

Building a Movement for Food System Change



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Brooklyn Food Coalition

www.brooklynfoodcoalition.org

Mission

The Brooklyn Food Coalition is a grassroots organization dedicated to the vision of a just and sustainable food system in Brooklyn and beyond. The Coalition is fundamentally committed to building an inclusive, multi-racial, multi-cultural alliance of residents and community-based groups from all parts of Brooklyn, reflecting the borough's rich diversity.

3 Pillars of Food Justice:

Healthy Food for All

Sustainable Food Systems

***Justice for Food Workers—Good Jobs in
the Food Sector***

Our Strategies:

Community Organizing

Education and Leadership Development

Advocacy

Our Projects:

School Food

Parent leadership development & involvement

School Food Fellows Project

Partner Schools Program

Brooklyn School Food Network

School Gardens

Labor

Food Worker organizing support

Brooklyn Restaurant Round Table—high road
restaurants

Building the Food Movement Through Policy Initiatives

New York City Council School Food Resolution

NYC Food Forum

What we want:

HEALTHY, SUSTAINABLE SCHOOL FOOD

School food should be a mayoral priority: it is crucial to the health and academic success of NYC's 1.1 million students and can provide an economic engine for sustainable and responsible economic development. More students eating healthier school lunch and breakfast means more kids ready to learn and more good jobs. Spending the DOE's annual \$500 million federal funds within our region can build the economy, employ more people in good jobs, reduce transportation costs and effects on the environment, and provide our students with fresher, healthier food and improved academic performance.



Mayoral Candidate Forum on the Future of Food in New York City

WEDNESDAY, JULY 17, 2013

6:00 - 8:00 PM (DOORS OPEN AT 5:00 PM)

**TISHMAN AUDITORIUM AT THE NEW SCHOOL
66 W 12TH ST, NEW YORK, NY 10011**

**ATTENDANCE IS FREE BUT RSVP REQUIRED:
[HTTP://WWW.BROWNPAPERTICKETS.COM/EVENT/397353](http://www.brownpapertickets.com/event/397353)**

This year is an important election year for food. The election is an opportunity to reflect on the progress we've made, but also to recognize what is left undone.

Because a Mayor who understands the importance of food is critical to achieving a healthier, fairer, more sustainable, more affordable, and economically stronger food system, several of the city's leading food systems and anti-hunger organizations and institutions are convening a Mayoral candidate forum on the future of food in New York City.

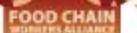
The forum will be moderated by Marion Nestle, award-winning author and Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health at New York University.

This event offers our city's and our region's food communities – that's you! – the opportunity to come together and engage mayoral candidates, learn their positions on food issues, and inspire them with a vision for a better food system.

#NYCFOODFORUM

FACEBOOK EVENT: [HTTP://ON.FB.ME/11B0GMS](http://on.fb.me/11B0GMS)

The co-hosts of this forum do not do not endorse, support or oppose any political candidates and/or parties through participation in the forum.



A Food Primer for Our New Mayor

The New York City Food Forum, a gathering of New York City food-active organizations, encourages our new Mayor to lead us towards a better food future for every New Yorker.



1. **Hunger** remains a persistent challenge. Our Mayor must:

- Enable more New Yorkers to put ample food on their tables by seeking State legislation empowering the City to enact a living minimum wage and leveraging the City's economic power, through economic development programs, contracts, subsidies, and land use policy, to support and create living wage jobs;
- Focus the City's welfare to work programs on job creation and training and create a public works program to break the post-recession cycle of high unemployment;
- Maximize participation in food assistance programs by removing barriers and disincentives, providing leadership and ample staff to improve effectiveness and civility, expanding education and enrollment efforts, taking full advantage of federal waivers and initiatives, and simplifying application processes and extending recertification periods;
- Increase the Emergency Food Assistance Program budget to \$15 million and increase funding to expand senior center meal service and homebound meal delivery; and
- Be the nation's greatest municipal advocate for protecting and strengthening federal nutrition assistance programs, including advocating for aligning the SNAP food budget with the USDA Low Cost Food Plan.

2. **Healthy Food** will sustain our City's greatest natural resource, New Yorkers. Our Mayor must:

- Extend cost-effective SNAP EBT processing capabilities to more farmers' markets and other food providers, including Green Carts, increase Health Bucks funding, and supplement Farmers Market Nutrition Program funding;
- Decrease the human and financial costs of preventable, diet-related illness and death by discouraging the promotion of unhealthy – high fat, sugar, and salt – food, especially to parents and children; and
- Promote access to healthy food by supporting community gardens, farmers' and mobile markets, food vendors and other markets offering fresh and healthy choices, and CSAs and food co-ops.

3. **School Food** is a bulwark against student hunger, poor nutrition and health, and inattention. Our Mayor must:
 - Implement free school lunch for all, mandate breakfast in every homeroom, and increase the number of sites serving summer and after-school meals;
 - Continue to increase the nutritional value and quality of school meals by enhancing kitchen staff skills and increasing kitchen capital investment, so more tasty meals, that our children will want to eat, can be made from scratch, with more fresh, local ingredients; and
 - Increase food literacy by continuing school garden support and mandating food and nutrition education, K to12, developing curricula with parents, teachers, and students to start in elementary school with homeroom gardens and to continue through middle and high schools with healthy food choice, cooking, and food justice education.
4. **Food Economy**, in a food town like no other, can be an engine for growth. Our Mayor must:
 - Support regional farms and local food hubs, public markets, food vendors, food business incubators, urban agriculture, and community kitchens that provide healthy food, entrepreneurial opportunity, and living wages;
 - Use the power of the City's food budget to improve the nutritional quality of the meals it serves and support New York and other regional farms and food processors by aggressively employing regional preference and freshness criteria in food purchasing for meals served by City agencies, including the Department of Education;
 - Eliminate wage theft and support safe working conditions, availability of paid sick days - in lieu of ordered shift swaps, health benefits, and the right to organize for every City food chain worker.
5. **Food Governance** in our City covers every segment of the food chain. While the City has a Food Policy Coordinator and an inter-agency food task force, there is no entity that clearly and openly coordinates food activities, nor is there a formal, inclusive mechanism for New Yorkers to inform City food policies. Our Mayor must:
 - Establish high-level coordination of the City's food activities to achieve greater efficiency and effectiveness through a Department of Food, or another empowered, adequately resourced mechanism;
 - Enhance Food Metrics reporting by adding goals, integrating food purchasing source information, and adding additional information about food programs, including nutrition program participation, emergency food programs and food distribution preparedness, and urban agriculture land availability; and
 - Support and fund an inclusive, participative process that engages New Yorkers from every food system intersection - public, private, not-for-profit, community/production, processing, distribution, consumption, waste - to give them a voice in shaping our City's food future.

www.nycfoodforum.org

ü ***Here's what we ask our next mayor to do about school food:***

1. Make healthier, free lunch and breakfast available for all of our children Support LUNCH4LEARNING
2. Increase procurement of local and regional food sources.
3. Provide food workers with training to upgrade their skills, improve their pay and benefits, and require fair labor standards.
4. Incorporate food in the school curriculum: nutrition, cooking, school gardens, health, etc.
5. Minimize school food waste and compost food scraps to the largest extent possible.

New York City Council Resolution 1313-2013

Brooklyn Food Coalition Roadmap for Healthy, Sustainable School Food

- § **Progressively increase local sourcing of school food, to insure fresher and healthier food, source 10% of food purchases locally, with annual increases in consultation with NYC SchoolFood,**

- § **Expand “garden to cafe” programs through which students, teachers, and parent volunteers plot gardens at/near the school, and incorporate what they have grown into healthy meals on “harvest days,” at least once a month.**

- § **Expand eligibility to the fresh fruit and vegetable program for snacks**

§ Improve the healthfulness of the foods served by:

1. providing a salad bar daily;
2. providing at least one fresh fruit daily (not canned or in syrup);
3. ensuring that vegetables served are fresh (frozen only when necessary and never canned);
4. ensuring that at least 60% of the meals offered each week are made from unprocessed ingredients;
5. offering only whole grain pasta, bread and rice;
6. ensuring access to water daily at lunch; eliminating sweetened milk through the OSF water jet program;
7. eliminating the service of meat products at least one day a week

- **Integrate the food program into school curricula**, working with science teachers, physical education teachers, parents, and local institutions.
- **Reduce the food and packaging waste stream** through more effective recycling, composting, and by working towards the elimination of Styrofoam trays.
- **Mandate public access to ingredient lists and items purchased, including location of factory, farm, etc.** This will make interventions by parents and others into the quality of the food and the local procurement much easier
- **Remove vending machines and all “competitive” foods in elementary and middle schools; in High Schools only healthy choices**, e.g., low fat yogurt, nuts, fruit, should be allowed in vending machines. No sodas, juices, or water, just water jets or functional water fountains readily available

Build on existing school wellness committees through a district-wide cabinet that includes wellness committee representatives, SchoolFood, principals, custodians, parents, teachers, students, and local organizations to help guide this initiative and make it work in each participating school.

