City of Wichita / Sedgwick County Food System Master Plan

CITY OF WICHITA

SEDGWICK COUNTY KANSAS

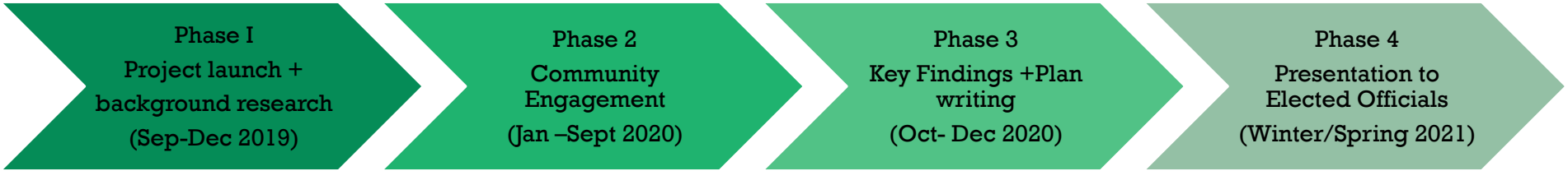
Health & Wellness Coalition of Wichita

Coordinated. Connected. Committed.

Agenda

- Introductions
- Overview of Plan
- New Questions
  - Survey Respondents?
  - Inclusion of Social Equity in Plan?
  - Who will Pay for This?
  - Addresses Food Deserts?
  - Economic Benefits?
- Next Steps
  - Food Council Roster
  - Funding Opportunities

Project Timeline:



Steering Committee Roster

Steering Committee	Title/Organization
Anthony Seiler	Sedgwick County Farn Bureau
Claudia Hohnbaum	Dietitian
Luke Snow	Old Town Farmer's Market, The FarmShop LLC
Megan Greenway (grower)	Producer, Orie's Farm Fresh
Rebecca McMahon	K-State Resesarch and Extension, Sedgwick County Horticulture Agent
Shelley Rich	Health & Wellness Coalition of Wichita
Tammi Krier	Greater Wichita YMCA, Health & Wellness Coalition
Lyndsay Feather	K-State Resesarch and Extension, Sedgwick County, Growing Growers
Kathleen Webb	Children First
Teresa Olsen	Children First (VISTA)
Danny Johnson	Department of Children and Families
Lauren Rust	Children First (VISTA)
Jesse Marks	Nudge Compost

Staff Support for Steering Committee

Staff	Title/Organization
Becky Tuttle	City of Wichita, City Council District 2, Health & Wellness Coalition of Wichita, Health Alliance
Donte Martin	City of Wichita, Assistant City Manager
Mary Hunt	City of Wichita, Wichita-Sedgwick County Metropolitan Area Planning Department
Matt Williams	City of Wichita, Wichita-Sedgwick County Metropolitan Area Planning Department
Cory Buchta	City of Wichita,Community Services Representative
Andrew Swanson	City Manager's office
Sarah Crick Milligan	City Manager's office
Anthony Taylor	City Manager's office
Adrienne Byrne	Sedgwick County Health Department, Health Director
Victor Okwo	Sedgwick County Health Department, Community Health Analyst
Consultant	Title/Organization
Eileen Horn	New Venture Advisors

Food Plan Process:

Community wide survey

- January-September 2020
- Ongoing data collection
- OBJECTIVE: Assess residents' perceptions of food environments, assist with ranking of Plan Goals
- 2000+ participants

Plan Objective/Action Step Prioritization

- October 2020
- Survey distributed to:
  - SC members
  - Past roundtable participants/invitees
- OBJECTIVE: Prioritize the Objectives/Actions in each Plan Goal Area and re-engage key stakeholders

"Pop-up" events

- January-September 2020
- Audiences: community events, DABs, partner organizations
- 26 total events attended
- OBJECTIVE: Steering Committee attend and inform public about Food Plan, invite participation in survey, meetings

Food Plan Specific Roundtables

- January-September 2020
- FOUR total events, one for each major goal category, 187 stakeholder participants
- Co-hosted by Steering Committee and partner organization
- Roundtable discussion format
- OBJECTIVE: Get specific feedback from content-area experts and key stakeholders

How the Food Plan is Organized:

Goal 1: Foster food system coordination & education

- Objective 1: Support coordination between food system partners
- Objective 2: Develop and leverage relationships with organizations and businesses working with underserved and marginalized residents
- Objective 3: Support consumer education and awareness about the benefits of a resilient local food system
- Objective 4: Support producer education to grow the supply of local food in the county
- Objective 5: Build community awareness of food waste.

