

# Good Food Central Florida

**Date:** January 22, 2015  
**Time:** 2:30 p.m. – 4:00 p.m.  
**Location:** City of Orlando; 400 S. Orange Ave., 9<sup>th</sup> Floor Harvard Room (Get Active Orlando-Host)  
**Subject:** January 2015 Monthly Council Meeting Notes

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## **Attendees:**

John Rife-East End Market; Jason Burton-City of Orlando (guest speaker), Judy Odom-Second Harvest Food Bank; Lisa Portelli-Winter Park Health Foundation; Luis Nieves-East Central Florida RPC; Mary-Stewart Droege-City of Orlando-Get Active Orlando; Caitlyn Glatting-OCFL; Kimberly Shouldice & Richard Tyson, Ph.D.-University of Florida-Agricultural Extension Center; Braden Kay-City of Orlando; Julie Elliott and David Overfield-FL. Department of Health in Orange County; Jane Gregory-OCEPD; Phontenie Burnett-OCFL, and Dave Krepcho-Second Harvest Food Bank.

## **Welcome and Introductions:**

Agendas and a sign-in sheet were provided. Ms. Julia Elliott, Community Outreach and Education Subcommittee Chair, welcomed everyone, directed attendees to the agenda and opened the GFCF general meeting at 2:40 pm. Ms. Elliott deferred introductions until the mid-part of the meeting due to the absence of certain council members who had confirmed attendance.

Ms. Elliott then asked each subcommittee to provide updates:

**Production Subcommittee**— Mr. John Rife, Production Subcommittee Chair, announced an upcoming urban farming workshop that he was hosting on Saturday and Sunday, January 30th and 31st, 2015 at East End Market. He shared that Mr. Curtis Stone, from Kelowna, BC (Canada), owner of Green City Acres and a successful small scale urban farmer, was to lead the workshop. Council attendees were invited to participate. Dr. Tyson also announced a one day, Vegetable Production for Local Markets class, hosted by IFAS, on Saturday, January 31, 2015. He explained that this class will address successful techniques for small farms and market gardens to produce vegetables and sell them at local markets. Information flyers were also distributed.

**Distribution and Processing Subcommittee**—Mary-Stewart Droege indicated that Ms. Tatem, Subcommittee Chair, would not be able to attend. A short discussion followed. Mr. Luis Nieves and Ms. Lisa Portelli brought-up the visit to Darden headquarters on December 18th, which had been coordinated by Ms. Tatem, and where a small group of GFCF members visited to learn more about the company's operations. As several attendees discussed, the group met with MS.

Susan Reimer-Sifford, Director of Bakery & Produce Purchasing & Distribution at Darden. Ms. Sifford presented on produce risks, food safety, local food, growers, and popular produce items. GMOs were also briefly addressed. GFCF members who attended shared positive impressions and interesting findings, particular as it related to the sourcing of produce and food safety. Ms. Portelli also briefly discussed a project she was developing. She indicated that she had been in discussions with the Food Trust concerning SNAP (formerly known as food stamps), the use of EBT to purchase healthy foods and how to improve local vendor participation and compliance. In particular, she learned that local vendors are not being audited for compliance. Ms. Portelli also shared that she will be participating in an upcoming webinar with the Food Trust to further learn about their work.

**Community Outreach and Education Subcommittee**—Ms. Elliott then indicated that their group continued to collect information on school gardens and community gardens. A short group discussion followed. She also indicated that recently a comprehensive list had been provided by IFAS and would be reviewed by the group.

**Food Waste Subcommittee** – Ms. Jane Gregory, Waste Subcommittee Chair, provided an overview on an Orange County ordinance addressing recycling and recycling-related requirements. Ms. Gregory indicated that rules are being enforced in a number of ways. In particular, those companies which are not complying will be receiving a letter in the mail. Recyclers will also be notified. Ms. Gregory further detailed enforcement activities and desired outcomes.

**Critical Resources Subcommittee:** Mr. Dave Krepcho announced that Second Harvest Food Bank was able to secure a consultant to conduct a strategic plan on senior hunger. Mr. Krepcho estimates that in 30 days he will have an initial meeting and the goal is to identify the nature and extent of community resources and establish an understanding as to who is doing what. Mr. Krepcho also added that the timing is good since presently statewide hunger research is also contributing to a better understanding of senior hunger.

