

Food Systems Development

Next steps in Wake County

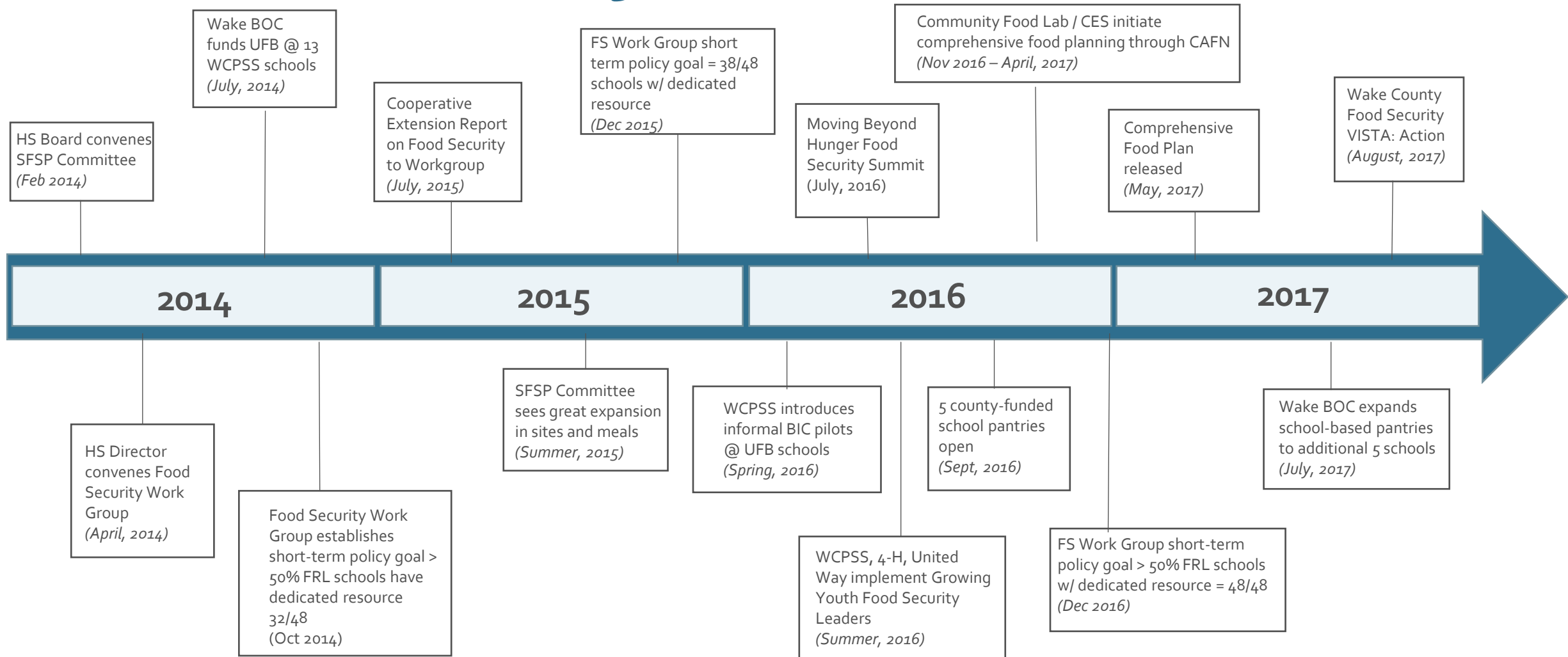
Katherine Williams
November 13, 2017

@wakegov



wakegov.com

Food Security Milestones



Universal School Breakfast

Breakfast Participation USB Schools (13 Sites Supported by Wake County)	2014-15	2015-16	2016-17
ADP of Eligible Free	2392 (45.7%)	2658 (50.4%)	2528 (52.1%)
ADP of Eligible Reduced-price	284 (41.9%)	309 (47.1%)	276 (45.2%)
ADP of Eligible Paid	384 (18.3%)	843 (40.1%)	844 (39.4%)
Cost of Uncollected Breakfast Payments from Paid-eligible Students	2014-15	2015-16	2016-17
12 schools supported by Child Nutrition Services	\$ 75,980	\$ 94,624	\$ 139,980
13 schools supported by Wake County	\$ 0	\$ 154,015	\$ 194,475

Summer Food Service Program

Metrics	2014-15	2015-16	2016-17
Total Number of Meal Served	306,319	294,079	*274,572
Total Number of Sites	141	165	178
Number of Open Sites	23	50	69
Total Number of Sponsors	7	10	10

**Summer 2018 Goals Reflect Analysis of Lower efficiency despite success in expanding infrastructure.*

County-Funded School Pantries

Metrics	2015-2016	2016-2017 (N=5)	2017-2018 (Q1) (N=5 /10)
Number of Individuals Served	--	1157	518
Pounds Delivered	--	29,512	3,262
Number of Equivalent Meals Distributed	--	13,336	6,285

