

MADISON FOOD POLICY COUNCIL

GOALS AND OBJECTIVES

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.



FOOD SECURITY

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



ECONOMIC DEVELOPMENT

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



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 school.
- ◆ Develop a healthy food labeling program for vending machines and cafeterias.
- ◆ Encourage small retailers to market affordable, healthy produce.

