

SUSTAINABILITY
SUMMIT



Making Healthy Food Accessible to All



Making Healthy Food Accessible to All



Jasmine Moreano
City Green



Alicia Newcomb
C.R.O.P.S.



Jeanine Cava
Food Democracy
Collaborative



Why are some people healthy and others not?

social & environmental determinants of health (SEDoH)

→ conditions impacting how *long* we live & how *well* we live



DIVERSITY & EQUITY

Diversity on Boards & Commissions*

Environmental Justice in Planning & Zoning

Lead Education & Outreach Programs

EMERGENCY MANAGEMENT AND RESILIENCY

Climate Adaptation: Flooding Risk*

Coastal Vulnerability Assessment

Extreme Temperature Event Plan

Heat Island Assessment

Community Wildfire Protection

Firewise Community

Ready Set GO! Fire Comp

Wildfire Safety Council

Emergency Communications Planning

Vulnerable Populations Identification for Emergencies

HEALTH & WELLNESS

Anti-Idling Education & Enforcement Program

Building Healthier Communities

HIA Professional Development

Lead in Drinking Water

Private Well Testing

Safe Routes to School

Smoke-Free and Tobacco-Free Public Places

PUBLIC INFORMATION & ENGAGEMENT

Municipal Communications Strategy

Improve Public Engagement in Municipal Government

Improve Public Engagement in Planning and Zoning

Online Municipal Public Service Systems

INNOVATIVE COMMUNITY PROJECTS

Innovative Community Projects (up to 3)

