



February 15, 2014

# Planning for Greater Philadelphia's Food System



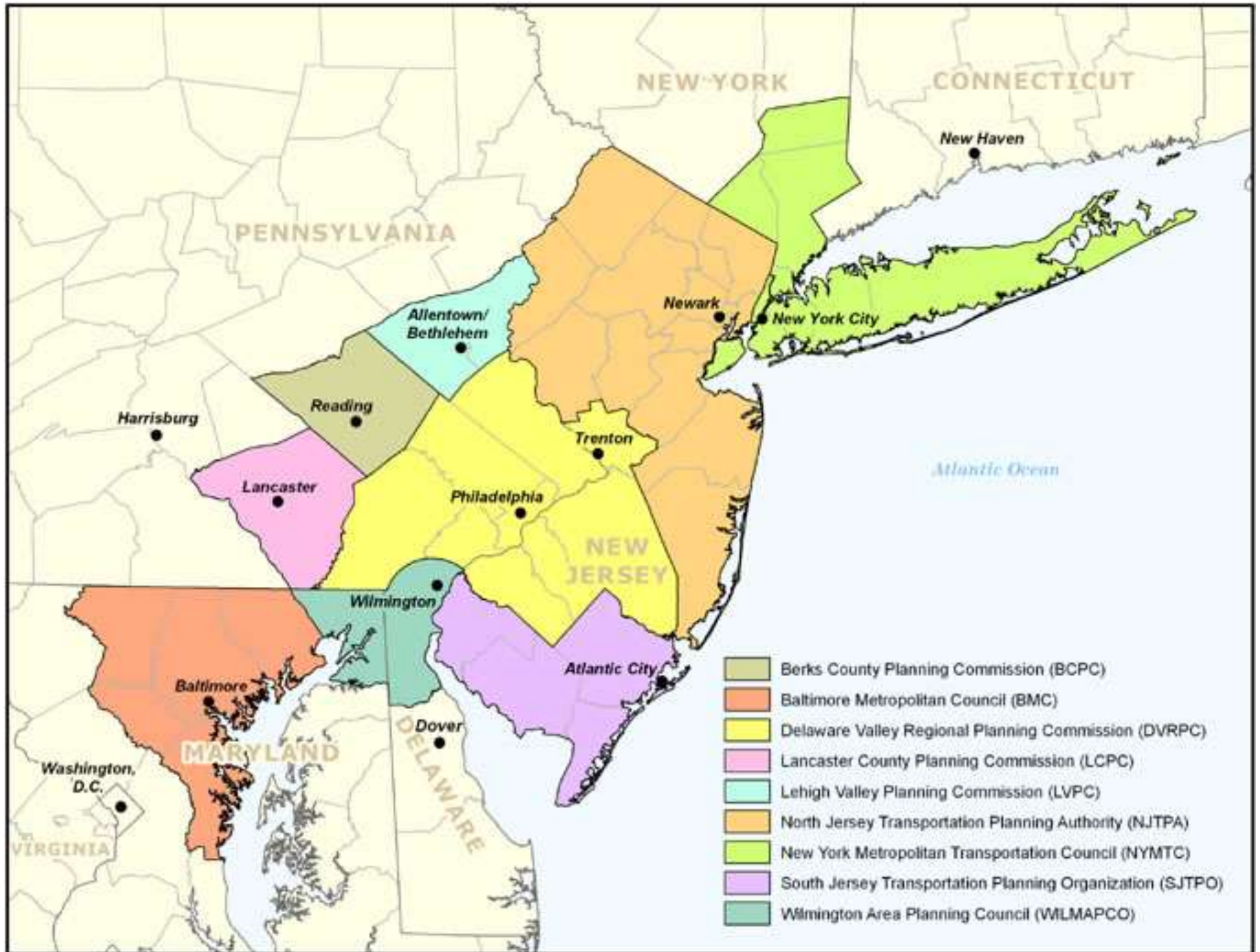
**Southern New Jersey**

# Overview of DVRPC

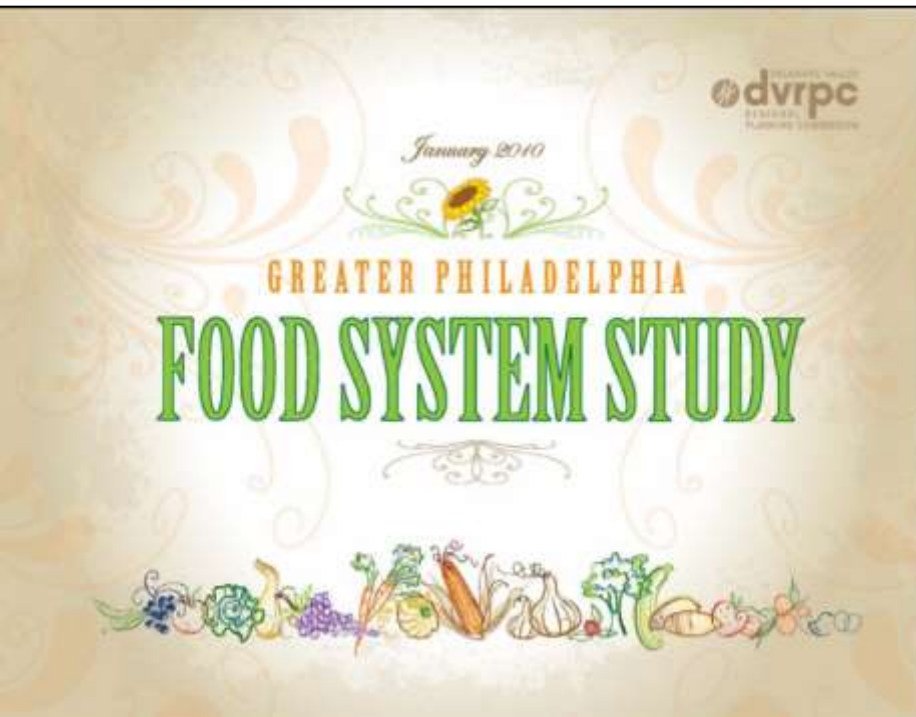
- Philadelphia's Metropolitan Planning Organization (MPO), created in 1965
- Interstate, intercounty, and intercity agency
- Prioritize transportation funding
- 2 States, 9 Counties, 353 Municipalities (home rule)
- Issue areas – Transportation, Land Use, the Economy, and the Environment







