

1. Agenda

Documents: [AGENDA 08.10.12.PDF](#)

2. Packet

Documents: [HSFSPACKET0802012.PDF](#)

CITY OF PORTLAND, MAINE

Agenda

Healthy Sustainable Food Systems

DATE: 8/10/2012

TIME: 10:0 AM

LOCATION: City Hall
Room 209

AGENDA

1. Introductions of meeting attendees.
2. Review and approval of the minutes from July 13, 2012.
3. Workshop topics
 - a Workshop on food security (led by Hanna)
 - b Continue workshop on school food programs (Adams)
4. Building the Committee's knowledge - base: What are other cities doing? (all)
5. Building the Committee's list of potential benchmarking (all)
6. Forum Check - in: Draft Questions
7. Confirm date for next meeting: The next meeting is scheduled for September 14, 2012 at 10:00 AM.
8. Adjourn

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Mayor's Initiative for a Healthy and Sustainable Food System
August 10, 2012
City Hall, Room 209, 10:00 AM – 11:30 AM

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MINUTES
Mayor's Initiative for Healthy Sustainable Food Systems
July 13, 2012
City Hall, Room 209, 10:00 AM – 11:30 AM

1. Introductions of committee members and meeting attendees.

Everyone was welcomed to the meeting and introduced themselves. Present: Mayor Michael Brennan, Joe Fournier (Rosemont Bakery), Craig Lapine (Cultivating Communities), Edward Kelleher (Drummond Woodsum), Jim Hanna (United Way), Erin McQuire (Representative Pringree's Office), Dawad Ummah (CAH), Mark Hews (Maine Association of Nonprofits), Ralph Carmona (Munjoy Hill Neighborhood Association), Daniel Wallace (Coastal Enterprises, Inc.), Lisa Fernandes (Eat Local Foods Coalition), Jonah Fertig (Local Sprouts Cooperative), Mike Dixon (Concerned Citizen), Jeremy Bloom (Portland Food Co-Op), Jackie Potter (Concerned Citizen), Jamel Torres (Cyon Business Solutions), Eli Cayer (Urban Farm Fermentory), Liza Warren Shriner (Cultivating Communities), Ron Adams (Portland Public Schools Food Services, Ian Houseal (City of Portland) Bethany Sanborn (COP), Tim Fuller (COP), Tracy Chalecki (COP).

2. Review and approval of the minutes from June 8, 2012.

The minutes from the June 8, 2012 meeting were approved by the group.

3. Workshop (Activity and Barriers)

Ron Adams, Director of the Portland Public Schools Food Services Program gave a presentation on current services.

Summer Feeding Sites: There are currently 4-6 new sites in the summer feeding program. This has doubled the number of kids serviced. New sites at the YMCA, Salvation Army, and City of Hope on Allen Ave were added, along with summer schools and special education classes. There are approximately 24 sites between Portland and South Portland. An estimated 75 % of elementary kids have access to a site, middle and high school kids have an estimated 50% access, but anecdotal evidence suggests they are less likely to come. Ron feels that there needs to be more sites to give kids more access to this program. He is working with Healthy Portland to do mapping to plan more sites for next spring. Mayor Brennan stated he would like to see 100% access to the program next summer. He asked if there is still a stigma for signing up for free & reduced lunch program. Ron feels that it's not a big issue; there are a low number of people who don't fill out the application. The guidance counselors and multilingual staff help parents do the paperwork.

Portland Public School Food Services: The program serves over 1 million meals per school year. Ron pursue local agriculture as a source of food: local foods has gone from 0 to 7 percent of the total food budget. Oakhurst Dairy supplies milk, bringing the total to 30%. One of the key barriers is affordability. The per meal food cost is \$1.30. The 2012 Healthy Hungry Free Kids Regulation states that meals must have 100 less calories per day. Grains are being reduced and vegetables are added. The program is currently trying to be a revenue neutral program with no funds coming from the general fund budget. Elimination of the general fund budget subsidy of \$500,000 annually would require creating over \$1.5 million in additional sales.

