



DC Food Policy Council, 6/13/18 Full Council Meeting Meeting Notes

Members in Attendance: Laine Cidlowski, Paula Reichel, Tambda Raye Stevenson, Chris Bradshaw, Joelle Robinson, Philip Sambol, Eric Kessler

Ex-Officio Members in Attendance: Dan Guilbeault DOEE, Lauren Adkins DSLBD, Anthony DeLorenzo DGS, Lindsey Palmer OSSE, Djinge Lindsey DC Health, Cameron Stokes DDOT

Brief Updates

- a. Live Pitch Awesome Campaign – potential funding opportunity due June 13; pitch event on June 25th – AwesomeFoundation.org; DC Chapter
- b. Director Cidlowski announced that she is stepping down to take a job as a Food Systems Administrator for the city of Denver. A new Food Policy Director will be appointed shortly.
- c. Emily Johnson joined the Office of Planning's staff as a food policy analyst to assist in supporting the food policy team and the DC Food Policy Council.

Legislation Updates

i. WIC Program Expansion Act of 2018 ([link here](#))

The legislation aims to expand the number of stores eligible for WIC benefit. Main parts of the bill include square feet requirements and number of cashiers. **The public hearing is July 11th at 10 am, and community members are encouraged to testify in person or submit online with feedback and thoughts on the bill.** Certain stores, such as Whole Foods, don't accept WIC; most major supermarkets accept it but maybe not within a specific store -- sometimes it depends on the packaging. Current DC regulations doesn't allow for the purchase of organic food. Federal government WIC requirements have minimum requirements for packaging but some regulations are set at the city level. Lots of time spent by community groups on making this proposed legislation work – need to recognize the importance of the moment and the timing.

ii. Home Composting Incentives Amendment Act of 2018 ([link here](#))

The legislation is aimed at providing incentives for home composting through vouchers and programs. **The law is goes into effect on June 24th 2018.** Councilmember Cheh the Chairperson of the Environment and Transportation committee is really excited about the compost work and the program. The idea is to get more District residents excited about composting and to be ready for residents to compost. Current existing compost programs within the city include 1) using farmer markets with compost collective ([link here](#)) and 2) compost program through community gardens with training to drop off compost ([link here](#)). This information can be found at the zero-waste website ([link here](#))

iii. Healthy Parks Amendment Act of 2018 ([link here](#))

The legislation requires DPR to offer afterschool meals during the school year. **The legislation has been introduced but does not has a hearing date scheduled yet.** It is important to check in with your Council members to make sure there is still momentum around the



legislation. But DC Council legislative staff have confirmed that there is a plan to move the bill forward.

Budget Food Roundup

- i. The handout includes the food related updates within the budget. Major ones include \$25,000 for FPC; \$8.3 million for two grocery store development projects in Ward 7 & 8; School Nutrition increase with necessary costs; DPR more \$ for summer meals; DPR \$40,000 for community garden programming; Healthy Corner Stores; slight increase for Produce Prescription; some transfer of funding - moving responsibilities between programs. There was a clarification for the Produce Plus program - the \$41,000 in addition to the \$1.2 million already included in the budget.

US Conference of Mayors Meeting

- ii. DC was represented at the US Conference of Mayors in Boston ([link here](#)) by Director Cidlowski. Three food policy related resolutions passed for mayors in the conference: 1) Good food procurement practices - working within your region, supporting farmers, etc; 2) Milan Food Policy Pact - urging support of international pact for making food more accessible, support food practices, and support food economies within the cities; 3) Farm Bill - opposing the Republican efforts for work requirements on SNAP, supporting local farmers, protecting food nutrition programs. Other cities that signed the resolution are NYC, Denver, LA, Baltimore, St. Louis, Madison.

Update on the current Senate Farm Bill

- iii. Senate Bill markup and passed Ag committee ([link here](#)) most of the national advocacy orgs message is that it is a better bill than the House Bill; protects SNAP benefits as compared to the House SNAP benefits; challenges around conservation and sustainability - room for progress. Senate Majority wants it on a floor vote in later June. We need to watch out for the amendments. The federal policy directly affects our residents, and we don't want have to rethink the food security paradigm with the changes that will occur if major changes occur in the legislation.