New York City Council Resolution 1313-2013

Lunch4Learning –Free, Universal School Meals for all our Children

<http://www.lunch4learningnyc.org/>

NYC Food Policy at Hunter College :

Jobs for a Healthier Diet and a Stronger Economy

<http://nycfoodpolicy.org/research/>

NYC Food Forum

<http://www.nycfoodforum.org/>

Brooklyn Food Coalition

<http://brooklynfoodcoalition.org/>

Steps forward on School Food:

- Pass and Implement the New York City Council Resolution on Healthy School Food—
- Support Lunch4Learning-free universal school meals, more participation means more money and jobs
- Create a *Good Food, Good Jobs Initiative*—Mayor de Blasio
- Set targets for increasing local procurement of raw materials and processed foods for NYC SchoolFood with increases every year
- Create long-term plan to expand production with the promise of long-term contracts from the City

- Create an alliance between City and State on food policy to promote mutual support between City and State—we create jobs, you give us changes in tax structure.
- Work with NYS Ag and Markets, Scenic Hudson Valley, etc., to create mutual support—city as greatest market, state as main producer.
- Set labor, environmental and health standards for government contracts.
- Support the legal and financial basis for local preferences
- Engage parents, teachers, and students in expanding menus, developing school gardens for produce and education, expand cooking classes, expand food studies as central part of curriculum

Increasing the Health of NYC Residents Through Food



Cathy Nonas MS, RD

Bureau of Chronic Disease Prevention and Tobacco Control
NYC Health Department

Changing Obesity: Making the Healthiest Choice the Easiest Choice

More Access

- Green Carts
- Shop Healthy Here
- Fresh
- Health Bucks
- Calcutter
- Menustat
- Menulabeling

Food Standards



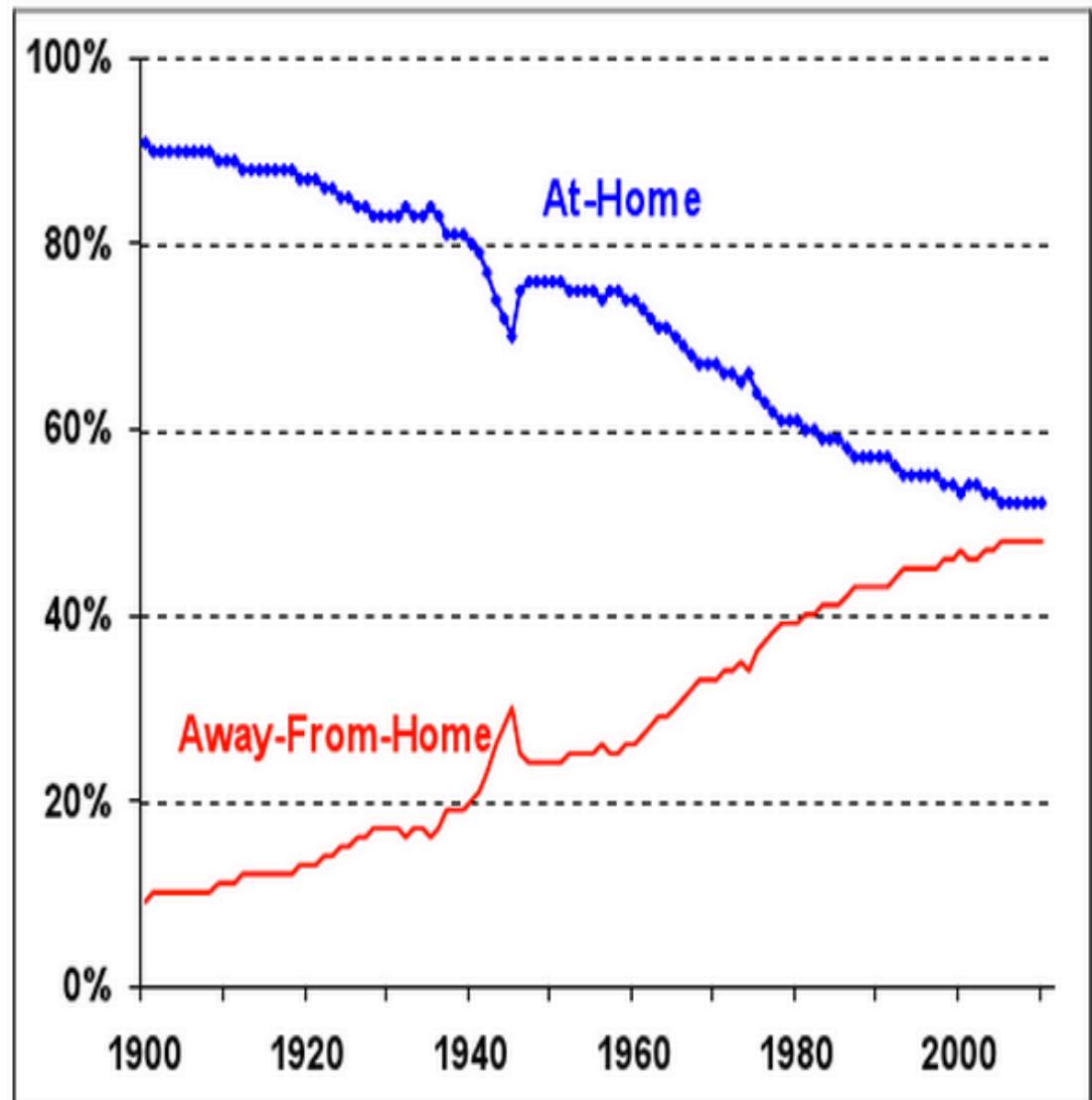
Less Access

- Trans Fat Restriction
- National Salt Reduction Initiative
- Reducing Sugary Drinks

Policy Access

Americans Are Eating Out More

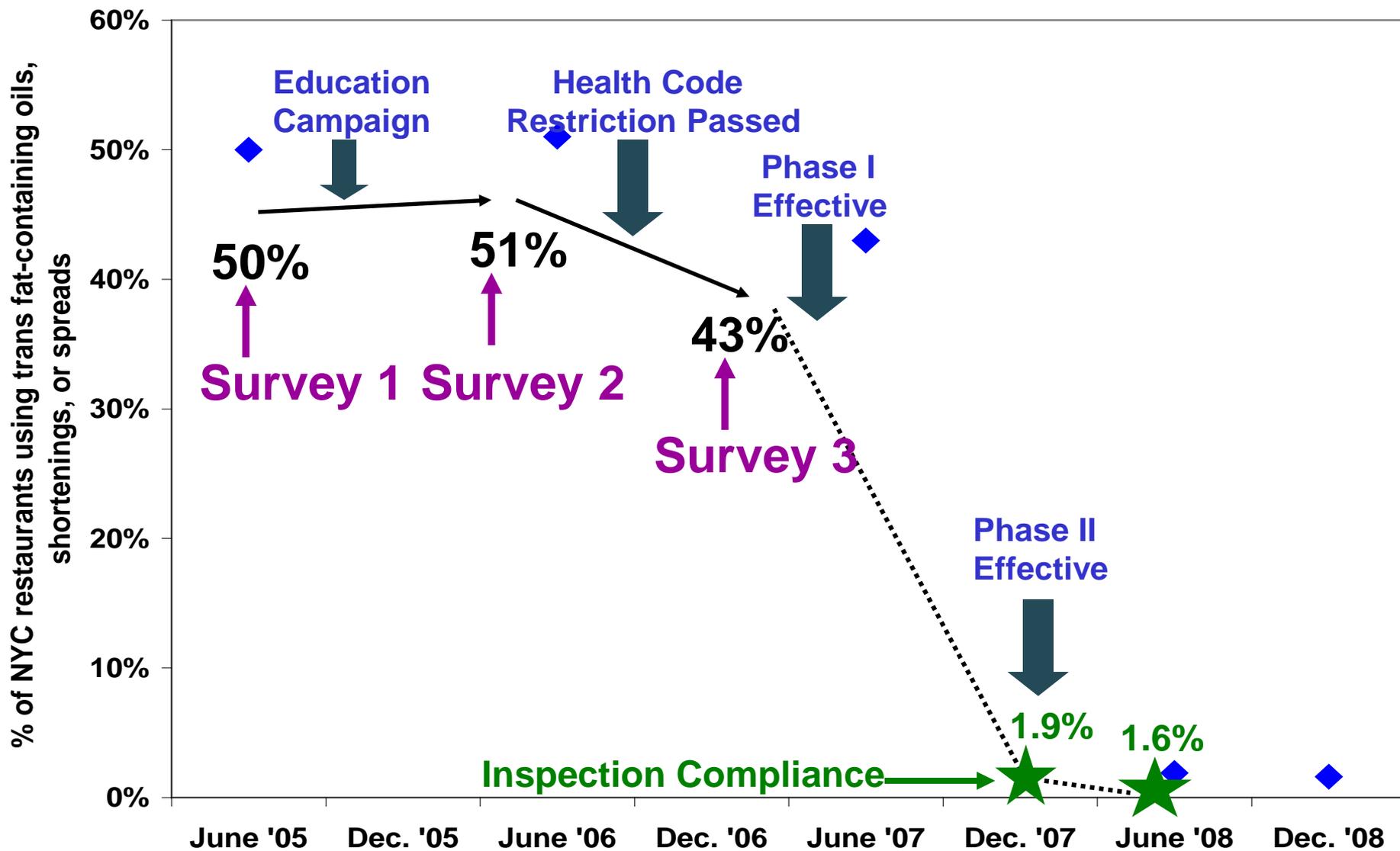
Americans are spending more and more on food they did not prepare at home. Now it's up to 50% of the food dollar.



**The New York City
Restriction of Trans Fat in
Restaurants to Improve
Heart Health:
When Education isn't
enough, regulation can help**



Restriction of Trans Fat in NYC Restaurants



Trans Fat Restrictions in Restaurants: Still a Long Way to Go

New York City, NY

Nassau County, NY

Westchester County, NY

Suffolk County, NY

Albany County, NY

Broome County, NY

Boston, MA

Brookline, MA

Cambridge, MA

California – the only state

Stamford, CT

Philadelphia, PA

Montgomery County, MD

King County, WA



% U.S. Population That Bans Trans Fat

Menu Labeling Legislation in NYS

- Albany County
- Westchester County
- Ulster County
- Nassau County
- Suffolk County
- New York City