School Gardens: The school gardens are a school learning lab, not a production model. Students learn how to handle foods and proper sanitation. The barrier for this program is that curriculum is focused on reading and math, not health education. The School Health Coordinator has been cut from the budget. This was due to the legislature's cuts to the Fund for a Healthy Maine.

Discussion: The committee asked about the rationale to limit funding of the food program from the general fund. Student participation in the meal program is at 53% and the goal is to get it to 60%. Jim stated that this is the first time that over 50% of Portland's students qualified for free and reduced lunch, with a family income of under \$29,000. Mayor Brennan asked if the revenue neutral issues could be questioned. He would like to see all students have access to the healthiest food, instead of looking only at a per-cost meal. He would like to see an increase to at least 20% for local foods. Ron stated that there are not a lot of big farms in the area; we need to look at what is available regionally. There have been positive changes to the program with the CPPW funding. Staff has been retrained on how to handle fresh food. They were used to opening cans and boxes. Preparing fresh food is more time consuming. Salad bars were installed in every school. Sodium consumption was cut in half. In terms of increasing sales, Ron is looking at the quality of meals and at diversifying the menu. Jonah suggested the possibility of PPS using a food truck. It could be a marketing tool, and a way to get the food to students and adults, while reducing stigma. Mayor Brennan thanked Ron and called him a tremendous asset to the school program.

Troy Moon sent a memo for the group to review on the City's composting program. The City picks up leaf and yard waste. The City also offers a discount on bins for home composting.

Portland Schools: Ron stated that the school composting program has been a big success. It started with 3 pilot sites, one at a high school, one at a middle school and one at an elementary school, with guidance from a parent-led grassroots group. There are now 12 schools participating. The high school has gone from 14 bags of trash to 2 per lunch. King Middle School will be eliminating foam trays. These programs are now student led and have empowered the students.

ecomaine: ecomaine is currently doing a study to see if citywide composting is feasible. Jackie expressed concern that the study is taking a long time and the process should move forward. Jackie made the motion that the Mayor write a letter to ecomaine; Craig seconded. The letter will invite ecomaine to the group, will be supportive and ask what is needed from us to move the process forward. Jonah asked that a friendly amendment be added in support of zero food waste; Craig seconded. Writing a letter was approved by the committee. In terms of education, Lisa has done 60-90 minute education sessions on backyard composting that was successful. There is also the opportunity to educate at every neighborhood festival. Mayor Brennan suggested talking to Nicole Clegg to come up with a strategy on education.

4. Knowledge-base: What are other cities doing?

Bethany found some cities were changing their permitting and licensing policies, including reducing fees for selling healthier food. There were better locations given to people selling fruit and veggies and restrictions on less healthy food, i.e. they were not to be sold around schools. Cities have also put nutritional guidelines on their entities as well as the National Park Service.

Tim recommended the publication "Putting Local Food Policy to Work for our Commutes," by Harvard Law School. He will e-mail it to the committee. Ian reported that this committee is on the City's website on the City Council page. Meeting information will be available there as well as resource links and general information. Contact Ian if you would like something posted. Ian told the committee that the intent of the knowledge-base presented by Bethany was to initiate the addition of material by committee. Jim gave out a handout on food security for review. He reported that the pockets of poverty are moving in Portland and that 38% of Portland Students are of color.

5. Confirm date for next meeting: The next meeting is scheduled for August 10, 2012 at 10:00 AM.

The next meeting is Friday, August 10th, Room 209, City Hall from 10 a.m. to 11:30 a.m. Agenda items include:

- Presentation by Jim Hanna on Food Security.
- Bethany will present further on what other cities are doing.
- Ron will give an update on the cost of going up to 50% of local, healthy food, including dairy.
- There will be a forum update.

Food Security in Maine and Portland

Report to the Mayor's Initiative for a Healthy and Sustainable Food System

By Jim Hanna, Cumberland County Food Security Council, United Way

August 10, 2012

Food Security: Definitions and Recent Figures for Maine

The U.S. Department of Agriculture (USDA) Economic Research Service defines **food security** as “access, at all times, to enough food for an active, healthy life for all household members.” The agency has conducted a census-based survey measuring food insecurity since 1995. The most recent hunger data reflecting information released in 2010 ranked **Maine as the ninth most food insecure state** in the nation and **the most food insecure state in New England** from 2007-2009. During those three years, 14.8% of Maine households experienced food insecurity or were unable to consistently access adequate amounts of nutritious food, while the national average was 13.5% of households.

