



Homegrown Minneapolis

Final Report presented to the Health, Energy and Environment
Committee of the Minneapolis City Council

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Executive Summary

Across the country, people are thinking about the food they eat, where it comes from, how it is grown, and how their food choices impact their surroundings. As a result, consumers are advocating for local food systems that emphasize healthy, sustainably produced, and locally grown foods that promote healthy people and communities, equitable distribution of food resources, sustainable environments and thriving economies. Minneapolis currently boasts an extensive network of local foods resources but strategic planning and collaboration is needed to create a strong, equitable local food system that serves the needs of all Minneapolis residents. The Homegrown Minneapolis initiative is an important step in achieving this goal.

Initiative Overview:

Homegrown Minneapolis is built on the idea that a strong local food system can positively impact the health, food security, economy and environment of our city and the surrounding region. The City of Minneapolis can play an important role in this process by supporting residents' efforts to grow, sell, distribute, and consume more fresh, sustainably produced and locally grown foods. The goal of the first phase of the Homegrown Minneapolis initiative was to identify and convene stakeholders from across the community to discuss food issues, challenges and opportunities, and develop specific recommendations for ways in which city policies, practices and resources can support and expand the local food system.

Process:

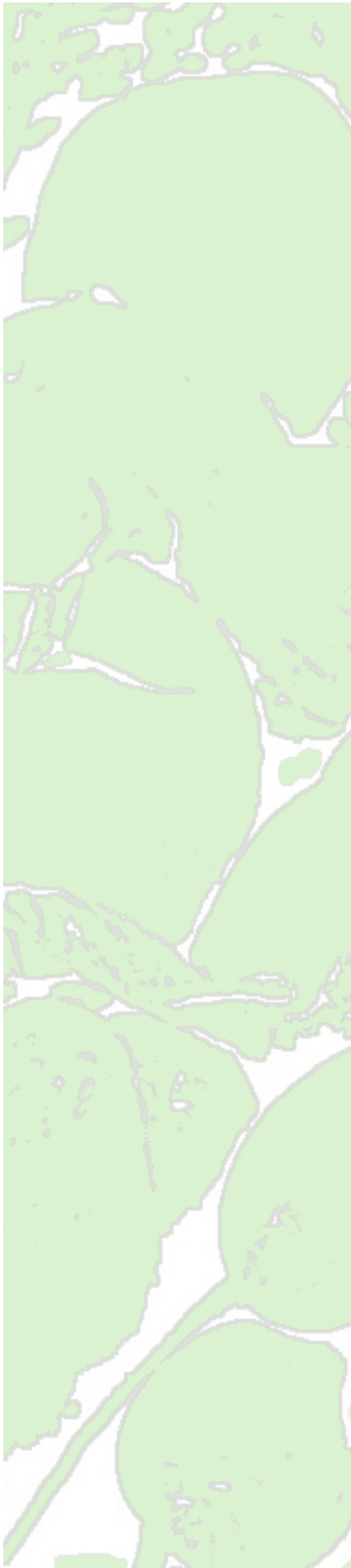
Over 100 stakeholders representing the City, schools, parks, local businesses, neighborhood organizations, non-profits, community residents and other organizations met regularly from January 2009 to April 2009 to develop recommendations related to four key areas:

- Farmers' Markets
- Community, School, and Home Gardens
- Small Enterprise Urban Agriculture
- Commercial Use of Local Foods

A tremendous effort by each subcommittee resulted in 72 recommendations and 146 detailed action steps, which appear as appendices in the full report. The Homegrown Minneapolis Steering Committee organized, synthesized and refined recommendations into six overarching recommendations, each with sub-recommendations that offer greater detail and guidance for implementation. This set of recommendations was presented for public comment during May 2009. These overarching recommendations are organized into the following categories: Policy, Systems/Tools/Education, Green Jobs, Land Use and Development, and Communications.

Recommendation 1: (City Resolution) Adopt a resolution of the City of Minneapolis that puts the City on record supporting the increased growth, sales, distribution, and consumption of foods that are healthy, sustainably produced, and locally grown for all Minneapolis residents, with an emphasis on increasing equity and food security. This resolution should identify a work group that will oversee the implementation of Homegrown Minneapolis recommendations.

Recommendation 2 (Policy): Develop City policies that support increased growth, sales, distribution, and consumption of foods that are healthy, sustainably produced, and locally grown for all Minneapolis residents and create the necessary internal structure to support these efforts.



Recommendation 3 (Systems, Tools, and Education): Assist Minneapolis residents in growing, selling, distributing, and consuming more foods that are healthy, sustainably produced, and locally grown by supporting systems, tools and educational opportunities that encourage these activities.

Recommendation 4 (Green Jobs): Include local foods jobs and small enterprise urban agriculture within the City’s Green Jobs initiative and include them in all City-sponsored employment and training services.

Recommendation 5 (Land Use and Development): Prioritize local food production and distribution when determining the highest and best use of City-owned and private land and when planning new development or re-development projects that could potentially affect existing local food resources.

Recommendation 6 (Communications): Develop and implement a Homegrown Minneapolis communications campaign that increases consumer knowledge of, interest in, and demand for local food, that increases awareness of healthy food options among underserved communities, and that elevates existing programs, businesses and activities that support the local foods movement.

The Homegrown Minneapolis initiative is the first step in a larger journey to improve and support the local food system in Minneapolis. The final recommendations presented in this report identify key actions that must be taken, although additional research, planning, and collaboration will be necessary to create a strong local food system that positively impacts the health, economy, environment, and food security of Minneapolis and the surrounding region.





The Local Food Movement

Across the country and internationally, in cities such as Chicago, Milwaukee, San Francisco, Seattle, Portland, and Toronto, people are thinking about the food they eat, where it comes from, how it is grown, and how their food choices impact their surroundings. Instead of the industrialized agricultural food system most common today, consumers are increasingly demanding a food system that emphasizes fresh foods grown close to home using sustainable practices; one that builds healthy people and a healthy environment; and one that is accessible by all residents within a community. In other words, a “local” food system. Cities at the forefront of the local food movement are charting the course by creating local food advisory committees (such as Food Policy Councils), adopting local food charters and policy resolutions, examining land use and zoning policies, developing educational campaigns, providing skill-based training opportunities, and engaging in conversations with a diverse array of partners who have an interest in local food.

While the local food movement continues to gain momentum nationally, Minneapolis residents are already voicing their support for a strong local food system right here in the Twin Cities and the surrounding region. Many individuals, organizations and businesses throughout Minneapolis are currently working to improve the local food system by encouraging residents to grow, sell, and consume more food that is healthy, sustainably produced, and locally grown. Backed by such strong community support, Minneapolis has the potential to become a leader in the local foods movement and pave the way for other urban centers to develop and sustain strong local food systems.

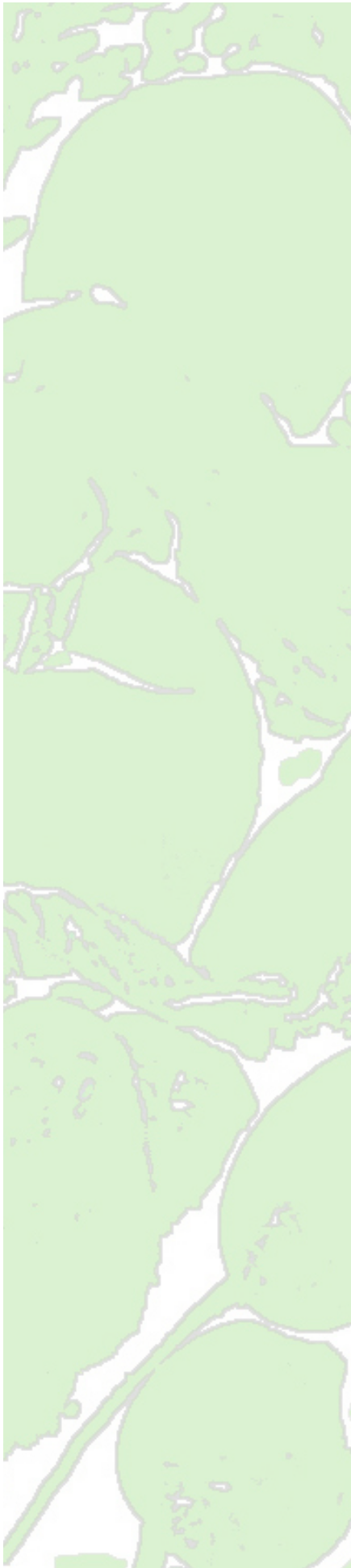
Definition of “Local”

Although there is no single definition, the word “local” has come to encompass a common set of values and ideas. A comprehensive definition from the W.K. Kellogg Foundation states that local food systems are built around the principle of “good food,” defined as food that is:

- Healthy, as in it won’t make you chronically ill.
- Green, as in it was produced in a manner that is environmentally sustainable.
- Fair, as in no one along the production line was exploited for its creation.
- Affordable, as in people of all socioeconomic backgrounds are able to purchase it and have access to it.

Definition of “Food System”

The term “food system” includes all the processes that are involved in keeping people fed including growing, harvesting, processing, packaging, transporting, marketing, accessing, consuming and disposing of food. A “local” food system refers to these components at the community, city, or regional level. The following diagram illustrates the major components of a food system and highlights the central role that local government and society can play in facilitating these processes.



Components of a Food System¹



¹ From: <http://www.sl.on.ca/parttime/images/Food%20System%20Ecology.jpg>

Benefits of a Local Food System

A strong, equitable local food system built around the core principles of good food has the potential to positively impact a community's public health, security, local economy and physical environment, while increasing racial, class, and gender equity among its residents:

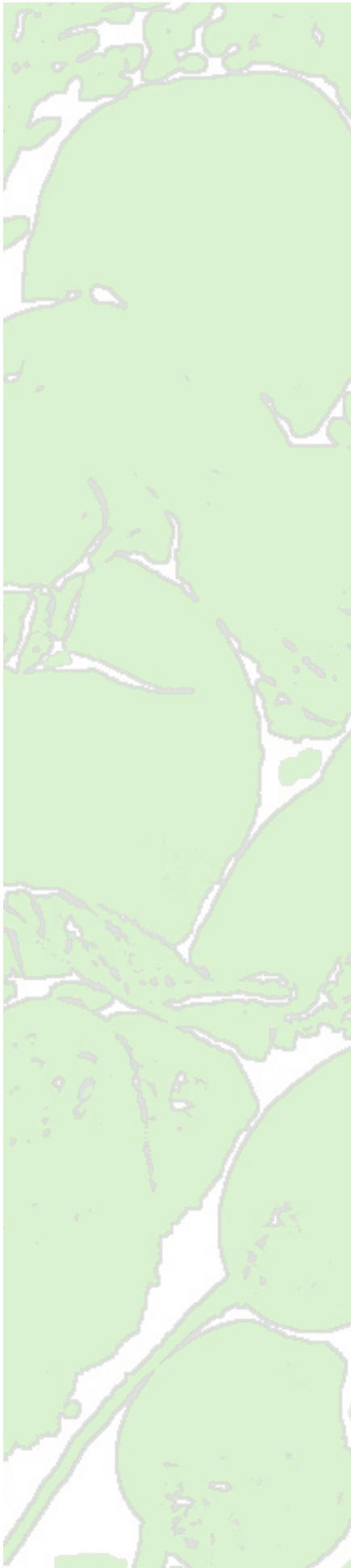
Health: Due to advancements in technology, whole foods can be cheaply converted to food “products” with high caloric content and little nutritional value. As a result, consumers are experiencing more nutrition-related health problems such as overweight and obesity, type 2 diabetes, and heart disease and a subsequent rise in related health care costs. Food that is locally grown and sustainably produced tends to be fresher and more nutrient-dense than processed food. Increasing consumption of healthy foods contributes to improved nutrition and reduced levels of obesity and other chronic diseases.

