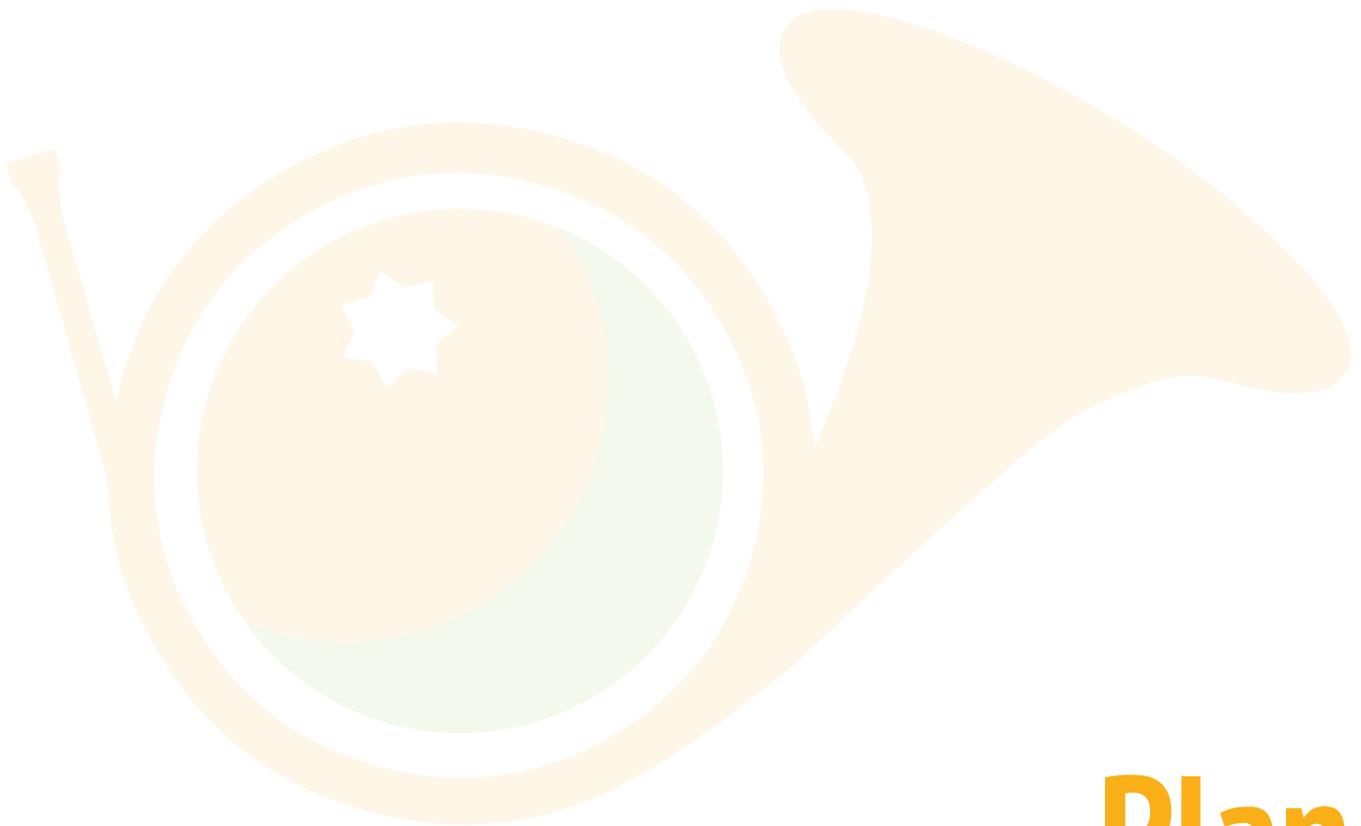


**New Orleans**  
**Food Policy**  
**Advisory Committee**



**Plan**  
**for the**  
**Future**

## Who We Are:

The New Orleans Food Policy Advisory Committee (FPAC) is a broad-based coalition of organizations, businesses and individuals working collaboratively toward a more just and equitable food system. FPAC is a project of the Tulane Prevention Research Center.