# Highlights from DVRPC's Food System Planning Projects



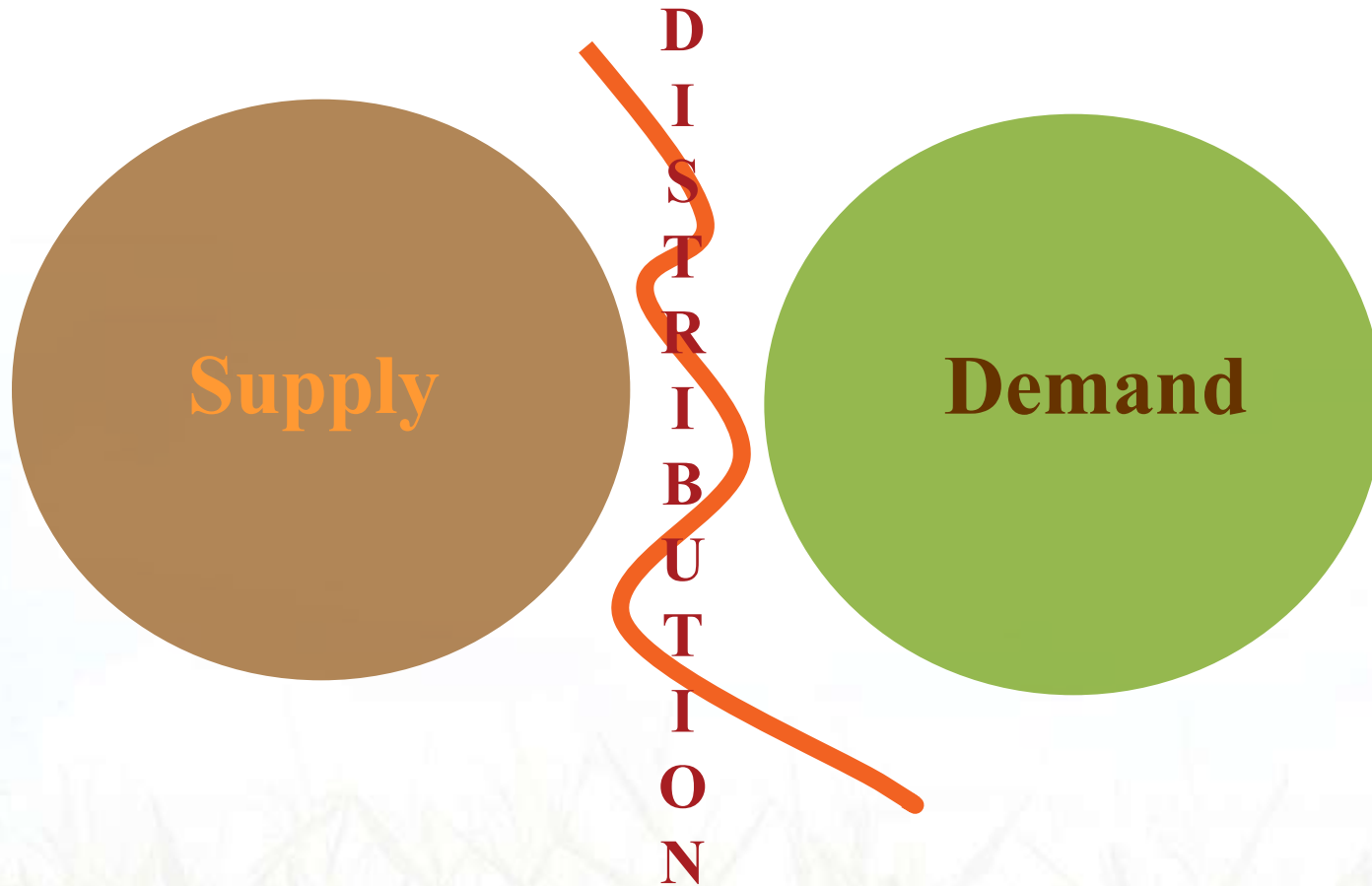
Published in 2010



Published in 2011



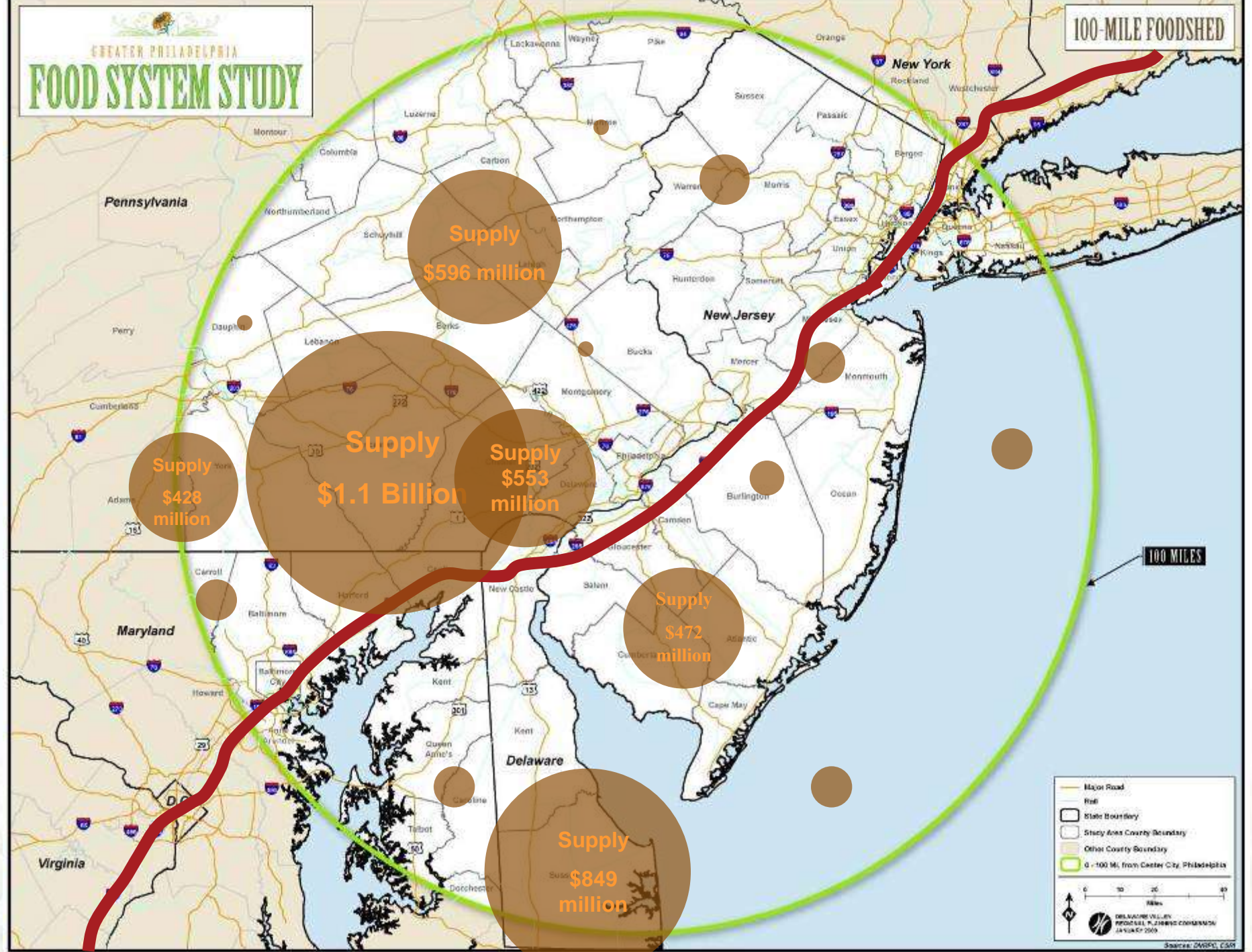
# Regional Food System





GREATER PHILADELPHIA  
**FOOD SYSTEM STUDY**

**100-MILE FOODSHED**



**New York Metro Area  
Demand  
\$61 Billion**

**Supply  
\$596 million**

**Greater Philadelphia Demand  
\$15 Billion**

**Baltimore-Washington Demand  
\$22 Billion**

100 MILES

- Major Road
- Rail
- State Boundary
- Study Area County Boundary
- Other County Boundary
- 0 - 100 Mi. from Greater City, Philadelphia