Food Safety: Food grown locally can be processed and distributed by small- and mid-size operations where careful attention can be paid to food quality and safety measures.

Economy: Consumer expenditure data from the Bureau of Labor Statistics² show that Minneapolis residents spend approximately \$1 billion buying food each year, while the Minnesota Department of Agriculture³ reports that more than 90 percent of that food comes from out of state. A local food system supports small farms and local jobs, creates new business opportunities, and encourages the re-circulation of financial capital within the city, region and state.

² Bureau of Labor Statistics, Consumer Expenditures for Minneapolis-St Paul: 2007, <http://www.bls.gov/cex/tables.htm>

³ Estimate from the Minnesota Department of Agriculture, <http://www.mda.state.mn.us/index.htm>



Environment: The average American meal now travels 1500 miles from the farm to the dinner table – a journey that requires extraordinary amounts of fossil fuels and emits large amounts of greenhouse gasses. Producing and buying local food can improve air quality and pollution by reducing the amount of transportation and packaging required to bring our food from farm to table. Local foods grown in a sustainable manner (i.e. no, or fewer, chemical fertilizers and pesticides, composting to build healthy soil, drip irrigation to conserve water) can also reduce chemical and water usage.

Food Security: One definition of food security deals with keeping the food supply and facilities safe from natural disaster and intentional attack. A local food system is typically less vulnerable to disruptions of this nature due to its smaller scale and decentralized setup. Food security also refers to individuals having an adequate supply of food to meet their physical needs. A local food system encourages individuals to share resources in order to provide for the collective needs of their neighbors and the community as a whole.

Equity: A local food system emphasizes a more equitable distribution of food resources (such as farmers markets, community gardens, etc.) to ensure an adequate supply of nutritious, affordable and culturally appropriate food and it supports self-sufficiency among families and communities.

The current food system in Minneapolis

Minneapolis currently boasts a strong foundation of existing local foods resources that address certain components of the food system outlined above, particularly small-scale production and distribution of locally grown foods. Examples of these resources include:

- 15 farmers' markets and mini farm stands
- Over 120 community gardens used for food production, youth programming, and beautification
- 5 Health food co-ops
- Numerous regional CSA (community supported agriculture) farms with dozens of local drop-off points serving hundreds of Minneapolis residents
- Local restaurants serving local food
- Rich environment of local food-supporting non-profit organizations
- Local food-focused educational opportunities
- Urban gardening-focused youth training programs
- Strong community support for local food values and activities

Despite its many strengths, gaps remain in Minneapolis' current food system including:

- Inequitable access to healthy, affordable, local foods across Minneapolis communities
- Lack of small- and mid-size processing, aggregation, and distribution infrastructure necessary to connect food growers with consumers
- Perceived and real barriers to urban food production and consumption (including soil contamination issues and remediation options; cost of local, healthy foods)
- Lack of communication and coordination among farmers' markets throughout the city
- Disconnect between rural and peri-urban⁴ food producers and urban consumers

⁴ Peri-urban (adj): Immediately adjoining an urban area; between the suburbs and the countryside.

- Demand for public land suitable for community food production that exceeds current availability
- Lack of resident knowledge and skills related to gardening and healthy, local food production, preparation, and preservation (including the concept of seasonality)

The role of city government

The City of Minneapolis has the opportunity to take deliberative action to improve and support the complex network of people, facilities, and processes that make up the local food system. Though city government neither grows, processes, nor distributes food, its policies and regulations can foster (or inhibit) a hospitable environment for these activities within, and surrounding, its city limits. The City of Minneapolis can create the environment needed to sustain a strong local food system by setting citywide policies and regulations, especially in the areas of land use, zoning, and food safety. In addition, the City of Minneapolis can direct financial and human resources; convene stakeholders; and coordinate local foods efforts and information -- all of which can greatly impact residents' and businesses' abilities to grow, sell, distribute, and consume healthy, local food. The Homegrown Minneapolis initiative, described in detail in the next chapter, begins to address these dynamics and the specific roles of the City in growing the local food system.





Homegrown Minneapolis initiative

Purpose

Homegrown Minneapolis is an initiative to improve the growth, sales, distribution and consumption of fresh, locally grown foods in order to positively impact the health, food security, economy and environment of the city and the surrounding region. The goal of the first phase of the Homegrown Minneapolis initiative was to identify and convene stakeholders from across the community to discuss food issues, challenges and opportunities, and develop specific recommendations for ways in which city policies and resources can be aligned to support and expand the local food system.

Background

The idea for Homegrown Minneapolis was championed by Mayor R.T. Rybak, a long-time supporter of the local food movement. The Mayor requested that the Minneapolis Department of Health & Family Support lead the effort based on its work as part of the Steps to a Healthier Minneapolis grant (a 5-year, federally funded grant focused on obesity prevention through healthy eating and physical activity). The initiative was meant to bring together the wide variety of local food activists and organizations already working in the Twin Cities.

Organizational structure

It became apparent early on in the Homegrown Minneapolis process that accomplishing the stated goal would require the participation of a diverse group of partners, both internal to the City and from the broader community. The local food movement touches on a variety of topics relevant to City goals and current projects including public health, land use, housing, zoning, food safety, sustainability, and neighborhood revitalization. As a result, a variety of City departments were actively represented throughout this initiative in addition to the wide array of community groups, residents, and other organizations who participated. Partners within Homegrown Minneapolis were organized into the following groups:


Stakeholder Group:

The Stakeholder Group was comprised of over 100 partners representing the City, schools, parks, local businesses, neighborhood organizations, non-profits, community residents, and other organizations. The purpose of the Stakeholder Group was to bring together key partners to share ideas and facilitate connections between those involved in the local food system.

Subcommittees:

Stakeholders were given the opportunity to self-select into one of the following four subcommittees. Each subcommittee was co-chaired by a City staff member and a community expert. Additional partners and interested community members were invited to participate on one or more of the subcommittees (see Appendices A-D for complete listing of participants):

- **Farmers' Markets:** This subcommittee developed recommendations related to providing coordinated services to the existing markets, using farmers markets as a foundation for providing food to underserved populations, and facilitating linkages between existing farmers markets, farmers, and consumers.
- **Community, School, and Home Gardens:** This subcommittee developed recommendations related to increasing the number of community, school and backyard gardens throughout Minneapolis, linking City resources and programs to community gardeners, and simplifying the process by which gardens are developed and managed.

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- **Small Enterprise Urban Agriculture:** This subcommittee developed recommendations related to creating training and employment opportunities for youth, low-income families and others through food production and using City resources to encourage small food-related business ventures.
 - **Commercial Use of Local Foods:** This subcommittee developed recommendations related to increasing the use of local, fresh foods in commercial institutions and connecting regional growers to opportunities in Minneapolis.

Steering Committee:

Leading the initiative was a Steering Committee, comprised of 17 members including three tri-chairs from the community, the co-chairs of each of the four subcommittees, and additional City staff (see Appendix E for complete listing). The purpose of the Steering Committee was to gather input from the Stakeholder Group and the broader community, guide the subcommittees in developing specific recommendations, and then compile and synthesize the final report and recommendations.

Recommendation Development Process

Over 100 stakeholders representing the City, schools, parks, local businesses, neighborhood organizations, non-profits, community residents, and other organizations met regularly from January 2009 to April 2009 to develop recommendations related to the four subcommittees. A tremendous effort by each subcommittee resulted in 72 recommendations and 146 detailed action steps. These recommendations were organized and refined by the Homegrown Minneapolis Steering Committee and were presented for public comment during May 2009.

Community Engagement efforts

The Homegrown Minneapolis Steering Committee solicited comments on the draft recommendations from Minneapolis residents and other key stakeholders through:

Online Feedback:

The draft recommendations were made available to the public on the Homegrown Minneapolis website (<http://www.ci.minneapolis.mn.us/dhfs/homegrown-home.asp>). Interested residents were invited to review the draft recommendations and submit their feedback during the month of May 2009. Approximately 45 comments were received through the online feedback process.

Public Meetings:

Minneapolis residents were invited to attend two Homegrown Minneapolis public meetings (held during the evening) to learn about the initiative, talk about their barriers to accessing healthy food, review the draft recommendations, and offer feedback. The first public meeting was held in North Minneapolis on May 12, 2009 at the North Commons Park Recreation Center. The second public meeting was held in South Minneapolis on May 18, 2009 at the Martin Luther King Park Recreation Center. Approximately 45 individuals attended each meeting.



Stakeholder Meeting:

More than 110 partners who had been involved in the Homegrown Minneapolis initiative since December 2008 were invited to a Stakeholder meeting on May 12, 2009 to closely examine the draft recommendations and offer any final suggestions or comments. Approximately 50 partners participated in this process.

Presentations to City Advisory Groups:

An overview of the Homegrown Minneapolis initiative along with the draft recommendations were presented to various City Advisory Groups and other community partners including: Environmental Coordinating Team (ECT), Citizens Environmental Advisory Committee (CEAC), Public Health Advisory Committee (PHAC), and Hispanic Health Network (HHN).

Community Partners and Neighborhood Organizations:

A number of neighborhood associations and organizations within the community submitted formal letters of support for the Homegrown Minneapolis initiative and offered comments on the draft recommendations, including Eureka Recycling, Minnesota Food and Justice Alliance, students from the University of Minnesota's Environment and Agriculture program, Southeast Como Improvement Association, Armatage Neighborhood Association, and the Phillips West Board of Directors.

In each of these settings, participants were asked:

1. What do you like about the draft recommendations?
2. What ideas are missing from the draft recommendations?
3. What issues should we consider as we move forward toward the implementation of these draft recommendations?
4. What other questions, comments, or concerns do you have related to this initiative or the local food system in general?

Their comments were integrated into six overarching recommendations and specific sub-recommendations that offer more detail and guidance for implementation. The recommendations are organized into six categories:

- City Resolution
- Policy
- Systems/Tools/Education
- Green Jobs
- Land Use and Development
- Communications





Homegrown Minneapolis Recommendations

Recommendation 1 (City Resolution): Adopt a resolution of the City of Minneapolis that puts the City of Minneapolis on record supporting the increased growth, sales, distribution, and consumption of foods that are healthy, sustainably produced, and locally grown for all Minneapolis residents, with an emphasis on increasing equity and food security. This resolution should identify a work group that will oversee the implementation of Homegrown Minneapolis recommendations.

Recommendation 2 (Policy): Develop City policies that support increased growth, sales, distribution, and consumption of foods that are healthy, sustainably produced, and locally grown for all Minneapolis residents and create the necessary internal structure to support these efforts.

Sub-recommendation (a): Create or revise City plans to clarify and elevate the City’s vision and support for local foods, including standard definitions, measurable goals, action steps, and research objectives. Plans should address how to increase access to city-owned land for the purpose of food production and distribution, and the equitable distribution of local foods resources across the city.

Sub-recommendation (b): Conduct a comprehensive review of City regulations in order to identify and align those that are relevant to the City’s local foods policies. Zoning, licensing, and other City codes should provide a hospitable regulatory environment for local foods operations including farmers’ markets; home, community, and school gardens; restaurants; on-site and industrial composting; and year-round food production, small-scale processing, aggregation, and distribution efforts.