Dedicated Food Resources

Metrics	FY2014-15	FY2015-16	FY2016-2017
Number of Schools with programs	76	107	116
Number of Children Served with Dedicated Food Resource	1,974	2,879	6,156 (2,989 <i>BPB</i>) (3,167 <i>Other</i>)
Number of Partners Engaged	50	78	122
Number of school with >50% Free and Reduced Lunch with Dedicated Food Resource	32 of 48	38 of 48	48 of 48

VISTA's in Action



Daniel Makaravage

VISTA Wake Food Security Data and Impact Analyst

- Updated Community Vulnerability and Economic Health Apps
- Created an FNS gap map
- Conducted a Low Income, Low Access analysis
- Created Food Locator App

Beverly Parks

VISTA Summer Food Program Enrichment Coordinator

- Identified best practices for Summer Food Program delivery
- Developed plan in partnership with community allies to increase youth participation in Summer Food Program
- Developed resource guides for Summer Food Program sites

VISTA's in Action



Ruthie Wofford

Communications and Outreach Coordinator

- Created monthly newsletter and started Instagram account
- Recruited new Capital Area Food Network members
- Initiated efforts to document and track progress on all Food Security Plan Action items

Hannah Taylor

East and Central Social and Economic Vitality Strategist

- Start date of November 13, 2017
- Will work closely with Verna Best, SEV Program Manager
- Planned Outreach with Fertile Ground Food Cooperative & Passage Home

Food Security Coordinator

- Recently vacated 4-H position re-allocated for this purpose (Nov 1, 2017)
- Primary Responsibilities:
 - Convene County Dept's and partners around strategic issues
 - Project-manage specific strategies
 - Track collective action and results
 - Develop resources

Important Shifts



Emergency to
Capacity-building



Individual Child to
Family



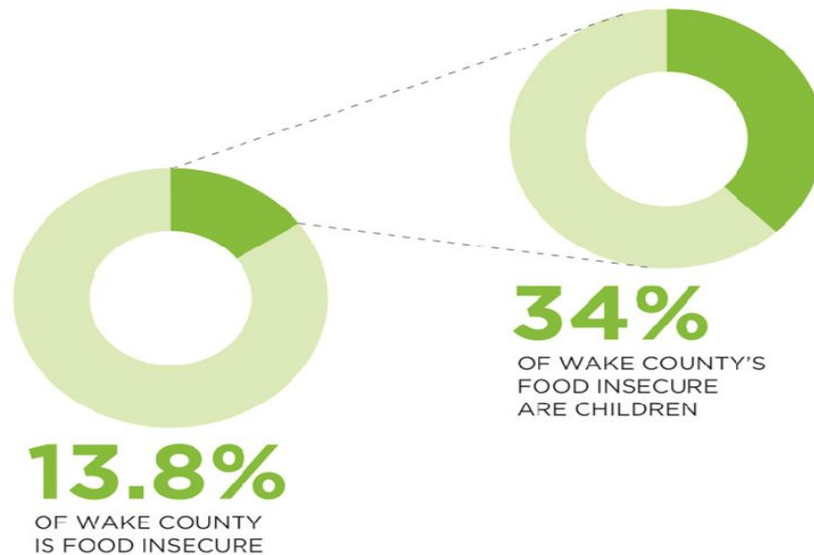
Single Sector to Food
Systems Approach

Food Security in Wake County

In 2014,

131,800 Wake County residents,
or 13.8% of the County, were
food insecure.
That's 1 in 7 Wake County residents.

Nearly **1 in 5 children**
in Wake County, or 44,681
children, are food insecure.



Source: Feeding America,
Mapping the Meal Gap

Bounty = Hunger

North Carolina
is the 8th top
agricultural
producer in
the country



Sources: *USDAERS Farm Income and Wealth Statistics*
Feeding America, Hunger and Poverty Fact Sheet 2013



...but there are
1.8 million
people living
with food
insecurity

The Paradox

Hunger looks different than it used to look.

1 in 4 NC children are food insecure.

1 in 3 NC children suffer from diet related obesity.

Food insecurity and obesity coexist in the same bodies.

Sources: *USDA ERS Farm Income and Wealth Statistics*
Feeding America, Hunger and Poverty Fact Sheet 2013

Bread Line in NC (Pantry)



Photo by Donn Young, 40Daysand40Nights.org

Who has access...