LAND USE & TRANSPORTATION

Sustainable Land Use Pledge*

Build-Out Analysis

Bicycle and/or Pedestrian Audit

Bicycle and/or Pedestrian Plan

Adopt a Complete Streets Policy

Institute Complete Streets

Effective Parking Management

Green Infrastructure Planning

Green Infrastructure Implementation

Enhanced Stormwater Management Control Ordinance

Green Building & Environmental Sustainability Element

Historic Preservation Element

Smart Workplaces

Transit Oriented Development Supportive Zoning

ENERGY

Energy Efficiency for Municipal Facilities

Energy Tracking & Management*

Buy Electricity from a Renewable Source

System

Energy System

System

Energy Aggregation

Efficiency Outreach

Residential Energy Efficiency Outreach

Make Your Town Solar Friendly

Community-Led Solar Initiatives

Wind Ordinance

Fleet Inventory*

Meet Target for Green Fleets

Purchase Alternative Fuel Vehicles

Public Electric Vehicle Charging Infrastructure

Make Your Town Electric Vehicle Friendly

FOOD

Farmland Preservation Plans

Community Garden

Buy Fresh Buy Local® Programs

Farmers Markets

LOCAL ECONOMIES

Green Business Recognition Program*

Green Jobs/Economic Development

ARTS & CREATIVE CULTURE

Establish a Creative Team

Creative Assets Inventory

Creative Placemaking Plan

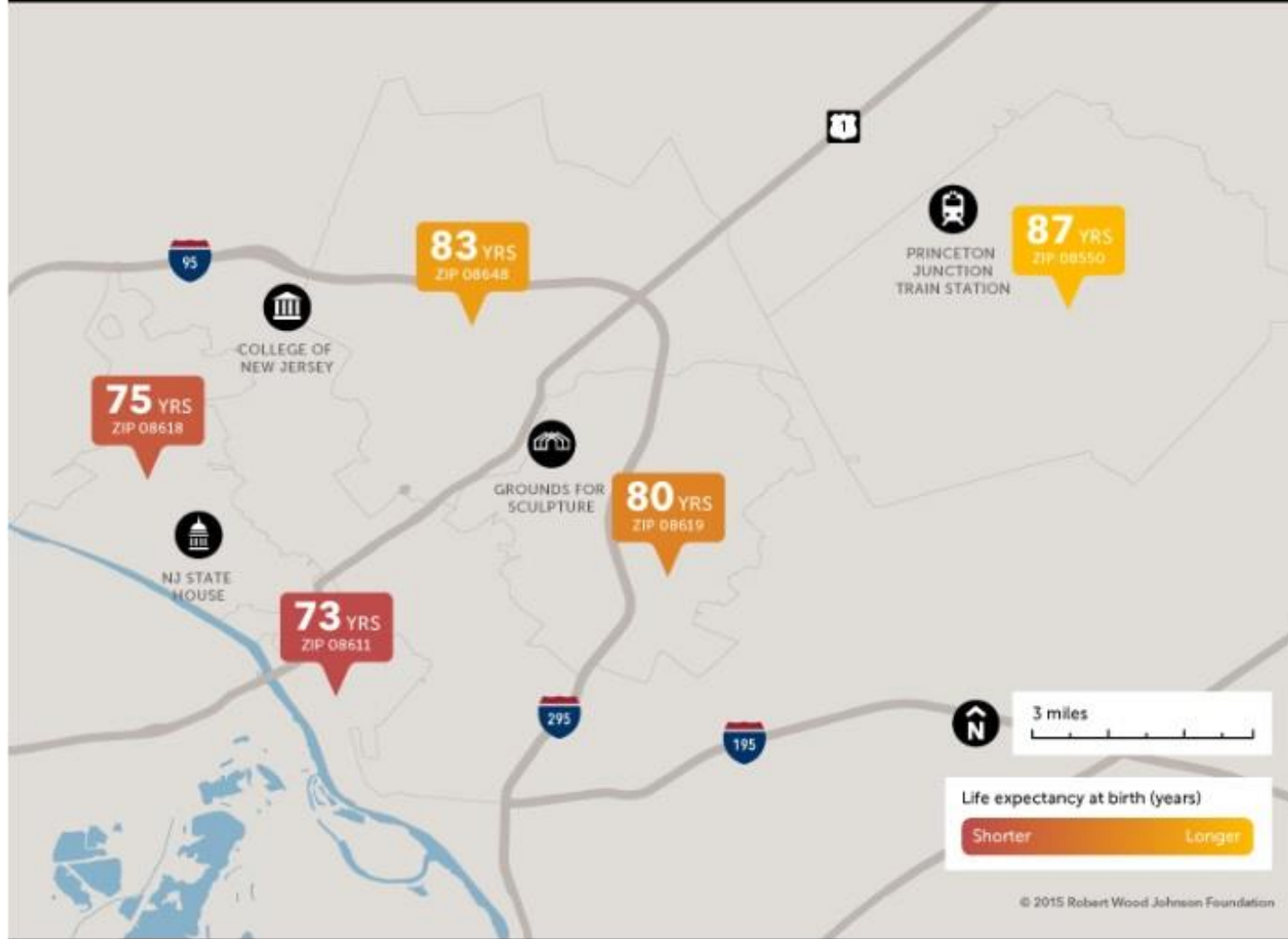
Municipal Commitments to Support Arts and Creative Culture

Utilizing Your Creative Assets



Short Distances to Large Gaps in Health

#CloseHealthGaps





Good Food For All



citygreenonline.org
[@citygreenNJ](https://www.instagram.com/citygreenNJ)

Jasmine Moreano
Director of Community
Engagement & Advocacy

**Creating accessibility to farmers markets
and direct farm retail:**



Programs

Policy

Partnerships



Programs

Create an engaging and welcoming experience for all of your community members!

Customers who use nutrition assistance programs can become part of the farmers market community. Make sure your market accepts

- **SNAP**
- **WIC / FMNP**
- **Good Food Bucks Nutrition Incentives**

- **SNAP (Supplemental Nutrition Assistance Program)**



- **Good Food Buck Nutrition Incentives for SNAP**



- **WIC (Women, Infants, and Children)**



- **Senior FMNP (Farmers Market Nutrition Program)**

What are the Benefits?

- **Broaden your Customer Base**
- **Increase Sales**
- **Increase Food Equity**
- **Build a Healthier Community**



Customers who use nutrition programs are our neighbors, community members, family, and friends!





