

**KC Healthy Food Policy Initiative**  
**Core Working Group Meeting Notes – 8.28.08**  
**Union Station – Town Hall Meeting Room**

**Present:**

Bill Barkley  
Carolyn Boland  
John Boudreaux  
Maria Boudreaux  
Gretchen Burak  
Erika Devore  
Brandon Fahrmeier

Jessica Gonzalez  
Janice Hardin  
Mary Hendrickson  
Shannon Jung  
Dean Katerndahl  
Sue Kidd  
Gretchen Kunkel

Lisa Ousley  
Charles St. Clair  
Jerry Shechter  
Sarah Shmigelsky  
Karen Siebert  
Otavio Silva

**I. Presentation on KC Climate Protection Plan (CPP) - Jerry Shechter**

Jerry's presented on the development of Phase 1 & 2 of the City's Climate Protection Plan. There are a number of recommendations in Phase 2 of Kansas City's CPP that address food issues. He provided a 5 page handout about the CPP as well as 2 handouts on the specific recommendations related to food production. Go to: <http://www.kcmo.org/manager.nsf/web/cpp> to see the complete plan See *Appendix B: Phase 2 Recommendations* for recommendations for details about food production. These recommendations will not happen by city alone but will take partnerships and leadership from outside groups like KCHFPI.

**Discussion:**

Otavio S.: Is the City encouraging local food at its conventions, city events and cafeterias?

Jerry S.: The city developed and approved an environmental preference ordinance in 1999 which focused on different purchasing and procurement choices. The ordinance has not been updated or reviewed since it was approved and needs to be revisited.

Shannon J.: Who does green audits for institutions?

Jerry S.: You could contact KCPL to find out or Metropolitan Energy Center

Gretchen K.: How do we (the GKCFPC) work with the City?

Jerry S.: Have a point of contact - have regular meetings to stay informed about what other groups are doing. I am willing to be the point of contact at the City.

Bill Barkley.: How much of this (CPP) crosses the state line?

Jerry S.: Several mayors are doing this type of work, but not really including other cities. Need to find a way that the state line doesn't matter. Bridging the Gap will be hosting a retreat at Shadowcliff in Colorado bringing together political and community leaders to discuss issues and solutions around climate change and the environment.

Mary H.: Agriculture is a sizeable contributor to global warming, but we need to talk about consumption issues and how consumption of, for example, meat contributes to global warming.

Jerry S.: Need to talk about consumption – behavior modification or else we miss the boat.

Only recommendations that got consensus were accepted and put into the CPP.

Maria B.: What did not get consensus?

Jerry S.: I'm not sure. I would have to revisit the initial recommendations document.

John B.: Electric vehicles – any talk of lowering speed limits to accommodate them?

Jerry S.: Incorporating electric vehicles in the city fleets is another one of my responsibilities.

**II. Regional Data Snapshot - Dean Katerndahl**

Dean reviewed the data that is available from MARC. MARC hosts these data websites:

[www.metrodataline.org](http://www.metrodataline.org)

[www.metrooutlook.org](http://www.metrooutlook.org)

[www.kceconomy.com](http://www.kceconomy.com)

Dean said MARC would be willing to add agricultural or food data as data becomes available. Organizing data that is already available would not require compensation for MARC, but getting primary data would.

**Discussion:**

Mary H.: There needs to be a repository of surveys and statistics.

Gretchen K.: KCHK could be that.

Shannon J.: Does the ERS of the Dept. of Ag. do food studies?

Mary H.: They do food insecurity studies

Gretchen K.: When you get data send it to KCHK so we can start compiling and telling the story – translating data to information.