Courtesy of Farmer Foodshare

Farmer Foodshare at Center



Photo by Donn Young, 40Daysand40Nights.org

...to Nutrient Rich,
Fresh Foods

PHYSICAL ACCESS
TO FOOD

SOCIAL ACCESS
TO FOOD

ECONOMIC ACCESS
TO FOOD

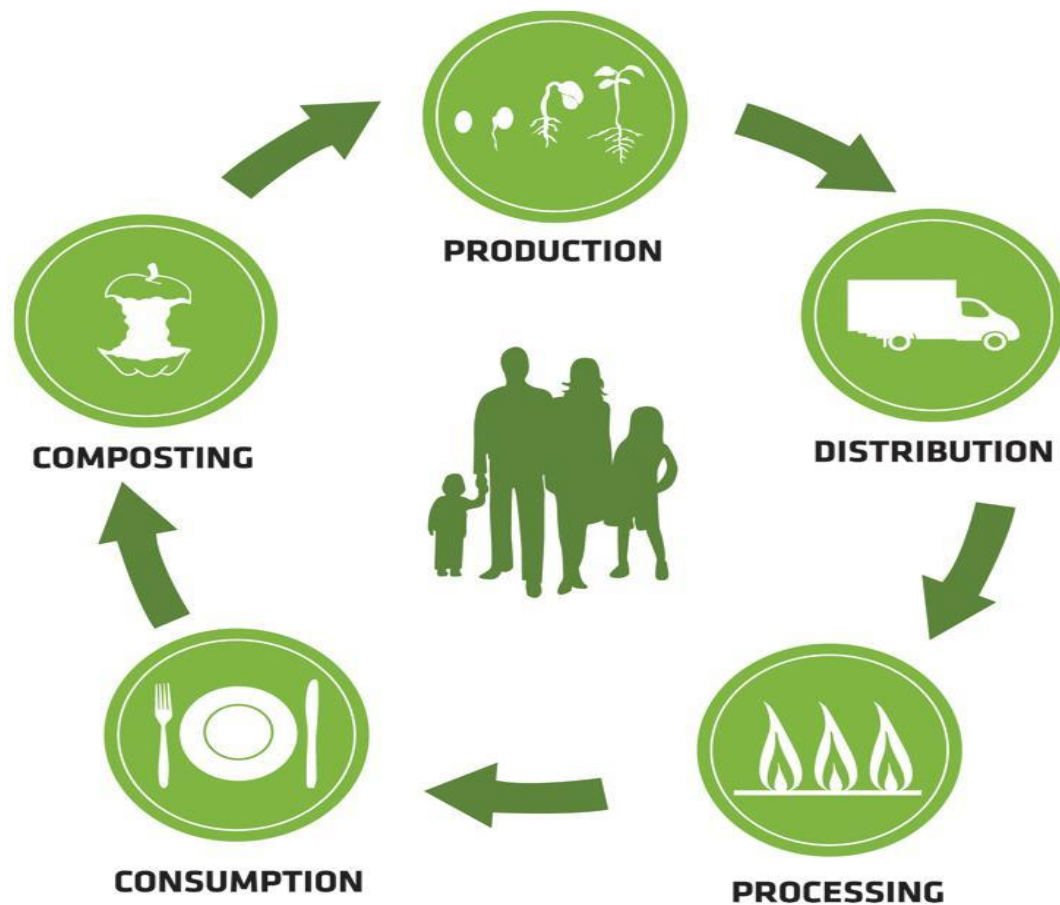
Courtesy of Farmer Foodshare

Solutions Involve
**Reshaping the
Food System**

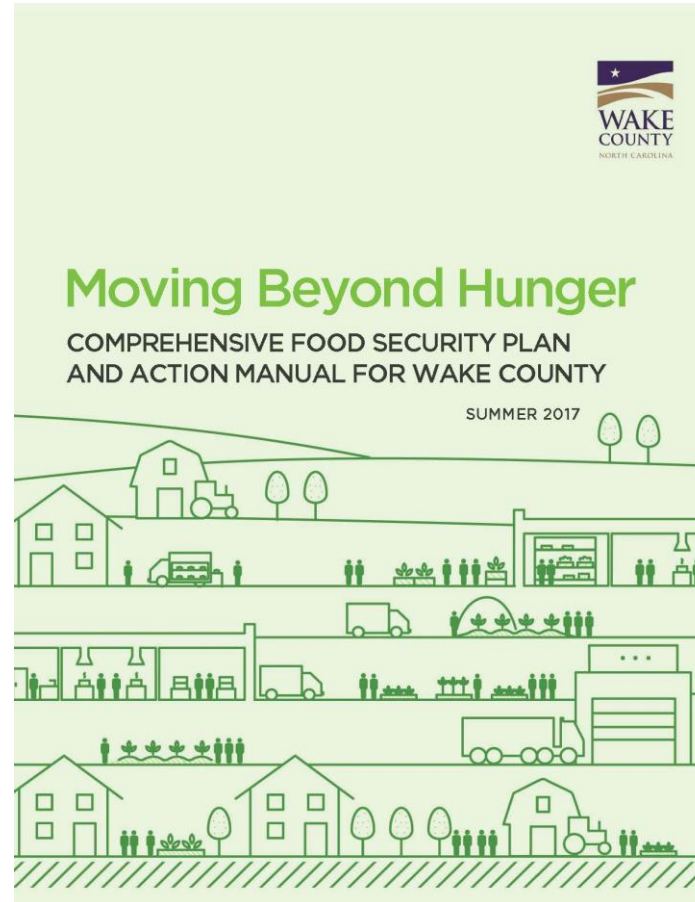


Photo courtesy of Farmer Foodshare

Develop the Local Food System



Engage Our Community



Moving Beyond Hunger: COMPREHENSIVE FOOD SECURITY PLAN AND ACTION MANUAL FOR WAKE COUNTY

Summer 2017

This Plan was developed with the generous participation of community members, food security organizations, resource experts, and other stakeholders throughout Wake County. This broad community input has led to a County-specific and inclusive Plan that reflects Wake County needs, resources, and priorities. Thank you to all who gave their time to this project, and who will continue to make a difference for Wake County.

Project Team

Wake County Food Security Working Group

Matt Calabria, Wake County Commissioner
Paula De Lucca, WCPSS Senior Director, Child Nutrition Services
Frank Eagles, Mayor of Rolesville
Brenda Elliott, WCPSS Assistant Superintendent for Student Support Services
Monika Johnson-Hostler, WCPSS School Board
Regina Pattaway, Wake County Human Services Director
Margaret Raynor, Wake County Human Services Board,
Chair of the Summer Food Work Group
Katherine Williams, Wake County Extension Director

Capital Area Food Network

A food council for Wake County, established 2015.
Mission: To cultivate healthy people, communities, and economies through vibrant food and farm systems.
<https://capitalareafoodnetwork.wordpress.com>

Community Food Lab

Community Food Lab is a design and consulting firm bringing innovative systems thinking to urgent food system challenges.
706 Mountford Ave., Raleigh NC 27603
www.communityfoodlab.org



Food Plan Snapshot

3 - YEAR PLANNING CYCLES

5 STRATEGIES

STRATEGY

1

Ensure Food Access

STRATEGY

2

Communicate and Educate

STRATEGY

3

Develop Sustainable Food Supply

STRATEGY