Sub-recommendation (c): Recognizing the central role of rural and peri-urban agriculture in Minneapolis’ food environment, build relationships with rural and peri-urban partners to provide educational and marketing opportunities for new farmers (particularly limited resource and women farmers); support preservation and increased access to farmland (particularly for people of color, limited resource and women farmers); develop food systems infrastructure to link rural and urban producers and consumers; and related strategies.

Sub-recommendation (d): Establish a short-term work group comprised of City staff and community experts that will oversee the implementation of the Homegrown Minneapolis recommendations. Explore the need for and structure of a longer-term advisory entity that will provide ongoing guidance to the City on local foods issues and is representative of Minneapolis’ diversity.

Sub-recommendation (e): Advocate, when appropriate, for State and Metropolitan Council policies that support the overall goals of Homegrown Minneapolis and the local foods movement.

Recommendation 3 (Systems, Tools, and Education): Assist Minneapolis residents in growing, selling, distributing, and consuming more foods that are healthy, sustainably produced, and locally grown by supporting systems, tools and educational opportunities that encourage these activities.



Sub-recommendation (a): Support the development of critical systems and infrastructure necessary to create equitable access to healthy, local foods, resources and growing opportunities (e.g., food stamp acceptance at all farmers’ markets, neighborhood and city-wide composting programs, and transportation to farmers’ markets, community gardens, and other local food outlets). Support the use of farmers’ markets, gardens, and other outlets as a launching pad for food distribution programs.

Sub-recommendation (b): Through collaboration with neighborhood associations and other existing networks, increase residents’ capacity for growing and preserving food by supporting educational and skill-building opportunities; by working with community residents to identify and address barriers to home and community gardening (such as soil contamination and remediation); and by supporting the establishment of neighborhood-level resource clusters meant to facilitate knowledge sharing.

Sub-recommendation (c): Assist with the development of a small-scale processing, distribution, and aggregation system by identifying gaps (inventory of community kitchens; barriers to local food purchasing by institutions, etc.) and helping to fill infrastructure needs (local facilities for food storage or aggregation; a wholesale distribution system; on-site and industrial composting operations, etc.).

Sub-recommendation (d): Support and provide incentives to non-City entities such as schools, parks, hospitals, and businesses to incorporate food production and distribution efforts within their organization to the fullest extent possible. Examples include advocating for policies that support buying and serving local foods, hosting farmers’ markets or community supported agriculture programs, and on-site composting of food waste.

Sub-recommendation (e): Develop a citywide composting system and supporting infrastructure that assists residents, businesses, and other interested parties in establishing on-site composting operations and/or obtaining quality compost from local sources; encourages the collection of compostable materials at farmers’ markets, schools, and other community locations, and facilitates the pick-up and distribution of compost throughout the city where needed.

Recommendation 4 (Green Jobs): Include local foods jobs and small enterprise urban agriculture within the City’s Green Jobs initiative and include them in all City-sponsored employment and training services.

Sub-recommendation (a): Establish mechanisms that support small-scale urban agriculture entrepreneurs and businesses such as micro-lending programs, grants, or other funding from public or private sources. Expand business development services and training to include these workers and enterprises.

Sub-recommendation (b): Prioritize jobs, training and funding assistance for, and direct resources toward, marginalized residents such as those within communities of color, low-income and limited English proficiency populations, and geographically underserved areas of Minneapolis.

Recommendation 5 (Land Use and Development): Prioritize local food production and distribution when determining the highest and best use of City-owned and private land and when planning new development or re-development projects that could potentially affect existing local food resources.

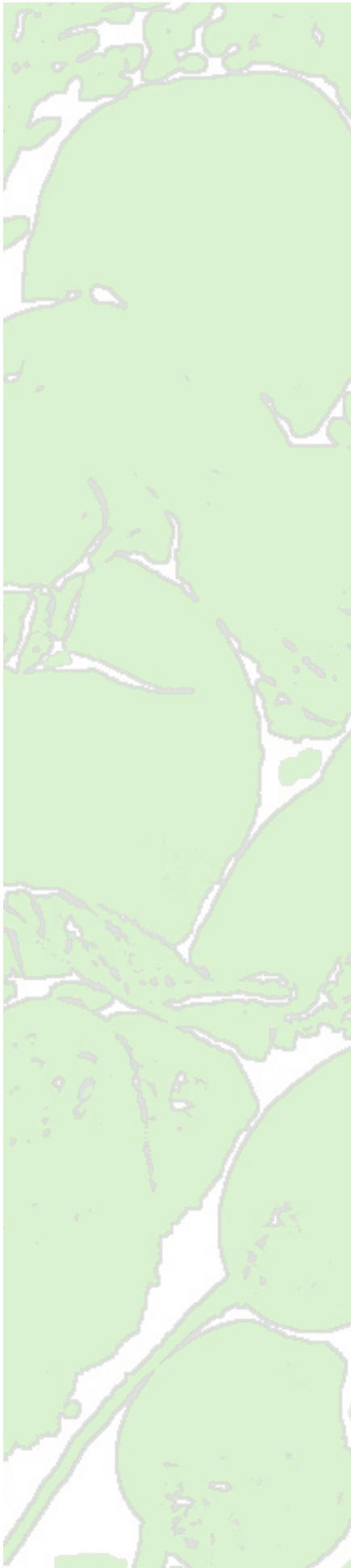
Sub-recommendation (a): Develop an overarching policy framework that establishes a City-wide vision and support for urban agriculture (i.e. urban food production and distribution), inventories public and private land available and suitable for urban agriculture or food distribution, supports affordable land ownership or long-term leases for urban food growers or farmers' markets, reduces the burden of liability insurance and property taxes for land used for food production and distribution, and makes readily available land (such as vacant or foreclosed properties) more accessible for these purposes.

Sub-recommendation (b): Integrate farmers' markets and community gardens into City development plans in such a way that they can be established as permanent community assets with access to City resources such as water, parking, electricity, and soil testing.

Sub-recommendation (c): Encourage developers to include space for food production, farmers' markets, composting, and other local foods operations in new development or re-development projects and explore tax incentives to encourage private land owners to lease or donate their land to urban food growers.

Sub-recommendation (d): Support or provide a land match-making web-based service to connect people and organizations seeking land with property owners looking to lease or sell parcels suitable for food production purposes.





Recommendation 6 (Communications): Develop and implement a Homegrown Minneapolis communications campaign that increases consumer knowledge of, interest in, and demand for local food, that increases awareness of healthy food options among underserved communities, and that elevates existing programs, businesses and activities that support the local foods movement .

Sub-recommendation (a): Create educational messages and communication tactics targeted to the needs and interests of various constituencies (e.g., philanthropic community, low income and limited English-speaking residents, lending institutions, etc.) that promote the positive health, environmental, and economic benefits of local food and build support for the Homegrown Minneapolis initiative.

Sub-recommendation (b): Conduct a listening campaign in marginalized communities to understand the interests, needs, and ideas related to accessing healthy foods, accessing land and growing healthy foods. Utilize the listening campaign to inform the development and implementation of culturally and linguistically appropriate communications strategies that increase awareness in communities of color, limited English-proficiency, and low-income populations about existing, healthy local foods resources and opportunities for accessing and growing healthy local food.

Sub-recommendation (c): Develop a public information-sharing mechanism for projects, organizations, activities, and other opportunities related to the local foods movement in order to promote what is being done across the City and facilitate communication and cooperation among potential partners.

Sub-recommendation (d): Use promotion incentives and marketing support to create brand recognition and encourage restaurants, businesses, and other organizations to adhere to a common set of values and practices that define local foods (buying from local growers, composting, fair trade, etc).



Summary and Next Steps

Summary

The Homegrown Minneapolis initiative has brought together a diverse group of partners in order to identify existing resources, uncover remaining gaps, and discuss potential solutions related to the current food system in Minneapolis. While the recommendations presented in the preceding chapter are meant to lay the foundation for long-term planning and action, it is important to highlight that Homegrown Minneapolis was also able to inspire immediate action and new partnerships. Four emerging projects are highlighted here to demonstrate the energy with which the local foods movement is moving forward under the leadership of Homegrown Minneapolis:

- **Minneapolis Public School – School Garden Policy:** After participating in the subcommittee on Community, School, and Home Gardens, representatives from the Minneapolis Public Schools convened a work group to examine existing policies around school gardens and gardens on school property. As a result of these meetings, there will be a clear policy in place for these types of gardens and defined procedures for assisting community members in accessing school land.
- **City-owned land for community gardens:** In response to growing demand for land suitable for community gardening and urban agriculture, the department of Community Planning and Economic Development (CPED) is working to make available city-owned land that could potentially be used by community organizations as short- and long-term community garden spaces. In addition, CPED is developing a fact sheet to clarify policies and procedures for community residents interested in obtaining city-owned land for food production purposes.
- **Emerge Youth Garden:** Youth workers participating in the City’s Step Up summer employment program, in partnership with Emerge and the Institute for Agriculture & Trade Policy, have been recruited to help start and maintain a new youth garden on the Northside. These youth will spend the summer of 2009 building raised beds, developing healthy soil, and planting a variety of vegetables.
- **Gardens on fire station land:** In response to the demand for land suitable for food production, 16 fire stations throughout Minneapolis have coordinated staff volunteers to help plant and maintain vegetable gardens located on their property. Produce will be used on-site to feed employees with the possibility of expanding distribution to the community in future years.





Next Steps

To implement the recommendations presented in the previous chapter, the Homegrown Minneapolis Steering Committee identified a list of first steps that the City of Minneapolis can take to improve the local food system. They include:

- Establish an Implementation Task Force to oversee the implementation of short- and long-term recommendations. The Task Force will include City staff and community experts and will focus on recommendations directly under the City's control.
- Explore the idea of a Community Garden program that allows organizations to lease non-developable city-owned property for food production and distribution purposes.
- Explore state legislative agenda items that highlight the need for policies at all levels that are supportive of the local foods movement and urban agriculture.
- Create a City sustainability indicator to measure progress toward local food goals.
- Develop a citywide Topical Plan focusing on urban agriculture (including community gardens, farmers' markets, and small food production/distribution enterprises).
- Facilitate the implementation of a citywide Electronic Benefits Transfer (EBT) system that will allow residents to use food stamps at any farmers' market or farm stand in the city.
- Complete an inventory of community kitchens, canning and preservation facilities, and storage/aggregation facilities and develop strategies for linking residents with these opportunities.

Note: The Minneapolis Department of Health and Family Support is actively seeking funding and support to implement some of the key recommendations listed above.

Conclusion

The Homegrown Minneapolis initiative is the first step in a larger journey to improve and support the local food system in Minneapolis. The final recommendations presented in this report identify key actions that can be taken, recognizing that additional research, planning, and collaboration will be necessary to create a strong local food system that positively impacts the health, economy, environment, and food security of Minneapolis and the surrounding region.