SNAP and Good Food Bucks

- People from all demographic and household types use SNAP and Good Food Bucks
- Children
- Older Adults or Disabled
- Working Families

Senior FMNP

- Older adults aged 60+ with incomes equal to or less than 185% of the poverty level

WIC

- Pregnant women
- Women who have delivered a child within the last six months
- Breastfeeding women who have delivered a child within the last year
- Infants and children under five years old
- Any of the above, and household income equal to or less than 185% of the poverty level to qualify

How to Get Involved

SNAP

1. Fill out a SNAP retailer authorization application with the USDA
2. Get SNAP/EBT Card Reader Equipment
3. Train your cashiers on SNAP regulations
4. Spread the Word

WIC / FMNP

1. Contact the NJ Department of Health WIC Farmers Market Unit
2. Complete the required paperwork and application form
3. Attend the mandatory FMNP training
4. Ensure you have access to wifi or hotspots at market sites
5. Train your cashiers
6. Spread the Word

Good Food

Bucks

1. Once authorized, contact City Green.
2. Complete the GFB application form in February each year
3. Attend a mandatory partner training in April
4. Set up program materials and train cashiers
5. Spread the word
6. Submit monthly data to City Green



Policy

Farmers Market Ordinance from the City of Passaic.

§ 149-49

ARTICLE XIII
Farmers' Markets
[Added 2-21-2012 by Ord. No. 1890-12]

§ 149-54

§ 149-49. Purpose.

It shall be the intent of this article to provide rules, regulations and standards for operation of farmers' markets in the City of Passaic while simultaneously encouraging the consumption of locally grown and unprepared fruits, vegetables, and herbs by certified farmers and healthy foods to nutritionally at-risk residents, including pregnant, breastfeeding, or postpartum women, children, and seniors.

§ 149-50. Restriction on sponsorship, management and operation; duties.

- A. Sponsorship, management, and operation of farmers' markets shall be restricted to the City of Passaic, Department of Human Services, Division of Recreation. No other person, persons, firm or corporation shall be eligible to sponsor, manage, or operate a farmers' market within the limits of the City of Passaic.
- B. The Department of Human Services, Division of Recreation shall ensure that farmers' market vendor licenses are obtained as required by this article and that all licensees operate in compliance with this chapter, as well as the regulations of the State of New Jersey, including the New Jersey Administrative Code at N.J.A.C. 8:24-1.1 et seq., as the same may be from time to time amended and supplemented.
- C. The Department of Human Services, Division of Recreation shall ensure that only licensees operate at this event.

§ 149-51. Operating season; location.

- A. Operation shall be restricted to between May 15 and November 30 of the same calendar year. Hours of operation shall be no earlier than 8:00 a.m. and shall end no later than 6:00 p.m. [Amended 6-9-2022 by Ord. No. 2351-22]
- B. The location of the farmers' market shall be subject to City Council approval.

§ 149-52. Farmers' market vendor license required; dates of validity.

Market Accessibility Checklist

- Do you accept nutrition benefits?
- Do you accept Good Food Bucks?
- Do you actively promote these programs to the intended audiences?
- Do you have a farmers market ordinance?
- Do you have non-profit partners?
- Do you have agencies engaged?
- Do you have a way for community members to shape the market and make decisions?
- Do you offer promotional items in various languages?
- Do you engage with WIC and Senior Services?
- Do you offer educational programs?
- Is your market located in an accessible location?
- Are your walkways smooth and safe?
- Is there parking?
- Is there close access to public transportation?
- Is the location accessible to pedestrians?
- Is the space maintained?
- Do you have staff on hand to operate programs or talk to customers?



Partnerships

City of Clifton Health Department and City Green

- **Coordinates Veggie Mobile visits with City Green**
- **Conducts outreach on behalf of the program**
- **Promotes other Health Department initiatives**
- **Expands access to larger parts of the community**
- **Offers residents unique experiences**
- **Builds relationships with organizations**
- **Promotes community health!**



General Considerations ...