0 20 40 Miles

PHILADELPHIA REGIONAL FOOD SYSTEM STUDY  
AUGUST 2009

Source: ZAGIP, CSRI



# Planning Assumptions

- The metro region of 5.5 million people consumes more than the 100-mile foodshed could ever produce
- The region has a relatively temperate climate and exceptionally fertile soil
- Specialization – in labor, in services, in crop production – is a good thing
- Diversity – in people, in nature, in opinions – is a good thing





**Lancaster County, PA**



**Gloucester County, NJ**



**Cumberland County, NJ**



**Lancaster County, PA**





**Urban Farming**



**Specialty Crops**



**Plain Sect Community**



**Large Regional Brands**

# Stakeholder Planning Process

- 250+ stakeholders
- 6 Values and Goals
- 10 Indicators
- 52 Recommendations
- Grant opportunity to implement top recommendations





# Values & Goals



**Farming and Sustainable Agriculture**



**Economic Development**



**Health**



**Fairness**

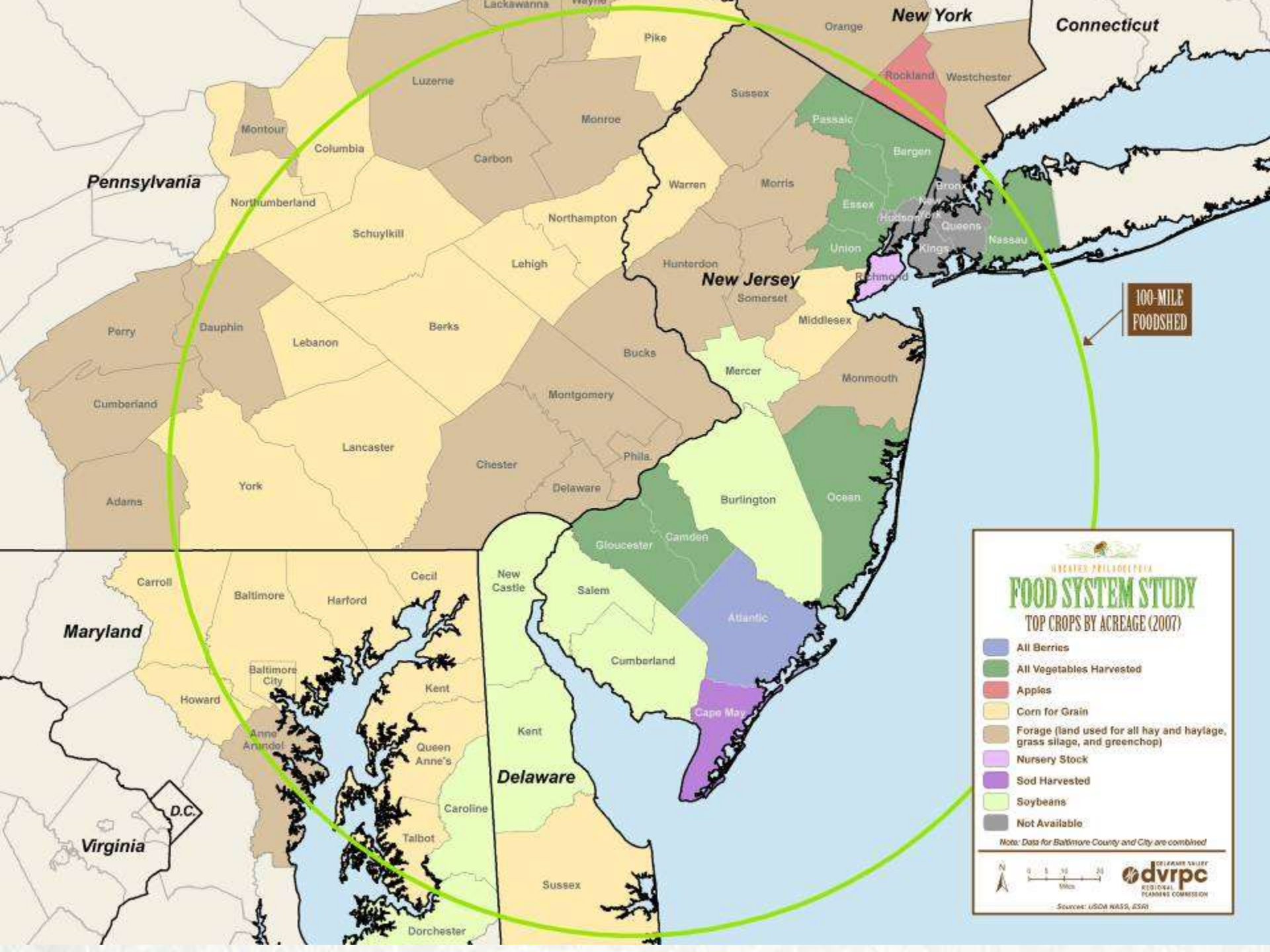


**Collaboration**

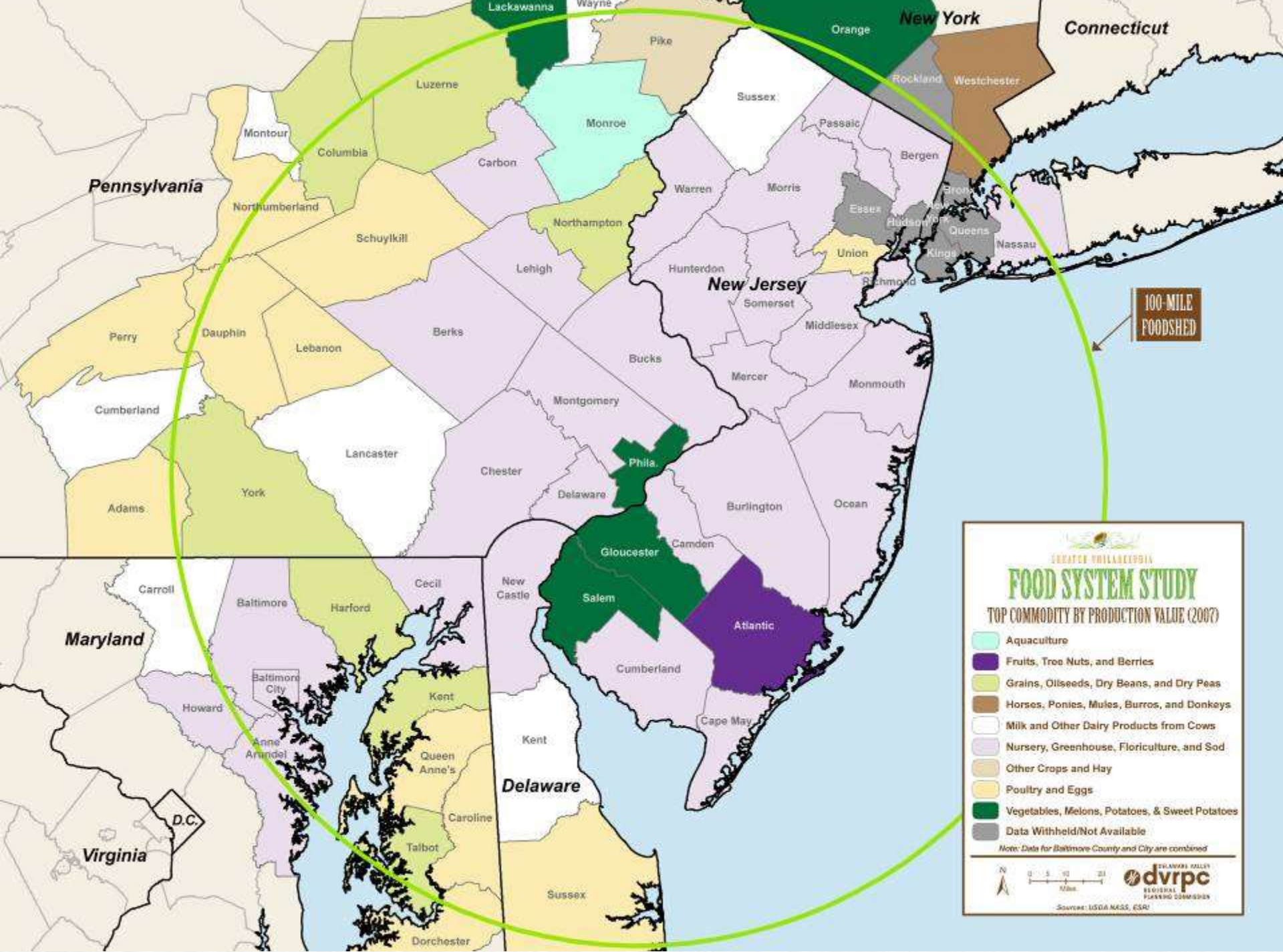


**Ecological Stewardship and Conservation**









Pennsylvania

New York

Connecticut

New Jersey

Maryland

Delaware

Virginia

D.C.

Luzerne

Monroe

Orange

Rockland

Westchester

Montour

Columbia

Carbon

Sussex

Passaic

Bergen

Northumberland

Schuylkill