Appendix A: Farmers' Market Subcommittee Recommendations

HOMEGROWN MINNEAPOLIS Subcommittee Reporting Form

Subcommittee:	Subcommittee on Farmers' Markets
Co-Chairs:	Amy Arcand, Corcoran Neighborhood Association Lara Tiede, Minneapolis Department of Health & Family Support
Participants:	Bonnie Dehn, Brian Fredericksen, Brian Jorgenson, David Nicholson, Debbie Nelson, Dwayne Atter, Heather Schoonover, Hillary Gebauer, Kara Ferguson, Kate Edrey, Larry Cermak, Marjorie Hegstrom, Martin Adams, Pat Nelson, Rachel Slocum, Rebecca Burand, Robert Skafte, Rod Stevens, Sandy Hill, Scott Barribal, Leanne Selander, Shanika Bumphurs, Travis Heglund
Charge:	The Subcommittee on Farmers' Markets was charged with examining current resources and potential opportunities related to farmers' markets in Minneapolis. Among other issues, this group worked to develop recommendations related to increasing the number of markets and the percent of the community being served, facilitating linkages between existing farmers' markets as well as between farmers and consumers, and simplifying the process for developing and managing a farmers' market (ex. licensing process).
Vision Statement:	Farmers' markets provide essential public spaces in diverse neighborhoods and settings where community stakeholders can gather, share important information, and buy and sell locally produced food and other goods. Each market reinforces its neighborhoods' distinctive character and serves specific community needs such as catalyzing reinvestment in the streetscape, incubating small/micro enterprise, and promoting healthy lifestyle choices through improved and often primary access to fresh, healthy foods. Collectively, the markets serve as a recognized and valued mechanism for linking the economic needs of rural areas with market demand in the city (distribution), for mitigating certain economic disparities between areas of the city (social justice), for educating residents about the value of local food production, preservation, and consumption (education), for promoting economic vitality for farmers and neighborhoods (economic development), and for promoting sustainability (environment). The City of Minneapolis, in recognizing the many ways that markets contribute to public health, community vitality and livability, and sustainable economic development, seeks to promote and support the markets across its many agencies/departments/offices as a key feature of the City and an essential and privileged community asset.
Baseline Analysis:	<ul style="list-style-type: none"> • Minneapolis has four downtown farmers' markets (Minneapolis, Mill City, Nicollet Mall, Annex), four community-based markets and six mini markets. These markets are primarily concentrated in two areas of the city: south Minneapolis and the central downtown core. In 2008, there was only one farmers' market on Minneapolis' North side (Camden Market). • Farmers' markets have been organized by different organizations in response to different situations. Currently, there is no overall city goal or statement about farmers' markets as a system or "community asset". The markets operate as and are seen by the public and the city as individual markets rather than a farmers' market system similar to the park system or library system. • Though some farmers' market managers meet informally for networking and information-sharing, there is no formal system for coordinating markets' needs or functions. As a result, individual markets "go it alone" in terms of navigating Minneapolis' licensing processes, vendor recruitment, fundraising and other functions. Mini markets receive support and technical assistance with licensing and vendor recruitment from the Institute of Agriculture and Trade Policy (IATP) through a city contract that will expire in September 2009. • The increase in the number of farmers' markets in Minneapolis and surrounding suburbs is a "double-edged sword." As more markets emerge, there are more opportunities for farmers to sell their produce; however, the customer base for each market is diluted. As a result, some vendors, especially those with the Central Minnesota Vegetable Growers Association (CMNVGA), feel they must "be at all places at the same time" in order to maintain the same level of income they previously earned at the Minneapolis Market. This adds to farmers' operating costs and reduces the time they have to be in the field. • Currently, all markets in Minneapolis accept Farmers' Market Nutrition Program (FMNP) coupons, allowing a portion of the city's low income population to access produce at farmers' markets. The Midtown Farmers' Market is the only one in Minneapolis that accepts payment via the Electronic Benefits Transfer (EBT) system, though some individual vendors at Minneapolis and Annex markets accept it. The ability to accept EBT is expensive and complicated. In 2009, the Minnesota Department of Agriculture will pilot a lease program of 14 EBT machines statewide. • Farmers' markets perform a variety of identifiable and defining functions beyond their basic role as a place for the transaction of retail business. However, by virtue of 1) the <i>ad hoc</i> and/or unprotected nature of many farmers' market sites; 2) the ever present threat of encroaching development around even the most established markets; and 3) competing interests over available land suitable for staging farmers' markets successfully, all of the Minneapolis farmers' markets and the substantial investment of energy, money, community, and regional capital made in them is at continual and imminent risk of being lost.

Recommendations: I. Ensuring farmers' markets' success			
Vision	Recommendation	Details/Action Steps	Key Partners
Farmers' markets in Minneapolis are recognized by the city and its residents as essential community assets, similar to the library and park systems	1. Adopt a City of Minneapolis position statement that articulates and elevates the role of farmers markets in Minneapolis, their role in promoting public health, community vitality, and economic development and sustainability	Write a position statement that is adopted by the City	Health Department, Mayor's office, City Council
	2. Develop an internal Minneapolis farmers' market coordination entity that is directed by an external advisory board made up of farmers' market representatives and farmers	<p>With input from an advisory committee, establish and hire for a City position to develop and champion a coordinated Minneapolis farmers' market initiative</p> <p>Functions of the position would include partnering with the advisory committee to:</p> <p>1) conduct research on the farmers' market system and effective partnering structures*, 2) develop a definition of farmers' markets that encompasses and sets expectations regarding their community benefit (e.g., % of food is local, not-for-profit, other), 3) examine land use, development, and market protection issues, 4) act as a grants administrator to facilitate funding opportunities for markets collectively, 5) house shared operating costs, 6) serve as a single entry-point for farmers, 7) serve as a liaison to relevant city departments, 8) conduct citywide market promotion, 9) facilitate EBT and FMNP certification, and 10) assist with large-scale fundraising efforts</p>	City of Minneapolis
	3. Improve licensing process and ease City rules and regulations related to signage and market functions (e.g., cooking demonstrations)	<p>Identify discrepancies in City and State rules and regulations. Work to ensure their alignment.</p> <p>Improve the transparency and uniformity of the licensing and inspections processes (post all forms on web; translate farmer forms)</p> <p>Allow for permanent / temporary signage</p> <p>Change licensing categories to allow for other functions (e.g., demos) regardless of number of vendors</p>	Department of Licensing and Regulatory Services, Health Department
Minneapolis will strive to become a city nationally recognized for its farmers markets. It will achieve this by designating permanent market sites that are well integrated into the community, create beautiful and functional spaces, and are publicly held and protected places.	4. Integrate farmers' markets into the city's development plans, including detailed planning and action steps	<p>Designate city land for permanent farmers market sites</p> <p>Integrate farmers markets into redevelopment plans in North Minneapolis and small area plans in the City</p> <p>Provide city land for parking at existing markets</p>	CPED, policy makers, private partners

Vision	Recommendation	Details/Action Steps	Key Partners
	5. Minneapolis will identify and help secure 5-6 sites for the permanent establishment of each of the several existing farmers markets and the additional establishment of a farmer(s) market(s) in an area currently underserved.	Create a baseline analysis of markets' current situations Develop an action plan including phased implementation based on greatest need	Existing market representatives, CPED, CLIC, City Council, community leaders, community-oriented developers
	6. Use the Offices of the Mayor, City Council, and other elected officials to solicit interest and investment from the private sector and various state and federal agencies for the purchase and development of market sites.	Bonding, cheerleading, TIF, collaboration and coordination of stakeholders	Local and state representatives (bonding), private partners with allied interests TBD
	7. Modify the existing regulatory environment to allow for best and most flexible use of market sites for the common good	Allow markets to be staged on unpaved areas/common green-space or some combination of paved/unpaved	City of MPLS Licensing, City of MPLS Health Dep't
Farmers' markets attract a large, diverse customer base	8. See promotion recommendations in II		
Recommendations:	II. Serving Farmers		
Vision	Recommendation	Details/Action Steps	Key Partners
Farmers' markets provide a unique opportunity for linking farmers and their customers (i.e., rural and urban components of Minnesota's food system) and support a regional farming industry that provides a viable source of income for farmers, which encourages them to remain in or enter farming	9. Develop and implement citywide farmers' market promotion campaign to increase the customer base at each market, thereby increasing vendors' income-potential per market	Promote markets as tourist destinations; include in Meet Minneapolis materials Elevate presence on city's website Develop multi-lingual directory for FMNP recipients	Health department, Meet Minneapolis, Sustainability Program, other
	10. Support market efforts to serve as a launching pad for other methods of food distribution such as Best of the Market programs to seniors, CSA delivery, convenience store distribution, etc	Develop a mechanism for storing and transporting surplus produce from markets for distribution to vulnerable populations via box programs, food shelves, convenience stores, mobile delivery services	Individual farmers markets, food shelves, churches, individual non-profits, other

Recommendations: II. Serving Farmers			
Vision	Recommendation	Details/Action Steps	Key Partners
	11. Develop a single “entry” point for farmers interested in selling in the Minneapolis farmers’ market system (see 2 nd recommendation under “Ensuring Markets’ Success)	<p>Centralize vendor certification so with one process they can be certified to sell at all markets</p> <p>Make city processes more accessible for non English speaking farmers (i.e. translate forms, partner with other organizations to provide multi lingual vendor training)</p> <p>Align City and State licensing processes to streamline and reduce duplication of requested information</p> <p>Serve as a clearinghouse for information regarding farmer training opportunities</p>	Dept. of Regulatory Services, MDA, Dept. of Multicultural Services
	12. Develop micro-lending program for urban farmers	Apply CPED business lending programs to urban farming or develop dedicated program	CPED
Recommendations: III. Serving Minneapolis’ diverse communities			
Vision	Recommendation	Details/Action Steps	Key Partners
Farmers’ markets improve access to healthy food for people of all income levels and reflect the cultural and ethnic diversity of Minneapolis and Minnesota	13. Develop citywide EBT and FMNP system and facilitate acceptance of system by all markets in Minneapolis	<p>Replicate MDA’s leasing program that provides free EBT machines to markets for a year</p> <p>Explore models for a systematic, centralized program to reduce the burden of EBT on individual markets</p>	Health Dept., MDA, WIC
	14. Improve promotion of farmers’ markets and EBT/FMNP acceptance in diverse communities	<p>Develop guide for FMNP recipients (list of locations in Minneapolis that accept FMNP)</p> <p>Assist with promotional activities such as education of farmers’ market customer base</p>	Health Dept., Hennepin County, WIC and markets
	15. Ensure that City departments are aware of farmers’ markets as a venue for City events and as a method for reaching targeted populations and promoting City and County services (e.g., food assistance, housing support, health insurance)		
	16. Improve motorized and non-motorized transportation options to increase utilization of and access to markets	<p>Assess current public transportation and walking/biking options to current markets. Make recommendations for improvement</p> <p>Explore other transportation options such as free public parking, Metro Mobility assistance, State Fair or Art Fair models, safe walking and biking paths and bike parking</p>	Health Department, Metro Transit, CPED, individual markets, Public Works

Recommendations: III. Serving Minneapolis' diverse communities			
Vision	Recommendation	Details/Action Steps	Key Partners
	17. Facilitate an increase in the racial and ethnic diversity of vendors and customers at Minneapolis farmers' markets	<p>Work with community-based gardening initiatives to develop pipeline for community growers to sell at the markets</p> <p>Assess match between food preferences of individual communities and vendor selection at markets</p> <p>Support new immigrant growing programs</p> <p>Integrate representatives from various cultural communities on market planning committees; assess interest in developing markets for specific populations (e.g., Cedar Riverside)</p>	HGM Farmers' Market coordinating entity/advisory board
Recommendations: IV. Research and Analysis			
Vision	Recommendation	Details/Action Steps	Key Partners
Minneapolis understands and uses data describing farmers' markets' public health and economic impact	18. Track sales from EBT and FMNP, redemption rates of FMNP	Obtain funding for analyses and/or promote analyses to U of M departments for graduate student project	Individual markets, Health department, academic institutions
	19. Determine Farmers' Markets' contributions to overall economy; percent of food economy derived from local foods		
	20. Determine the impact of Farmers Markets on surrounding stores		