## Vision:

We envision a sustainable, culturally appropriate food system that enables all New Orleanians to live healthier, more resilient lives.

## Mission:

FPAC shapes public policy to improve equity, opportunity, and collaboration in our local food system.

## Values:

All of our work is guided by the principles below

**Equity:** All of the work FPAC undertakes will be done through a lens of racial justice, which is defined[1] as the proactive reinforcement of policies, practices, attitudes and actions that produce equitable power, access, opportunities, treatment, impacts and outcomes for all. *(from Catalytic Change: Lessons Learned from the Racial Justice Grantmaking Assessment Report, Philanthropic Initiative for Racial Equity and Applied Research Center, 2009.)*

**Sustainability:** Our work will help meet current needs while ensuring that future generations have opportunities equivalent to or greater than those we have now to participate in a healthy food system.

**Economic Opportunity:** Everyone should have equal opportunity to support themselves and their families.



**Collaboration:** FPAC shall involve the community at all levels of our work in order to ensure our work is needed, beneficial, and reflective of the community in which we live and serve. We will also collaborate with other organizations, recognizing that the food system is multifaceted and interrelated and work being done by any affects all.

**Evidence-Based:** Our work will be guided by research and data and will benefit from what others are doing and have done in the field, seeking out best practices locally, nationally, and from around the globe. We will continuously evaluate and make improvements to our work to be sure it is effective and just.

**Health:** We believe in the overall quality of life for everyone and the right to a healthy mind, body, community, and environment.

## We define:

**Local food:** food grown, caught, or raised within 200 miles of New Orleans.

**Food system:** food production, processing, distribution, consumption, and waste management.

*(From UC Davis Agricultural Sustainability Institute, Community food system resources.)*

**Sustainable food system:** one that provides healthy food to meet current food needs while maintaining healthy ecosystems that can also provide food for generations to come with minimal negative impact to the environment. A sustainable food system also encourages local production and distribution infrastructures and makes nutritious food available, accessible, and affordable to all. Further, it is humane and just, protecting farmers and other workers, consumers, and communities.

*(From American Public Health Association)*

**Food Policy:** A set of collective decisions made by government at all levels, businesses, and organizations that affect how food gets from the farm to your table. A food policy can be as broad as a federal regulation on food labeling or as local and specific as a zoning law that lets city dwellers raise honeybees.

*(From Doing Food Policy Council Right: A Guide to Development and Action.)*



# New Orleans Food Policy Advisory Committee

## Three (3) Year Plan

### Working Groups

FPAC consists of Staff, a Steering Committee, Voting Members, Participating Members, and Informing Partners. The objectives and priorities of FPAC are addressed through working groups, each participating workgroup member bringing expertise to the topic and working collaboratively with each other to bring about systemic change. Each FPAC member is expected to participate in one of three working groups: Food Production, Food Business, or Food Access.

### Shared Priorities

**Value-chain coordination**-FPAC will work as a value chain coordinator, linking key players in the food chain in order to create a more robust and coordinated local food system. This includes farmers, distributors, food service providers, and end-use buyers including institutions, corner stores, and others, working with each to ensure safe and quality products, transparent distribution lines, increased market impact and greater access to healthy, fresh, and local food.

**Resource sharing**-FPAC will provide a central location for resources and information related to the Food system, mainly driven through maintaining an up-to-date website, [NolaFoodPolicy.org](http://NolaFoodPolicy.org), which will be a database and resource guide for food producers, businesses, individuals, organizations, and partners. This will include plain language information on business licensing and taxation, certifications and safety requirements, events, programming, food access programming, and a comprehensive list of organizations working in the food system. We will also host or partner in person learning and sharing opportunities when appropriate.



**Convening-** FPAC will serve as a convener for the New Orleans food system through bi-monthly FPAC meetings with partners and members as well as bi-monthly working group meetings, bringing key stakeholders to the table to provide insight, expertise, and passion. We will also facilitate connections between those working to increase food access in New Orleans; both formal FPAC members and others. FPAC will convene community members around issues of food and food policy to educate and facilitate connections and community.