The USDA report also recorded the rate of very low food security in Maine as being 6.7% for the period between 2007 and 2009. This ranks **Maine as the state with the second highest rate of very low food security**, exceeded only Alabama. Very Low Food Security is characterized by occasions when eating patterns of one or more household members were disrupted and food intake reduced because the household lacked money and other resources for food. Previously called “hunger,” the USDA began referring to the same condition as very low food security in 2006. The methods used to assess household food security remained the same, so statistics are comparable. For example, from 1996-98, 9.8% of Maine households reported food insecurity with 4% indicating hunger. And in the period from 2004-2006, 12.9% were food insecure with 5.3% hungry. The 2010 release included 2,616 surveys of Maine’s 542,000 households.

Maine	1996-1998	2004-2006	2007-2009
Food Insecure	9.8%	12.9%	14.8%
Very Low Food Security (Hunger)	4%	5.3%	6.7%

More recent data from April 2012, shows Maine ranked eighth in the nation in share of the population using Supplemental Nutrition Assistance Program (SNAP) benefits. The rolls show 253,496 of Maine’s estimated 1,328,361 people (19.1%) using the program formerly known as “food stamps”. That is a participation increase of 54.1% since April 2007.

This USDA Food Security Measure does not get broken down to the county or municipal level. At the local level, we use a number of proxies to estimate the number of families struggling with food access. For example, in Portland, the schools qualify children for free and reduced priced meals based on family income. In the 2011-2012 school year, for the first time, more than 50% of the students were eligible for free meals. This means that over half of Portland Public School students lived in households with annual incomes, e.g., in a family of four, of less than \$29,000. That was a total of 3,475 kids. The most recent SNAP data for Portland from June 2012, lists 4,168 children under 18 in households using the benefit program. In Cumberland County, almost one-third of all students qualify for school meals.

It's Not All About Food

Especially as it relates to hunger in the U.S., people are not deprived of food because food is unavailable in the market, but rather because their access to that food is limited. Our thinking about addressing hunger has evolved from, “if we only had enough food”, to “how do we remove the barriers to food access”. Despite that progress, it is a challenge to improve our understanding of how to measure access to food, other than the subjective census survey conducted by USDA.

The best we can do is substitute indirect measures of the larger complex problem. We measure our ongoing and growing responses to perceived and documented need. With food insecurity a daily reality for thousands of children in greater Portland, we need to increase our sense of urgency about how to measure and address the problem. Raw poverty and deprivation is obvious when we encounter it, but there is a continuum that presents itself as we move from extreme conditions.

The challenge is identifying at-risk households and implementing interventions to stabilize conditions and prevent the physical and economic consequences that increase with the presence of hunger. Are there measures that accurately, consistently and objectively reflect the experiences of households that are challenged to access enough food?

As referenced above, the U.S. Household Food Security Survey Measure (HFSSM) is a set of 18 questions about self-reported behaviors and attitudes that distinguish households experiencing different degrees of food insecurity. It asks about lack of food in the household, as well as uncertainty about maintaining adequate food.

For example, participants in the survey are asked whether the following statement was often, sometimes, or never true in the last 12 months: “I **worried whether our food would run out** before we got money to buy more.” Answering yes to this question has a direct correlation to physical and psychological health outcomes, even when a household has not experienced actual food deprivation.

Digging deeper into this research we find that purchasing power is, not only, the key to access, but when limited by economic circumstances can have a profound impact on the health of household members. If we can order the food security of households along a continuum, then we can determine quantitatively food security status. This will allow for better prioritization and targeting of interventions. Monitoring and evaluating this activity will help determine the best investments in prevention and stabilization.

FOOD SECURITY IN MAINE AND CUMBERLAND COUNTY

Working Towards a Healthy and Sustainable Food System

The U.S. Department of Agriculture (USDA) Economic Research Service defines **food security** as “access, at all times, to enough food for an active, healthy life for all household members.” In 2010, **Maine ranked as the ninth most food insecure state** in the nation, and **the most food insecure state in New England** from 2007-2009.