Appendix B: Community, School and Home Gardens Subcommittee Recommendations

HOMEGROWN MINNEAPOLIS Subcommittee Reporting Form			
Subcommittee:	Community, School and Backyard Gardens		
Co-Chairs:	Kirsten Saylor, Gardening Matters, Executive Director June Mathiowetz, City of Minneapolis, Sustainability Project Coordinator		
Participants:	Aimee McAdams, Aliyah Ali, Rebecca Bauman, Amie Mondl, Barbara Grossman, Karin Berkholtz, Betsy Wieland, Brian Noy, Carrie Ruhl, Colleen Sanders, Dayna Burtness, Denise Leezer, Dianna Kennedy, Tammy Dickinson, Edie Oates, Fred Dietrich, Gayle Prest, Geoffrey Maruyama, Georgianna Yantos, Greg Fondell, Heather Schoonover, Hilary Gebauer, Ila Duntemann, Jeffrey Loesch, Rob Luckow, Jennifer Blecha, Jennifer Ringold, Jeremy McAdams, Jerry Foley, Jim Howitt, JoAnne Berkenkamp, Joe Alfano, Julie Aponte, Julie Ristau, Kaitlin Busse, Starla Krause, Kristen Klingler, Cara Letofsky, Linda Ridlehuber, Lorrie Stromme, Martin Adams, Julie McGuire, Melissa Hochstetler, Michael Anshel, Neisha Reynolds, Loren Olson, Peat Wilcutt, Aly Pennucci, Rhys Williams, Ruth Murphy, Sarah Reuben-Meillier, Stephanie Hankerson, Susan Reed, Tamara Downs-Schwei, Tara Beard, Terry Straub, Mary Peterson, Becky Rice, Carl Rosen, Lara Tiede, Megan O’Hara, Robert Clarkson, Jesse Eustis, Clyde Kane, Devin Quince, Zoe Summers-Haas, Larry Jabell, Ana Micka, David Denhau, Stefan Meyer, Lindsey Rebhan, Erin Yudchitz, Sarah Shankle, Susan Telleen, Amanda Stoebel, Daren Johnson, Sarah Greenfield, Jacquelynn Goessling, Aaron Reser, Chris Hale, Cordelia Pierson, Dan Pederson, Kelly Wilder, Malia Caruso, Robert Skafte, Kalle Butler, Scott Pampuch, Thea Evans, Vicky Vogels		
Vision Statement:	Community, school and backyard gardens are used to maximize food production and training of residents in food production practices in Minneapolis.		
Baseline Analysis:	<p>There is great potential for increasing food production in the city of Minneapolis. Consumer expenditure data from the Bureau of Labor Statistics show Minnesotans currently spend more than \$12 billion buying food each year (eaten at home and eaten away from home) and, more specifically, Minneapolis residents spend approximately \$1 billion buying food each year. According to the Minnesota Department of Agriculture, more than 90 percent of the food purchased in Minnesota comes from out of state. From an economic development and stimulus perspective, the importance of finding ways to retain these dollars locally cannot be ignored. Most immediately, community, school and backyard gardens hold great potential for expanding food production – frontyards, backyards and container gardens are currently underutilized. In the long-term, targeted land use planning and community partnership is required to transform the city’s open spaces into greater food production uses.</p> <p><i>(Please note: Additional research on data highlighted here is needed.)</i></p> <ul style="list-style-type: none"> • # of community, school, and backyard gardens? • Geographic distribution throughout the City? • How do community gardens currently acquire and use land? • Current zoning/comp plan references to Community gardens? 		
Recommendations:	I. Land Access		
Vision	Recommendation	Details/Action Steps	Key Partners
Residents have access to land on which they can grow food.	1. Establish a system that makes readily available open spaces accessible to residents who want to grow food.	1.1 Convene landowners with open spaces (businesses, campuses, assisted living facilities, hospitals, cemeteries, churches, schools, homeowners, town home associations) to encourage incorporation of food production on their property. Demonstrate how local food production (gardens, orchards and berry patches) contributes to economic development and can generate revenue or philanthropic opportunities (e.g. donations or sales to food banks and markets). Explore if there are incentives that could be offered. Develop a central source where property owners can communicate with the City and the public regarding where land is available for use or rent (a land match-making mechanism).	

Recommendations:		I. Land Access	
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>1.2 Work with the Minneapolis Park and Recreation Board to explore opportunities to support additional gardening on park property (such as development of fruit/nut orchards, use of recreation centers for excess produce exchanges, garden tool swaps, or food preservation activities). Make their policy on preserving land in trust for community gardens more broadly known so residents know how to go about donating land for this purpose.</p> <p>1.3 Develop a procedure that allows school lands for sale to be vetted for potential transition to community garden land.</p>	
	<p>2. Develop a City land use policy framework that strategically prioritizes and preserves land in every sector of the City for food production purposes.</p>	<p>2.1 Develop a topical plan for urban agriculture/ community gardens/orchards that establishes criteria to be used in determining when and where food production is the highest and best use of land and rooftops in the City. This includes completion of an inventory of public land potentially available (including City, schools, parks, MDOT, railroad), and analysis of food gaps, an assessment of soil quality, access to water and power, and long-term plans for the property. Seek funding once a plan and community discussions are complete.</p> <p>2.2 Establish criteria prioritizing land access for food growing for those who do not have it (areas with high levels of poverty, a high number of renters, small or unsuitable lots, high density or a lack of food markets/grocery stores). Experiences in other cities show community gardens typically end up in wealthier communities so a concerted effort around equity and prioritization is needed that will also help alleviate crime, poverty and hunger in the City. Establish or seek funding to subsidize garden memberships for low-income residents.</p> <p>2.3 Develop city and county policies that anticipate converting tax-forfeited land to community gardens and allow for efficient transfers. (Under current state law, counties manage tax-forfeited land and are required to auction the land to put it back on the tax rolls or transfer it to another unit of government for a public purpose.)</p> <p>2.4 Resolve to have no further net loss of community gardens due to development. Develop criteria stating when it is permissible to develop land currently used for a community garden and require that an alternative site for a community garden be created if it must be developed.</p>	

Recommendations:		I. Land Access	
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>2.5 Establish a local foods team including CPED planners, stakeholder organizations and members-at-large to explore the potential of urban agriculture as a new centerpiece for urban economic development investments and stimulus funding. Explore the advantages of investing development dollars in the food production sector (people eat regardless of the economy) over other sectors that can more readily dissipate or leave the City.</p>	
		<p>2.6 Establish the baseline, target and annual reporting around the number of acres or number of community gardens in the City or that places every resident within <u>x</u> number of blocks of a community garden.</p> <p>2.7 Conduct a review of the City's past experiences with community gardens on City property, especially lessons learned from the Adopt-A-Lot program. Spell out the specific areas of concern and then work with community organizations on solutions - establishment of new protocols, community networks, and infrastructure - that need to be in place to ensure long-term success and elimination of City interventions.</p> <p>2.8 Review the status of community gardens sold to the Green Institute/Sustainable Resource Center several years ago. The properties continue to be assessed at full market value even though City has 30 year development easements on the property.</p> <p>2.9 Conduct a review of community garden expenses and review taxation policies to explore if there are ways to create incentives or reduce costs for food growers. Community garden membership fees typically include leasing costs, liability insurance, and water (currently the City</p>	
		<p>charges a \$55 water use/installation fee.) Determine if there's a way to coordinate liability insurance for all community gardens to reduce hassle and costs.</p>	
	3. Work with landowners to identify possible soil contamination and develop remediation opportunities.	<p>3.1 Create and make available to landowners a complete list of environmental engineers that could complete Phase II Environmental Investigations (in depth studies of environmental conditions, including soil contamination) and make known which of them will complete the work pro bono or at reduced cost.</p> <p>3.2 Work with landowners to access soil remediation resources.</p>	
	4. Design new development and redevelopment projects (residential and commercial) in the city in ways that allow potential food production.	<p>4.1 Provide incentives for developers to include space and facilities for food production on new development projects.</p> <p>4.2 Require all new multi-family construction to provide on-site areas for vegetable and fruit gardens and composting.</p>	

Recommendations:		I. Land Access	
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>4.3 Design new City buildings with the capacity for food production where appropriate and feasible.</p> <p>4.4 Encourage residents building new homes to consider the importance of incorporating food production spaces into their property, especially by minimizing the size of a house’s footprint.</p> <p>4.5 Create ‘edible commons’ areas in public spaces by landscaping with fruit/nut trees and perennial vegetables (not ornamentals). For example, incorporate fruit trees, gardening beds and a compost heap into the plaza between City Hall and the Hennepin County Government Center the next time upgrades need to occur.</p>	
Recommendations:		II. People and Food Production Skills	
Vision	Recommendation	Details/Action Steps	Key Partners
Residents have the knowledge, skills and resources needed to grow, prepare, store and preserve food grown in back-yards, front yards and/or containers.	5. Develop neighborhood-level capacity, education and tools to increase food production.	<p>5.1 Establish sustainability, gardener, and/or composting coordinator roles (for youths and adults) as part of the City’s block club structure and train them on land stewardship practices (organic/permaculture/biodynamics) and food production at the neighborhood level.</p> <p>5.2 Develop a useful, coordinated training pathway for neighborhood block coordinators that might include how to grow various plants and fruit, employ SPIN (small plot intensive) techniques, preserve food, compost, grow fruit trees, reduce the carbon footprint, join community gardens, conduct seed swaps, water wisely, build drip irrigation systems, communal bread ovens, and hoop houses, and obtain soil tests.</p> <p>5.3 Assist neighborhoods in developing learning circles around food production and urban stewardship or establishing gardening mentorship programs.</p> <p>5.4 Work with community partners to hold workshops at community fairs, neighborhood recreation centers, and the central library specifically exploring soil contamination issues to help people work through this primary barrier to backyard gardening.</p> <p>5.5 Establish a baseline, target and annual reporting around the number of pounds of food or percentage of food grown within the City limits as a means to track progress. Develop a method and guidelines for residents and businesses to self-report food production. Explore using the Minnesota Energy Challenge and its lessons learned as a possible model to help people track food produced.</p> <p>5.6 Conduct a survey of homeowners and renters or add questions to the City’s next citizen survey (occurs every 3 years) to determine the barriers to yard gardening.</p>	

Recommendations:		II. People and Food Production Skills	
Vision	Recommendation	Details/Action Steps	Key Partners
		5.7 Work with neighborhood leadership to conduct food security assessments including an inventory of community kitchens, freezers/ lockers, root cellars, etc. Assist neighborhoods in developing plans, setting priorities, and seeking funding for identified needs. (Two neighborhoods in St. Paul have completed food security assessments as examples).	
		5.8 Work with Minneapolis Public Schools to support the development and use of gardens in curriculum and after-school programs and explore where City-School partnerships could enhance or ensure success of projects.	
	6. Develop clusters to deliver resources and support food gardening.	6.1 Work with partners to review existing programs, educational materials, and workshops to identify gaps and design training pathways so residents can self-develop food production skills at low or no cost. Explore how to adjust current programs so they are more interconnected and build upon each other in complexity and specialization. Work with these organizations to better weave their programming into the neighborhood fabric. 6.2 Work with adult education and training programs to expand the availability and accessibility of food production courses and training across the city.	
	7. Develop an outreach campaign for urban food growing.	7.1 Convene stakeholders to develop a broad communications/branding campaign that reframes food growing as hip and healthy and that cultivates a respect for the work. Use the campaign to help people connect food growing to the positive impacts on health, air and water quality, carbon emissions reductions, and the overall urban ecosystem (one suggested theme was “Why Mow When You Can Grow?”). 7.2 Convene stakeholders to develop free video/online/public television programming on backyard, frontyard and container food growing, food storage and preservation, and that shares the latest research on food production in our climate. Find the best examples of urban agriculture occurring each year and capture them on video. Provide neighborhoods with the tools to document their own food production since we know people are more likely to change behaviors when influenced by those they know. 7.3 Work with the City’s Bike Ambassador program to develop a bike tour of community and residential urban gardens led by the Mayor and/or Council members. 7.4 Develop strategies or campaigns to address barriers to backyard gardening (fear of soil contamination being one of the most prevalent barriers). 7.5 Use existing networks (WIC, utility billing inserts, the Homegrown website, National Night) to disseminate food production-related information as appropriate.	