- **Mission** – is creating equitable access to fresh produce part of your mission and values?
- **Capacity** – do you have administrative capacity to offer food access initiatives? Are there organizations that you can partner with?
- **Funding** – do you have financial resources to cover the expenses for community engagement opportunities?
- **Community Demand** – is there a need or demand from people in your community to for improved access to healthy, fresh, produce



C.R.O.P.S. Pleasantville e Mobile Market

“Making Food Accessible to All” 2023
Sustainability Summit

The Need: A farmers market that could better meet the needs of the community. The original C.R.O.P.S. Market @ Pleasantville was a stationary market happening in the back parking lot (off Main St) sandwiched between the police station, library and City Hall. Lack of visibility and close proximity to the police station.

Sustainable Jersey Actions:

Farmers Markets

Inclusive Markets

Mobile Markets





Community
Garden



Education



Farmer's Market

The Plan

- Collaboration with the City of Pleasantville
- Funding
- Vehicle
- Farm Partners
- Community outreach and connection - WIC + Senior offices; community canvassing

What makes this market different? incorporating food from our gardens, bringing the market to the garden and rescued food





How the Mobile Market Works:

- Move farmers market around Pleasantville hitting North, Mid and South Pleasantville
- Fresh produce and other SNAP/GFB and WIC eligible food items
- Last year we were essentially a small grocery store on wheels, without the wheels!
- Happy Valley Berry Farm (pre-bagged in \$5 and \$6 bags to match the WIC and Senior FMNP vouchers) Smith Poultry Farm, Hammerbacher Bakery and Life's Goji juice
- Having a variety of SNAP and WIC eligible items circulating throughout the City drummed up more SNAP and WIC customer attendance, sometimes \$200+ in SNAP sales at one market. This showed us the benefits of mobilization of the market. It hugely increased the access to real, nutritious food.

In 2023 the Pleasantville Mobile Market will be on wheels, fully mobile, in our newly acquired and soon to be decorated C.R.O.P.S. Van! New partners (Avanzar, CFBNJ, Mobile Barbershop)







C.R.O.P.S. NJ website:

<https://www.cropsnj.org/>

Alicia Newcomb- Executive Director

anewcomb@cropsnj.org

Erika Quarton-Neiderhofer-Market Manager

equarton@cropsnj.org



The Food Policy Audit as Essential Tool for Collaborative Transformation of Food Systems through Local Public Policy
Atlantic City Initial Community Food Policy Assessment

May 5, 2023, Sustainable Jersey Summit



Project Team

Alicia (Lisa) Newcomb

Co-President

Communities Revolutionizing Public Open

Spaces

Jeanine Cava, M.S.

Lead Facilitator

NJ Food Democracy Collaborative

Anthony Dissen, MPH

Instructor of Health Science

Stockton University

Keyanna Meade, Rowan

University

Ant



Initial Research and Assessment of Community Food Policy in Atlantic City

Geographic Area of Impact: Atlantic City, New Jersey

Target Population: Atlantic City elected officials and public officials and nonprofit and faith-based leaders

We seek to demonstrate the use of a food policy audit as a tool to increase transparency in local food system governance, to increase food equity, and foster/spark data-informed, community driven food action planning for Atlantic City.

The “Why”. Our project’s inspiration.

1. Interest in local food system governance and structural-level/systems-level drivers of local food environments
2. Current literature on moving from food and health assessments to tangible, systemic change.
3. Inspired by student-led work at Stockton University on Community Food Projects
4. Strong partners in the focus area, innovating in food access.
5. An ideal funding opportunity!

Chosen instrument: Why a food policy audit?

An assessment tool specifically for facilitating policy change in the local food system.

Community food or health assessments and mapping can tell us a lot...

- Gaps
- Needs
- Assets

But they don't...