4

Build Economic Opportunity

STRATEGY

5

Leading through Networks

5 INDICATORS (TARGETS)

24 LEAD ORGANIZATIONS

41 ACTIONS

120+ EXISTING OR POTENTIAL PARTNERS

Establish Shared Measures

Meal Gap

Community
Participation

County-Based
Food Supply

Organizational
Connections

Food Job Index

- Multi-faceted measures to serve as shared targets for ALL partners
- Capital Area Food Network will facilitate development and tracking of indicators
- Detailed descriptions on page 69 of the Plan

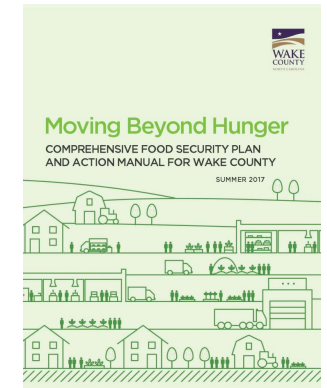
Moving Beyond Hunger,
Comprehensive Food Plan, May 2017

Strengthen Regional Food System

- 1) Remove barriers to growing and accessing healthy food
- 2) Help hardworking farmers earn a living
- 3) Preserve farmland and production capacity for the future
- 4) Grow the local food economy
- 5) Create a healthier world



Strategic Actions:



- Build community ownership & investment in local food economy.
- Develop incubator farms to train & connect new and expanding farmers to land & resources.
- Connect with schools, churches, non-profit sector to rebuild understanding of food and value of farms.
- Design integrated supply chain infrastructure, marketing and resources to support small & growing farms.
- Support small acreage production through hubs that aggregate, add value, distribute products from local producers to wholesale markets, retail & institutions.

Align with BOC Goals & Initiatives



Initiative CH2.1: Improve health of populations through the development of infrastructure and education that encourages an active lifestyle.



Initiative E1.2: Partner with WCPSS and community agencies to reduce childhood hunger.



Initiative SEV3.2: Develop and implement a comprehensive plan to identify and address issues related to hunger, food insecurity and food deserts in Wake County.

Initiative SEV2.2: Continue to build and strengthen public-private partnerships, community collaborations, and policy changes that will improve the social and economic indicators affecting the quality of life of the residents in vulnerable communities in Wake County.