Recommendations: II. People and Food Production Skills			
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>7.6 Work with residents to minimize water use for food production. Promote use of rain barrels and offer them at reduced prices. Convene appropriate partners to encourage additional research into making captured rainwater safe for watering fruits and vegetables. (Initial research has shown potential contamination from roofing, gutters and downspouts can occur including metals and <i>e.coli</i> from wildlife.)</p> <p>7.7 Develop a formal statement around the City's preference for compost and integrated pest management over chemical-based amendments for food growing because of health and environmental impacts.</p> <p>7.8 Support partners in establishing an annual food film festival or film competition.</p>	
Recommendations: III. Expanding Support for Food Production			
Vision	Recommendation	Details/Action Steps	Key Partners
The City has an intentional food production structure designed to support a healthy and productive backyard, front yard and container food growing system	8. Explore potential development of an urban ag/garden center with neighborhood clusters to demonstrate neighborhood-based food production projects and link together organizations supporting a shared vision of increasing local food production.	<p>8.1 Convene appropriate public and private partners to explore how an urban ag center could be strategically designed and placed to maximize entrepreneurship, economic development, green job and climate change goals. Explore how to incorporate existing community assets such as recreation centers, libraries, neighborhood associations and community education. Develop a business plan and seek funding. As an alternative, establish satellite demonstration sites at community gardens in lieu of a training center.</p> <p>8.2 Develop a central web portal that provides links to all other online resources serving the local food system.</p> <p>8.3 Develop a Minneapolis version of the www.veggitrader.com website to facilitate the trade, sale and purchase of homegrown produce.</p> <p>8.4 Convene a meeting with the Minneapolis Park and Recreation Board to explore lessons learned around its attempt to obtain state bonding dollars for an urban teaching center at J.D. Rivers a few years ago.</p>	
	9. Establish systemic supports for food production in the city.	<p>9.1 As an economic development strategy, examine the potential need for development and/or location of local or regional food processing facilities, warehouses, and other food-related infrastructure.</p> <p>9.2 Establish a youth gardener coordinator position (possibly out of Minnesota Extension).</p> <p>9.3 Work with community partners to convene an annual City food summit for residents on food production techniques, to discuss strengthening the community's food security/ local food system and to encourage new thinking around the importance of agriculture as an economic development tool.</p>	

Recommendations:	III. Expanding Support for Food Production		
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>9.4 Work with Minneapolis Public Schools, community partners, and educational institutions to support the development and use of gardens in curriculum and after-school programs and explore where City-School led partnerships could enhance or ensure success of projects.</p> <p>9.5 Some subcommittee members seek the elimination of background checks for gardeners on school property unless gardeners will be interacting with students unsupervised. Whether or not the City has a role to play in this is unclear and would require additional examination. Minneapolis Public Schools opposes this recommendation and has a policy requiring background checks on volunteers/ individuals on schools grounds.</p> <p>9.5 Consider how urban ag carpentry work (construction of cold frames, hoop houses, mini green houses, communal compost bins, garden boxes, trellises and other structures needed for plant climbing) could be incorporated into youth skills development programs or wood working classes at schools. Revisit what was learned from the experience of the oversized green chair youth project.</p> <p>9.6 Work with micro-lending organizations or foundations to develop mini loan programs for people wanting to start up backyard gardens.</p> <p>9.7 Convene stakeholders to determine if there are ways for schools, units of government, and other organizations to increase the percentage of their food purchased locally.</p> <p>9.8 Review how SECIA’s tool lending library is working. If needed, work with nonprofit partners to establish neighborhood-based lending libraries for tools and food preservation equipment or explore possibility of libraries obtaining some of these items for check out.</p> <p>9.9 Encourage food banks and food stamp/WIC programs to supply seeds and seedlings to its customers.</p> <p>9.10 Convene a discussion with the Minneapolis Police Department to develop strategies around protection of community garden spaces from pollutants, theft and vandalism.</p> <p>9.11 Assure access to water hydrants is equitable, reasonable and fair for all community gardens regardless of whether they are located on public or private lands.</p> <p>9.12 Work with the Minnesota 4-H youth program, Youth Farm, Kids Cook, and other youth programs to expand gardening programming in the city as a means to further engage youths.</p>	

Recommendations:	III. Expanding Support for Food Production		
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>9.13 Convene appropriate stakeholders to determine options around improving processes for meeting insurance needs of community gardens.</p> <p>9.14 Identify & mobilize private sector and foundation support for community gardening projects.</p> <p>9.15 Continue working with Gardening Matters to offer free City compost to community gardeners.</p> <p>9.16 Develop the City's organic composting infrastructure by establishing household carbon-free, block-by-block, communal composting systems (no more polluting trucks in the neighborhoods or taxes to pay for them) that train residents on the appropriate inputs and feed the finished product into the block's backyard gardens, an area community garden, or a local food-growing businesses. Knowing exactly what's in compost assures its quality. Design artful composting containers (maybe to look like benches, maybe made by a youth jobs program) that a volunteer(s) could host on their segment of boulevard or in their yard, or maybe the container(s) rotates around the block from year to year. Blocks finding themselves with excess compost could connect with neighboring blocks, restaurants, schools, community gardens or businesses to find out who needs it. Maybe a block composting leader organizes the activity each year. The City could set a goal around the number of blocks practicing composting or the pounds/bags of compost created annually by each block.</p> <p>9.17 Assist community gardens and individuals in organizing to obtain contracts with commercial compost producers.</p> <p>9.18 Support the development of a composting demonstration site either as part of an urban ag center or at another public gathering place or designing it to be mobile to educate the public about composting.</p> <p>9.19 Work with partners to expand the number of fruit trees planted or to establish mini orchards in the City that teach residents about their care and supply food banks. Continue to offer fruit trees and fruit tree training as part of the City Trees program each year. Track annual pounds of produce grown to demonstrate the potential.</p> <p>9.20 Convene stakeholders to establish guidelines and examples of ways to structure and plant front yard gardens to expand beautification of a block. Add front yard vegetable gardening category to community gardening competitions.</p>	

Recommendations:	III. Expanding Support for Food Production		
Vision	Recommendation	Details/Action Steps	Key Partners
		9.21 Seek public health funding for a pilot program creating backyard and container gardens for people struggling with poverty, obesity and/or	
		other public health crisis and/or matching households with an urban farmer and chef to teach growing and cooking skills. Measure the impacts on weight and health over time.	

Appendix C: Small Enterprise Urban Agriculture Subcommittee Recommendations

HOMEGROWN MINNEAPOLIS

Subcommittee Reporting Form

Subcommittee:	<p>Small Enterprise Urban Agriculture</p> <p><u>Note:</u> For the purposes of Homegrown Minneapolis, SEUA is defined as types of urban agriculture that have the potential to create jobs, provide job training and generate new enterprises. SEUA and “urban ag” are used interchangeably below.</p>
Co-Chairs:	<p>Cara Letofsky, City of Minneapolis Mayor’s Office JoAnne Berkenkamp, Institute for Agriculture and Trade Policy</p>
Participants:	<p>Allie Mentzer, Andy Berndt, Beth Dooley, Betsy Wieland, David Denham, Dayna Burtness, Grover Jones, Gunnar Liden, Helen Simrill, Holly Aprea, Ila Dunteman, Jeanne Lakso, Jennifer Blecha, June Mathiowetz, Kara Ferguson, Kirsten Saylor, Madeline Kastler, MaryLynn Pulscher, Paula Westmoreland, Rhys Williams, Robin Russell, Sarah Claassen, Tamara Downs Schwei, Tammy Dickinson, Karin R. Berkholtz, Julie Aponte, Stefan Meyer, Kelly J. Wilder</p>
Vision Statement:	<p>Urban agriculture has the potential to create green jobs in our city, increase access to healthy food, and be an important economic development tool. The Small Enterprise Urban Agriculture committee envisions Minneapolis as a place where those interested in growing and processing food in the City have access to appropriate land, training, business development support and markets for the food they grow. Similarly, the community will benefit from neighborhood revitalization, new jobs and training opportunities, and closer linkages between eaters and those who grow their food. With support from government, nonprofits, and the private sector, urban agriculture plays a leading role in making the City of Minneapolis a more verdant and healthy community.</p>
Baseline Analysis:	<p>There is now a groundswell of interest in urban agriculture across the country and in Minneapolis. SEUA can be a compelling strategy in support of green jobs, neighborhood revitalization, physical fitness, healthier diets, youth development, and improving access by low income and other communities to fresh produce.</p> <p>Many other metropolitan areas have extensive urban ag programs in place including Detroit, Philadelphia, Cleveland, Portland and Seattle. Some have passed significant city legislation to support the expansion of urban agriculture. The City of London set a goal of 2013 gardens in the city by the Year 2013.</p> <p>Minneapolis is rich with organizations and individuals who are already helping to grow the local food system. These include organizations experienced with youth gardening, farmer training and development of food and agriculture businesses; grocery co-ops, farmers markets and restaurants and their consumers who seek local food; and other non-profits and philanthropic community who support this work. Additionally, there are several organizations and individuals who have expressed interest in launching urban farms and food processing enterprises.</p> <p>The City of Minneapolis’ new comprehensive plan, the Minneapolis Plan for Sustainable Growth, supports and values community gardens throughout the City; however, City policy does not currently support using, or providing leases on City-owned vacant parcels for gardening or urban agriculture purposes, nor is there any zoning guidance for commercial forms of urban agriculture in Minneapolis’ code.</p> <p>The City and partner organizations offer a variety of resources for individuals starting new business enterprises, including business planning, access to small business loans, and other technical assistance. Several small business support organizations that have experience with food-related enterprises could potentially help a new generation of urban ag entrepreneurs get up and running.</p>

Recommendations:		I. Develop City land use policy framework that supports SEUA	
Vision	Recommendation	Details/Action Steps	Key Partners
City's land use policies support urban ag, and urban ag is seen as an integral part of the long term vision for the City in the City's comp plan	1. Work with community stakeholders to develop a city-wide plan for urban agriculture, including where it best fits into the urban landscape; then adopt to add as part of the City's comprehensive plan. Create a definition of SEUA that, in addition to urban farming, includes things like mushrooms, bees, nursery plants, orchards, aquaponics, value-added, etc. Establish an indicator and numeric goal for the expansion of urban ag in consultation with community stakeholders	Would need to be adopted by the city council/mayor, and funds found to conduct the process	City/CPED Planning, Sustainability office, community representatives, Non-profits involved in urban ag, urban planners, etc.
	2. Update zoning code to support urban agricultural land uses and related infrastructure (such as hoopouses, fencing and storage sheds), possibly including explicit recognition of urban ag as a zoning district and provisions to support long-term secured land tenure for urban ag uses.		City/CPED Planning, research support from non-profits involved in urban ag
	3. Review other City codes (e.g. zoning definitions of farmers markets and/or farm stands, on-site sales, mobile vending, on-site composting and vermiculture, food safety and handling) for consistency with supporting urban ag.		City/CPED Planning Non-City planning/ zoning professionals
	4. Identify policies and incentives to encourage developers to include space for food gardens in new developments: a. Update codes so that land set aside for SEUA (and/or community gardens) counts towards existing green space set-aside requirements. b. Update green building requirements or incentive programs so that dedication of space for gardening and/or agreements to purchase locally grown food counts towards green building requirements		Green Building Council CPED
	5. Identify additional policies and incentives to encourage the establishment of new green roofs and the adaptation of existing roofs for food production		Green Building Council City/CPED Planning
	6. Explore establishing tax incentives for private land owners to lease land to urban farmers, including creating an agricultural tax status for private land use for urban ag purposes		

