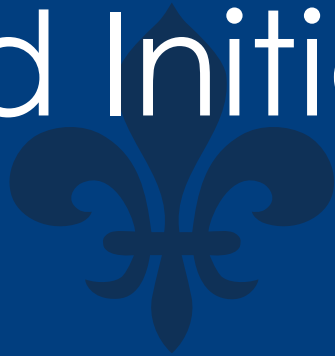


Louisville Metro Government's Local Food Initiatives



Economic Growth and Innovation
February 12, 2014





3 Themes:

Regionalism
Economic Development
Quality of Life/Quality of Place



One
overarching
driver:

DATA



A Whirlwind Tour of Louisville's Local Food Initiatives from a Very High Altitude

- Louisville Farm to Table
- Louisville Agribusiness Loan Program
- Healthy in a Hurry Corner Stores
- Food Trucks, Restaurants and Farmers Market support (informal)
- Urban agriculture, including community gardens, zoning amendments to support new garden development, safe soils education and a toolkit for citizens interested in starting a garden
- Louisville Barn Raising
- Food hub project
- Supply and demand studies
- Mobile vending project
- Relationships with two food policy organizations
- Exploring potential for large urban demonstration garden
- Support for a number of organizations active in urban agriculture, food access and education
- Middlebury College FoodWorks Louisville Program

Strategy	Type	Score
Agritourism	Farm-based	66
Meat Processing	Infrastructure	66
Farmers' Markets	Retail	63
Indoor Public Market	Retail	61
Local Distribution Company	Wholesale	41
Restaurants	Wholesale	40
CSA	Retail	29
New Farmer Development	Farm-based	21
Wholesale Farmers' Market	Wholesale	17
Food Processing	Infrastructure	8
Schools and Institutions	Wholesale	-30
Branding / Packaging	Infrastructure	-33
Supermarkets and Chain Buyers	Wholesale	-46

- Expresses farmer preferences for market development
- Highly dependent on past personal experiences with markets

Louisville Farm to Table

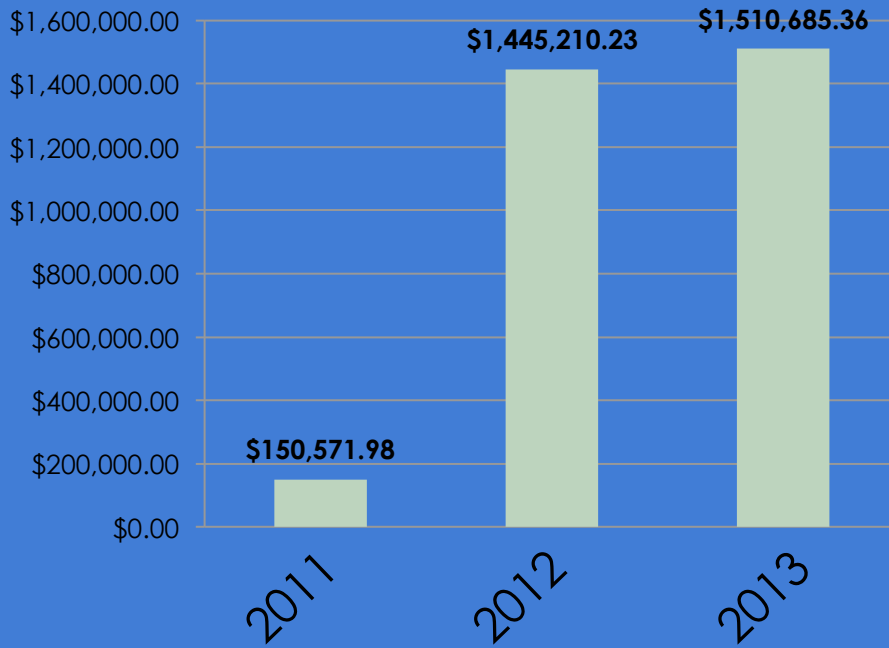
Mission—Market Development

To connect Kentucky's producers with opportunities to sell edible agricultural products to large-volume buyers, processors and manufacturers in Louisville and to simultaneously break down barriers and increase willingness and capacity of buyers to work with locally-raised foods