More recent data from 2012 shows Maine ranked eighth in the nation in share of the population using Supplemental Nutrition Assistance Program (SNAP) benefits. The rolls show 253,496 of Maine’s estimated 1,328,361 people (19.1%) using the program formerly known as “food stamps”. **That’s an increase of 54% in just five years.**

The most recent SNAP data for Cumberland County (June 2012) lists 12,178 children in households using the benefit program. **Almost one-third of all students come from families whose income qualify them for free and reduced price school meals.**



It's Not Just About Food

People are not deprived of food because food is unavailable in the market, but rather because their access to that food is limited. There are serious education, income, and health consequences that result from lack of nutritious food.

With food insecurity a daily reality for thousands of children in greater Portland, it is critical to increase a sense of urgency about how to measure and address the problem. Raw poverty is obvious when we encounter it, but there is a continuum that presents itself as we move from food security to those extreme conditions. Understanding that continuum lets us identify and target effective interventions, and make the best investments to increase food security for all members of our communities.

**Ensuring that people have access to enough food
creates opportunities for a better life for all.
That's what it means to LIVE UNITED.**



Office of the Food Service Director
28 Homestead Avenue, Portland, Maine 04103
TEL: (207) 874-8231 **FAX:** (207) 874-8232

Mayor's Initiative for a Healthy and Sustainable Food System September 6, 2012

Coverage of existing Summer Food Program Sites:

Providers: Opportunity Alliance, Portland Schools, YMCA, Salvation Army, Root Cellar Free, 3475 + Reduced 253 = 3,728 students
Sites provide access to 4,517 children

What is needed for marketing summer and for school meals?

Portland would benefit from coordination for schools and non-profit sponsors to get out the word across the City via multiple channels and locations; remove barriers to promotions with City resources.

Families that do not apply for Meal Benefits:

Direct Certification: 3,389
Applications: 340 for 600 students free and reduced eligible
(Universal free at Reiche, community rating in the future.)
Number of students that file after October 18th: 458
Loss of sales and USDA reimbursement: \$13,000

How will Federal cuts in SNAP effect the schools and what are we planning to do?

According to Department of Education research, we anticipate a 3% drop in directly certified students statewide due to SNAP benefit testing. This may be higher in Portland due to our population.

Recalculate the cost of school meals to use maximum healthy components: local and organic? And labor to prepare. What is this cost per meal?

Flagship programs such as Bates and Bowdoin College produce meals of this caliber for \$5 per meal food cost alone. Given the reduced portion sizes we would not rise to this level but \$3.35 would be possible. Burlington (Vermont) schools produce meals with a high volume of local foods for \$1.15 per meal (total local content unknown). Our initial pilot week of local meals shows food cost at approximately \$1.78.

What does that do to the budget? How much more required if the City waives the breakeven model?

At \$3.35 per meal for food, PPSFS would need an additional \$1.6M to breakeven. At \$2.35 per meal for food, PPSFS would need an additional \$925,000 to breakeven. The City is already funding for the Central Kitchen at approximately \$300,000 per year.



Give examples of cities with similar size that are running at breakeven and what they are doing:

Burlington Vermont just hosted the national Farm to School Conference. They have an extensive network centered on high quality, local foods in schools, homes, institutions and the commercial market. According to the Food Service Director, they are breaking even at this point: paying a livable wage, not necessarily paying for health insurance.

New Haven Connecticut has a Food truck for their summer food service program. It is very successful feeding large numbers of children at each of the 3 or 4 locations they serve. There are concerns about how to do this and meet federal guidelines for eating on site. This could be a great model to explore and our community is supportive.

What is the goal for percent of local products – The Maine Department of Agriculture Farm to School Toolkit considers up to 30% of the food budget going to local as a reasonable goal. This does not include dairy or bread items.

Portland spent 30% in 2012 on local but it includes both dairy and bread. The most common way to figure local is to pick a “miles from the city” model. If most food in the country travels over 1,500 miles from farm to plate, local would be any range from 50 to 100 miles away from the center. USDA allows a geographic preference option to use in sourcing food to account for this.