Dave Krepcho also announced that he has been working with the University of Central Florida regarding a UCF Public Administration Research Conference which will convene practitioners concerning hunger in the United States. Ms. Lisa Portelli shared that Mr. Krepcho is the Co-Chair of the *Hunger in a Land of Plenty* Research Conference. Mr. Krepcho further explained that the event will address food security and food policy and that after the conference, a film entitled “A Place at the Table” would be shown. A discussion ensued involving various council members who had not heard about this event and wanted to learn more.

**Membership Subcommittee**—Ms. Judy Odom indicated that 10 membership forms had been received to date and had been used to create a database. Ms. Odom will be following up with current members to secure information.

Ms. Elliott then turned the attendees' attention to the GFCF's guest speaker, Mr. Jason Burton, Chief Planner, City of Orlando. Mr. Burton provided a brief PowerPoint presentation on the City's Pilot Chicken Program. He explained that the program initially started with 25 households in certain City Commissioner Districts, and subsequently, had been expanded in size and duration ( 3 years) due to its popularity. Mr. Burton also explained that the program requires an educational component which is conducted out by IFAS. The educational component has been very popular among pilot program participants.

Ms. Droege then asked Mr. Burton to explain the policy challenges related to the program. In brief, Mr. Burton, identified that it has remained a pilot program since there is no consensus as to whether it should be codified as a land development regulation. A discussion then ensued about various approaches to elicit change including Health Impacts Assessments (HIAs). The Loch Haven Park HIA and its positive impacts on the park's improvement plan were briefly discussed. Mr. Burton also stressed having a long term vision and being reflective. A short discussion followed and attendees thanked Mr. Burton for his presentation.

Attendees' attention were then turn to the second presentation. Mr Luis Nieves, ECFRPC, provided a brief presentation on Community Food Assessments. In brief, Mr. Nieves explained that it is a process which helps to examine a broad range of food related issues and resources in the community. It can be likened to a roadmap to a more efficient, sustainable and equitable food system. A CFA also helps to explain the complexity of the local food system, encourages cross-sector collaboration, identifies assets and gaps, and assists in developing policies that help to overcome barriers to the building a local food system.

Mr. Nieves then reviewed the *six degrees* of local food system—from growing to disposing and stressed that none occur in a vacuum. He also pointed out that many times in a food system stakeholders do not talk to one another. Mr. Nieves continued to explain the CFA offers opportunities to foster connections. A comment was made that in Cleveland, urban agriculture helped revitalize a low-income community (also through this intervention certain system impacts were reduced). In addition, a successful co-op was developed, which served a larger community area.

In closing, Mr. Nieves reiterated that the GFCF CFA will focus on Orange County. He laid out key CFA components, including the importance of values ranging from vibrant farms to health and indicated that Mr. John Rife would address values in his presentation. He additionally set out near-term next steps including finalizing project outline and methodology, volunteer

assignments, establishing a working relationship with UCF, setting out a timeline and identifying additional resources. Mr. Nieves also indicated that Mr. Joseph England (USF Ph.D. student) and he would be leading the effort. Ms. Droege indicated that she had reached out to UCF for student support and it was forthcoming. Ms. Droege encouraged all GFCF members to participate and many expressed support and interest.

Mr. John Rife then gave his PowerPoint presentation on the (Seattle based) Whole Measures Methodology for Community Food Systems research. Mr. Rife shared that Whole Measures looks at food systems as more than just a compilation of data but rather as inter-related community values. Mr. Rife continued with a brief synopsis about an earlier food system planning event (10/4/14), hosted at East End Market, where he had gathered feedback from seventy-five (75) stakeholders using the Whole Measures approach.

Mr. Rife reviewed the values and provided brief explanations. These values include:

**-Justice and fairness-** Can't feed the underserved at the expense of the people in fields.

**-Strong communities-** Making sure that we have everyone at the table.

**-Vibrant farms-** Support farms and farm sustainability.

**-Healthy People-** Connect people to the land to promote health and wellness.

**-Sustainable ecosystem-** Promoting agriculture that will help reclaim the area's lands. In addition, develop food distribution processes that are better for the environment and enhance biodiversity.

**-Thriving local economies-** Creating jobs and new businesses.

After Mr. Rife's presentation, a short discussion followed. Council members expressed support for the proposed values. Additional data needs and community connections were also discussed. Ms. Gregory stressed the importance of the consumer and public participation. The meeting closed at approximately 4:10 pm.