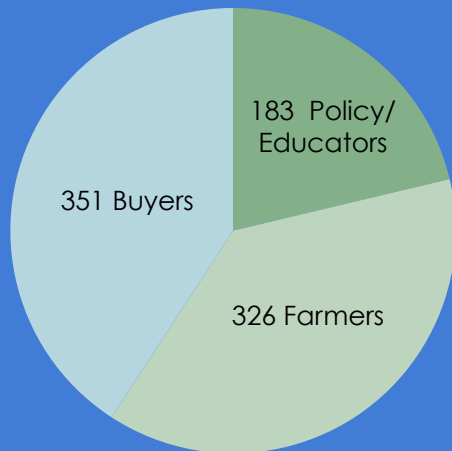
Mission—Food System Capacity

To promote the development of a more comprehensive system of aggregation, distribution, processing and manufacturing facilities in Louisville to support Kentucky farmers transitioning from tobacco to other crops





Annual Sales Facilitated (2011-2013)



Louisville Farm to Table Workshop Attendees by Type (2011-present)

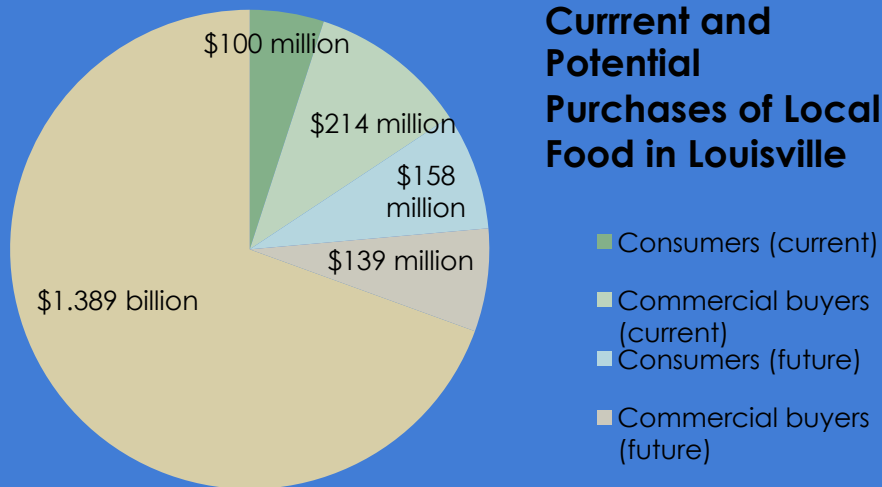
Partnerships

- Local Food Economy Work Group
- Jefferson County Public Schools
- University of Louisville
- The Berry Center
- Seed Capital, Kentucky
- Real Food Challenge
- Winston Industries

Local Food Demand Survey

<http://www.louisvilleky.gov/HealthyHometown/healthyeating/farmtotable/BackgroundandStudies.htm>

- Examined consumer and commercial buying in Louisville
- Total food purchases valued at \$2 billion annually
- Identified willingness among all consumers (socioeconomically and geographically diverse) to spend more money to purchase local food



- Included gap analysis among commercial buyers, which noted quality, consistency, volume and minimal processing as barriers to additional food purchases
- Buyers choose local food to support local economy and farmers, as well as for its quality, freshness and taste