Initiative GG4.1: Continue to promote volunteer and civic engagement opportunities in Wake County.

Initiative GG5.1: Build and maintain partnerships with other public and private entities to leverage resources and increase efficiencies.



Initiative GS3.2: Maintain protection of watershed and stream buffers.

Initiative GS3.4: Promote conservation measures on farms and forest lands in current and potential water supply watersheds in Wake County.

Initiative GS3.5: Encourage farmland preservation; revisit goals of Wake County Agricultural Economic Development Plan (WCAEDP).

Local Opportunities: Policy



- Dedicate portion of funds from payment of deferred agricultural use taxes (***approx. 2 Million/Annually in Wake County over last several years.***)
- Establish targets for County Food Purchasing within departments & facilities
- Pursue Social Impact Bonds
- Support Voluntary Living Wage Certification for Businesses
- Incentivize urban agriculture in tax credit scoring criteria for affordable housing developments

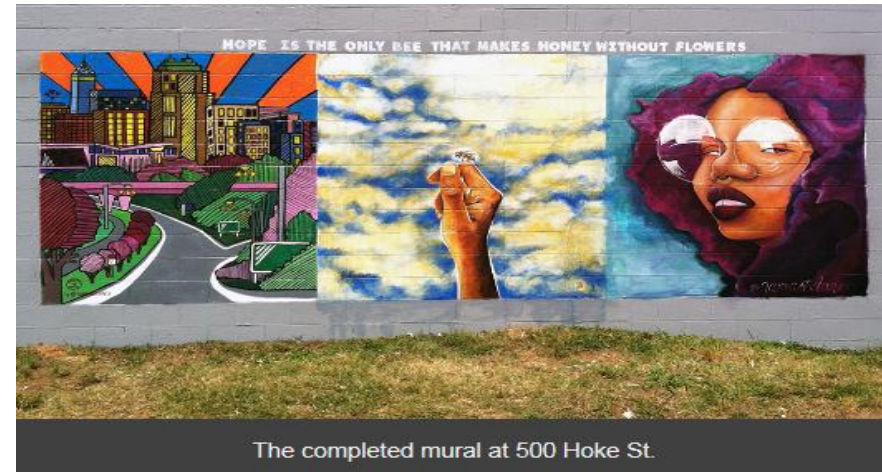
Local Opportunities: Place-Making



TLC – Sarah and Bailey
Williamson Preserve at Walnut
Hill, Shotwell



Passage Home's Training &
Development Center, Hoke
Street, Raleigh



Next Gen Farming at Walnut Hill

FIVE STRATEGIES



MEASURING SUCCESS: KEY INDICATORS



Goal: Develop opportunities to support the next generation of farmers in Wake County



Photo courtesy of Farmer Foodshare

NextGen Farming Pilot

Pilot Project – Walnut Hill Preserve



- Provide land for a diversity of farmers with varying experiences from students, to new and experienced farmers, and veteran farmers looking to mentor the next generation;
- TLC will partner with programs educating and supporting local farmers (Cooperative Extension, CEFS, NC Farm School, Wake Soil & Water, Farmer Foodshare, RAFI)
- Develop sustainable & GAP certified production practices;
- Support local and regional food systems;
- Increase child and adult nutrition knowledge and consumption of healthy foods;
- Invest in agricultural research focused on conservation and environmental outcomes;
- Protect and improve pollinator health
- Protect and improve soil and water quality in partnership with the Wake Soil and Water District, Wake County Extension and others