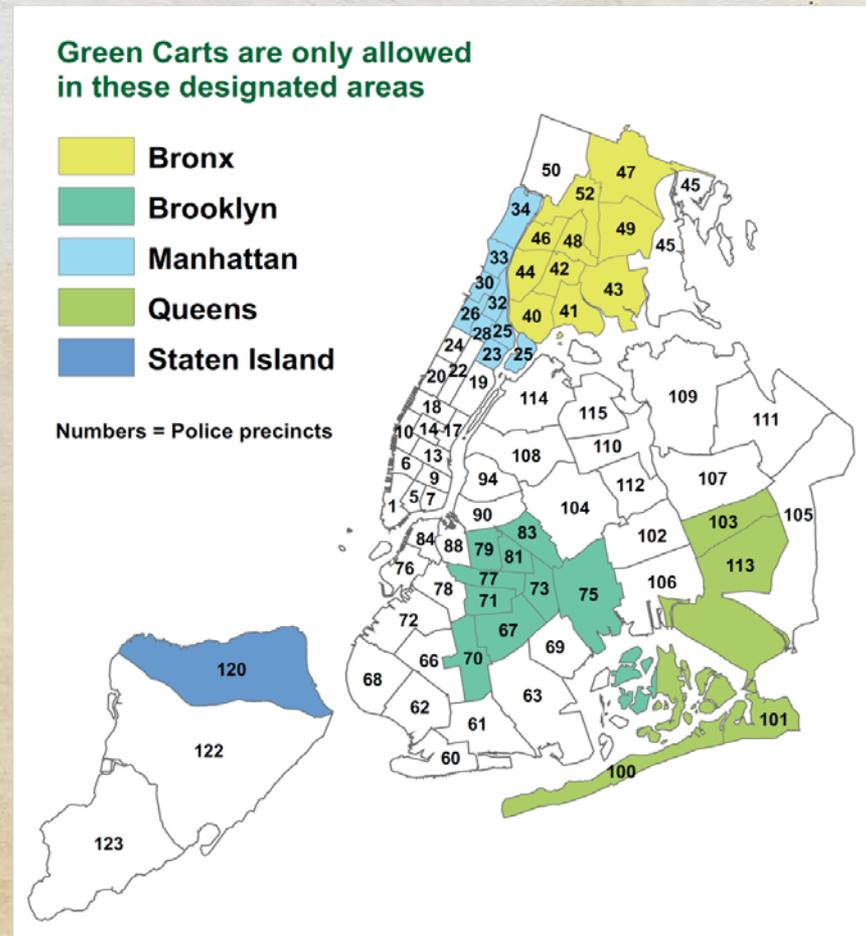
Green Carts

In 2008 Local Law No. 9 established a new type of pushcart called a “green cart,” which is defined as a “pushcart used exclusively by those issued fresh fruits and vegetables full-term permits”



Green Carts

Each of the city's five counties is allotted a number of carts that can move freely within areas where the consumption of fruits and vegetables is lowest; these are also neighborhoods where the prevalence of diet related diseases is high



Green Carts

By the numbers.....

- Almost **500** active Green Carts permits
- **100** vendors with EBT terminals



Policy Guide

Growing Healthy Children

A guide to enhance
nutrition and
physical activity
in New York City
group child care centers

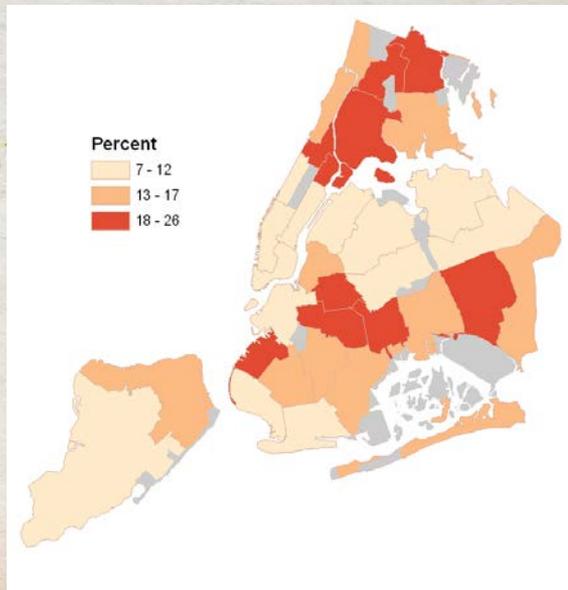


- **Confirm** compliance with regulations and standards
 - NYC and Federal
- **Create** a written nutrition and physical activity policy
- **Communicate** policy to staff and parents
- Sent to all child care centers in NYC in 2012

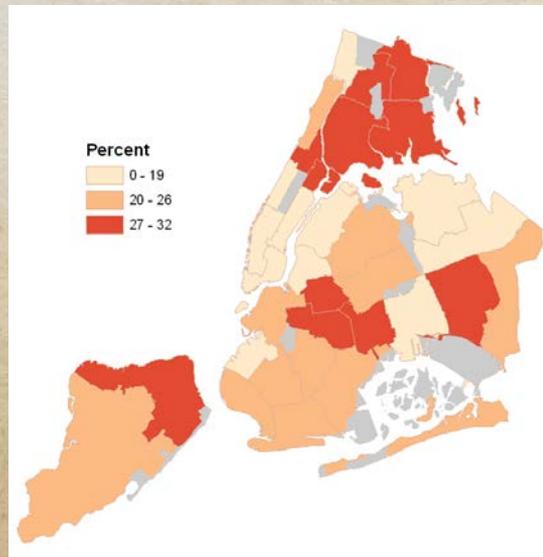
Programming
Increased Access

High Risk Neighborhoods

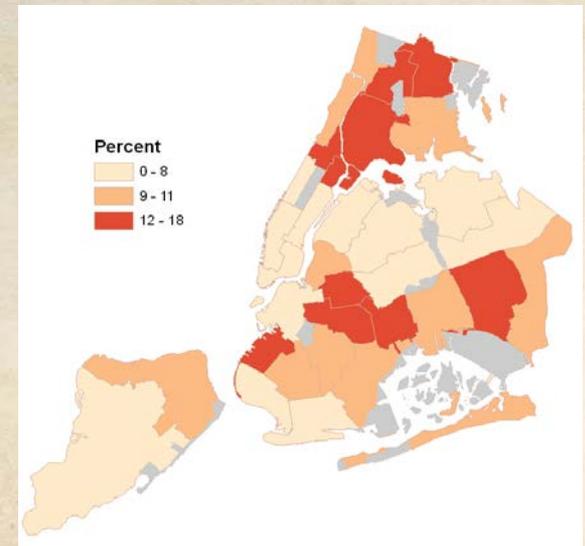
Percent of New Yorkers Who Did **Not** Eat Fruits or Vegetables on the Previous Day



Percent Obese



Percent with Diabetes



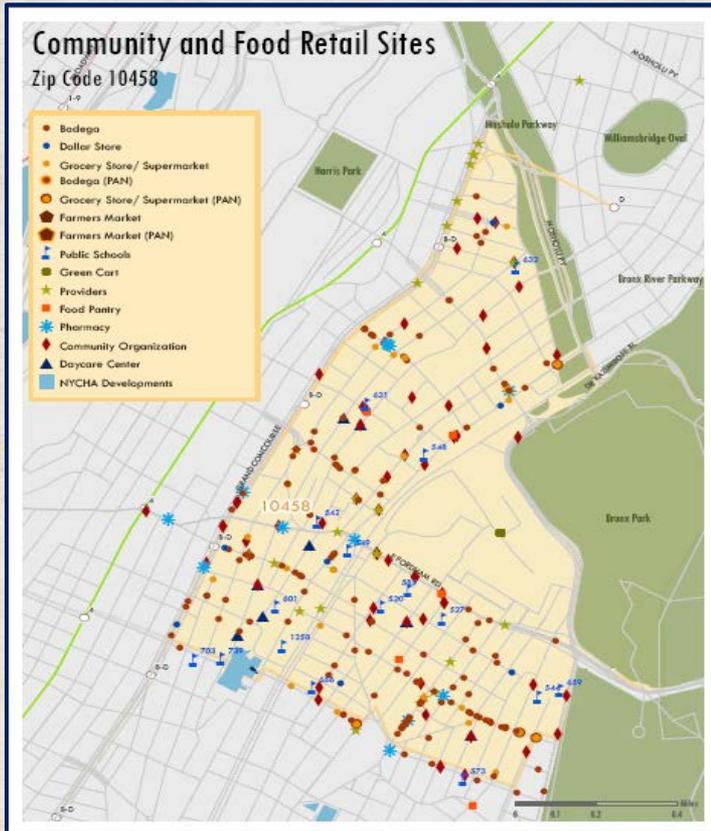
Healthy Bodegas Initiative 2007-2010

- Worked with 1000 re low-fat milk
- 500 to sell fresh fruits and vegetables
- Intensive: 20 in three neighborhoods every 6 months



Shop Healthy

Fordham - 10458



136,800 people

70% adults overweight and obese

42% children overweight and obese

65% Hispanic

West Farms - 10460



Shop Healthy

Our distributor strategy asks suppliers to identify and increase sales of healthier products to retailers



Shop Healthy

By the numbers.....

- 170 stores posted Shop Healthy promotional materials
- 67 stores participated in an intensive intervention
- Partnered with 48 community organizations
- Collaboration with 5 major distributors



Health Bucks

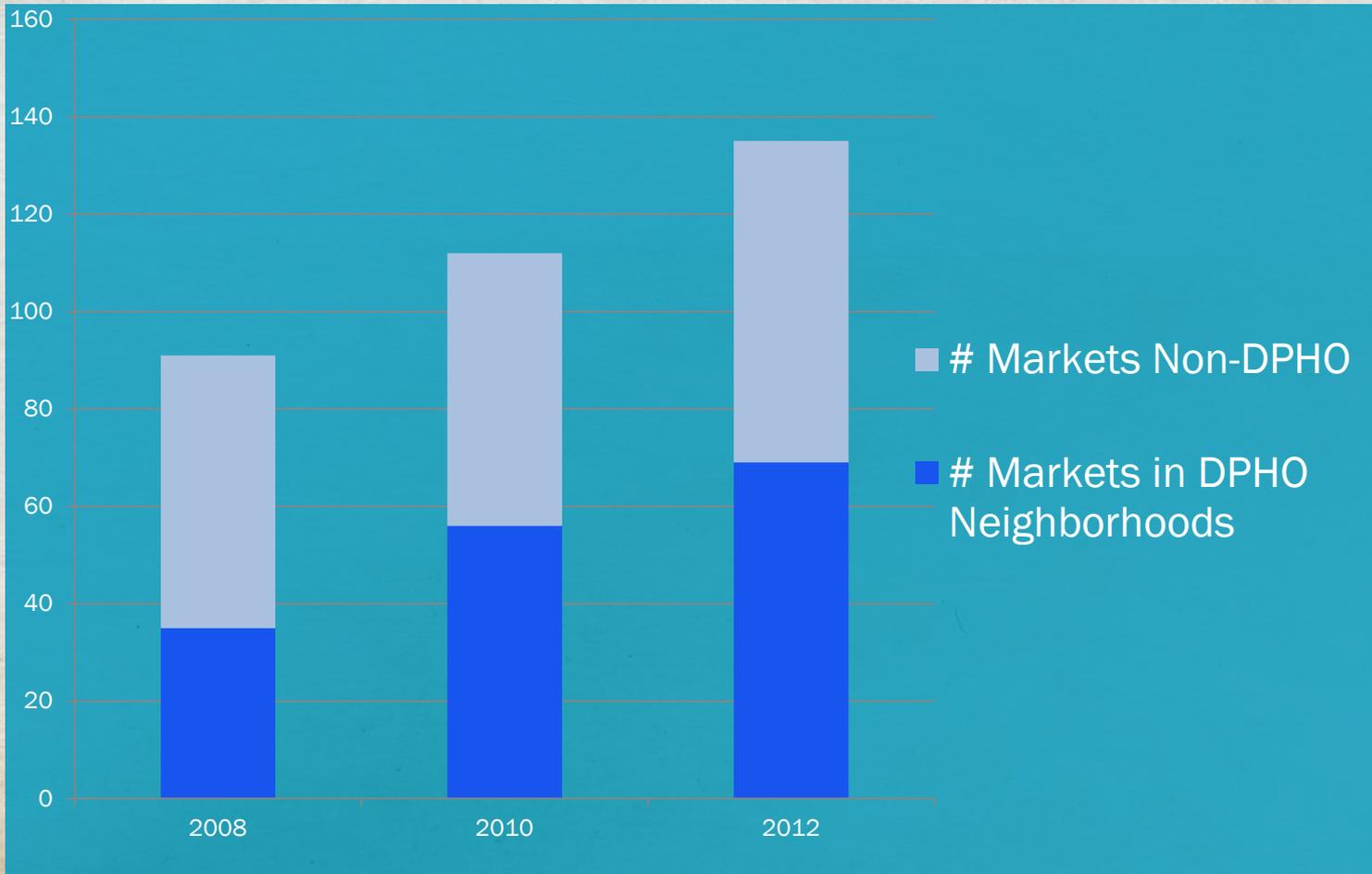
Since 2005, Health Bucks has provided coupons redeemable for fresh fruits and vegetables in New York City