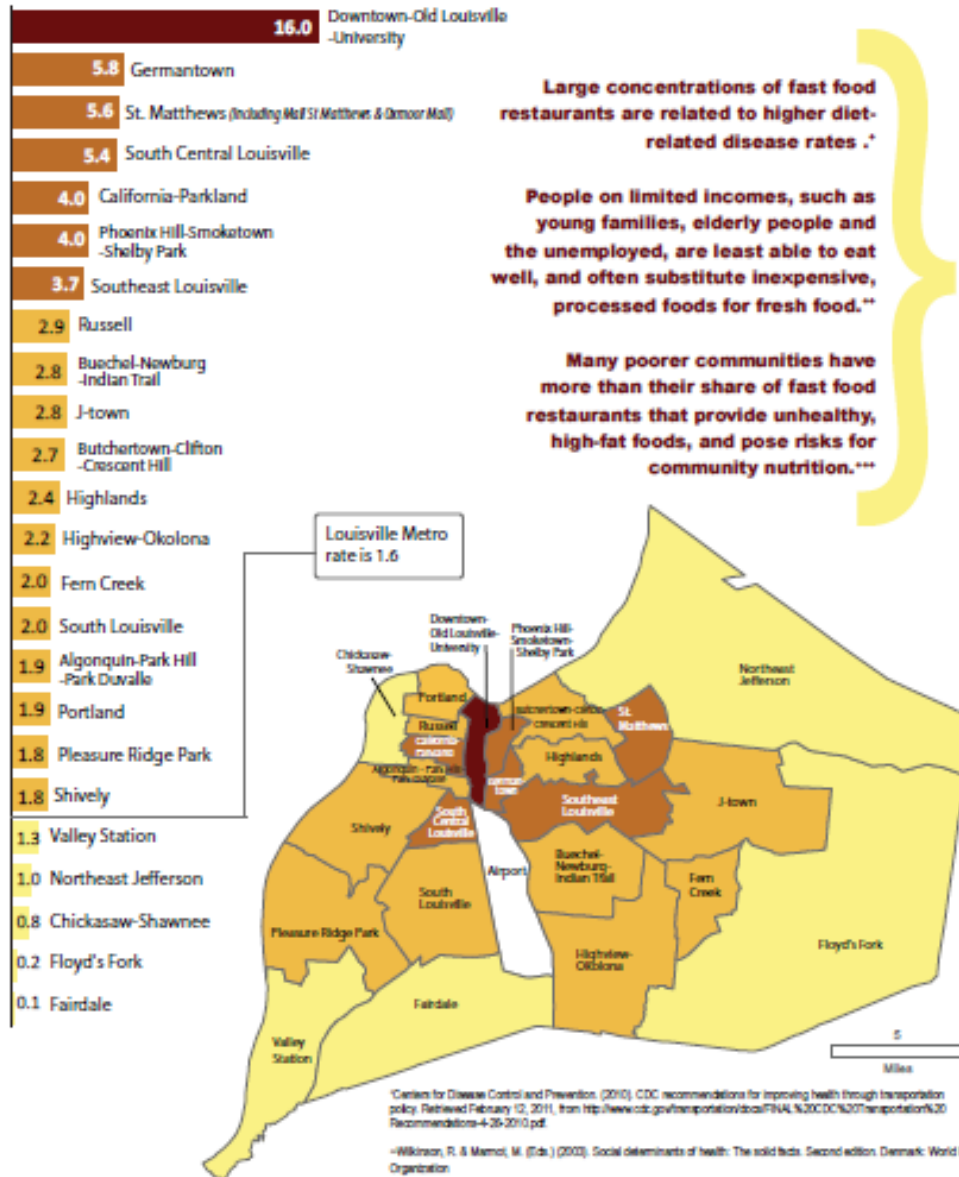
Food Access and Data

- Healthy corner stores—looked at population within walking distance as part of eligibility for program
- 28 farmers markets across the community but how to equitably disperse them? Are there alternatives?
- Bridging the Divide—report prepared by Community Farm Alliance, looked at fresh food retail disparities based on a wide variety of socioeconomic data



FAST FOOD OUTLET DENSITY (Number of Fast Food Outlets per Square Mile)

2010 Food Inspection Data



*Center for Disease Control and Prevention. (2010). CDC recommendations for improving health through transportation policy. Retrieved February 02, 2011, from http://www.cdc.gov/transportation/docs/FINAL_NCDC%20Transportation%20Recommendations-4-26-2010.pdf.

**Wilkinson, R. & Marmot, M. (Eds.) (2002). Social determinants of health: The solid facts. Second edition. Denmark: World Health Organization.

***Community Farm Alliance/West Louisville Food Working Group. (2007). Bridging the divide: Growing self-sufficiency in our food supply. Louisville, KY: Community Farm Alliance/West Louisville Food Working Group.