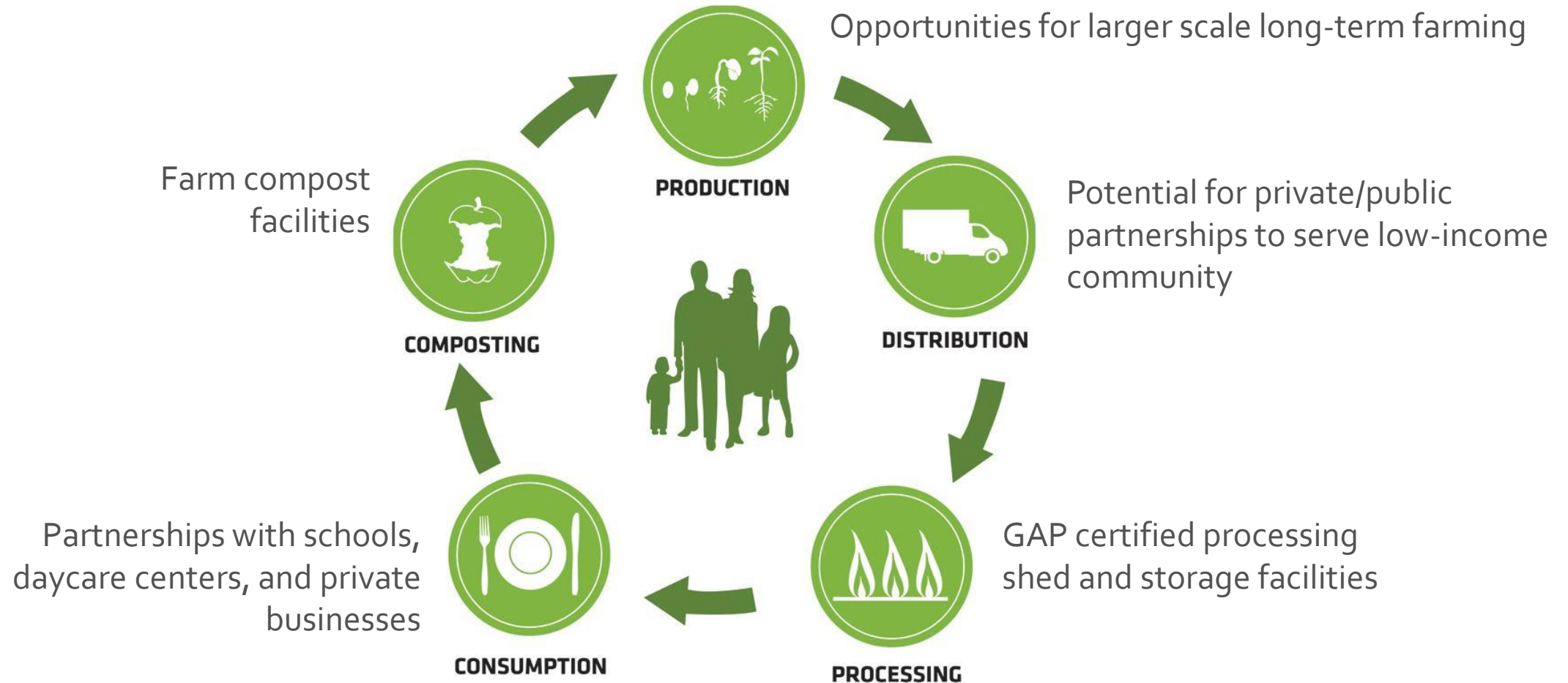
Resources needed

- Infrastructure
 - Well & irrigation, fencing, processing shed, storage, temporary bathrooms
- Farm manager
- Funds to leverage private, state, and federal grants
- Commitment from WCPS and Wake County BOC
- Future scientists, farmers, community leaders

Resources available

- Land
 - Portion of 130 acres of prime farmland
- Some infrastructure - roads, barns
- Willing partners and local businesses
- Site planning grant, other grant proposals pending
- Advisory Committee developing comprehensive plan

Results: Addresses All Areas



Agricultural Education Hub

FIVE STRATEGIES



MEASURING SUCCESS: KEY INDICATORS



Goal: Develop an agricultural education hub in eastern Wake County which provides education, food, and nutritional resources for students, farmers, and the larger community

TLC- Sarah and Bailey Williamson
Preserve at
Walnut Hill (future)



SKYPORT DRONES
WAKE COUNTY

Agricultural Education Hub

Pilot Project- Walnut Hill

Pilot project to develop a school farm and engage in experiential learning about agriculture, food systems, and natural science

- Will provide educational opportunities across all sectors, including Career and Technical Education
- Will provide fresh food for the school pantry and potentially the Knightdale Farmers Market
- Located at TLC's future 405 acre Walnut Hill Nature Preserve
- Potential educational and production opportunities from pre-school to adult



