Urged support of the new Community Gardens program called the Gardens Network.
- Oversaw the administration of the second round of SEED micro-grants, funding nine new proposals.
- Charged with reviewing proposals for a new grocery store in Allied Drive neighborhood with \$300,000 of city loan funds for project.

BIRTH OF THE MADMARKET DOUBLE DOLLARS PROGRAM

MFPC lists SNAP incentive at farmers' markets as a priority; urges city to create program.

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Mayor Soglin directs staff to create program, fundraise, and find operator.

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City, local health care providers launch pilot of Wisconsin's first ever SNAP incentive program at farmers' markets.

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2014: City solicits full-time operator for incentive program, MFPC charged with reviewing proposal, making selection of operator.

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Community Action Coalition chosen by MFPC to operate an expanded incentive program, the MadMarket Double Dollars Program.

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At direction of both City and County food policy councils, Mayor Soglin, Executive Parisi include funds for 2015 expanded programming.