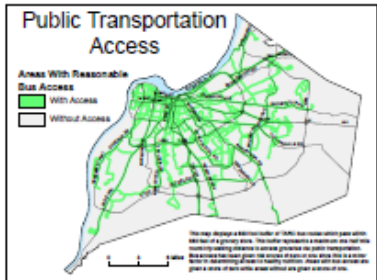
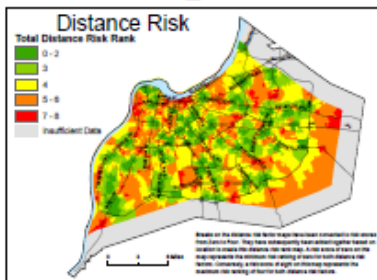
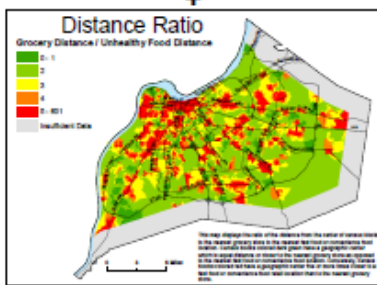
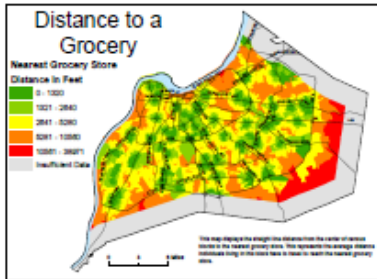
- Center for Health Equity (Louisville Metro Department of Health and Wellness) prepares annual Health Equity Report that looks at food access in a variety of ways

A Geographic Analysis of Access to Healthy Foods

Introduction

This project examines disparities of access to healthy foods in Jefferson County, Kentucky. Additionally, it examines the geographic correlation between food access and socio-economic variables. These are significant issues because of health effects resulting from a lack of access to healthy foods in the community. The areas of highest risk must be accurately identified. Geographic Information Systems provide a unique way to assess and analyze disparities in access to healthy food options.

Distance Factors



Data

A wide variety of data and statistics are represented on this project. Data on income, education, and household size were obtained from the U.S. Census Bureau, 2000 Decennial Census. Grocery store data were obtained from the Jefferson County GIS Department. Crime data were obtained from the Jefferson County Police Department and the Kentucky State Police Department. These addresses have been geocoded and aggregated. Parcels from areas surrounding Jefferson County have been excluded.

Methods

All risk factors have been ranked according to either logical levels or statistical quantiles of their values. Risk factors have been divided into categories of demographic factors, distance factors, and transportation access factors. Geographic modeling has been used to combine the factors of these categories into a category risk map displaying geographic areas at risk from food deserts. Geographic modeling was also used to combine these separate category risk rankings into a single risk rank map (Color). Data for many risk factors is not available for areas outside of Jefferson County. Areas within counties of Jefferson County and boundaries are derived from the analysis to account for this.

Results

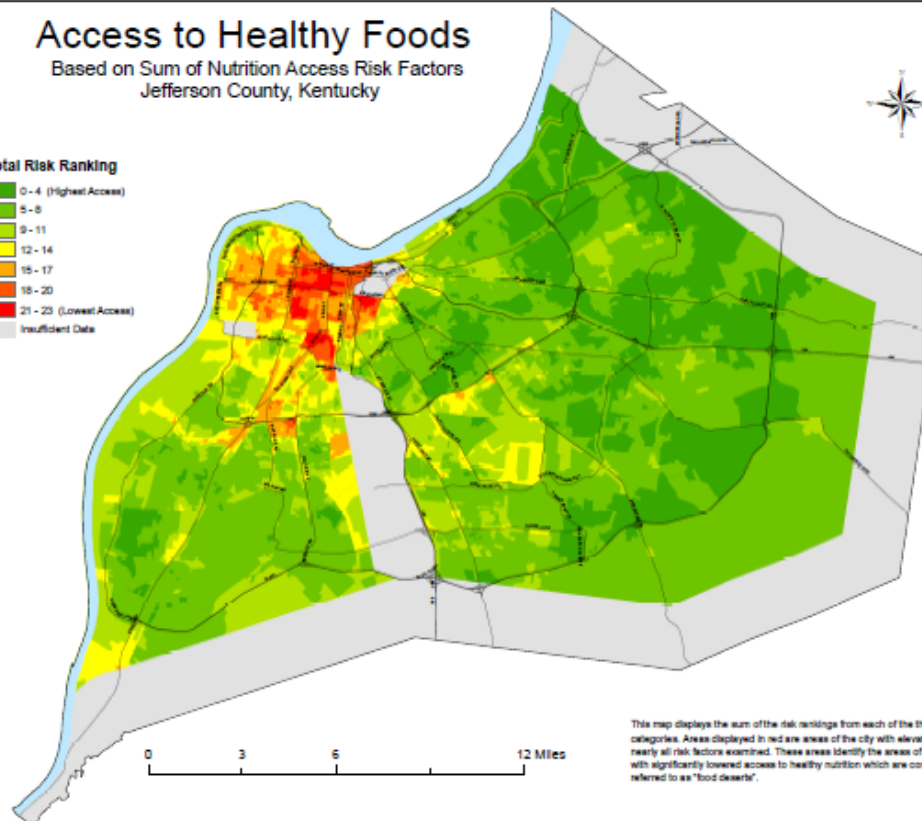
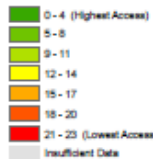
Results of the final risk ranking map show areas of Louisville with the lowest access consisting of much of the First and Third Divisions area, as well as a number of smaller areas which border the downtown area. These lowest access areas are at a high risk for all of the risk factors examined. In addition, nearly all of the Downtown and Third Divisions areas exhibiting south to southwest Parkway show very low access to healthy nutrition options. What areas with significantly lowered access to healthy food options also have a high percentage of individuals who are of socioeconomic status and a weak community.