Northampton

Warren

Morris

Essex

Hudson

Franklin

Queens

Perry

Dauphin

Lebanon

Berks

Lehigh

Northampton

Hunterdon

Union

Richmond

Nassau

100-MILE FOODSHED

Cumberland

Dauphin

Lebanon

Lancaster

Berks

Lehigh

Northampton

Hunterdon

Union

Richmond

Nassau

Adams

York

Lancaster

Berks

Lehigh

Northampton

Hunterdon

Union

Richmond

Nassau

Phila.

Gloucester

Camden

Burlington

Ocean

Carroll

Baltimore

Harford

Cecil

New Castle

Camden

Burlington

Ocean

Maryland

Virginia

D.C.

Delaware

Baltimore

Harford

Cecil

New Castle

Camden

Burlington

Ocean

Baltimore City

Baltimore City

Howard

Anne Arundel

Anne Arundel

Kent

Queen Anne's

Caroline

Talbot

Kent

Sussex

Sussex

Dorchester

Sussex

Atlantic

Cumberland

Cape May

Kent

Sussex

Sussex

Dorchester

STATE OF PENNSYLVANIA

**FOOD SYSTEM STUDY**

TOP COMMODITY BY PRODUCTION VALUE (2007)

- Aquaculture
- Fruits, Tree Nuts, and Berries
- Grains, Oilseeds, Dry Beans, and Dry Peas
- Horses, Ponies, Mules, Burros, and Donkeys
- Milk and Other Dairy Products from Cows
- Nursery, Greenhouse, Floriculture, and Sod
- Other Crops and Hay
- Poultry and Eggs
- Vegetables, Melons, Potatoes, & Sweet Potatoes
- Data Withheld/Not Available

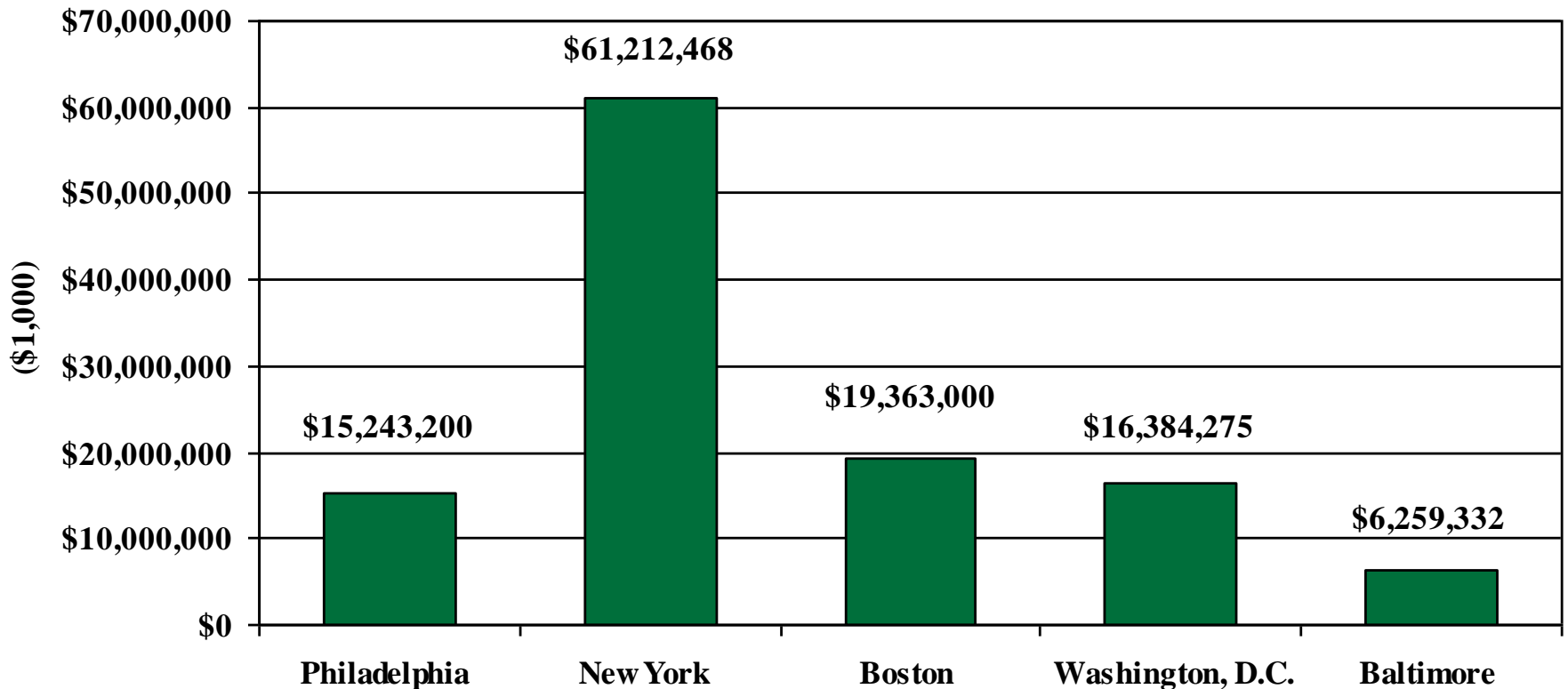
*Note: Data for Baltimore County and City are combined*