Disbursement modes....

- SFM Workshops
- Market operators
- Community Groups



Farmers Markets have Increased in NYC



Health Bucks has reduced the risk of locating in low income areas

Health Bucks at Farmers Markets

By The Numbers

- In 2012, more than **213,000** Health Bucks (or \$426,000) were distributed in all 5 boroughs
- SNAP sales at NYC markets reached almost **\$1 million** in 2012, a more than 1000% increase from 2008
- In 2013, Health Bucks were redeemable at all 141 farmers markets



Stellar Farmers' Market

Stellar Farmers' Markets provides free cooking and nutrition classes at 20 farmers' markets across NYC

Based on Just Say Yes to Fruits and Vegetables, Stellar provides...

- Practical nutrition information
- Quick and easy recipe demonstrations, taste sample and recipe handouts
- Tips for planning and preparing delicious, healthy meals
- Food safety information



Stellar Farmers' Market

By the numbers

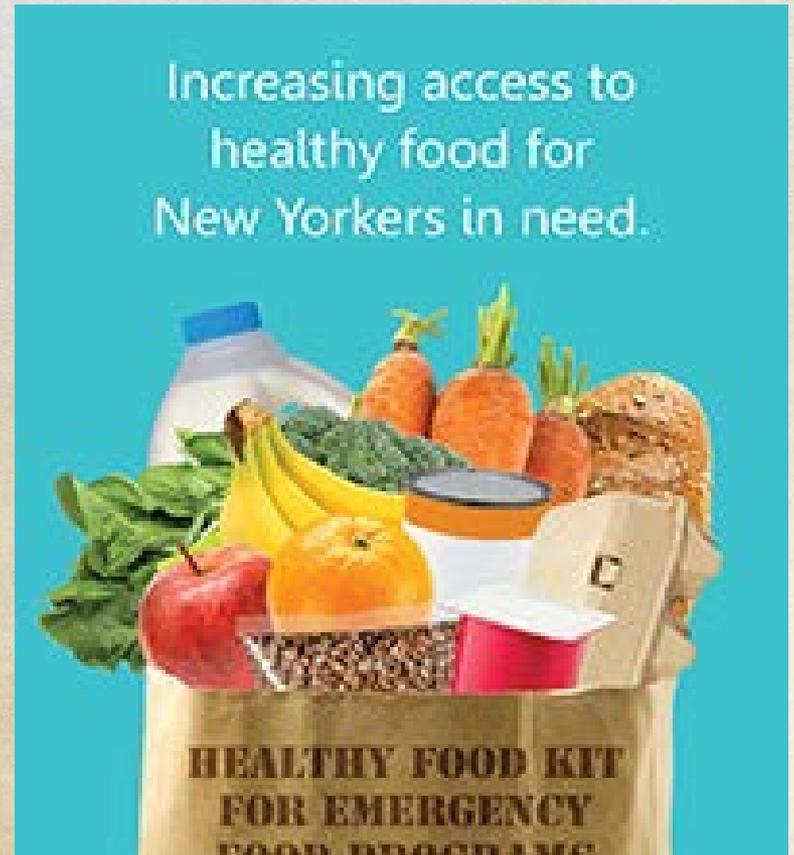
In 2012, Stellar held 1,549 workshops at 19 markets, reaching more than 40,000 people.

Since July 2013 CSWCK provided direct education to more than 7500 children and caretakers



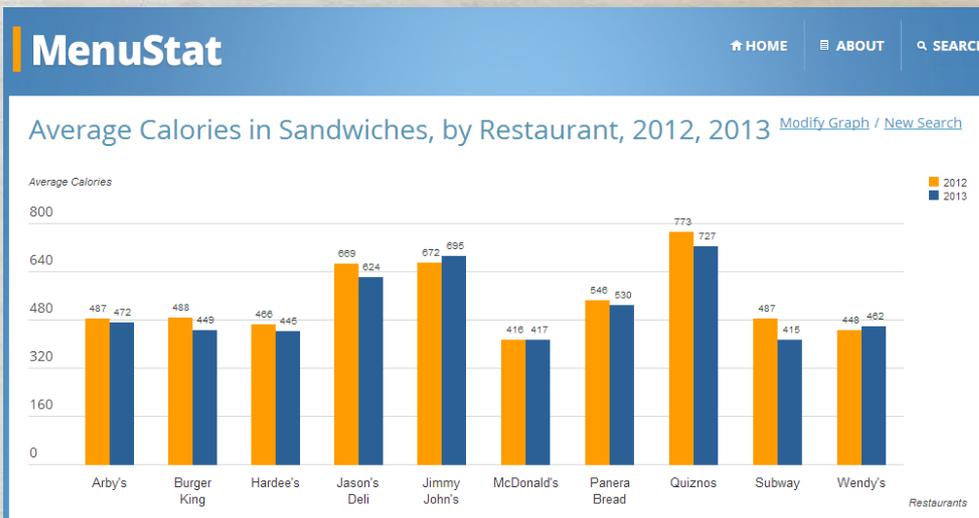
Emergency Food Initiative

This initiative aims to help emergency food programs increase the amount and types of healthy food they distribute to New Yorkers struggling to feed themselves and their families



Free, public website of nutrition data for US chain restaurants

- 66 chain restaurants
- 35,000 foods and beverages
- Tool to search, view and export data
- Archival data since 2012 to track trends



MenuStat Search Results

Refine Your Search

- Food Categories: Burgers
- Restaurants: All
- Dates: All
- Nutrients: Serving Size, Calories, Total Fat (g), Saturated Fat (g), Trans Fat (g), Cholesterol (mg), Sodium (mg), Potassium (mg), Carbohydrates (g), Fiber (g), Sugar (g)

Restaurant	Food Category	Menu Item	Calories 2013	Calories 2012	Saturated Fat (g) 2013	Saturated Fat (g) 2012
Applebee's	Burgers	1 Mini Cheeseburger	380	430	9	9
Applebee's	Burgers	1 Mini Hamburger	340	390	7	7
Applebee's	Burgers	2 Mini Cheeseburgers	750	740	16	16
Applebee's	Burgers	2 Mini Hamburgers	680	660	14	12
Applebee's	Burgers	Bacon Cheddar Cheeseburger	1010	970	26	22
Applebee's	Burgers	BBQ Pulled Pork Sliders	***	1030	***	15
Applebee's	Burgers	Bourbon Black & Blue Burger	1310	***	35	***
Applebee's	Burgers	Cheeseburger	970	940	26	22
Applebee's	Burgers	Cheeseburger Sliders	1260	1270	20	25
Applebee's	Burgers	Cheeseburger Sliders w/ Applewood Smoked Bacon	1340	1340	30	27
Applebee's	Burgers	Cowboy Burger	1220	1180	29	25
Applebee's	Burgers	Fire PI Bacon Burger	***	1100	***	24
Applebee's	Burgers	French Dip Sliders	***	840	***	17
Applebee's	Burgers	French Dip Sliders, Pick n Pair & Lunch Combo	***	550	***	12
Applebee's	Burgers	Hamburger	820	790	***	***



SchoolFood
Feed your mind

2003-2004

School meals: Set limits on sodium and cholesterol; Initiated Universal Free Breakfast Program

Vending: Eliminated all soda; Permitted only water, milk, 100% juice, and low-fat snacks



2005-2006

School meals: Offered only 1% white milk and skim white and chocolate



2008-2009

School meals: Reduced sodium and increased fiber (per City Agency Food Standards); Introduced water jets



2010-2011

School meals: By 2010, removed all deep fryers

Competitive foods and fund-raising: Established nutrition standards similar to IOM

Vending (beverages): Prohibited caffeine and artificial flavors, colors, or sweeteners;

Elementary/Middle schools: Limited to ≤ 10 calories/8 oz; High schools: Limited to ≤ 25 calories/8 oz

Goal: Water Jets and Salad Bars in every school cafeteria



Potential Interventions For Food Change

– Where?

- Day care, schools, worksites, hospitals, city agencies

– What?

- Reduce sugar, fat, salt
- Increase water, produce

- Which Venues?