### **III. Strategic Goal and Initiative Discussions**

#### **Future Thinking Exercise**

##### **Schools:**

Major Uncertainties: Economy and Government Direction (food is or isn't a priority)

1. Poor economy, food is a priority
  - Educate school food service regarding purchasing local food
  - Educate Farm to School
  - Legislation – advocate for local
2. Good economy, food is a priority
3. Poor economy, food is not a priority
  - Advocate for the development of legislation only if local food cost is lower – need distribution
4. Good economy, food is not a priority
  - Start with educating food service decision makers in private schools – school by school - on purchasing local products

#### **Local Food and Institutions**

Major Uncertainties: Supply and Demand

1. High supply, low demand
  - Farmers have product, no takers
  - Farmers work together to sell
  - Direct buy is better money for farmer – no middleman
  - Maintain integrity
2. Supply = Demand – in balance
  - Invest in farmers – capitalization
3. Low supply, low demand
  - Food safety
  - Cost
  - Contracts
  - Capitalization of labor
4. High demand, low supply
  - Hospitals have demand, but farms can't deliver
  - Work with hospitals and CEOs and Sysco and food distributors
  - Show connection = health = productivity
  - Scale of institutions

#### **Access**

Major Uncertainties: Public Awareness and Economy

1. High public awareness/food security, strong economy
  - Availability – high interest, high resources
  - Affordability – people can afford good food and want to buy it
  - Connections – lots of interest to work together and lots of resources
2. High public awareness/food security, poor economy
  - Availability – high interest, low resources
  - Affordability – low affordability couples with high interest means access is not enhanced
  - Connections – high interest requires innovative ways to work together without resources
3. Low public awareness, strong economy
  - Availability – very little interest, high resources – resources won't be mobilized
  - Affordability – people can afford good food but little interest in it
  - Connections – resources are available but not much interest in working together
4. Low public awareness/food security, poor economy
  - Availability – low awareness, no resources
  - Affordability – low affordability and low interest, get food wherever cheapest no matter quality
  - Connections – few connections because everyone is fighting over resources

**Brainstorm for establishing criteria for narrowing strategies** (the numbers represent the tally of votes)

- **Visibility (degree of) - 12**
- **Level of grassroots involvement - 0**
- **Establish credibility - 11**
- **Early successes/biggest impact - 11**
- **High return on investment – low cost - 6**
- **Affects more in community – stakeholders and consumers - 8**
- **Ease of acceptability – noncontroversial - 0**
- **Maintain integrity – faithful to mission - 6**
- **Measurable - 9**
- **Prioritize – limit number of policies – 0**

\*\*There was a general acceptance that maintaining integrity/staying faithful to the mission is an integral part of this group and the work it pursues and therefore did not need to be explicitly listed here.

#### **IV. Next Steps**

Gretchen Kunkel discussed having a smaller team (from the core group) form to work on the nitty gritty details of the information and recommendations outlined by the work groups. Each work group will choose two representatives to meet twice in the month of September to go over the information that has been presented and to hone in on the strategies, determine overlap, and work out many other details. The larger core group will not meet in the month of September.

Follow-up Gretchen Burak received feedback and members are: Local Ag - Katherine K.& Greg G; Access - Karen S. & Mary H.; Schools - Erika D. & Maureen B.; Infrastructure - Gretchen K. & Bill B.( not confirmed); Institutions - Jane Z.(not confirmed) & Otavio S.

#### **V. Eat Local for Thanksgiving**

Gretchen Kunkel presented the idea of a “Eat Local for Thanksgiving” challenge as a way to build excitement and awareness of the GKCFPC. A small committee was formed to work out the details: Karen Siebert, Lisa Ousley, John Boudreaux, Gretchen Kunkel and Erika Devore.

#### **VI. Announcements**

- Community Food Security Coalition 12<sup>th</sup> Annual Conference – October 4-8, 2008 in Philadelphia, PA and Cherry Hill, NJ. Visit CFSC website: <http://www.foodsecurity.org/>
- Missouri Rural Crisis Center Annual Meeting – September 6, 2008 from 9:30am-3:00pm at the First Baptist Church 1112 E. Broadway, Columbia, MO . This year’s theme is “Organizing to Win: Impacting the Policies that Affect Our Farms and Communities”
- The latest newsletter from the Leopold Center at Iowa State University features articles on organic agriculture studies, capital for niche markets, and more that might interest this group. Use this link to access the newsletter: <http://www.leopold.iastate.edu/pubs/nwl/currentletter.htm>
- Sustainable Farms and Communities, a non-profit based in Columbia, MO, ran a very successful localvore challenge. Click on this link to read more: <http://sfc.missouri.org/localvore/>