What are the values of local foods? See attachment. The actual multiplier for local foods is 1.3 to 1.8 additional spending from national source. It can go a bit higher if the community is totally organic and has a strong buy local program to redirect the money back into the area. Even then, the multiplier is not much higher.



PORTLAND FREE SUMMER MEALS



Come on over for a free meal while school is out!
Find the meal site near you!

City of Hope at White Memorial Church LUNCH 12:30-1:00, 6/25 to 8/24 97 Allen Avenue	Reiche Summer Program in the Reiche lobby LUNCH 12:00-12:30, 6/23 to 8/26 166 Brackett Street
East End Community School Playground LUNCH 12:00-12:30, 7/5 to 8/26 195 North Street	Riverton Housing Community Center LUNCH 12:00-1:00, 6/20 to 8/26 2 Riverton Drive
Front Street Community Center LUNCH 11:30-12:30, 6/20 to 8/26 34 West Presumpscot Street	Sagamore Community Center LUNCH 12:00-1:00, 6/20 to 8/26 21 Popham Street
Kennedy Park Community Center LUNCH 12:00-1:00, 6/20 to 8/26 58 Boyd Street	Salvation Army BREAKFAST 8:00-8:30, 6/25 to 8/24 LUNCH 12:00-12:30, 6/25-8/24 297 Cumberland Avenue
Munjoy South Housing Playground LUNCH 11:30-12:00, 6/27 to 8/26** Adams Street	Unity Village Community Center LUNCH 11:30-12:30, 6/20 to 8/26 28 Stone Street
Ocean Avenue School BREAKFAST 8:00-8:30, 7/9 to 8/9 LUNCH 11:30-12:00, 7/9 to 8/9 150 Ocean Avenue	West School Playground LUNCH 12:00-12:30, 7/5 to 8/19** 57 Douglas Street
Parkside Community Center LUNCH 12:00-1:00, 6/27 to 8/26 85 Grant Street	YMCA Community Room LUNCH 12:30-1:00PM, 6/25 to 8/24 70 Forest Avenue

****OUTDOOR SITE: CLOSED ON RAINY DAYS**

All children under 18 years old are welcome. No application needed.
Questions? Want to volunteer? Contact the Maine Hunger Initiative at 775-0026

SFSP is sponsored by Kids Katering/Opportunity Alliance & Portland Public Schools Food Services
SFSP is an equal opportunity provider

Free summer Meals for any child!

There are no income requirements, and any child under age 18 may come to eat.

2011-12 95- EN Free Summer Meals

Cam me nono i kare me Oro bot latin mo keken!

Pe wa neno wel mucara pa kaka palatin, ci wa cwako latin me mwaka 1 wa lotino ducu me mwak 18, gin bene gitwero cam me nono.

2011-12 95- AC Free Summer Meals

وجبات الطعام الصيف مجاناً لأي طفل!

ليست هناك متطلبات الدخل, و أي طفل تحت سن 18 عام يجب أن يأتي لتناول الطعام.

2011-12 95- AR Free Summer Meals

Repas d'été gratuits pour tous les enfants!

Il n'y a pas de conditions sur le revenu, et tout enfant de moins de 18 ans peut venir manger.

2011-12 95- FR Free Summer Meals

ការផ្តល់ម្ហូបអាហារសម្រាប់កូនក្មេង ដោយឥតបង់ប្រាក់ ក្នុងរដូវប្រាំងនេះ !

វាពុំមានការកម្រិតប្រាក់ខែឡើយ ក្មេងណាមួយ អាយុក្រោម១៨ឆ្នាំ ក៏អាចចូលមក

ទទួលបានអាហារនេះបានដែរ ។

2011-12 95- KH Free Summer Meals

Waxaa ilma kasta la siin doonaa cunto bilaash ah!

La isma weydiin doono dakhliga, ilma kasta oo 18 ka yarina wuu iman karaa si uu u cunteeyo.

2011-12 95- SO Free Summer Meals

Các bữa ăn miễn phí trong suốt mùa hè cho tất cả các em học sinh! Không có yêu cầu về mức thu nhập, và tất cả học sinh dưới 18 tuổi đều được ăn miễn phí.