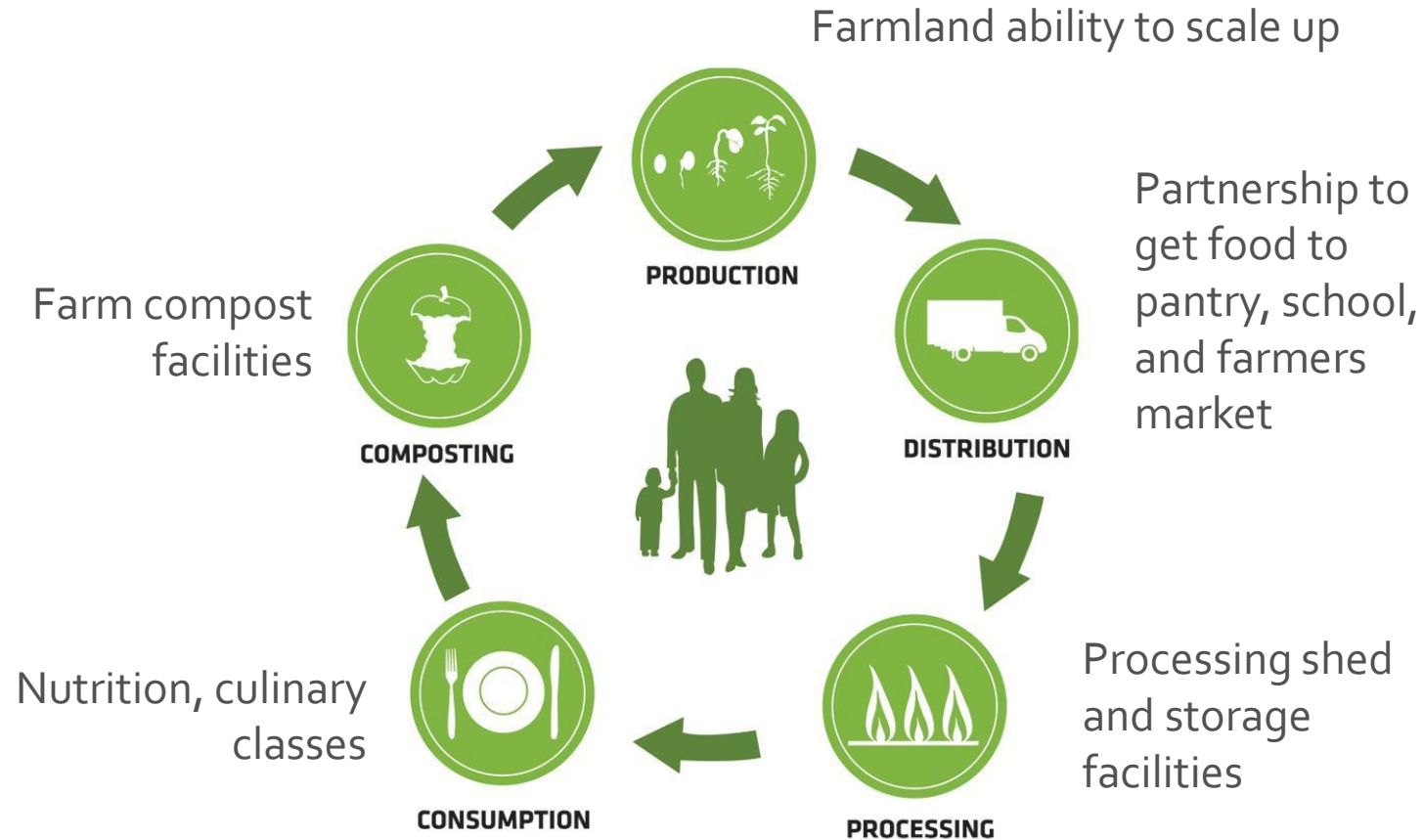
Resources needed

- **Infrastructure**
 - Outdoor classroom
 - Garden area needs- fencing, water, processing area, storage
- **Funds to leverage private, state, and federal grants**
- **Commitment from WCPSS and Wake County BOC**
- **Future scientists, farmers, community leaders**

Resources available

- **Land**
 - Portion of 130 acres of prime farmland
- **Some infrastructure- roads, barns,**
- **Willing partners**
 - Wake County Extension
 - Wake County Soil and Water
 - Knightdale High school
 - Local businesses
 - Farmer Food Share
 - Many others

Results: Addresses All Areas



*Courtesy Community Food Lab

Passage Home: Urban Ag & Job Creation

FIVE STRATEGIES



MEASURING SUCCESS: KEY INDICATORS



Goal: Develop Hoke Street facility as Urban Ag, nutrition and food hub fueling jobs, food security, health.



A Vision for Urban Agriculture



- **Job Training Center** for gardening, landscaping, kitchen & culinary production, hospitality industry
- **Commissary and Food Hub** similar to Durham Food Hub and Commissary for small food business entrepreneurs including food truck owners;
- **Local food production** working in concert with local eateries
- Explore **synergies** with like-minded organizations like **Fertile Ground Food CO-OP** and other agencies involved in the food and nutrition cycle.
- Pursue **partnerships** in the for profit sector to create relationships that will enhance the mission and provide potential employment opportunities for those we train
- **Preparation and cold storage facility** for small, local food distributors.
- Explore the possibility of a **food entrepreneurship center**, sort of an HQ for food
- **Outdoor urban farming** spaces available
- Weekly **Farmers' Market**
- **Training classes** on healthy living, food preparation, developing culinary employment skills, effectively growing your own food.
- Catering and community **event venue**