- Vending, cafeterias, meetings, meals served

– Policy

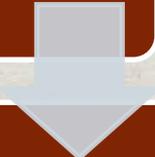
- Tax, SNAP, Portion Size Limit, mobile vending



The 'Layering' Effect for Children:

2007:

Healthcode for Early Childcare



2009:

Food Standards for City Agencies



2010:

Vending/Competitive Food Changes



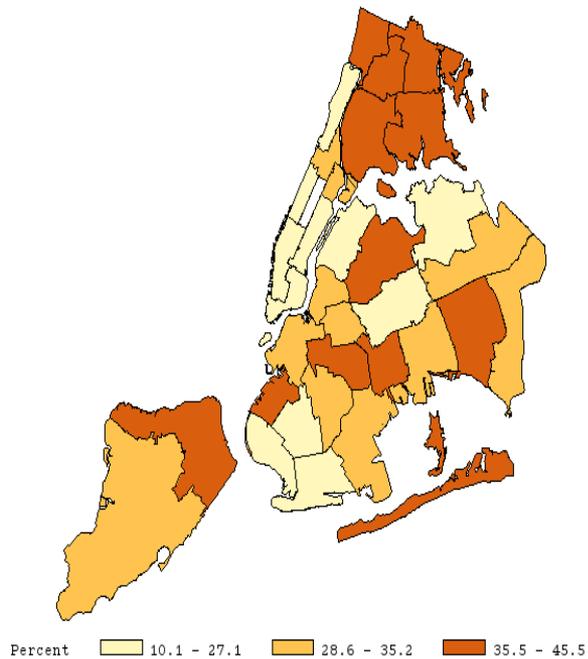
2012:

Day Camp Regulations

High Risk Neighborhoods

NYC Community Health Survey 2010

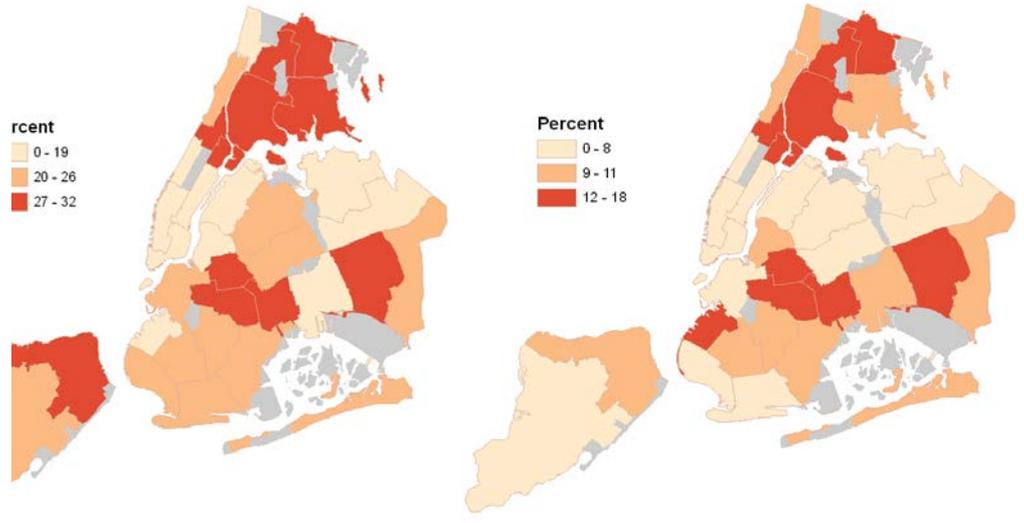
Percentage who drink one or more sugar-sweetened beverages per day by neighborhood



Bureau of Epidemiology Services, NYC DOHMH

Percent Obese

Percent with Diabetes



Policy Less Access



ARE YOU POURING ON THE POUNDS?

You're drinking 68 PACKETS OF SUGAR in just 4 sugary drinks a day.

23oz. Sweetened Tea + 20oz. Sports Drink + 40oz. Large Lemonade + 20oz. Soda

All those extra calories can bring on obesity, type 2 diabetes and heart disease. To learn more, call 311.

NYC Health | Michael R. Bloomberg, Mayor
Thomas Farley, M.D., M.P.H., Commissioner

SERVES 3 OVER ICE - NICE!



BIG 16 OZ. SIZE



**small is
big news**



Beginning March 12, 2013 this location will no longer be offering regular calorie beverages over 16oz in New York City.
This size restriction does not apply to low/no-calorie beverages served by crew members.

Smaller Portions Can Be The Norm

McDONALD'S JAPAN vs BURGER KING USA



USA McD's = 500 ml

USA McD's = 675 ml

USA McD's = 950 ml

What's Happening with the Food Companies?



McDonald's Says Bye-Bye To Sugary Sodas In Happy Meals. Instead, the chain has committed to market and promote only milk, water and juice with the children's meals



by ALLISON AUBREY
September 26, 2013

Pepsi rolls out a new shape for bottle

“The 16 oz. bottle size is not as widely distributed as the 20 oz. version, though it may get a boost thanks to the new look. The redesign ... was not related to...Bloomberg's proposed ban on sugary beverages larger than 16 oz”

Angelique Krembs, VP-marketing for the Pepsi trademark

Crain's Chicago Business march 21, 2013



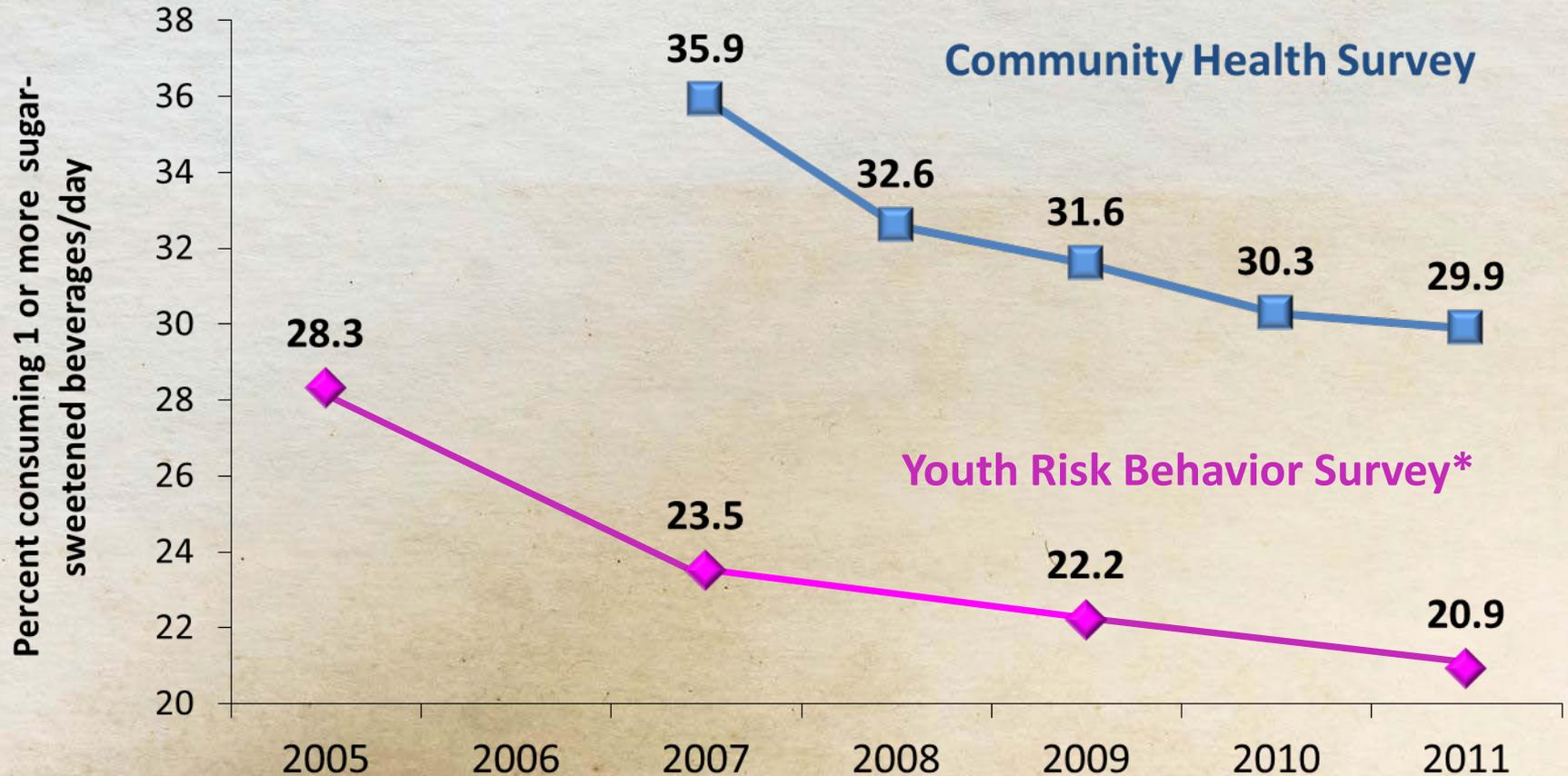
Is An Excise Tax Becoming Acceptable?

“...although I support Mayor Bloomberg’s soda ban, my preference would be for a common sense, albeit politically impossible solution: a soda tax.”

The word "Forbes" is written in a large, blue, serif font on a light blue rectangular background.

Nathan Sadeghi-Nejad, 9/13/12

Some Success but Not Enough:

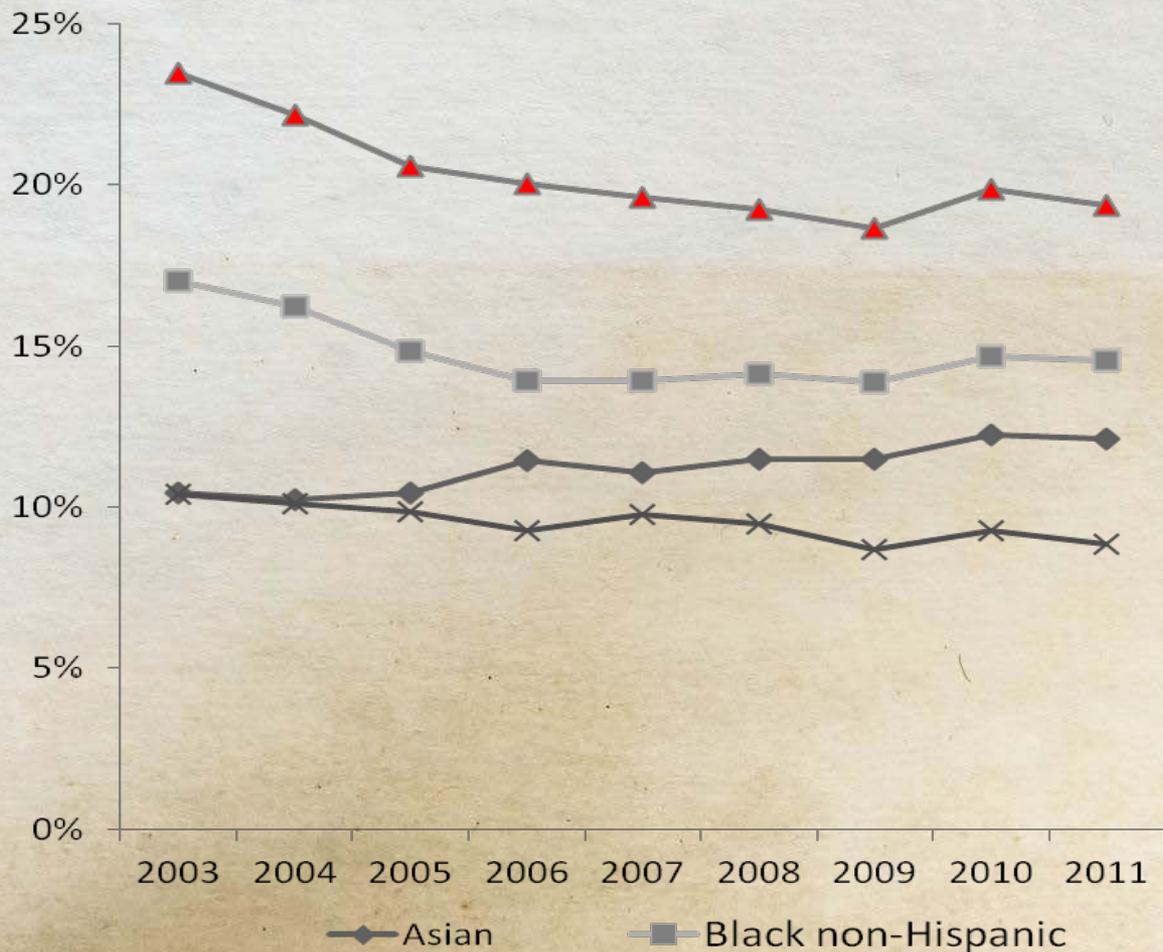


^Sugar sweetened beverage includes soda and other sweetened drinks like iced tea, sports drinks, fruit punch/other fruit-flavored drinks.

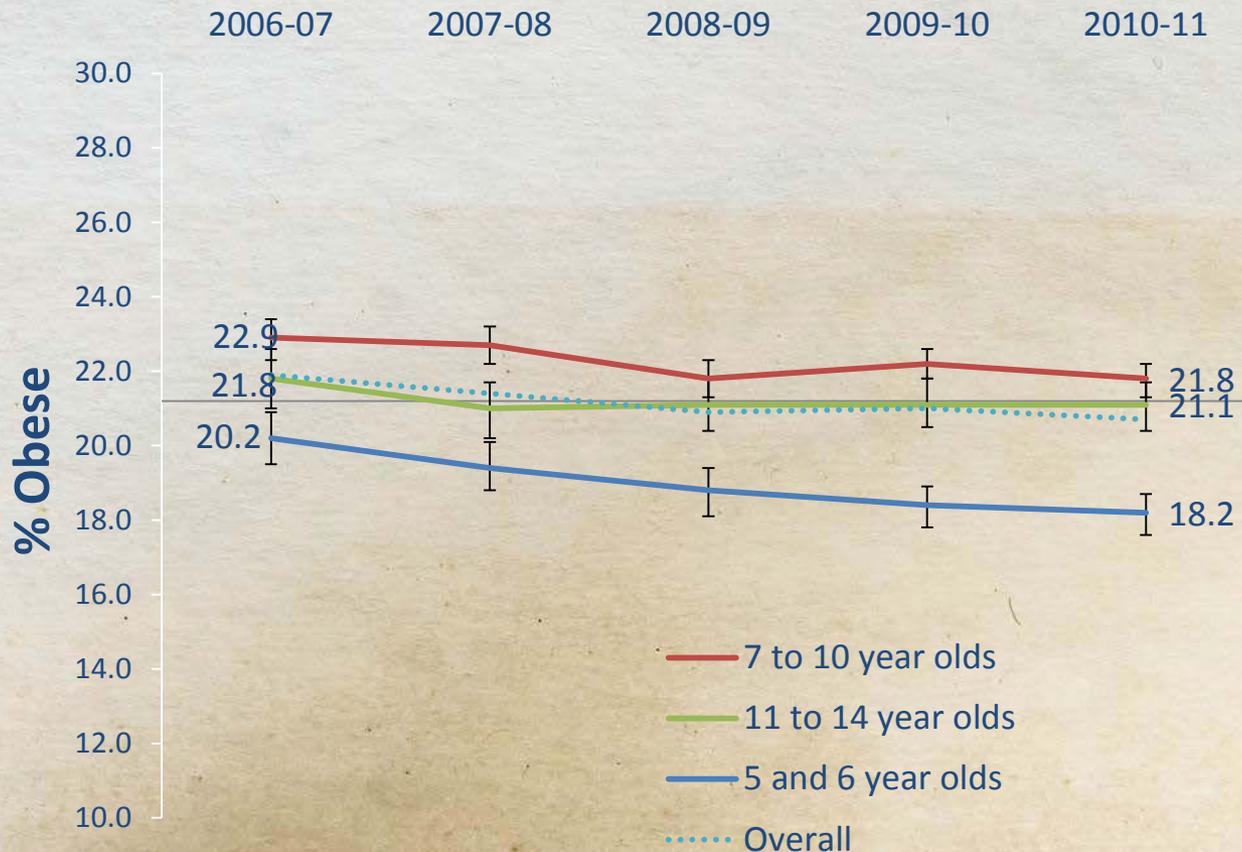
*Youth Risk Behavior Survey (YRBS) data includes soda only.

NYC Community Health Survey included adults with landline phones since 2002 and, starting in 2009, also has included adults who can be reached only by cell-phone. 2007 is baseline for Take Care New York 2012.

Trends in obesity prevalence, by race/ethnicity, among 3 and 4 year old children participating in WIC in NYC



Obesity Rates in NYC Children High But Declining Slowly



MORE HOLES IN THE
GOVERNMENT'S ATTEMPTS
TO TACKLE OBESITY...



But this
is where
we were

THANK YOU!



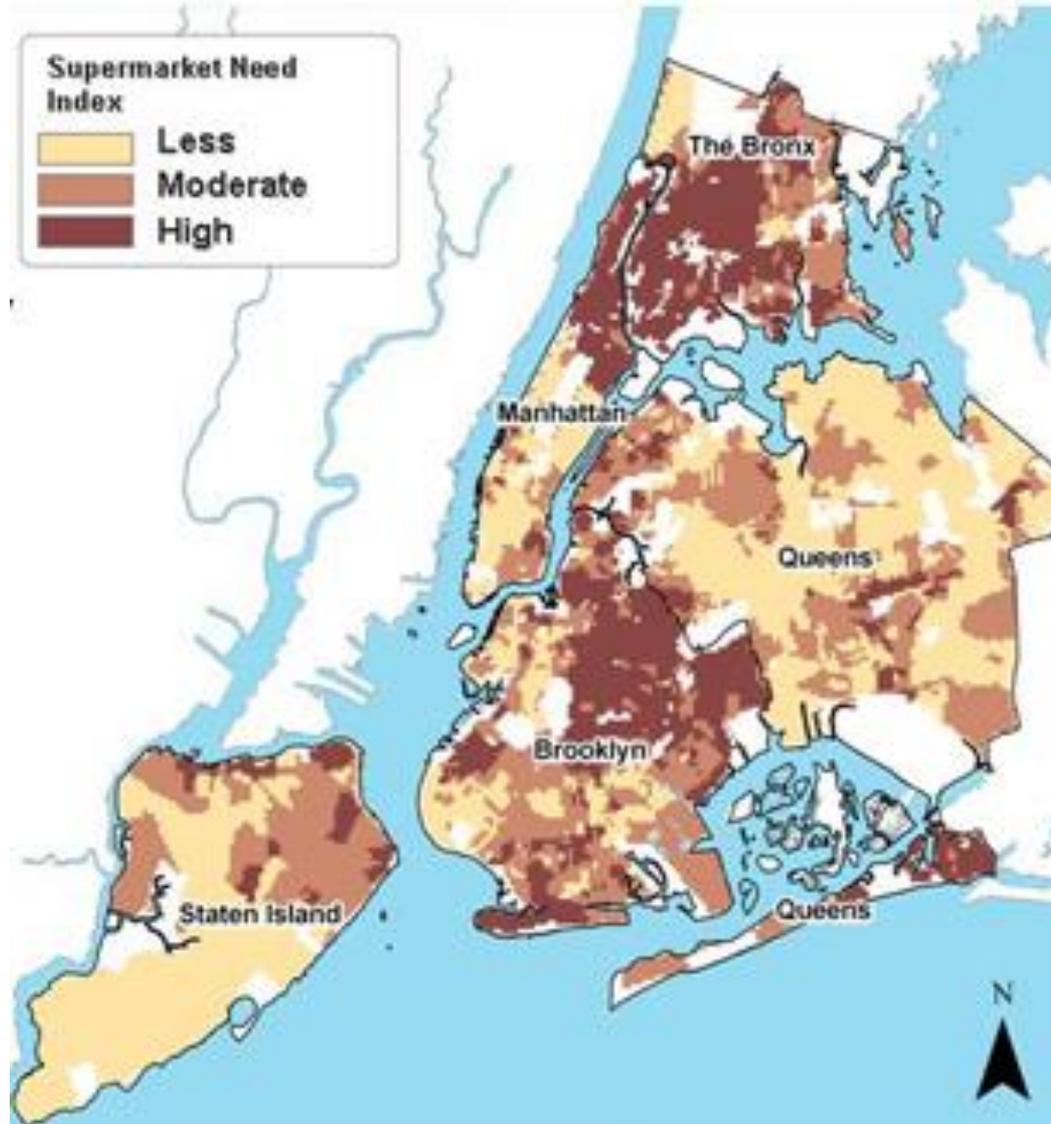
JUST
FOOD

How far to you go for food?

- To get any kind of basic grocery item?
- To the place where you buy most of your groceries?
- To a place that sells food from a local farm?

The Food Environment of NYC

from 2008 “Going to Market” Report



New Yorkers Need Our Help



More than **one** in **three**
New York City residents
experience difficulty
affording food.