Recommendations:	II. Coordinate with land-owners to document and increase access to land for SEUA		
Vision	Recommendation	Details/Action Steps	Key Partners
Potential sites for SEUA have been identified. Vehicles for increasing secure access to land have been established and are enabling urban ag entrepreneurs to access and retain appropriate land.	1. Conduct a multi-jurisdictional, public-private inventory of land in the City suitable for urban agriculture purposes (to include brownfields, MPRB, schools, MAC land and privately held land, e.g. Xcel Energy, churches, corporations and possibly vacant greenhouses). Include soil quality, sun, water, electricity access, etc. (there is site evaluation sheet from Gardening Matters)		City, Hennepin County, Park Board, Private lending institutions, Other private landholders including businesses, churches, etc., Non-profit partners and networks, Minneapolis Public School and other educational institutions
	2. Develop policies, guidelines (i.e. sample leases, criteria for sale) and partnerships to support affordable land ownership and/or affordable long-term leases for SEUA on various types of land and rooftops, including: <ul style="list-style-type: none"> • city-owned non-development parcels, possibly including rights of way and municipal properties like fire stations • tax-forfeited land, in cooperation with relevant county entities • bank-owned properties, in cooperation with private financial institutions • other privately owned land in partnership with businesses, churches and other landholders 		City, Hennepin County, Park Board, Private lending institutions, Other private landholders including businesses, churches, etc., Non-profit partners and networks, Minneapolis Public School and other educational institutions
	3. Support or provide a “match-making” web-based service to connect people and organizations seeking land with property owners (akin to Sustain’s web-based model in London) (maybe use the interactive Google-map function?)		
Recommendations:	III. Foster Workforce Development Opportunities in Urban Agriculture		
Vision	Recommendation	Details/Action Steps	Key Partners
Youth and adults have meaningful opportunities to engage in urban agriculture. Career pathways are available for those interested in farming as a profession	1. Include urban agriculture (that separates it from urban gardening) in the City’s definition of green jobs	CPED is currently drafting a definition of “green jobs”, so this can be added. It will also be included in the new Green Economy Sustainability Indicator	City/CPED and Sustainability Office
	2. Expand and support the youth training programs in Minneapolis to include SEUA including urban farming, food processing and bringing products to market (Step Up, Summer Youth Employment Program)	Make sure there is a match btw business developers and the programs that will train their workforce Common location for workers to access resources re-employment and training opportunities	City/CPED Employment and Training, Community colleges, Youth development and employment orgs, Sustainable agriculture and local food orgs, UM including UM Extension, Master Gardeners, Business partners

Recommendations:	III. Foster Workforce Development Opportunities in Urban Agriculture		
Vision	Recommendation	Details/Action Steps	Key Partners
	3. Expand and support training and career pathways for urban agricultural entrepreneurs as part of the City’s Employment and Training programs, including the reentry population	Connect METP partner organizations to the farmer training programs to create new partnerships	City/CPED Employment and Training, Community colleges, NGO partners
Recommendations:	IV. Support Development of SEUA Enterprises		
Vision	Recommendation	Details/Action Steps	Key Partners
Urban Ag entrepreneurs are able to connect with high quality business development services and sources of capital to start or expand their business, with an emphasis on improving local food access in neighborhoods	1. Expand and promote existing small business training and business development services to entrepreneurs interested in urban ag enterprises (e.g. feasibility studies, business planning, marketing, management training, food safety and inspections, zoning and licensing requirements).		City/CPED Econ Dev, Northside Economic Opportunity Network (NEON), Nhood Dev Corp (NDC), Metro Consortium of Community Dev (MCCD), Women Venture, Cooperative Development Services, etc.
	2. Promote existing low-interest small business loan programs, and expand availability of micro-grants to food production and processing enterprises if necessary to ensure that SEUA business activities are allowed in City lending programs. (include City’s Great Streets Programs)	May need to start by indentifying if lending needs for SEUA are different than more traditional small businesses	City/CPED Business Finance and partners (NDC, MCCD, Women Venture, banks and others)
	3. Identify and institute strategies to assist urban ag enterprises in managing liability risks.		City
	4. Create a “healthy/sustainable food” public-private fund (such as Pennsylvania’s Fresh Food Financing Initiative) that finances SEUA as well as food distribution, storage, processing, retail, food waste management enterprises, etc.		City, State, private financial institutions

Recommendations:	V. Expand Infrastructure for SEUA		
Vision	Recommendation	Details/Action Steps	Key Partners
<p>Minneapolis has a robust business infrastructure that supports urban food production and related enterprises</p>	<p>1. Support the expansion development of a composting infrastructure in the Twin Cities to ensure access to affordable sources of compost for SEUA</p>	<ul style="list-style-type: none"> • Identify lead who can aggregate compost orders to enter contracts with compost facilities to make urban farmers' compost more affordable • Expand the City's existing composting pilot(s) so that all commercial (including large food producers and businesses) and residential customers (including apartment buildings) have access to food scrap/yard waste composting to ensure a feedstock for compost facilities • Establish contracts with commercial compost facilities to ensure that SEUA/community gardens have access to affordable compost • Support onsite composting pilots (including vermiculture, windrows, etc.) as a priority as it is the most affordable and environmentally beneficial form of composting • Conduct a feasibility study on the potential for expanding the collection and composting of organic waste to support urban ag and other uses and create green jobs 	<p>City, community development organizations, non-profits who work on urban ag, Garden Matters</p>

Recommendations:		V. Expand Infrastructure for SEUA	
Vision	Recommendation	Details/Action Steps	Key Partners
	2. Conduct an inventory of existing commercial kitchen facilities that may be appropriate for processing of food grown in the city and identify vehicles for linking entrepreneurs with processing facilities.		City/Regulatory Services, local businesses, non-profit partners
	3. Support the development of facilities to support urban ag-related food aggregation, processing, distribution, food storage and food waste management.		
	4. Support expanded access to tools and small food production equipment for SEUA.		
Recommendations:		VI. Increase Communications and Community Connections around SEUA	
Vision	Recommendation	Details/Action Steps	Key Partners
Interested members of the public have clear points of connection to information and services pertaining to Urban Ag	1. Develop web-based resources that provide a one-stop-shop of City-related information about urban agriculture enterprise development, City regulations and policies (including food safety and food sales), business development services and other links to other resources. Provide in multiple languages	<p>May need partnership between City govt and others to cover all relevant topics</p> <p>Set up 3-1-1 to be able to answer basic questions about conducting urban ag in the City of Minneapolis</p> <p>Put City's sustainability work more prominent on the City's website</p> <p>Set up a network similar to COMGAR for market growers in Minneapolis</p>	City/Sustainability, UofMN (MISA; is putting together an urban ag website), local non-profits
	2. Identify a point-person to be the City's liaison with members of the public who are interested in learning more about City government-related aspects of urban ag.		City
Recommendations:		VII. Umbrella Recommendations	
	Recommendation	Details/Action Steps	Key Partners
Note: These are ideas that are not specific to urban ag and affect the whole HGM effort...	1. City of Minneapolis should adopt a food policy resolution that states the city's commitment to growing the local food system, outlines implementation strategies and establishes measurable goals	HGM initiative partners can draft, then bring to Mayor and City Council as part of presentation on HGM report in June	
	2.Something on how the City could help expand the market for local food. Could include: Creating an incentive for city entities to purchase locally grown food, including food generated through urban ag		
	3. Create a Homegrown Minneapolis public relations campaign that builds public awareness and support for the goals and vision of this initiative	Develop Homegrown Minneapolis branding materials (logo, values, etc) for urban ag activities to adopt to be part of this initiative	City/Communications, public relations firm, non-profit partners

Appendix D: Commercial Use of Local Food Subcommittee Recommendations

HOMEGROWN MINNEAPOLIS Subcommittee Reporting Form	
Subcommittee:	Subcommittee on Commercial Use of Local Foods
Co-Chairs:	Margaret Adamek, University of Minnesota Robin Garwood, Policy Aide to Council Member Cam Gordon
Subcommittee Members:	Dana Burtness (Institute for Agriculture and Trade Policy), Danny Schwartzman (Common Roots Café), George Boody (Land Stewardship Project), Jenny Breen (Good Life Catering/nutrition public health), Will Winter (Thousand Hills Cattle Company), Steve Young-Burns (Pastureland Coop), Rosemary Dederichs (Minneapolis Public Schools), Paula Gilbertson (Twin Cities Natural Food Coops), Tim Jenkins (City of Minneapolis), Todd Churchill (Thousand Hills Cattle Company), Annalisa Hultberg (Heartland Food Network), Janelle Waldo (Blue Cross MN), Tracy Singleton (Birchwood Restaurant), Irfan Chaudhry (Minneapolis Public Schools), Susan Stewart (the Wedge Natural Foods Coop), Jeff Alexander (Midtown Global Market), Baba Letang (Midtown Global Market), Mike Phillips (Craftsman Restaurant), Carl Samaroo (City of Minneapolis), Greg Reynolds (Riverbend Farm), Ann Walters (MN Department of Agriculture), Jeff Borowiak, Brett Olson (Renewing the Countryside), Ann Yin (Local D'Lish), Jim Donovan (City of Minneapolis), Kendra Kauppi (U of M Food Safety Extension), Scott Pikovsky (Great Ciao/Star Thrower Farm), Susan Dietrich (Very Prairie), James Roettger (MN Department of Agriculture), Kelly Wilder, Thea Evans (Painted Turtle Gardens, Scott Pampuch (Corner Table Restaurant)
Charge:	The Subcommittee on Commercial Use was charged with examining current resources and potential opportunities related to the use of local foods in commercial settings such as restaurants and grocery stores, as well as institutions like schools and hospitals.
Vision Statement:	<p>Good food* – grown and prepared locally – is used widely by institutions across the City. Ordinances, policies, and regulations are adjusted to augment the commercial use of locally and sustainably produced foods from homes to small businesses to large institutions. These policy efforts will increase the use and sales of local foods by commercial outlets; support creation of small business and new jobs; and contribute to the City and region’s ecological, social, and economic stability. The City –its residents, businesses and relevant non-profit organizations – will enjoy strong relationships with Minnesota’s rural communities, connecting directly with small and medium sized family farms using regenerative practices and the businesses that support them.</p> <p>*The Kellogg Foundation – the largest philanthropic supporter of the local, sustainable foods movement – defines “Good Food” as follows: healthy, as in it won’t make you chronically ill; green, as in it was produced in a manner that is environmentally sustainable; fair, as in no one along the production line was exploited for its creation; and affordable, as in people of all socioeconomic backgrounds are able to purchase it and have access to it.</p>
Baseline Analysis:	<p>Description of the Minneapolis Commercial Use of Local Food System “As Is/Isn’t”</p> <ul style="list-style-type: none"> Public knowledge of and demand for locally-grown food is growing. A small cadre of entrepreneurs has created restaurants that foreground local food, with impressive results. For instance, Common Roots Café recently sold 50% local food during the month of December. The Twin Cities Natural Foods Coops have built robust relationships with local farmers and prominently feature local food in many areas of their stores, including produce, meat, dairy and eggs, and even processed foods. The Wedge Natural Foods Co-op has purchased an organic farm and doubled the size of their warehouse, increasing their capacity to serve as a local foods clearinghouse. There are increasing numbers of buyers clubs and small businesses focusing on local foods. Even large corporate grocery stores like Cub and Rainbow have begun to offer small amounts of local food. There is a substantial lack of clarity about the regulations pertaining to local foods. One example is an attempt by Minneapolis Regulatory Services staff to require a local restaurant to use foods only from “approved sources.” Minnesota Department of Agriculture staff has opined that this regulatory action violated the State Constitution’s protections for agricultural products. Restaurateurs do not know whether they can legally serve food purchased from a farmer’s market, a local backyard grower, or their own garden. The current regulatory structure is contradictory and serves as a disincentive to offering locally produced food. Institutions such as schools do not commonly use locally produced foods. Consistency in quantity and quality of supply is currently in doubt. Local farmers are able to increase production capacity, but cannot currently rely on institutions to buy their products. Other obstacles include insurance and risk management policies, lack of in-house food processing (cooking) capacity, federal and state guidelines and budget constraints.