Goal 2: Improve access to healthy food

- Objective 1: Address the 44 sq. miles of the city of Wichita that are considered "food deserts" and lack access to healthy food options.
- Objective 2: Address affordability of food.
- Objective 3: Reduce barriers to emergency food assistance programs.
- Objective 4: Reduce transportation and built environment barriers that limit access to healthy food.
- Objective 5: Encourage food recovery practices and policies to supply safe, nourishing food to families in need.
- Objective 6: Make healthy food choices more convenient at work and school

Goal 3: Increase local food production

- Objective 1: Support local farm and food businesses
- Objective 2: Facilitate markets for local producers and food businesses.
- Objective 3: Provide regulatory clarity and adopt policies supportive of urban agriculture.
- Objective 4: Support gardening - at home, in neighborhoods, and schools.

But there were some questions…

Question 1: Survey Respondents?

Q:

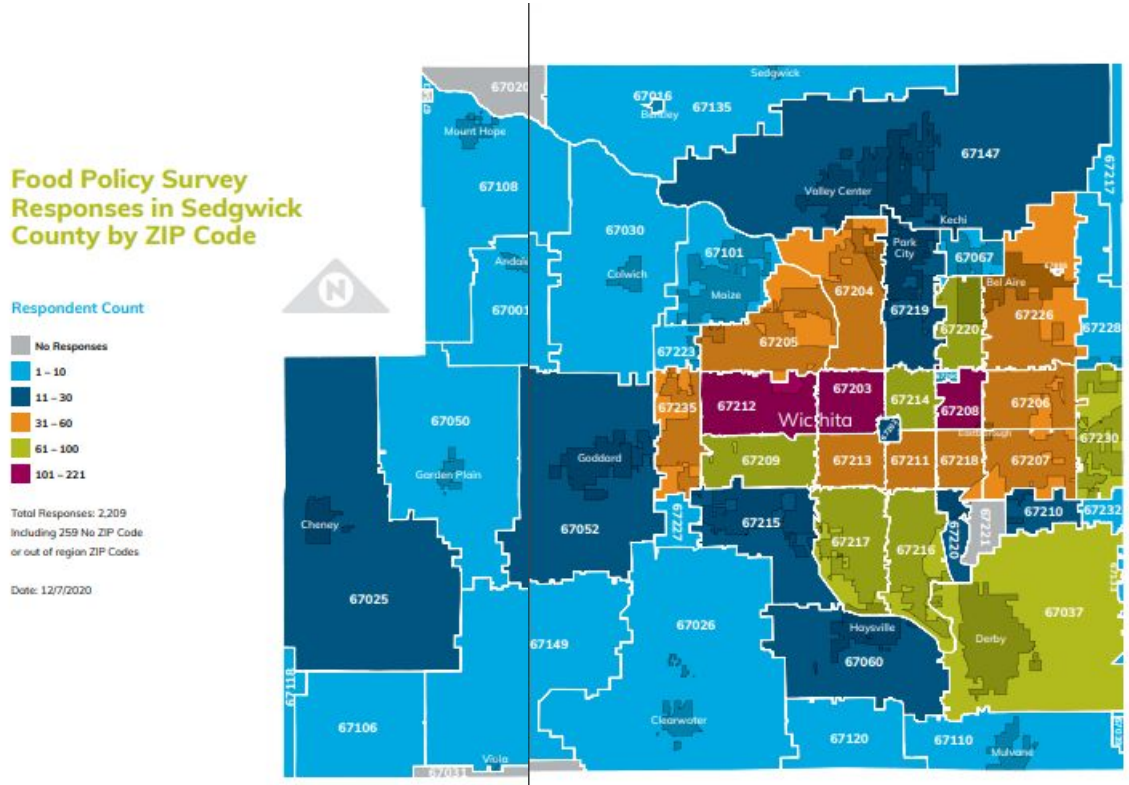
How many survey respondents? Where are they located?

A:

2,209 respondents

Map added to pages 22 and 23 of food plan showing locations.

This map has been added to the Plan document.



Question 2: Inclusion of Social Equity in Plan?

Q:

Why did the Food System Plan Survey include answer choices such as, "Foster social equity (food system policies and programs that consider race, gender, economic status, sexual orientation, etc)" ?

A:

A goal of the City and County is to provide equitable access to services.

Therefore, we considered equity in our planning process to ensure that our policies and programs created to strengthen the food system would benefit ALL Sedgwick County residents.

Question 3: Who Will Pay for This?

Q:

What is the financial responsibility of the County (and therefore the burden on the taxpayer?)

A:

The Plan did not prescribe specific expenditures for the City and County, but instead, offered recommended shifts in how the local governments currently do business.

These initiatives may not actually increase City and County expenditures, but suggest a shift in focus.

Food and Farm Council are volunteers
Funds for implementation could be grants (USDA, local foundations)

Question 4: Addresses Food Deserts?