Most New York City food pantries spend as **little as 10%** of their overall food budgets on fresh produce.



In New York City, more than **half** of adults are overweight or obese.



1 in **5** kindergarten students is obese.

Vision and Mission

Just Food's vision is a socially just, environmentally sustainable and healthy food system for all.

Just Food's mission is to empower and support community-led projects that increase access to locally grown food, especially in underserved NYC neighborhoods.



A Community Food Project

- Provides access to locally grown food,
- Empowers/includes economically vulnerable people as participants and/or leaders,
- Can be sustainable over the long-term.

CSA – Community Supported Agriculture



City Farms Markets



Local Produce Link:

Farm to Food Pantry Program Partnership
between Just Food, United Way, and NYS
Department of Health HPNAP



City Chicken Projects



Brook Park

Friends
of
Brook
Park

Por favor
NO
Le de
COMIDA
a
Las
Gallines

PSII



GRADE PK-5

EGGS

PLEASE DON'T
FEED
THE



A co-op or a mobile market or a completely new model...



Building the Movement



TRAINING • EDUCATION • ADVOCACY

Food Education



Farm School NYC



Increasing Project Sustainability



Shaping the Policy Environment



Objective

Over the next three years Just Food will support the launch of more than 100 new Community Food Projects (reaching at least 25,000 new people) and supporting 200+ existing projects, (reaching a total of 200,000+ New Yorkers each year).

How can you help?

- Invest in the development of community food projects statewide through agency grant programs and policy.
- Invest in and protect farmland – urban and rural.
- Make it easier for farmers and consumers to use and accept WIC for fresh, local produce.
- Support the development of regional food distribution infrastructure.
- Find out more www.justfood.org.

Food Policy: New York City's Approach

Jenna Michelle Liut
Acting Food Policy Coordinator, Mayor's Office



Role of the Mayor's Office of Food Policy

The Mayor's Office of Food Policy works to engage stakeholders in governmental activities, reduce programmatic overlap, improve interagency communication, strengthen public-private partnerships and ultimately help attain public health, environmental and economic goals for the City of New York.

Challenges

- Rates of obesity in NYC
- Disparities in food consumption and diet-related disease patterns across the city
- Unhealthy foods – like sugary drinks – are ubiquitous and served in increasingly large portions
- Food insecurity
- Food scraps make up 17% of municipal waste stream

Food Policy Areas

1. Healthy Food Access & Awareness

To reduce disparity among New Yorkers in access to and knowledge about healthy foods

2. Food Security

To promote optimal rates of utilization for food support programs

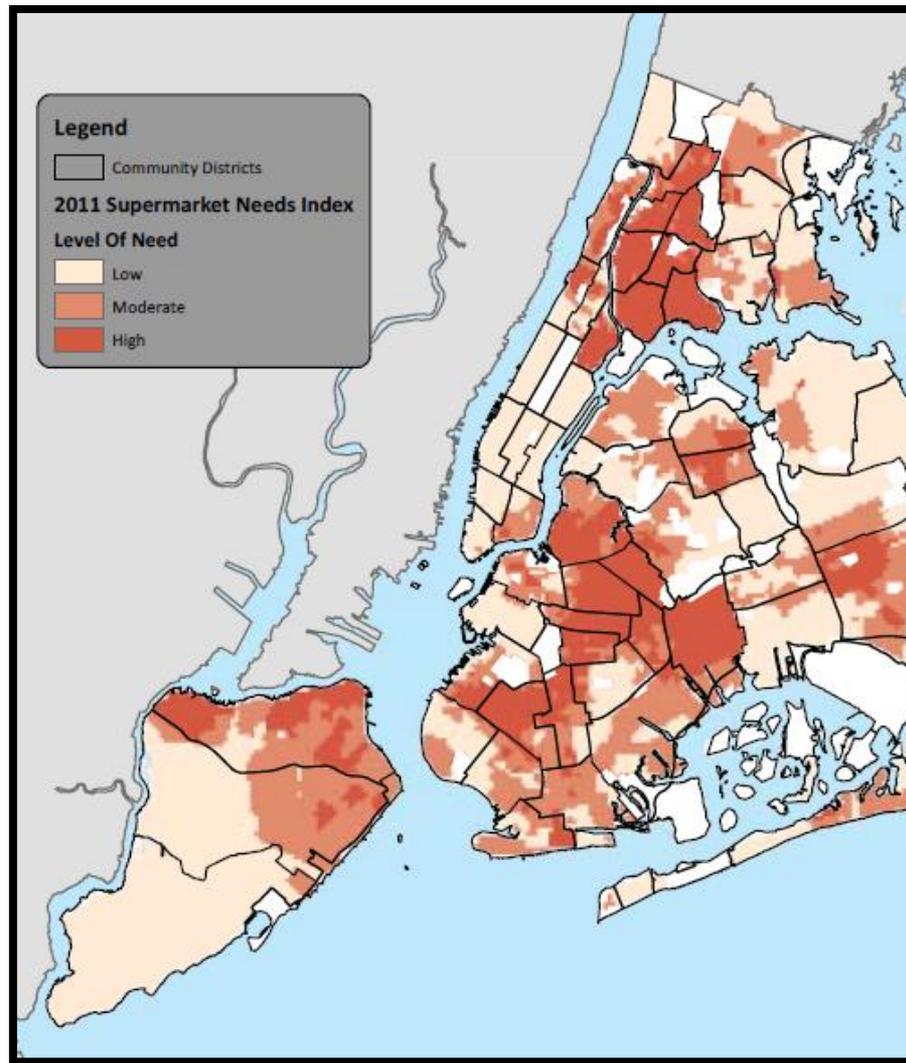
3. Food System Sustainability

To improve the sustainability of our food system and infrastructure

Guiding Policy and Program Documents

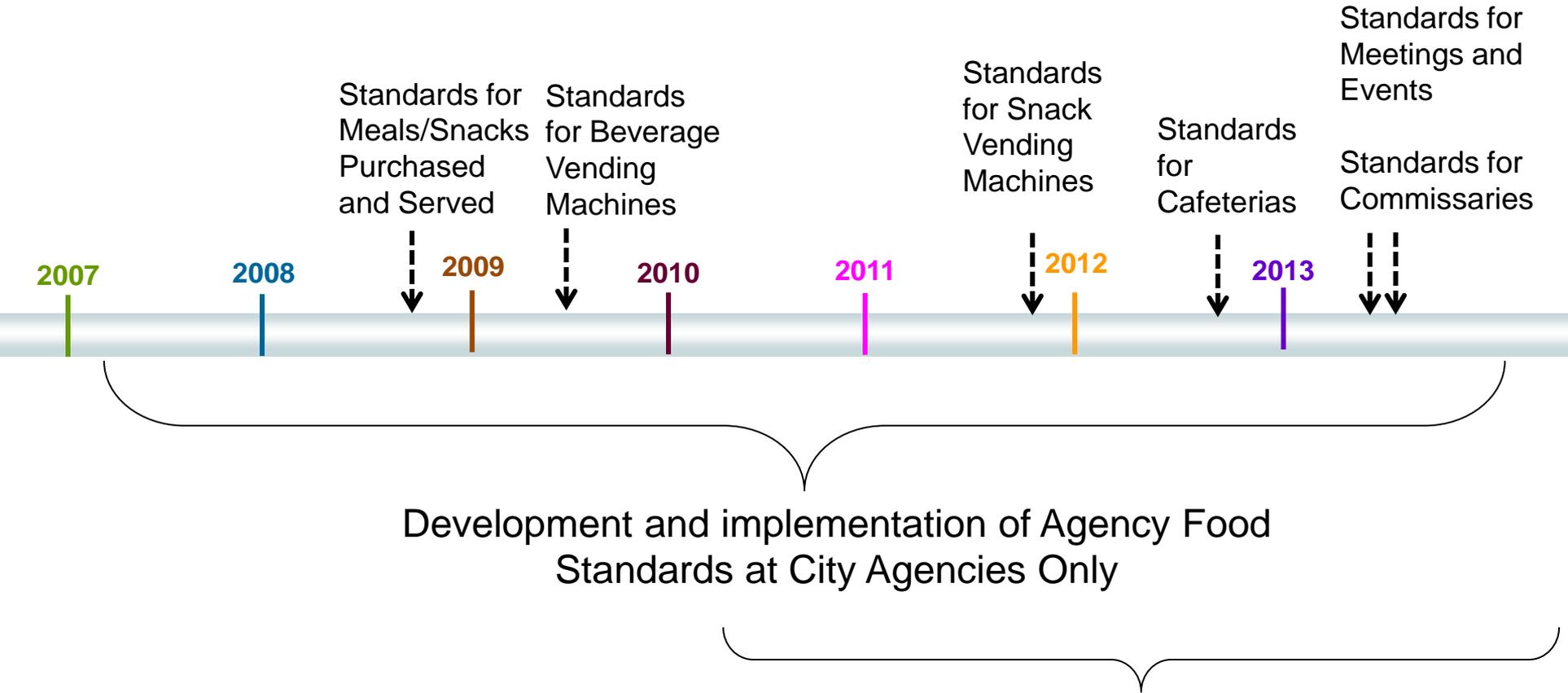
- PlaNYC
- Executive Order 122
- Food Metrics Reports
- Mayor's Obesity Task Force Report:
 - Deputy Mayors Gibbs and Holloway convened a coalition of 11 city agencies and the Mayor's Office
 - Identified 26 strategies to reverse the obesity epidemic