1. Provide a roadmap for action
2. Pin-point where and how local government policy is helping or hindering food system goals
3. Always value community stakeholder knowledge, experience
4. Always focus long-term, upstream solutions to food insecurity



Setting the Stage for Success

Using the Food Policy Audit to Guide the
Greater Pittsburgh Food Action Plan

a hunger-free community report

Cindy Vong

Emerson National Hunger Fellow, 2019

The Food Policy Audit: A new tool for community food system planning

Jennifer O'Brien,^{a,*} Urban and Environmental Planning, University of Virginia

Tanya Denckla Cobb,^b Institute for Environmental Negotiation and Department of Urban and Environmental Planning, University of Virginia

Submitted 7 June 2011 / Revised 19 January 2012 and 20 March 2012 / Accepted 20 March 2012 / Published online 14 June 2012

Citation: O'Brien, J., & Denckla Cobb, T. (2012). The Food Policy Audit: A new tool for community food system planning. *Journal of Agriculture, Food Systems, and Community Development*, 2(3), 177–191. <http://dx.doi.org/10.5304/jafscd.2012.023.002>

Copyright © 2012 by New Leaf Associates, Inc.

Abstract

The Food Policy Audit was developed in response to the growing need for tools to assist in the food planning process and was piloted in a graduate urban and environmental planning course at the University of Virginia. The audit proceeded in two phases: phase one consisted of 113 yes-or-no research questions regarding the existence of food-based policy relating to public health, economic development, environmental impacts, social equity,

stakeholder meetings. The meetings also provided insight into the success of policies and initiatives currently in place, community attitudes and perceptions, and community priorities for moving forward. The Food Policy Audit process proved educationally beneficial to both students and community members, and provided a policy-based tool for communities interested in shaping a more sustainable and resilient food system.

Initial Community Food Policy Assessment

Identify specific opportunities for policy changes (ordinances, zoning, procedures, permitting) that can result in significant food access, food justice and resilience improvements

Identify current barriers in the form of city policy (ordinances, zoning...etc.) that could be removed to result in significant food access, food justice and resilience improvements

Engage local stakeholders & city officials in holistic food system planning to improve food environment for all!

Assess and improve resilience!

Big value for very small to no cost!

An ideal tool for NJ

- “Home Rule”
- Can be incorporated into Municipal Master Plan updates (new element?)
- Should be included in resilience planning (FEMA Region II is interested in food system resilience planning in NJ)
- Can tie into SJ actions?

Just getting started...

- Atlantic City, First assessment completed, Lead: SJIPH Project Team (Stockton, CROPS, NJFDC)
- Jersey City: In progress. Lead: Rutgers Cooperative Extension with support from NJFDC

The Instrument: Standard, “traditional” Food Policy Audit

A	B	C	D	E	F	G	H	I	J	K
Food Policy Assessment of Atlantic City NJ - Stockton University - 2022-2023										
no.	Item	Agency, Department, Office, or Organization	Resource, Policy Location	Answer [YES OR NO]	Participant Name	Notes, Discussion, Explanation				
Section 1. Equitable Food Access										
1.1. Systemic Approaches										
1	Does the city (and/or CRDA) currently participate in a food policy council, local food security coalition or task force?	E.g., Planning Office			E.G., Director of Planning					
2	Is the city (and/or CRDA) currently pursuing or planning to pursue funding via an application to the NJ Economic Development Authority's (NJEDA) Food Desert Relief									
3	Is the city (and/or CRDA) engaging with residents and community stakeholders to develop a proposal for NJEDA Food Desert Relief Planning Grant funds?									
4	Is the city (and/or CRDA) currently pursuing Sustainable Jersey certification? If so, does the city (and/or CRDA) have an active Sustainable Jersey Green Team?									
5	Has a community food system assessment been completed for the city (and/or CRDA)?									
6	Does the city (and/or CRDA) have a policy or goal that all people have a right to healthy food?									
7	Does the city (and/or CRDA) encourage and facilitate cross-departmental communication and coordination regarding the local food system, and addressing food									
8	Does the city (and/or CRDA) support a food policy director, or provide staff dedicated to the advancement of the local food system, especially addressing food security?									
9	Has the city (and/or CRDA) conducted infrastructure, transportation or other studies that identify barriers to accessing healthy food?									
10	Does the city (and/or CRDA) have a policy to provide financing, technical assistance, and planning grants for worker cooperative or community owned processing,									
11	Does the city (and/or CRDA) have a policy that it's citizens have a "right to food security," meaning that your municipality recognizes that all people have the right to									
12	Does your community coordinate or collaborate with food-focused nonprofits or agencies (e.g food access, anti-hunger, etc.) on local or regional projects? If so, which									