Access to Healthy Foods

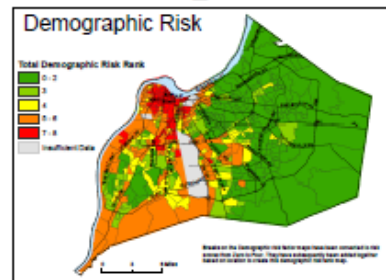
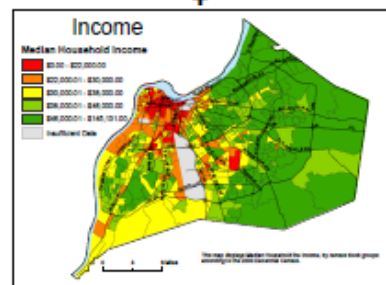
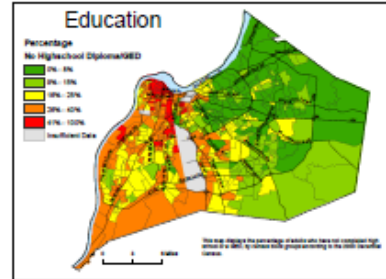
Based on Sum of Nutrition Access Risk Factors

Jefferson County, Kentucky

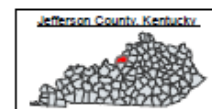
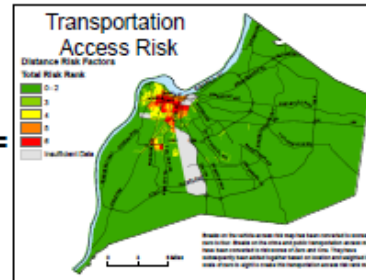
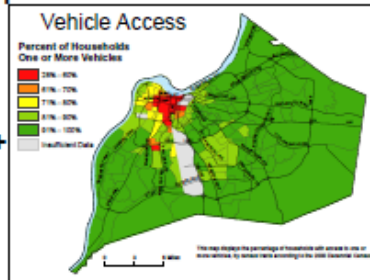
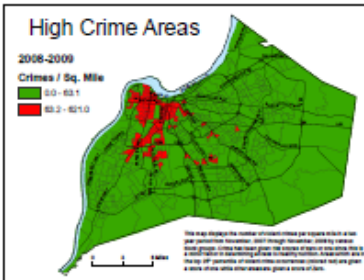
Total Risk Ranking



Demographic Factors



Transportation Access Factors



Public, Maps, and Analysis Created March, 2014
By Ray Yeager
Rayyea@Louisville.edu

What's next for Louisville?

- A more comprehensive survey of existing and potential sources of local food in the 23-county region around Louisville (in progress)
- Project implementation following the Louisville Barn Raising to address gaps in the supply side of the local food system
- Continued efforts to develop a cluster of small-scale processing in the Portland neighborhood
- Participation and support for the development of a food hub in Louisville
- Ongoing support for urban agriculture and expansion of community and market garden system