

2017 Food Policy Goals and Action Plan
Possible Action Plan Steps

Possible Action

Focus Area 1: Food Access and Distribution		Goal: Increase access to nutritionally adequate food for all City residents with priority given to serving people experiencing food insecurity.		
		Action Steps	COA Role*	Time-frame**
Objective A	City of Asheville supports and develops food access initiatives that serve Asheville "food deserts"	City of Asheville recognizes working definition of Food Desert as developed by ABFPC	L	S
		City of Asheville creates incentives to encourage access initiatives such as pop-up and mobile markets to bring fresh food to food deserts	L	M
		Support Double Up Food Bucks* program initiatives to increase program participation and funding	P	O
		Research local tax incentives that increase availability of fresh food in corner stores	P	L/U
Objective B	City of Asheville's parks, public lands and greenways are a regional model for public edibles	Increase staff training, investment, and communications to support success and sustainability of edibles on city owned and managed land	L	S
		Increase infrastructural support for community gardens and edible plantings on public lands	L	O
		Work with ABFPC and community gardeners to overcome barriers that inhibit garden success	P	S
Objective C	Increase the amount of Strategic Partnership Funds supporting food security initiatives	Increase total dollars available to community groups through City of Asheville's Strategic Partnership Funds	L	S
		Prioritize project proposals that address 2017 Food Policy Action Plan objectives	L	S
		Encourage food security/access projects to apply for Strategic Partnership Funding	P	O
Objective D	Improve public transportation options to grocers, tailgate markets, food pantries, and other food access points	Utilize bus rider survey results and relevant current research to inform inclusion of food access issues in the Transit Masterplan	L	S
		Explore options to increase free/reduced bus service options to food sites	L	L/U
Objective E	City of Asheville and area employers address financial barriers that inhibit food access	Utilize city communications platform(s) to promote Living Wage Certified businesses in the City of Asheville	L	S
		Expand living wage certification initiatives	P	M

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Focus Area 2: Farms, Food Production, and Processing		<i>Goal: Through rural land preservation, business support initiatives, and producer education, more local food is available to residents, and regional food producers are economically viable.</i>		
		Action Steps	COA Role*	Time-frame**
Objective A	Increase organic and sustainable food production on City and County land	Parks and Recreation protects and expands annual and perennial edible plantings through partnership, maintenance, and communication	L	S
		Food and farm business entrepreneurs collaborate with city sustainability and real estate staff to create land-use process for city land parcels	L	O
		Pursue designation of Urban Agricultural Incentive Zone* to encourage urban agriculture production	P	L/U
		Increase participation in educational events that build organic and sustainable food production skills	P	O
Objective B	Develop initiative(s) to support farmland preservation in Asheville's foodshed*	City of Asheville introduces innovative revenue streams for residents and visitors to contribute funds to farmland preservation in surrounding food producing areas	L	L/U
		City of Asheville Sustainability Office works with Buncombe County Sustainability Office to identify and collaborate on shared food initiatives in City's Food Policy Action Plan and County's Sustainability Plan	L	L/U
Objective C	Support financial viability of farms, market gardens, and food businesses serving local	Encourage Asheville businesses and organizations to commit to NC 10% campaign*	L	S
		Develop partnership to research and pursue public/private food enterprise center*	P	L/U
Objective D	Recommend food and farmland policy decisions based on a deeper understanding of regional farming and food systems	Work in partnership with Buncombe County and regional organizations to produce a regional analysis of barriers and opportunities to maximize farmland protection and local food initiatives	P	M
		Engage with community food assessment and comprehensive mapping project to create a visual reference for food distribution, growing, and education sites	P	M

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Focus Area 3: Community Food Education		Goal: <i>The City of Asheville prioritizes and supports resident education that increases food literacy and food productions skills.</i>		
		Action Steps	COA Role*	Time-frame**
Objective A	City is a collaborative partner on food education programs focused on sustainable and organic food production	Develop and install educational signage that informs residents about sustainable and organic food production, pollinator, compost and other food production activities and best practices; utilize signs in city owned garden properties, school gardens, and community garden sites	L	S
		Work through Neighborhood Coordinator with neighborhood associations to engage individual neighborhoods and increase collaboration on food projects between neighborhoods	L	S/M
		Utilize City's communications and outreach platforms to highlight food education activities and increase participation	L	S/M
		Work with Community Health Improvement Process (CHIP)* to conduct community food education inventory of existing food programs utilizing city parks, recreation centers, and schools	L/P	M
		Develop incentives that expand educational opportunities to increase sustainable and organic food production and use in Asheville's food deserts	P	S
Objective B	Integrate comprehensive food education initiatives in Parks and Recreation	Staff from Parks and Recreation, and Sustainability create coordinated food education campaign	L	S
		Parks and Recreation partners with organizations to develop food education for youth and adults on city land	L	M
Objective C	Coordinate and advance farm to school and school-based food education initiatives in Asheville and Buncombe County	Utilize city's communications platforms to highlight school food education activities	L	S
		Asheville and Buncombe County School Districts bring together food producers and stakeholder organizations to advance the farm to school and school-based food education initiatives	P	L/U
		Explore opportunities to support local food production for school consumption	P	M
Objective D	Utilize recommended plants lists and public resources to increase edible plantings	Incentivize developers' use of City of Asheville's recommended plants list	L	S
		Utilize public platforms at Department of Development Services and other city offices to highlight recommended plants list and to promote edible, pollinator-friendly, and native plantings	L	S
		Expand Open Tree Map* to link with recommended plants list and to provide information on edible plantings throughout the city	P	M
Objective E	Increase agroecosystem resilience* literacy	Identify and develop City of Asheville's leadership role in regional resilience planning	P	M
		Develop community learning opportunities to understand and engage with agroecosystem resilience	P	S