Customizing the Instrument for Atlantic City

1. ID Goals of the project
2. Review multiple FPA instruments side-by-side.
3. Eliminate redundant or non-applicable questions (e.g., questions for rural settings)
4. Add custom questions specific to AC or NJ (e.g., questions added about Sustainable Jersey, and NJEDA Food Desert Relief funding opportunities)
5. Ask community stakeholders or those with lived experience to review questions, make contributions

Atlantic City FPA: Four Sections | 89 “yes” or “no” questions

1. **EQUITABLE FOOD ACCESS [29]**

- Systemic Approaches
- Community Food Security & Local Food Access
- Emergency Preparedness & Food Provision

1. **ZONING & LAND USE [22]**

- Urban Agriculture

3. **PUBLIC HEALTH [18]**

- Healthy Food & Wellness
- Food Literacy
- Multimodal Transportation Options for Accessing Food

4. **ECONOMIC DEVELOPMENT [11]**

- Local Food System Infrastructure
- Markets for Local Food
- Business Incentives for Healthy Food Outlets

Atlantic City FPA: Four Sections | 89 “yes” or “no” questions

Example: Section 1.1. Systemic Approaches

9	Has the city conducted infrastructure, transportation or other studies that identify barriers to accessing healthy food?	Dept of Planning; Business Admin; Office of Engineering
10	Does the city have a policy to provide financing, technical assistance, and planning grants for worker cooperative or community owned processing, distribution, and retail operations in low income and communities of color?	Dept of Planning; Business Admin.; CRDA
11	Does the city have a policy that it's citizens have a "right to food security," meaning that your municipality recognizes that all people have the right to be able to physically and economically access to adequate food at all times?	Dept of Planning; Business Admin.; Mayor's Office

Implementation: Phase One

Who answers the questions?

- City or county officials with proximity to the policy/program/issue.
- Of 89 questions: no one city official answers all. Some (e.g. Director of Planning) may answer a majority, but most answer about 20-30 questions each. (1 section or several subsections)

Method

- Individual interview (phone or Zoom)
- Small group interview

Best practices for Completing the FPA

1. Start with the original FPA questions and use a collaborative process to customize your instrument.
2. Ask a variety of community stakeholders to provide input and review.
3. Focus questions on direct city or county influence on the issue with *evidence!*
4. Send questions in advance. Capture responses in one on one or small group interview.
5. Verify! Verify! Verify! “Where can I find that [*Ordinance, Zoning Code, Section of the Master Plan, etc.*]?”
Record the location in the instrument.
6. Deal with contradictions (Verify!)

Phase Two: Community Forum

Please come out to learn about
and discuss the results of the

AC Food Policy Assessment Project & Next Steps

a project funded by the South Jersey Institute for Population Health

Who: the project team [CROPS NJ, NJ Food Democracy Collaborative, Stockton University, Rutgers University] & community residents.

What: Community forum to understand the project, review and discuss the results, and what to do next. This project looked at how current city policies support food sovereignty and food justice for the city's local food system. We'll take a look at which policies are missing and what should be prioritized for change.



Friday, June 2

5 - 7 pm

C.R.O.P.S. Store in
Tanger Outlets

2102 Atlantic Ave.
Atlantic City

Light refreshments will
be served. Local produce for sale.
SNAP/EBT Accepted

Family-friendly!
Bring a friend!
All are welcome!



Next steps...We want to work with you!

Looking for opportunities to support FPA in other NJ municipalities:

- Urban
- Rural
- County-level
- Places where some food action planning or community food assessment has already taken place
- Pair with a Community Agriculture Resilience Assessment Tool (CARAT)



Email: fooddemocracycollabnj@gmail.com

Website: Njfooddemocracy.org

THANK YOU!

SUSTAINABILITY SUMMIT