Q:

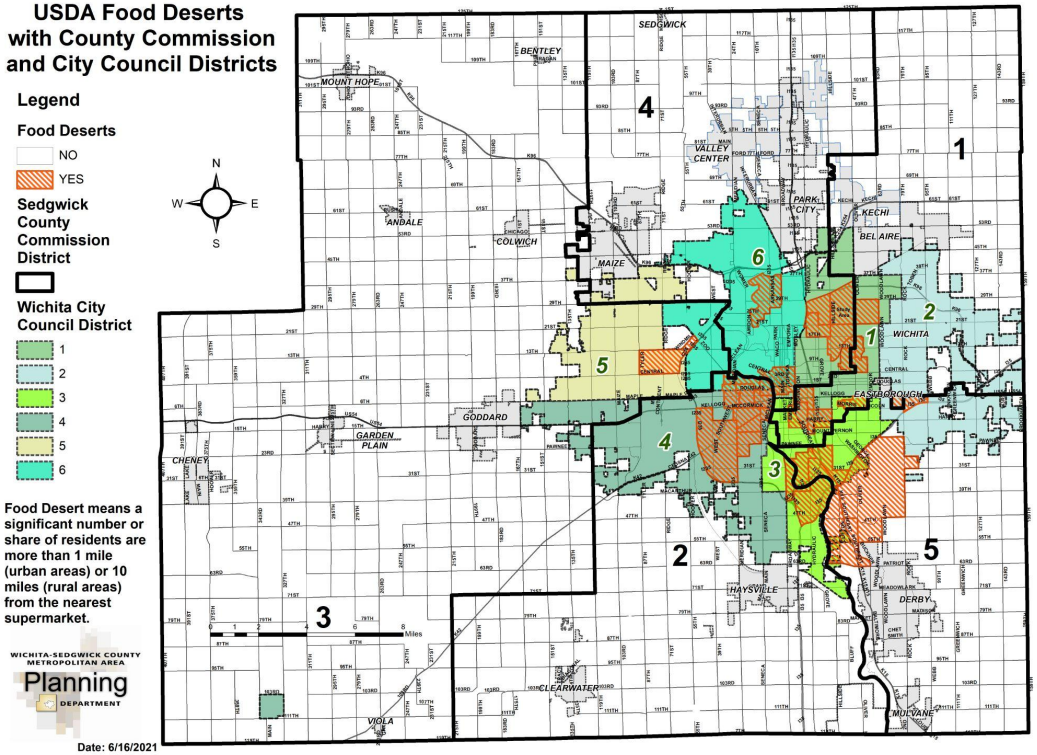
How does this Plan help us address our "food deserts"?

A:

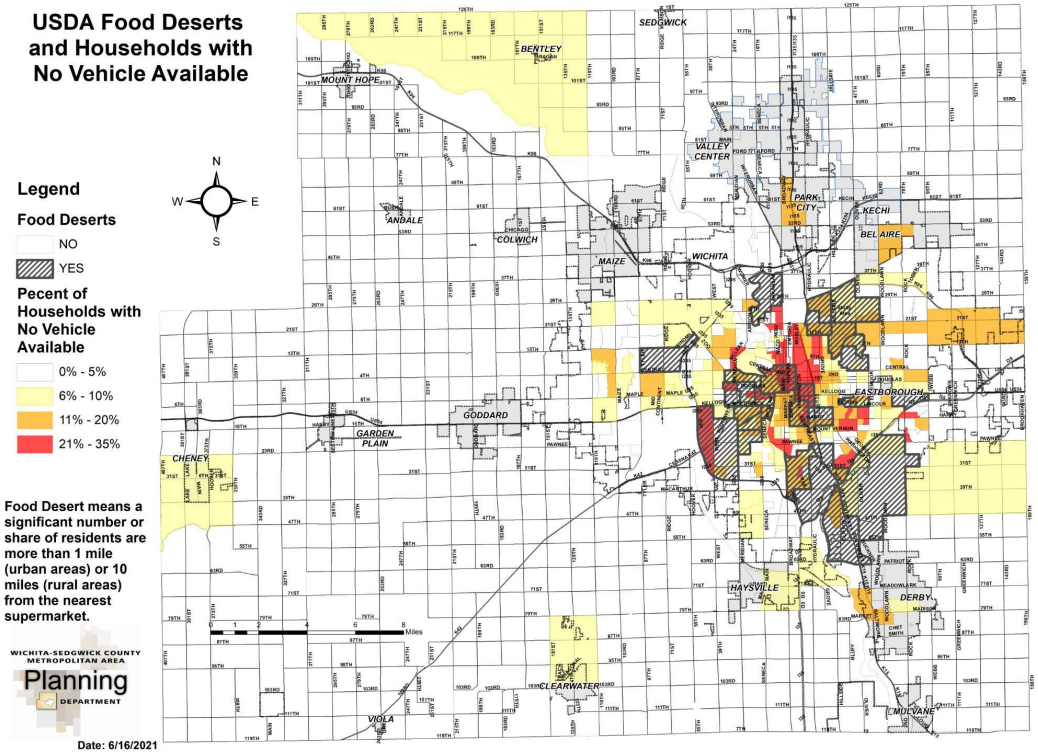
One of the three main goals of the plan is to "Increase Access to Healthy Food." There are many ways the City and County can directly address food deserts, including:

- Assess the current bus system and identify changes to routes and stops via the lens of supporting access, including additional stops at grocery stores or food outlets.
- Support infrastructure at food pantries and food banks to increase fresh food availability, especially refrigeration and freezer units.
- Support the expansion of existing mobile market efforts in low-access neighborhoods.
- Consider adding requirements for new retailers wanting to open in a neighborhood — i.e. a 10% sq. footage requirement for fresh food.

Updated Map of Food Access: Food Deserts



Updated Map of Food Access: Food Deserts and Low Vehicle Ownership



Question 5: Economic Benefits?

Q:

What are the economic benefits of this plan? How does shifting purchasing to local benefit the economy and producers?

A:

The past two decades have witnessed a remarkable increase in the contribution of locally grown and raised foods to the U.S. food system.

USDA's 2015 Local Food Marketing Practices Survey (its most recent) found 166,000 U.S. farmers sold food locally through direct marketing practices that year, ringing up $8.7 billion in receipts. That was up from 136,000 farmers and just $1.2 billion in sales, in 2007.

Sedgwick County residents spent just over $1.6 billion on food in 2018. If just 5% of those were purchases of locally-grown food, an estimated $80 million would circulate through the county each year, supporting many other local businesses, ranging from farm implement dealers to restaurants.

Next Steps:

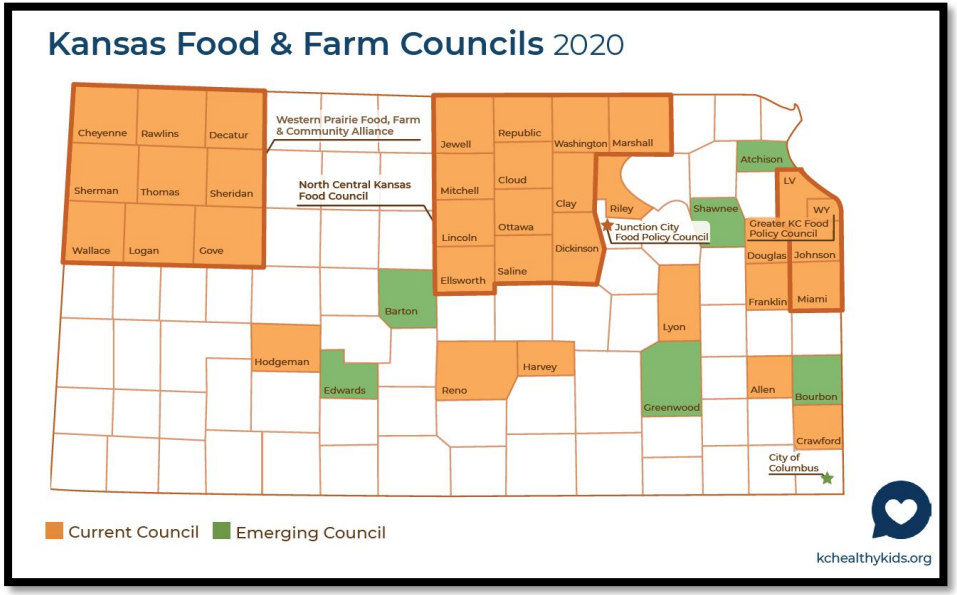
1. Formal adoption by City Council and County Commission
2. Creation of a joint City-County Food and Farm Council to implement the Plan
   - Support available from Kansas Alliance for Wellness
   - City/County staff support to draft ordinance/resolution establishing Council

Additional Questions?

What is an appointed Food & Farm Council?

Kansas Communities and similar communities in neighboring states have appointed food policy councils:

- Omaha
- Kansas City
- St. Louis



Sample Appointed Council Roster:

Food System Sector Representatives:

- Producer: specialty crops, Central KS
- Producer: livestock
- Retail outlet: grocer, urban
- Retail outlet: grocer, rural
- Retail outlet: farmers market
- Retail outlet: chef/restauranteur
- Institutional Food Service: hospital
- Institutional Food Service: school
- Wholesale distributor, small
- Wholesale distributor, large
- Research and Extension (County)
- Funder, health
- Food Bank
- Nutrition representation

Thank You

Contact:

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