0 5 10 20 Miles

odvrpc DELAWARE VALLEY REGIONAL PLANNING COMMISSION

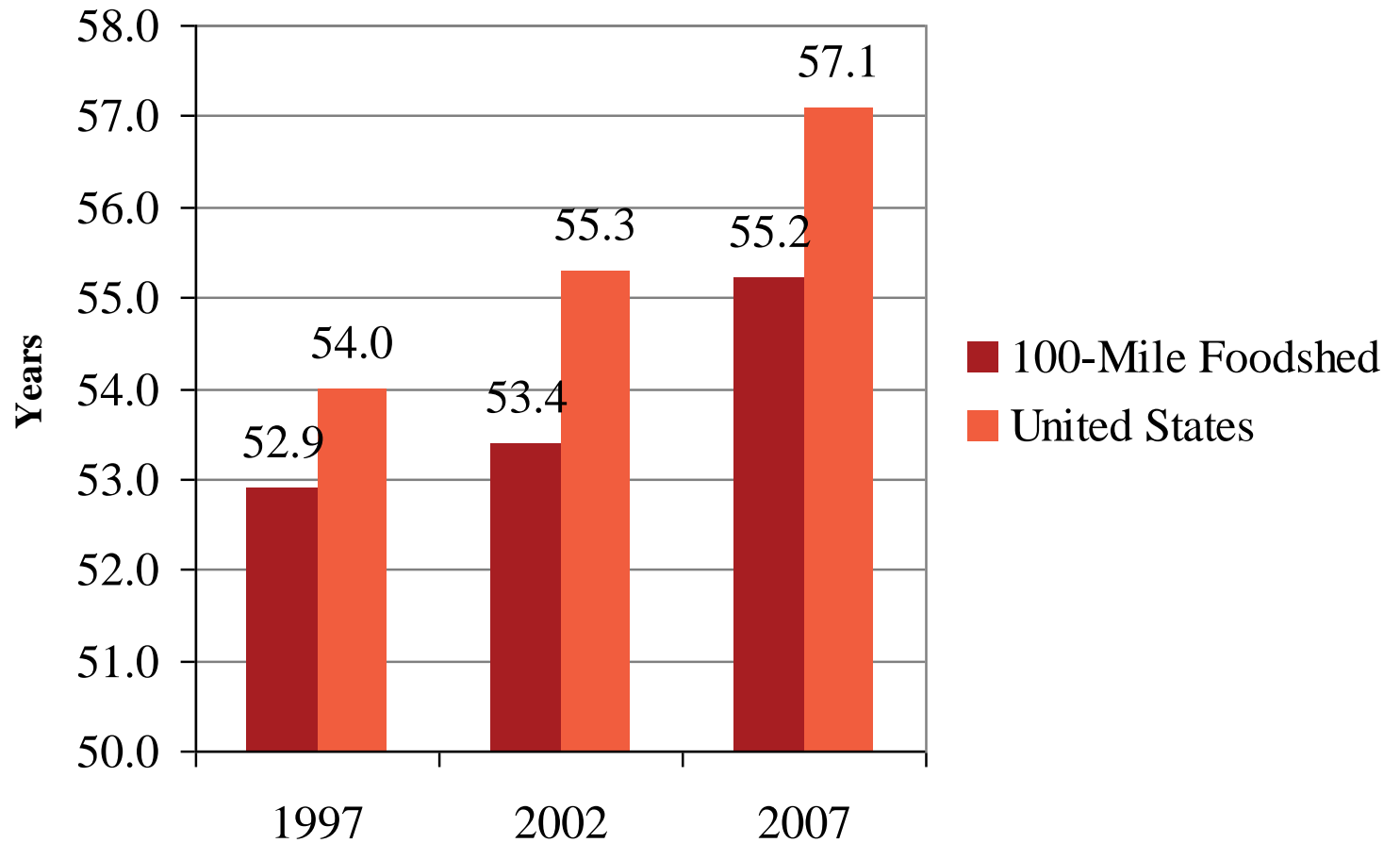
Sources: USDA NASS, CSRI

# Large Metropolitan Areas Close By



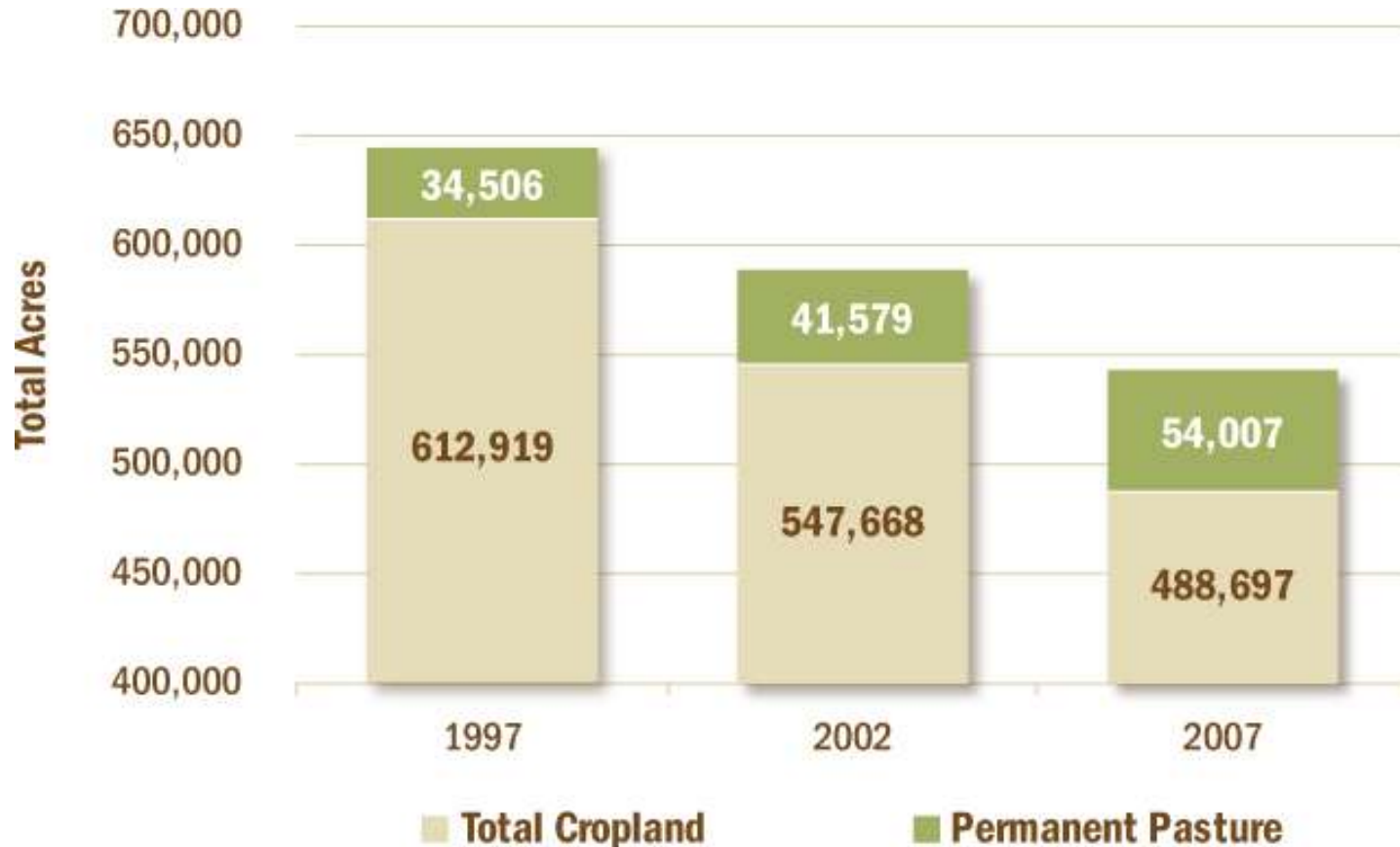


# Age of Farmers



# Indicators

## Land in Production in New Jersey (1997 to 2007)

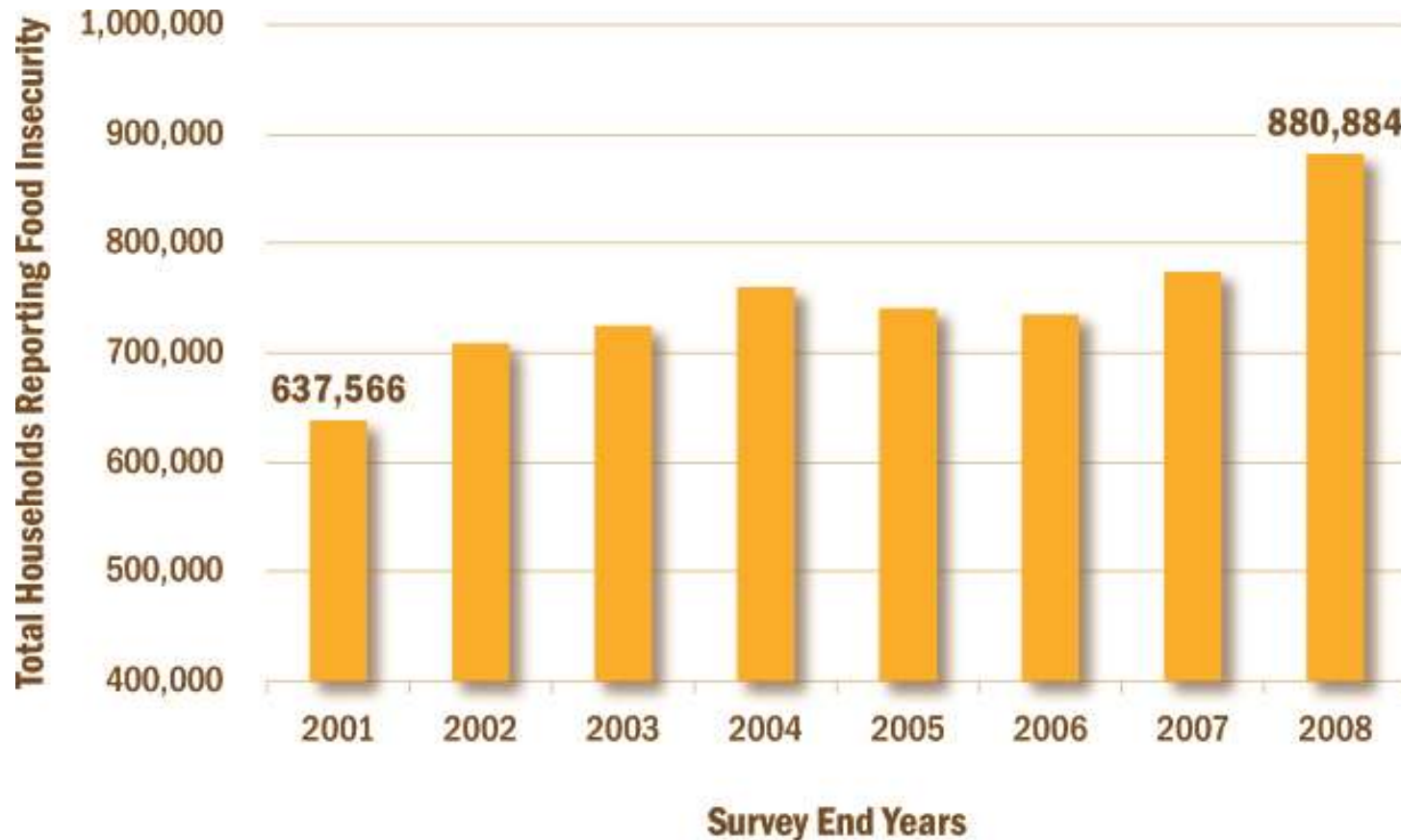


Sources: USDA 1997, 2002, 2007



# Indicators

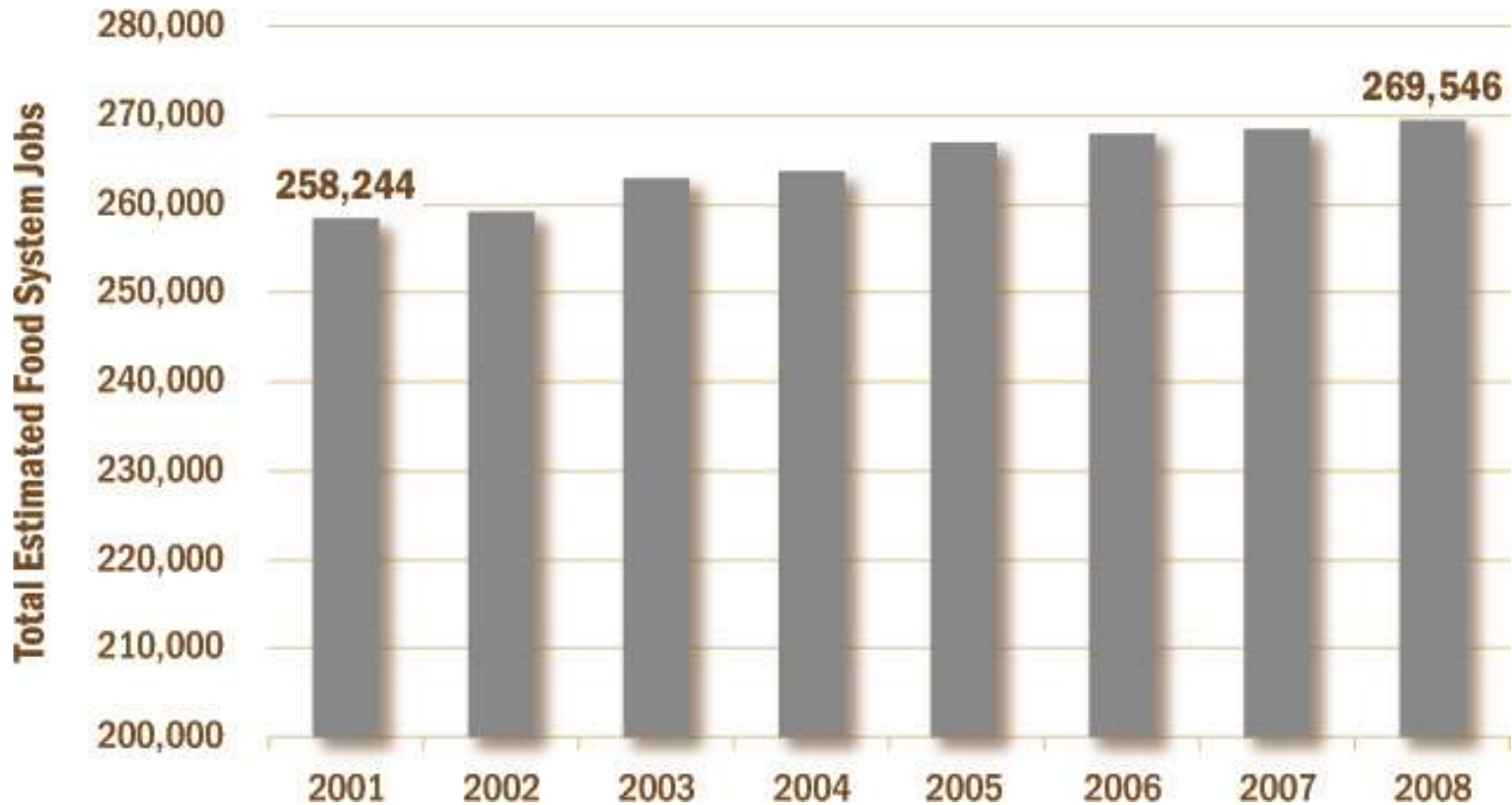
## Household Food Insecurity in NJ and PA (2001 to 2008)



Sources: USDA 2009.

# Indicators

## Food Sector Employment in Greater Philadelphia (2001 to 2008)



Sources: BLS 2010



# 52 Recommendations

-  **Keep farmland affordable** through a range of new business models like lease agreements.
-  **Implement market-based solutions** to protect natural resources such as marketing programs or new brand development.
-  **Establish long-term eating habits and healthy behaviors** through food choices, education, and activities in **local schools**, which will also create customers for our local food providers.



# 52 Recommendations

-  **Implement business development strategies** ranging from training programs to financing innovations to reduce the barriers of entry for entrepreneurs and farmers.
-  **Increase public awareness of healthy food** through interactive programs and educational experiences.
-  **Build capacity and expand** our expertise by continuing to engage the **Food System Stakeholder Committee**.



# Implementation and Partnerships

- Greater Philadelphia Food System Stakeholder Committee members are the implementers
- Grant opportunity, administered by DVRPC, funded by the William Penn Foundation
- Technical assistance opportunities
- DVRPC-focused work with member governments and partners
- DVRPC will monitor implementation of plan and regularly update indicators