	<ul style="list-style-type: none"> The growth of the local food movement in Minneapolis may be hampered by the lack of suitable aggregators, distributors and processors. For instance, a successful processing facility could fill the existing gap between growers and institutions such as schools. Some growers and entrepreneurs believe that there is a market for such aggregation/distribution/processing services, but significant obstacles exist, including lack of access to capital and unclear zoning and regulatory hurdles. 		
	<ul style="list-style-type: none"> Vendors hired by the City of Minneapolis, Minneapolis Park and Recreation Board, Minneapolis Public Schools and other public entities are not typically expected to meet any goals related to offering local foods. Local foods have not been considered a significant aspect of the City's Environmentally Preferable Purchasing Policy. 		
Recommendations	I. Communication		
Vision	Recommendation	Details/Action Steps	Key Partners
Local food is viewed as an essential aspect of Minneapolis' identity. Consumer knowledge of, interest in and demand for local food is increased. Retailers are supported by the City in responding to this increased demand.	1. Develop a communications campaign to brand the City's local foods identity.	<p>Create or collaborate with an existing a public awareness campaign about the health, environmental and economic benefits of local foods.</p> <p>Integrate information about local foods (such as the directory in recommendation 2) into all Meet Mpls materials and other City marketing.</p>	Communications Dept, Health Dept, Meet Minneapolis, Sustainability Program, CPED, Mayor/Council
	2. Provide marketing support for businesses that offer local food.	<p>Develop a directory of businesses offering local foods, linked from City website.</p> <p>Explore partnerships with existing local food marketing efforts and/or create logo for Minneapolis businesses offering local foods.</p> <p>Target large grocers and institutions for participation.</p>	Communications Dept, Local Businesses, BIS, Nonprofits
	3. Encourage more restaurants to offer local foods.	Create informational resources on how and why to use local foods for distribution to applicants for food-related licenses at MDR, similar to current green-building materials. Send materials out with license renewals and bring to businesses during inspections.	MDR, Health Dept, Communications,
		Educate MDR and Inspections staff to be able to share information about the benefits of local foods and the resources business owners can use.	
Recommendations	II. Value Chain		
Vision	Recommendation	Details/Action Steps	Key Partners
A local, sustainable food "value chain" parallels and competes with the industrial agriculture "supply chain." Small and medium-sized farms from the region partner with small local aggregators and processors. Producers are able to offer more consistent quantity, meeting the needs of institutions.	1. Commission a study on the local foods value chain.	<p>Evaluate existing local food distribution services and coordination.</p> <p>Provide recommendations on ways to increase efficiencies and fill gaps in distribution.</p>	Health Dept, Sustainability Program, CPED, U of M Extension

Recommendations	II. Value Chain		
Vision	Recommendation	Details/Action Steps	Key Partners
	2. Use the results of such a study to attract new businesses to fill the necessary market niches.	Publicize information relating to unmet market demand for aggregation, distribution, and/or processing services. Craft incentives to create an urban processing facility that provides green jobs and meets needs identified by study.	CPED
Recommendations	III. Food Production		
Vision	Recommendation	Details/Action Steps	Key Partners
Minneapolis enjoys deep and robust relationships with surrounding rural communities. These partnerships result in local, metro region, state and federal policy and law changes that help small farmers produce more food for regional consumption. Minneapolis residents work in rural food production. Farmers enjoy increased income, Minneapolis residents enjoy increased food supply.	1. Build relationships between Minneapolis and rural communities to support and build the local food economy.	Leverage existing groups such as Regional Mayors and League of MN Cities.	IGR, Mayor/Council, League of Cities, Regional Mayors Group, Nonprofit NGOs
	2. Advocate for policies and laws that strengthen the local food economy.	Develop a statewide proposal that addresses farmland access and conservation, farmer training, season extension and value chain issues. Advocate for the State to legislatively redefine MN-grown agricultural products to also include products that have had one processing step take place in a neighboring state.	IGR, Mayor/Council, Nonprofit NGOs
Recommendations	IV. Regulation		
Vision	Recommendation	Details/Action Steps	Key Partners
Food handling and other regulations are scale appropriate, constitutional, and conducive to commercial use of sustainably grown local foods. Regulators see the local food economy as protective of food security.	1. Establish a scale-appropriate regulatory system for local foods.	Create a work group including City Inspections and Health Dept staff, small business owners with experience using local foods, local farmers, local food economy experts and the Minnesota Dept. of Agriculture. This group will: Identify local, state and federal regulations that create impediments to small-scale food production, processing, preparation and consumption. Identify areas of disagreement between City ordinance/policy and State constitution/law/policy. Review best practices for scale-appropriate regulations. Review best practices of existing small businesses offering local food.	Inspections, Health Dept staff, small business owners, farmers, local food economy experts, Attorney's Office, MDA, MDR, IGR, CPED.

Recommendations		IV. Regulation	
Vision	Recommendation	Details/Action Steps	Key Partners
		<p>Recommend necessary changes to licensing, food handling and zoning regulations, at the local, state and federal level.</p> <p>Train inspectors and business owners on the new regulatory system.</p>	
	2. Explore regulations to improve business environment for local food production, processing and preparation.	Explore City's role in creating a liability insurance ceiling for small farmers, small processors and small food retail businesses, e.g. City becoming bondholder.	Attorney's Office, CPED, Regulatory Services
	3. Broaden business types that can sell whole local foods.	Investigate the regulations against mobile selling of unpackaged foods, amend as appropriate to allow local foods to be sold from mobile sources.	Regulatory Services, Attorney's Office
Recommendations		V. Policy	
Vision	Recommendation	Details/Action Steps	Key Partners
Minneapolis views increasing the use of locally produced food as a significant policy priority. The focus on local food is ongoing, sustainable, and measured by clear, aggressive goals.	1. Establish a standing food policy advisory committee.	Committee should include farmers, distributors/aggregators, processors, retailers, gardeners, food policy experts and representatives of farmers markets, Minneapolis Public Schools and Park Board.	Health Dept, Mayor/Council, Citizen Engagement staff
	2. Create measurable goals and clear definitions for local, sustainable foods.	<p>Develop formal definition of locally grown, sustainably produced foods.</p> <p>Create targets, preferably contained within Mpls Sustainability Indicators, for measuring progress on increasing use of local foods.</p>	Sustainability Program, Health Dept, CPED
Recommendations		VI. Institutional Use	
Vision	Recommendation	Details/Action Steps	Key Partners
Institutions within the city offer locally produced food as a large percentage of their overall food service.	1. Increase the local food served at City-controlled facilities	<p>Give preference for City buildings (such as City Hall) and the Convention Center for vendors serving a certain percentage of locally produced foods.</p> <p>Clarify that local food is supported by the City's Environmentally Preferable Purchasing Policy.</p>	Metropolitan Building Commission, Public Works Property Services, Meet Minneapolis
	2. Create a process to define and address the obstacles to other local units of government and the University increasing local food offered in their facilities.	Work with the public schools, parks, Hennepin County and University of MN to adopt policies and contract with vendors that give preference to local foods.	IGR, Mayor/Council, YCB, Minneapolis Public Schools, U of M, Hennepin County, Park Board
	3. Require and/or incentivize nonpublic institutions to offer local foods.	Include language in development agreements for projects brought forward by large institutions (hospitals, care facilities, etc) that provide food service or allow food vendors to operate in their facilities, requiring or offering incentives for the institutions giving preference to locally produced foods.	CPED

Recommendations	VII. Economic Development		
Vision	Recommendation	Details/Action Steps	Key Partners
Minneapolis views small farmers, distributors, processors and businesses offering local foods as Green Jobs, and tailors economic development programs to supporting these small job creators.	1. Define local foods jobs as Green Jobs.	<p>Ensure that local foods entrepreneurs are on lists of Green Jobs providers.</p> <p>Include jobs pertaining to locally and sustainably-produced foods in all programs established to create Green Jobs.</p> <p>Advocate that local foods jobs are included in State and Federal definitions of Green Jobs.</p>	CPED, Sustainability Program, IGR
	2. Build incentives for local foods into Green Jobs programs.	Explore creation of a City loan program for retail outlets to move towards offering more local foods.	CPED, Sustainability Program
Recommendations	VIII. Food Access		
Vision	Recommendation	Details/Action Steps	Key Partners
All Minneapolis communities have good access to locally, sustainably produced foods.	1. Make local foods more available in communities that have not historically had good access to healthy foods, such as North Minneapolis.	Establish a planning process and working group sponsored by the City to explore models for expanding availability of affordable, locally grown, fresh food in North.	CPED, Health Dept, Community Engagement
	2. Measure equality of access as well as increase in local food citywide.	Ensure that measures (such as Sustainability Indicator targets) include geographic equity as well as citywide averages.	Health Dept, Sustainability Program

Appendix E: Homegrown Minneapolis Steering Committee

Tri-chairs

Megan O'Hara - community consultant

Julie Ristau - Co-Director, On the Commons

Stella Whitney-West – CEO, Northpoint Health & Wellness Center

Members

Maggi Adamek - Research Fellow - Local Foods, Sustainability, and Wellness, University of MN

Amy Arcand - Executive Director, Corcoran Neighborhood Association

JoAnne Berkenkamp - Program Director - Local Foods, Institute for Agriculture & Trade Policy

Karin Berkholtz - Community Planning Supervisor, Minneapolis Department of Community Planning & Economic Development

Patty Bowler - Director, Policy & Community Programs, Minneapolis Department of Health & Family Support

Robin Garwood - Policy Aide, Council Member Cam Gordon

Kristen Klingler - Homegrown Minneapolis Coordinator, Minneapolis Department of Health & Family Support

Cara Letofsky - Policy Aide, Mayor R.T. Rybak

June Mathiowetz - Sustainability Project Coordinator, City of Minneapolis Coordinator's Office

Gretchen Musicant - Commissioner of Health, Minneapolis Department of Health & Family Support

Gayle Prest - Sustainability Manager, City of Minneapolis Coordinator's Office

Kirsten Saylor - Executive Director, Gardening Matters

Lara Tiede - Steps to a Healthier Minneapolis Coordinator, Minneapolis Department of Health & Family Support



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