**Research-** FPAC will continue to assess the food system, including food policies, and conduct research in areas that require more information. We will research current policies, identify regulatory and policy barriers, and address through recommendations on best practices, user feedback, and system needs.



## Specific Priorities

**Food Production:** Supports local farmers, fishers, ranchers, and other producers by identifying strategies to expand growing food production, market opportunities and processing infrastructure.

- (1) Support infrastructure for urban farms and community gardens in New Orleans by
  - (a) Increasing access to land, and stability of land acquisition
  - (b) Identifying and changing laws that hinder simple processing, packaging, and selling of produce on growing site
  - (c) promoting investment in urban agriculture for stormwater management (along the lines of urban agriculture being relevant to overall water management strategy for NOLA)
  - (d) promoting city support for municipal water line installation and utility costs.
- (2) Uphold and improve farm protections such as Louisiana right-to-farm laws and the proposed (2016) Urban Farm Bill by
  - (a) guiding local, state, and federal lawmakers to remove barriers to producing and providing food in the New Orleans area
  - (b) by informing food producers of their legal latitude to pursue agriculture.
- (3) Engage city, state, and federal policy makers in drafting and approving legislation that promotes local food production.



## Specific Priorities

**Business Development:** identifies strategies to increase access to economic opportunity and support business development and mentorship for marginalized groups.

(1) Support and incentivize development/investment in infrastructure such as:

(a) Commercial Kitchens (prioritizing commercial kitchens with business development support and affordable rental rates)

(b) Food hub/other forms of local food aggregation

(2) Access to Capital and Business Development Support/Mentorship:

(a) Encourage a continuation of Fresh Food Retail Initiative (FFRI) programming as well as an expansion of who can access funds (to include alternative distribution models such as farmers markets/mobile markets) and transparency around the usage of these funds and their impact

(b) Support the development of a local Good Food Purchasing Program providing incentives for institutional purchasing, value chain coordination, and business support for food businesses interested in selling to a large purchaser.

(3) Regulatory Barriers

(a) Research, identify and address regulatory barriers for food businesses

(4) Will advocate with the City of New Orleans and other local actors to incentivize cooperative business development and overall cooperation across the food system. Incentives and support by the City of New Orleans shall be through programming, policy, or technical assistance, as well as by leveraging financial resources for these cooperative ventures.



## Specific Priorities

**Food Access:** seeks system-level changes in our community, institutions, and schools to make it easier for residents to access healthy food.

(1) Support Farm to Institution initiatives

- (a) Connect schools, institutions, and food service providers with fresh, safe local food
- (b) Support the continued implementation of Farm to School Bill 404 and advocate for increased funding for Farm to school policies and programming.
- (c) Support partner organizations doing farm to institution work and make connection where needed
- (d) Support reinstatement of funding for fresh food procurement through Louisiana Food Bank Association.

(2) Support federal, state, and city funding for healthy food access

- (a) Advocate for Federal fresh food incentives and programming in the 2018 Farm Bill
- (b) Advocate for state level Fresh Food Retail Initiative (FFRI) programming
- (c) Advocate for continuation of local FFRI programming and expansion to farmers markets and mobile markets
- (d) Advocate for reauthorization of Child Nutrition Nutrition Reauthorization Act



## Food Access continued:

- (3) Support implementation of current healthy vending policies
  - (a) Provide clarification on current healthy vending policies and technical assistance to address barriers and support implementation.
- (4) Continue to work with City of New Orleans on policies and programming addressing food access in New Orleans through the Department of Health and other departments when applicable.

## Specific Priorities

**Steering Committee:** Provides guidance and leadership to FPAC, focuses on bringing key stakeholders to the table and facilitating collaboration across disciplines, organizations and neighborhoods to support the food system.

- (1) Funding- The FPAC Steering Committee will work with staff to create funding plans, develop programming, and make connections for collaborative efforts.
- (2) Evaluation- The FPAC Steering Committee will ensure programming is evaluated properly and findings are shared widely.
- (3) Communication- The FPAC Steering Committee will communicate the work of FPAC to the community, partners and funders.
- (4) Engagement- The FPAC Steering Committee will ensure that FPAC has all voices and is getting feedback on our work, identifying and addressing gaps and continually assessing who else should be engaged. The Steering Committee will connect and liaison with policy makers and partners.