2011-12 95- VT Free Summer Meals

Refeições gratuitas durante o verão para qualquer criança! Não existem requisitos salariais e qualquer criança menor de 18 pode vir e comer!

PORTUGUESE

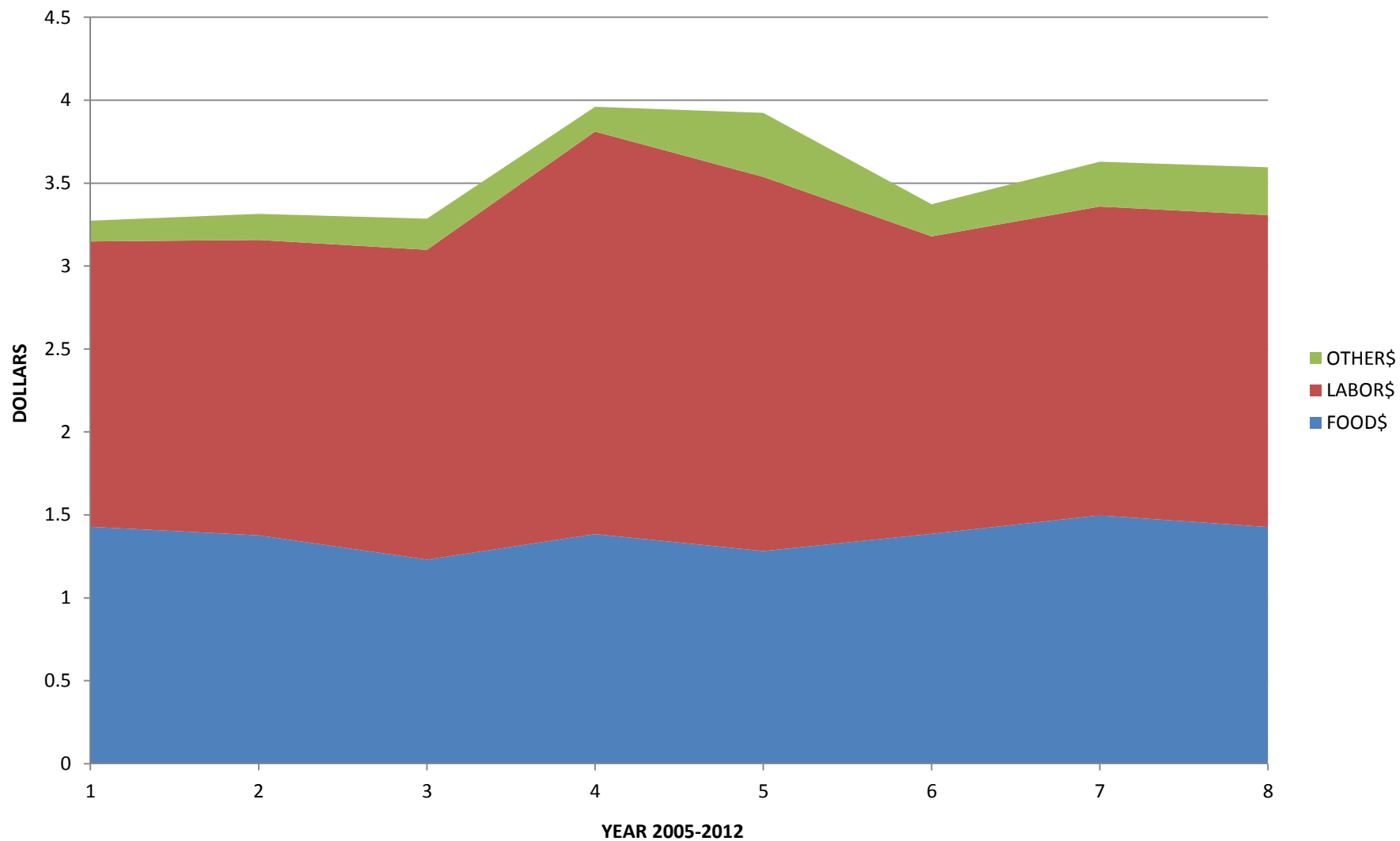
2011-12 95 PT Free Summer Meals

¡Comidas gratis durante el verano para cualquier niño!