NYC Food Policy Target Areas



NYC Food Standards

Mayoral Executive Order #122



~260 million meals served per year

Trans fat, sodium and sugar restrictions

Fruits and/or vegetables served at every meal

Water available at all times

Healthy Food Access Programs

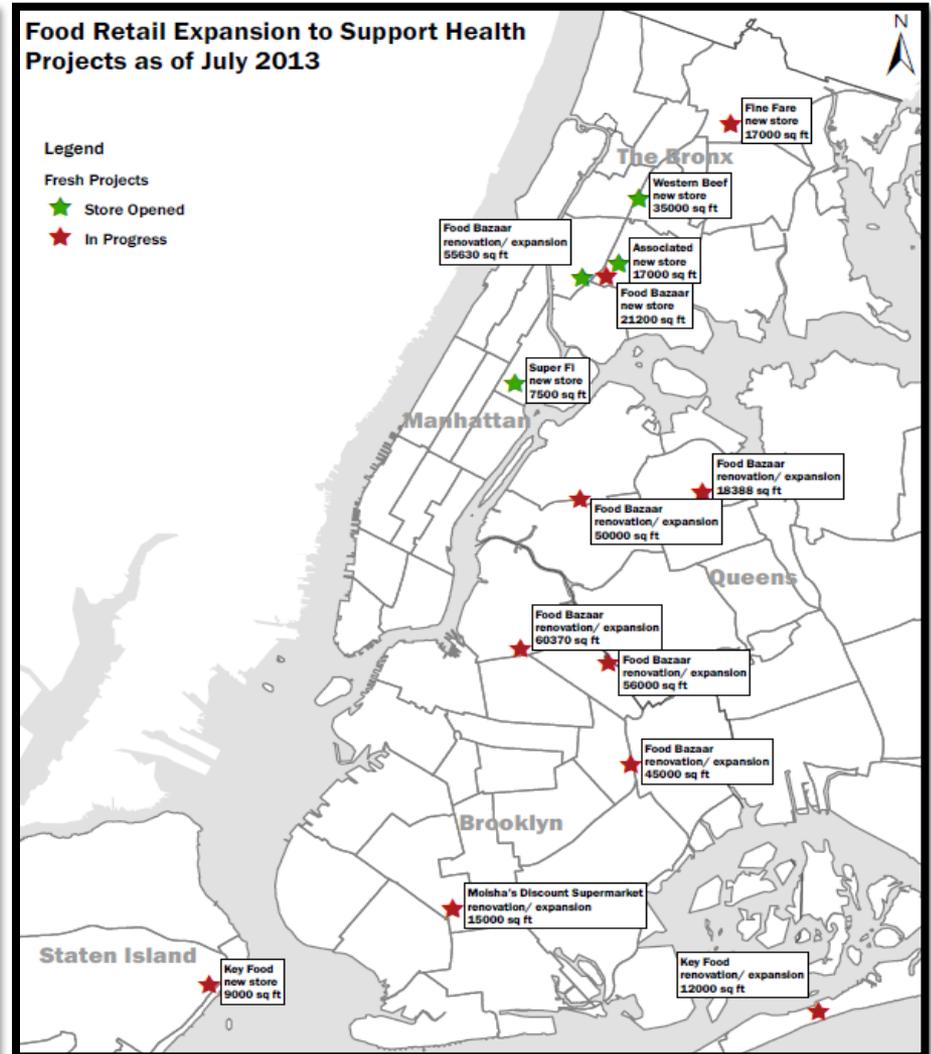
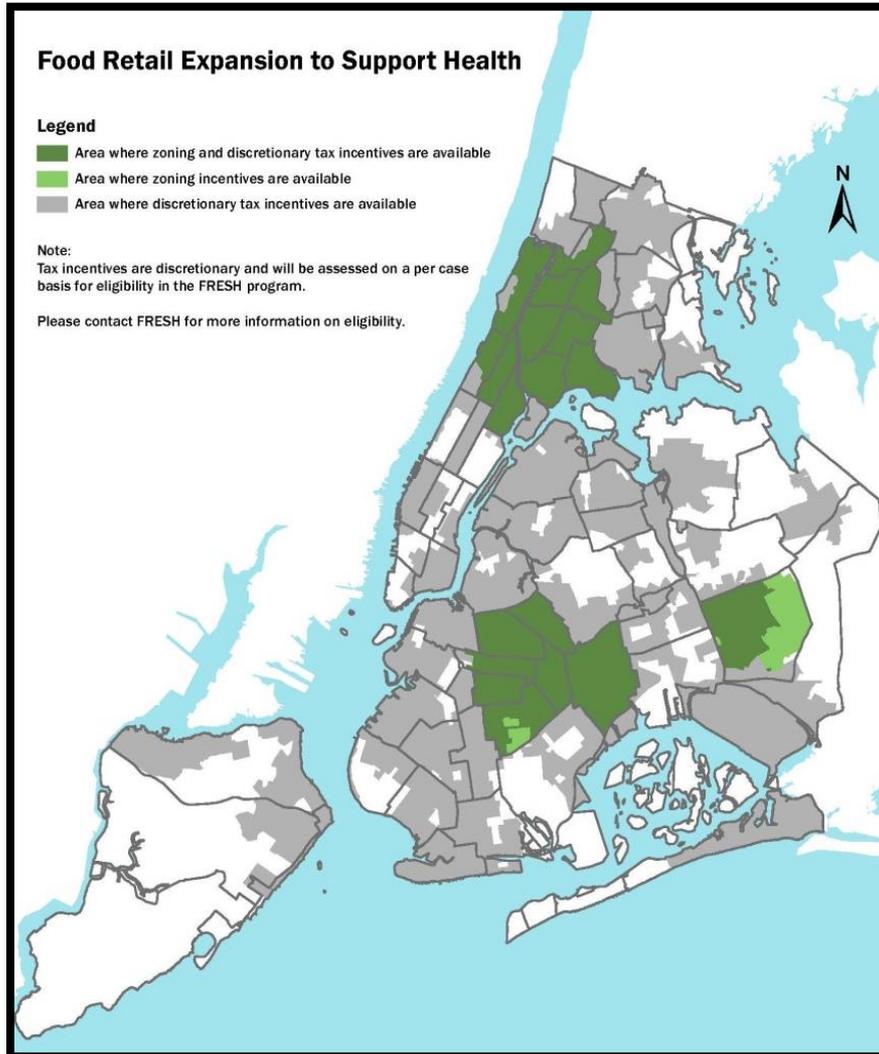
- Green Carts
- Shop Healthy NYC
- Health Bucks
- Farmers' markets
 - From 79 markets in 2006 to >140 in 2013; more than half are in high-poverty neighborhoods
- Fruit & Vegetable Prescription Program
 - Launched summer 2013, patients are incentivized to shop at farmers markets'



Food Retail Expansion to Support Health (FRESH)

- Since 2009, provides financial and zoning incentives to build or expand stores in underserved communities
- 16 projects approved; 4 have completed construction
- Expected to provide ~440,000 SF of new or renovated space; retain >500 jobs and create >580 jobs; represents an investment of ~\$55 million

FRESH Neighborhoods



Promoting Food Security

- Food Stamp administration
 - 1.8 million New Yorkers receiving SNAP benefits representing an increase of >125% since 2002
- School Meals
 - Universal free breakfast
 - >7.6 million summer meals served in 2013 more than 1,000 sites
- Emergency Food
 - Only municipal emergency food program in the country
 - All food meets city nutrition standards
 - Healthy Emergency Food Initiative

Food System Sustainability

- Urban Agriculture
 - Inventory list of all City-owned, vacant properties suitable for urban agriculture
 - Expanding GreenThumb, Grow to Learn and NYCHA's Garden and Greening Programs
 - Creating six large-scale urban farms on NYCHA property
- Food Waste Diversion
 - Mayor's Food Waste Challenge
- Urban rural linkages
 - Local Procurement Guidelines established in 2012 encouraging City agencies to procure NYS food products
 - Group purchasing partnership with Essensa

NYCHA's Red Hook Urban Farm



Looking Ahead

- Procurement:
 - Antibiotic free protein
 - Strengthen local procurement initiative
- Food waste campaign targeting consumers
- FRESH 2

New York City Department of Education

SchoolFood

**Presentation To
New York State Council on Food Policy**

SCHOOLFOOD'S GOAL

To increase participation, particularly among lower income students, while serving a quality product in a financially responsible manner.



About SchoolFood

- **Over 1.1 million public school students in NYC**
- **Over 1,700 schools served**
- **117 million lunches served per year**
- **39 million breakfasts served per year**
- **Over 7.5 million summer meals served**
- **860,000 meals served every day**
- **Over 8,500 employees**
- **Snack & Supper (After School Programs) Served**

SchoolFood as a Health Leader

SchoolFood helped New York become the first large city in the United States to lower the childhood obesity rate by:

- Installing salad bars and water jets
- Meeting and exceeding federal guidelines
- Reducing sodium, fat and cholesterol
- Moving to eliminate High Fructose Corn Syrup
- Prohibiting the use of trans fats, artificial flavors and colors



SchoolFood Continuously Improves Its Product

- Introducing new items, including:
 - Organic tofu
 - Kashi cereal
 - Stonyfield Organic Yogurt
 - Non-GMO Organic Tofu
 - Non-GMO Oil
- Offering all-vegetarian and alternative menus
- Developing new recipes
- Sustaining the Garden-to-Café program



SchoolFood's Annual Procurement

SchoolFood proudly serves fresh and delicious food, much of which is local and regional. (In FY '13, SchoolFood spent over \$30 million on local and regional produce, milk, and yogurt.)

Every year we serve our students:

- 900,000 pounds of romaine lettuce
- 1 million pounds of tomatoes
- 25 million apples (when available)
- 33 million oranges
- 15 million bananas
- 660,000 cucumbers
- 7 million gallons of milk
- 3 million servings of yogurt



SchoolFood's Partners Help It Succeed

- Urban School Food Alliance
- Wellness In The Schools
- Slow Food NYC
- City Harvest
- Share Our Strength
- Food Bank for NYC
- NY Coalition for Healthy School Food
- Community Food Advocates
- Grow NYC



Urban School Food Alliance



- The Urban School Food Alliance (“USFA”) leverages the unique needs of the nation’s largest school districts to help transform the image and reality of food served in schools.
- USFA will allow the districts to share best practices and leverage their purchasing power to continue to drive quality up and costs down while incorporating sound environmental practices.
- Founded by New York City, Los Angeles, Chicago, Dallas, Miami-Dade, and Orange County (Orlando)
- Compostable tray RFB – bids have been received; total annual purchase could be over 270 million trays
- Antibiotic-free chicken – RFI on the street

SchoolFood is an Innovator in Meal Service

- Summer Meal Trucks
- Breakfast in the Classroom
- Satellite Menus



SchoolFood is an Environmental Leader

- Encouraging Tray-less Tuesdays
- Compostable Trays
- Sourcing sustainable service items



Our Challenges

- Food budget of about \$1 per meal
- Asymmetric scale
- Limited labor budget
- Menus must appeal to diverse audiences while meeting nutrition guidelines
- Kitchens, cafeterias and equipment range from modern to antiquated, from large to small
- Limited marketing budget



www.schoolfoodnyc.org