Job Development



Food Hub



Food Security



Human Development

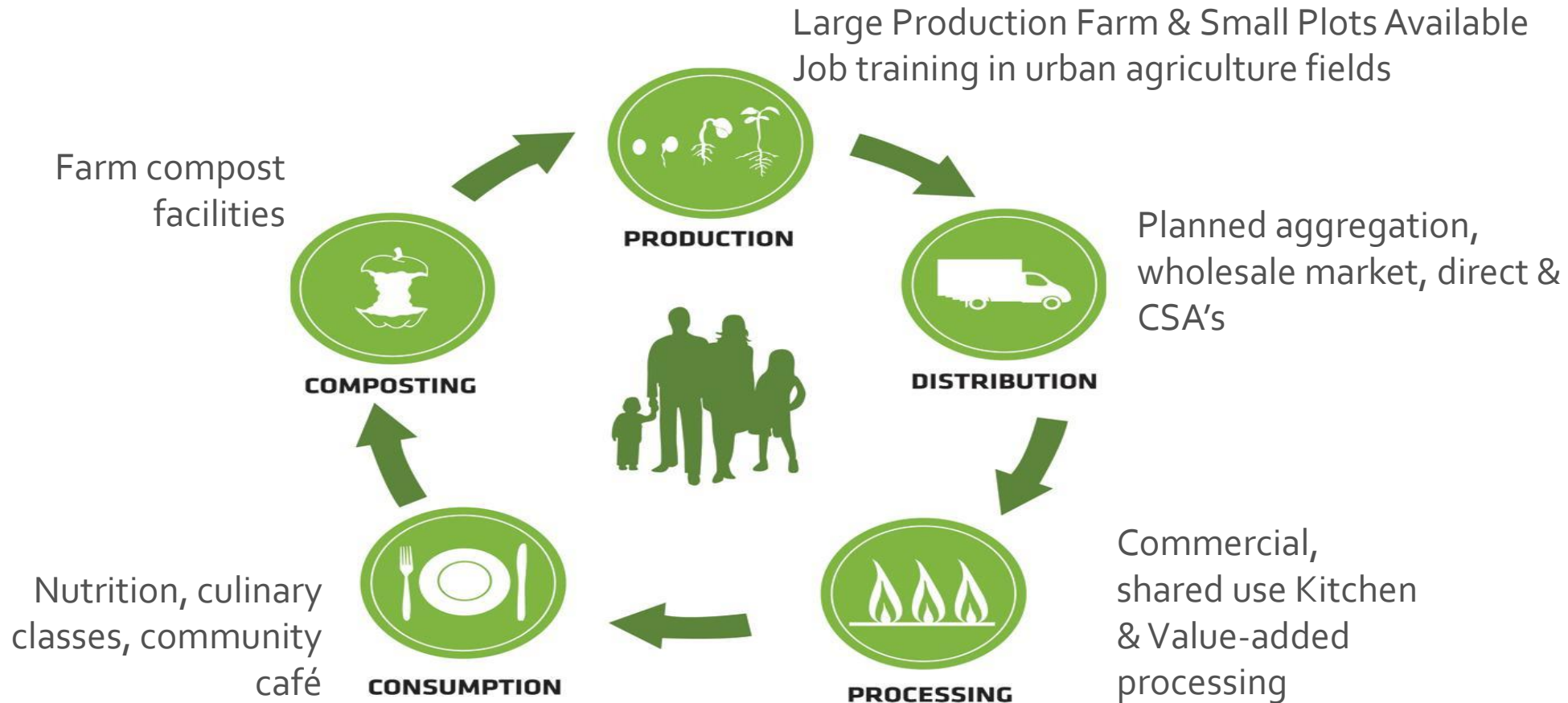
Estimate 2 Million Dollar Upfit Needed

Bringing Organizational Capacity

- Community Action Agency
- Affordable Housing Partner
- Presence in East and East Central Zones
- HCD Partner
- Community Garden
- Safety Club
- Commercial Kitchen
- Partners



Results: Addresses All Areas



*Courtesy Community Food Lab

Near & Long Term Investments

- Department expansion requests
- Capital outlay requests from partners
- Pool of dollars to leverage grants
 - BCBS Foundation
 - USDA Competitive Grants
 - ✓ Community Food Projects
 - ✓ New and Beginning Farmer and Rancher Development
 - ✓ Farm to School

Near & Long Term Investments

Reflect Potential Request for County funding.

	Year 1	Year 2	Year 3
NextGen Farming	\$102,000	\$30,000	\$30,000
Ag Education Hub	\$125,000	\$100,000	\$100,000
Nutrition & Food Hub	\$150,000	\$150,000	\$150,000
Grant Pool	\$100,000	\$100,000	\$75,000
Total	*\$477,000	*\$380,000	*\$355,000

**A portion of deferred agricultural use taxes could support requests.*

**Grant dollars will also be pursued.*



Questions?