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Focus Area 4: Resource Stewardship (water, compost, energy)		Goal: <i>The City of Asheville takes a proactive approach to resource access and management by making resources necessary for urban agriculture available and affordable, offering incentives to encourage innovative conservation practices, and prioritizing city-wide waste reduction.</i>		
		Action Steps	COA Role *	Time-frame**
Objective A	Create an actionable plan for city food waste recovery, composting, and redistribution	Research and communicate comparable municipal compost initiatives to determine best practices for City of Asheville pilot program	L	M
		Work with neighborhood leaders to develop community pilot composting initiatives to test options for full-scale city program development	L	L/U
		Launch City of Asheville municipal compost program	L	L/U
		Participate in a leadership role in Regional Food Waste Summit* and follow up action steps	P	S

Objective B	Reliable, affordable water sources are available for food production within Asheville water district	Reduce water expenses for urban agriculture producers through urban agricultural water rate, subsidization, or grant cost-offset program	L	M
		City of Asheville provides assistance with water infrastructure development for food production on city-owned land	L	M
		Research and implement cost-sharing program initiatives for cisterns and other rainwater harvesting at residential and urban agricultural production sites	L	M/L

Objective C	City of Asheville provides technical assistance to support urban agriculture practitioners in reducing energy use	Develop technical assistance and incentives that assist urban agriculture producers in connecting with energy saving technology and practices	L	M
		Conduct assessment to better understand current urban agricultural energy use factors	P	M

Focus Area 5: State Food Policy and Legislation		Goal: <i>The Asheville community has an organized voice and provides regional leadership in advocacy for programs and projects that support local and regional food production, farmland preservation, and resource conservation.</i>		
		Action Steps	COA Role *	Time-frame**
Objective A	Asheville and Buncombe County residents stay informed about and can effectively mobilize to influence state and federal food policies that impact our region	Sustainability Advisory Committee on Energy & the Environment (SACEE) stays informed about statewide food policy efforts through regular updates from ABFPC, the Farm Agency Resource Management Support Group, and regional agriculture policy stakeholders	L	O
		ABFPC initiates a local task force and policy mobilization/action alert list-serv to lobby State legislature on food policy initiatives	P	S

Objective B	City Council's legislative agenda includes support for state initiatives that increase food access in Asheville's Food Deserts	Advocate for Healthy Corner Store Initiative, NC HB 387, full \$1million appropriation	P	S
		Advocate for State of NC to maintain or increase current funding levels for SNAP/EBT and free & reduced lunch subsidies	P	O

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Focus Area 6: Emergency Preparedness		Goal: <i>Residents have access to a sufficient regional food supply in the event of a disruption to the existing food system.</i>		
		Action Steps	COA Role *	Time-frame**
Objective A	City of Asheville, Buncombe and surrounding counties, and community partners develop regional emergency food storage and access plan	Add emergency food preparedness as a section in future "Plan on a Page" neighborhood planning processes	L	M
		Develop forum for cross-sector discussion about food emergency management	P	M
		City of Asheville's "Climate Resilience Assessment" plan includes cross-sector food emergency planning encompassing neighborhood through regional scenarios	P	L

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Focus Area 7: City Initiatives		Goal: <i>The City of Asheville is a national food policy leader that develops and implements innovative internal policies, programs, and initiatives that embody our commitment to food justice, local food purchasing, and local economies.</i>		
		Action Steps	COA Role *	Time-frame**
Objective A	Improve waste and local/regional sourcing for City of Asheville venues, events, and meetings	Create a resource guide to assist city departments in sourcing local food and planning for waste reduction and composting at meetings and events	L	S
		City of Asheville signs on as NC 10% campaign* partner	L	S
		Establish baseline levels for local food and beverage sourcing at US Cellular Center	L	S
		Increase local food and beverage sourcing and sales at US Cellular Center	L	M
		Develop city hall compost initiative	L	M
		Research and implement compost initiatives at other city facilities	L	L/U
Objective B	City employees increase their consumption of local food	City of Asheville provides administrative/HR assistance and employee education about Community Supported Agriculture (CSA)* to support CSA delivery and enrollment at City Hall and other city employment sites	L	S
		Health points are made available for CSA share or other qualified local food purchase	L	S

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