# FPAC Organizational Development

## Governance

- Structure- In this 3 year period, FPAC will closely examine its governance to ensure it supports organizational operations and makes changes where needed. For example, staff additions will require a change in governance structure.
- Fiscal relationship- FPAC will also work with Steering Committee members, the current fiscal sponsor Tulane Prevention Research Center, and other members, to make decisions regarding continuation of fiscal sponsorship or changes to independence and/or being housed elsewhere. All programs and grant-funded projects will remain the responsibility of FPAC regardless of any changes.

## Infrastructure

We plan to achieve the above goals by expanding staff to include an Executive Director, Program Coordinator, and Organizational Facilitator. We will also utilize the Tulane School of Public Health Practicum and Dietetic Intern program to help fill in gaps and achieve our goals, while providing a learning opportunity for students.

## Membership

FPAC will strive to maintain its diverse, multi-sector membership and also recruit members from the retail industry and food-based business owners, who are currently underrepresented. We will also work hard to maintain a membership that is representative of the New Orleans community and is transparent and equitable.

General membership meetings will occur bi-monthly in January, March, May, September, and Nov, with ad-hoc meetings or workgroup meetings occurring during summer break as needed.



# FPAC Funding priorities

## Value Chain Coordination

FPAC will work as a value chain coordinator, linking key players in the food chain in order to create a more robust and coordinated local food system. This includes farmers, distributors, food service providers, and end-use buyers, working with each to ensure safe and quality products, transparent distribution lines, and increased market impact. We will work with farmers and farmer-support organizations to train growers on institutional sales, food-safety certifications, business standards, risk management, and aggregation. We will work with distributors and food-service providers to strategize and identify barriers and best practices for obtaining more local food, work with farmers, and logistical hurdles, and market opportunities. We will support end-use buyers such as corner stores, schools, hospitals, and universities to harness their market power, evaluate their supply chain impact, and better communicate their needs. This coordination will include working with partners simultaneously to ensure both supply and demand needs are met in a way that ensures a food system that meets high standards of sustainability.

## Food system data collection

In order to accurately identify the work that needs to be done, we must have data and information about the food system. FPAC will continue to assess the food system, including food policies, and conduct research in areas that require more information. We will support and partner with other food system data collection projects. We will also evaluate our programs and share findings.



## Information hub

FPAC will drive this effort through maintaining an up-to-date website, [NolaFoodPolicy.org](http://NolaFoodPolicy.org), which will be a database and resource guide for food producers, businesses, individuals, organizations, and partners. This will include information on business licensing and taxation, certifications and safety requirements, events, programming, emergency feeding programs, and a comprehensive list of organizations working in the food system. FPAC will also convene a series of monthly “Food talks”; 6 industry specific (farmers, value-add, grocers, school food, etc) and 6 community and neighborhood gatherings. These will be opportunities for learning, community building, and information sharing.

## Agricultural Production

FPAC recognizes the need for farmer and grower support and will work to ready growers for expanding and changing markets, create sustainable businesses and livelihoods from farming, and create structures that enable them to benefit from pooling resources and expertise. We will work to help farmers gain access to land and water through smart policies and increased understanding of the capital and funding options available to them. We will be a resource to growers and grower organizations.

*This plan was developed with support from the W. K. Kellogg Foundation.*

*Interested in joining New Orleans Food Policy Advisory Committee or learning more? Visit us at our website, [NOLAfoodpolicy.org](http://NOLAfoodpolicy.org) or email [admin@nolafoodpolicy.org](mailto:admin@nolafoodpolicy.org). You can also follow us on Facebook [@NewOrleansFoodPolicyAdvisoryCommittee](https://www.facebook.com/NewOrleansFoodPolicyAdvisoryCommittee) or Twitter [@nolafoodpolicy](https://twitter.com/nolafoodpolicy)*