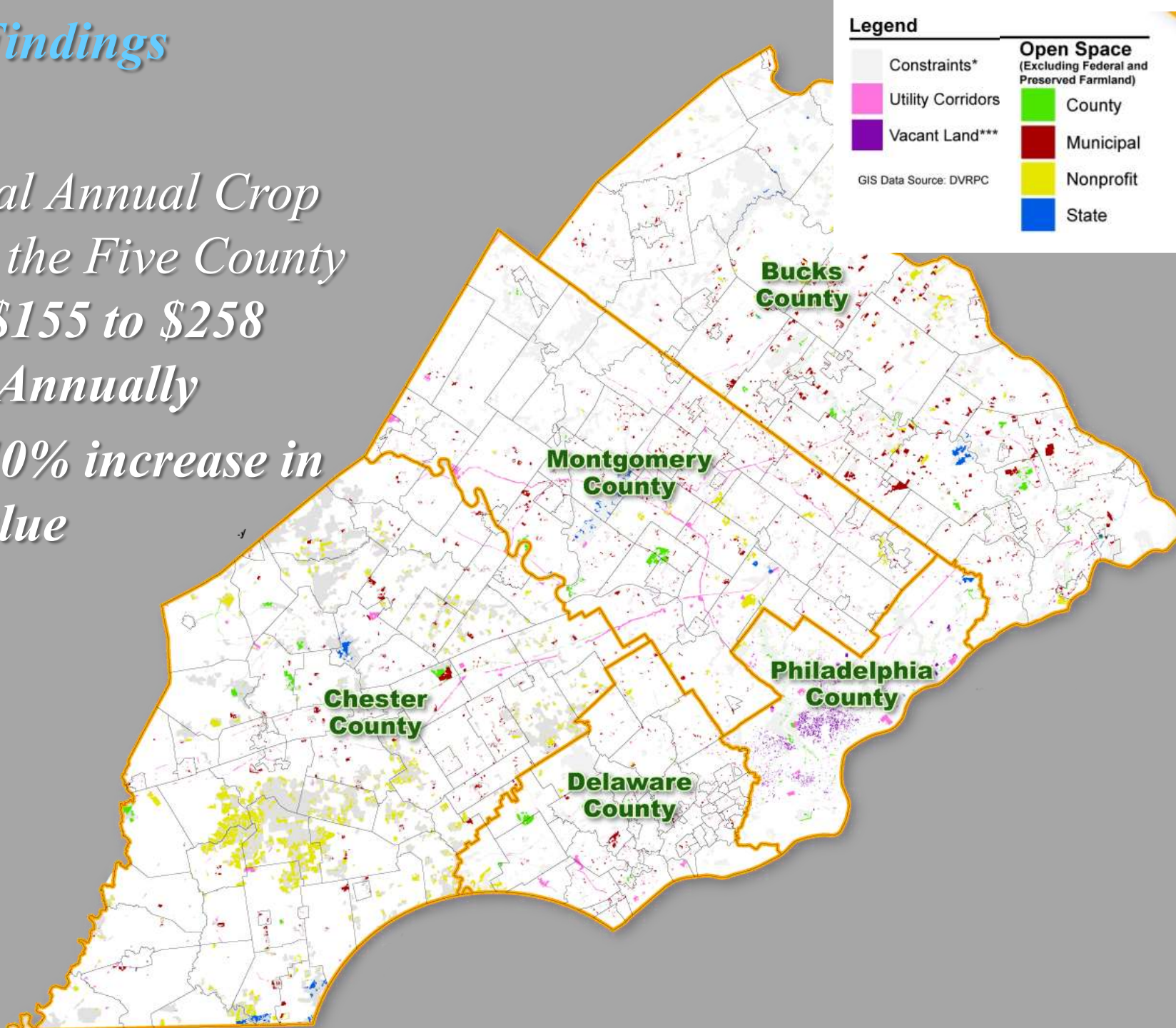
# Other DVRPC Projects

- **Transforming Open Space to Sustainable Farm Businesses**
- **Camden Food Economy Strategy**
- **Greener Pastures: New Farm Financing**

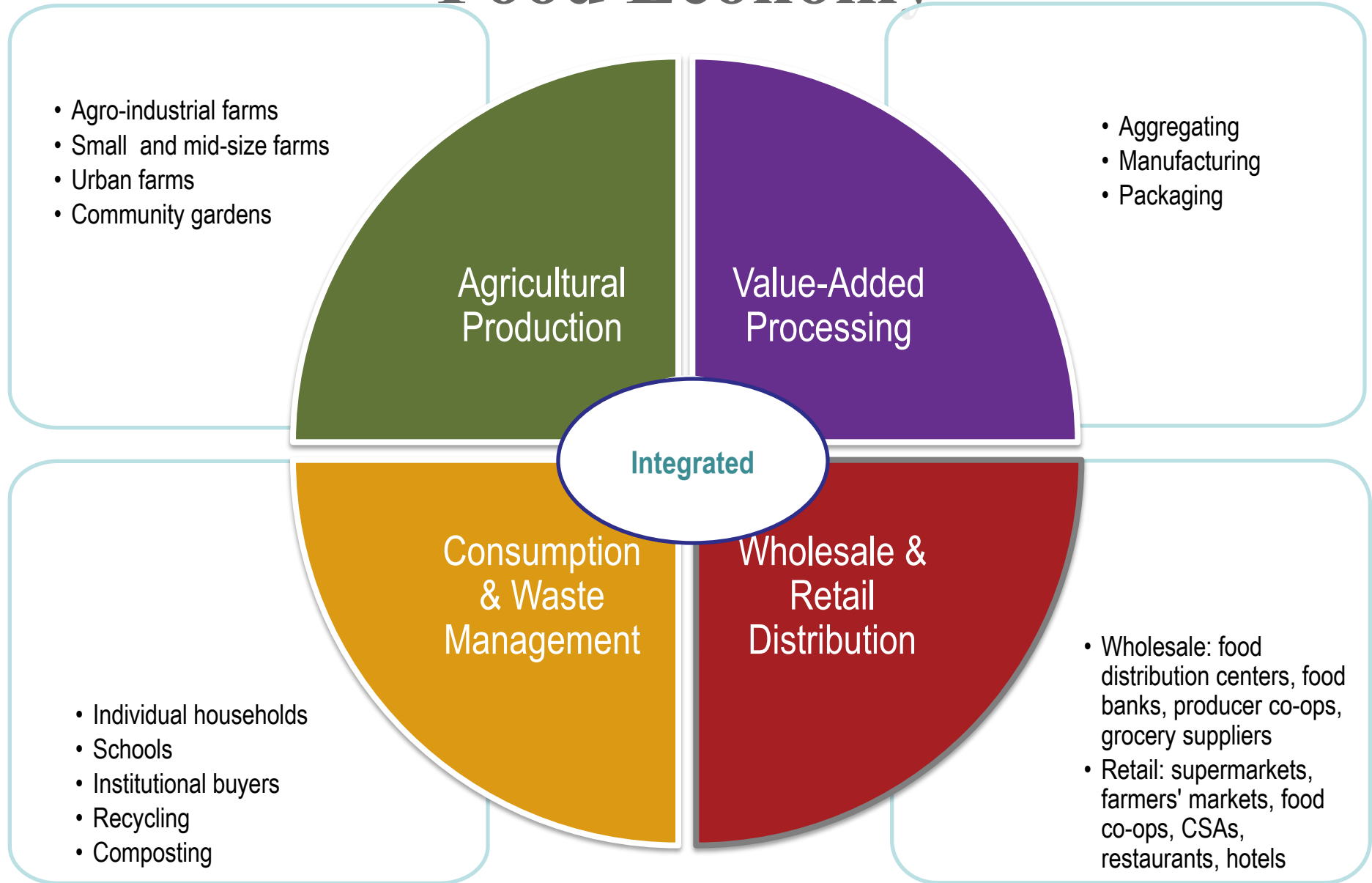


# Major Findings

- *Potential Annual Crop Value in the Five County Area is \$155 to \$258 Million Annually*
- *25 to 40% increase in Crop Value*



# Food Economy



Courtesy of TRF, Opportunity Finance Fund, and CDFI Fund



# Lessons Learned from Regional Food System Planning

- Started with a large surveying effort; involved a lot of partners at the beginning; identified key questions to answer through analysis.
- Created a planning and funding process that allowed for other to keep “doing.”
- Lifted others’ work up.
- No single solution or one top priority. Systemic problems call for systemic solutions.
- Meeting local governments where they are





**Healthy Habits**



**Stabilizing Neighborhoods**



**Economic Development**



**Beginning Farmer**





# Thank You!

[WWW.DVRPC.ORG/FOOD](http://WWW.DVRPC.ORG/FOOD)

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