Presentation - Fruit & Vegetable Nutrition Program Presentation ["Team FNV"](#) - Partnership for Healthier America; Savannah Knell

- iv. Savannah showed a video ([similar to this one](#)) on the Team F&V campaign. The campaign's purpose is to get more fruit and vegetable intake through marketing. The general advertising space is spent on unhealthy option -- less than 1% of advertising is spent on healthy food. Their idea is to engage a handful of A-list celebrities to promote fruit and vegetable as hip and cool including fresh, frozen, and canned product. They launched a national campaign in 2017 in 19 markets nationwide and then shifted their approach into markets with a deep dive way through SNAP-Ed implementers - worked with WI and NC markets. In deep dives, they create specific for partners depending on their context and culture. They also host popup events at farmers markets or concerts and implemented retail



intervention in stores. They saw a 2.5% increase in POS from the retail intervention. They measure success through the 1) perception of the campaign (yes, people are understanding), 2) perception of fruit and veggie attitudes around cool and fun and trendy, and 3) consumption behaviors and changing fruit and veggie intake.

Campaign is coming to DMV and looking to partner with organizations in the region!

v. **Q&A**

- ? Why did 8% not understand message? People were confused about the brands, rather than the F&V
- ? What will retail look like? Retail work is meant to be taking over the entire store, not just the produce aisle; reminded about F&V through the shopping experience
- ? How do you get retail stores to buy-in? Depends – partnerships
- ? Marketing in schools? Tried to position as anti-public health public health campaign
- ? Also built in environment? Love to work with partners
- ? How do you get the space in retail environments? Retail donates the space

Presentation: Sustainable DC 2.0 Sneak Peek ([link here](#))– Dan Guilbeault DOEE and Stephen Gyor OP

- i. Sustainable DC Plan came out in 2013 and is now being updated in 2018. Used community working groups to come up with the next round of the update. Held community meetings and tried to prioritize people who weren't involved the first time. Timeline: we saw a sneak peak of the draft outline at the meeting -- the draft outline plan will be released August 2018; outline is ready, draft plan in august 2018, and final plan in December 2018. They conducted a survey of DC Residents (3,000 surveys) and several key themes emerged – access to healthy food, affordable housing, recycling and composting, accessible and walkable neighborhoods, and green spaces and trees – and the disparities within the neighborhoods throughout the city. Food and health connection is really an ecosystem in the DC Govt.
Sustainabledc.org is how they will push out the plan. **The best way to give feedback is through the form on the website ([link here](#)) – and this is important to our work because the goals of the Food Policy Council are set through the Sustainable DC Plan.**

ii. **Q&A**

- ? How are you defining full service grocery store? – industry standards with larger than 10,000 square feet; we will need to define this in legislation; there will be a glossary of key terms available

Presentation: DC Greens Community Advocates Report Out – Lauren Shweder Biel and Winnie Huston

- iv. The Community Advocates program ([link here](#)) has been in existence for 1.5 yr. Most of the community advocates live in Ward 7 &8 and have experienced food insecurity or connected to food justice issue. Major themes are community led advocacy, the budget process, and how to work in coalitions. They work with the Food Policy Council and build channels to connect people most impacted to policy. **Moving**



forward, their main goals for DCFPC engagement include letting the community know about the FPC and how policies impact people, using channels through the Community Advocates, and moving beyond the board room model to the communities impacted.

Working Groups Report on Priorities

a. Local Food Business & Labor Development

The working group discussed the outcomes of the food economy study and how to make data more usable and distribute the report for different stakeholders. They discussed potential opportunities for sharing the information including a stakeholder convening (live or online). They also talked about the ballot initiative (ballot 77) around tipping and their consequences for equity, wages, and business success in the community. More information about the ballot initiative is on the DC website.

b. Food Equity & Access

The working group had a robust dialogue on data and evaluation, including the Healthy Corners 2.0 "Star Program" – with the goals of expanding F&V in corner stores; advertising and market champions and carrying model forward. Additionally, they discussed beginning a quarterly dinner in communities in Ward 7 & 8 to connect and share information and food; they plan to start building out the details shortly.

c. Sustainable Food Procurement

The working group discussed how to create demand advocates for DC food businesses. Issues include not a lot of wholesale in the region. They discussed opportunities for engagement in school food and good food purchasing program. They also emphasized the importance of moving the WIC expansion forward and the use of the community advocacy guide.

d. Urban Agriculture

The working group discussed the pending RFP release and how one property has been identified on Kramer St to be utilized as urban farm site. They also discussed the tax abatement that is presently funded in Urban Farm and Food Security Act. A key point of their discussion was thinking through an infrastructure fund for farmers and what key needs farmers have before getting started.

e. Health, Nutrition Education, & Food System – NEW Taskforce

Because there were lots of new faces in the group, the working group focused on the motivations of the people. They discussed particular pain points including the importance of health informed consumers and school meal programs and addressing historical trauma and the importance of self-efficacy. They discussed opportunities for campaigning and demonstrating education in markets and schools and how to use existing legislation and the importance in recognizing disparities in that work.

Announcements & Next Steps

a. Next DCFPC Public Meeting – August 1st 2018