¡No hay requerimientos de sueldo y cualquier niño que tiene menos de 18 años puede venir a comer!

2011-12 95 SP Free Summer Meals

PORTLAND PUBLIC SCHOOLS MEAL COST



Mayor's initiative for a Healthy and Sustainable Food System

Calculating the cost of school lunch sourcing all Maine or Local (100 Miles)

Sample Week Menu

Monday	Cost Per Serving
Maine Grind Meatball with Pasta and Local Marinara	\$0.92
Coleslaw	\$0.52
Macintosh Apple	\$0.30
Milk	\$0.20
Total:	\$1.94
Tuesday	
Chix Wings	\$1.29
Baked Butternut Squash	\$0.38
Whole Wheat Roll	\$0.17
Blueberries	\$0.42
Milk	\$0.20
Total:	\$2.46
Wednesday	
Baked Pollock	\$0.80
Steamed Red Potatoes	\$0.33
Broccoli	\$0.32
Strawberries	\$0.36
Biscuit	\$0.14
Milk	\$0.20
Total:	\$2.15
Thursday	
Baked Chicken	\$1.88
Romaine/Spinach Salad (cuke, carrot, grape tomato)	\$0.15
Peach	\$0.18
Cornbread	\$0.17
Milk	\$0.20
Total:	\$2.58
Friday	
Amato's Pizza	\$0.65
Carrots	\$0.20
Watermelon	\$0.15
Milk	\$0.20
Total:	\$1.20
Week Average Total:	
	\$2.07

Ten Reasons to Buy Local Food

- 1) **Locally grown food tastes and looks better.** Crops marketed close to home are picked at their peak and usually sold within 24 hours of harvesting. Food imported from far away must travel on trucks or planes and then it is stored in warehouses. The shorter the time between the farm and your table, the less likely it is that nutrients will be lost.
- 2) **Local food supports local families.** The wholesale prices that farmers get for their products are usually very low, sometimes not more than the cost of producing them. Local farmers who sell direct to consumers cut out the middleman and get full retail price for their food - which helps farm families be able to afford to continue farming their land.
- 3) **Local food builds trust.** With all the issues related to food safety and homeland security, there's an assurance that comes from looking a farmer in the eye at the farmers' market or driving by the fields where your food comes from.
- 4) **Local food builds community.** When you buy direct from a farmer, you're engaging in a time-honored connection between eater and grower. Knowing farmers gives you insight into the seasons, the land, and your food. In many cases, it gives you access to a place where your children and grandchildren can go to learn about nature and agriculture.
- 5) **Local food preserves open space.** When farmers get paid more for their products by marketing locally, they're less likely to sell farmland for development.
- 6) **Local food keeps taxes down.** According to several studies by the American Farmland Trust, farms contribute more in taxes than they require in services, whereas most residential development contributes less in taxes than the cost of required services. Cows don't go to school, tomatoes don't dial 911.
- 7) **Local food benefits the environment and wildlife.** Well-managed farms provide ecosystem services: they conserve fertile soil, protect water sources, and sequester carbon from the atmosphere. The farm environment is a patchwork of fields, meadows, woods, ponds and buildings that provide habitat for wildlife in our communities.
- 8) **Local food makes a lighter carbon footprint.** On average our food travels 1,500 miles from farm to plate. Moreover, each calorie of food produced requires an average of 10 calories of fossil fuel inputs from travel, refrigeration and processing. Purchasing locally-grown food is a simple way to address the increasing expense of fossil fuels and the adverse effects of global warming from increased carbon emissions.
- 9) **Local food preserves genetic diversity.** In industrial agricultural, plants are bred for their ability to ripen uniformly, withstand harvesting, survive packing and last a long time on the shelf, so there are only a few varieties in large-scale production. This leaves our food supply vulnerable to disease or disaster. Smaller local farms, in contrast, often grow many different varieties of crops to provide a long harvest season, an array of colors, and the best flavors.
- 10) **Local food is an investment in the future.** When you buy locally grown food, you're helping to preserve the strength and character of our community for our children and grandchildren.