

1. Agenda

Documents: [AGENDA 06.21.13.PDF](#)

2. Packet

Documents: [HSFSPACKET06212013.PDF](#)

CITY OF PORTLAND, MAINE

Agenda

Healthy Sustainable Food Systems

DATE: 6/21/2013

TIME: 10:0 AM

LOCATION: City Hall, Room 209

AGENDA

1. Welcome Introductions of meeting attendees.
2. Healthy Vending.
3. Public Outreach and Public Forum.
4. Local Food in Schools Subcommittee Recommendations.
5. Industries and Enterprises Subcommittee Recommendations.
6. New business.
7. Confirm date for next meeting: The next meeting is scheduled for July 12, 2013 at 10:00 AM.
8. Adjourn.

Agenda
Mayor's Initiative for Healthy and Sustainable Food Systems
June 21, 2013
10:00 – 11:30, City Hall, Room 209

1. Welcome Introductions of meeting attendees.
2. Healthy Vending.
3. Public Outreach and Public Forum.
4. Local Food in Schools Subcommittee Recommendations.
5. Industries and Enterprises Subcommittee Recommendations
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Minutes
Mayor's Initiative for Healthy and Sustainable Food Systems
May 10, 2013
10:00 – 11:30, City Hall, Room 209

1. Welcome Introductions of meeting attendees.

Everyone was welcomed to the meeting and introduced themselves. In attendance: Mayor Michael Brennan, Jeremy Bloom (Internet Farmer), Jim Hanna (United Way), Stefanie Trice Gill (Portland Public Schools), Stephanie Pooler (Healthy Portland), Jonah Fertig (Local Sprouts Coop), Tim Fuller (Healthy Portland), Lisa Fernandes (Eat Local Foods Coalition, Resilience Hub), Clara Coleman (Four-Season Farm Consulting), Craig Lapine (Cultivating Community), Sam May (Slow Money Maine, MOFGA), John Naylor (Rosemont), Hazel Ongrud (Citizen), Ron Adams (Portland Public Schools Food Services), Troy Moon (City of Portland), Mike Dixon (Citizen).

2. Updates:

a. Fruit trees

Bloom gave an update on planting Chestnut Trees in Baxter Woods. The trees were donated.

b. MOFGA GMO legislation

May gave an update on the GMO legislation.

c. Urban agriculture

The subcommittee stated a desire for public outreach and provided an update on community gardens and there was additional discussion on finding a larger site for urban farming. The Mayor asked for an update on opportunities for urban farming. The group also discussed the complete streets policy, green infrastructure, four-season's gardening, and toxic soil busters.

d. Healthy vending

A presentation on a healthy vending program was provided including brochures. The group discussed the program. The Mayor asked for more information at the next meeting.

e. Summer meals program

The group discussed the need to help parents know about the program and the need for a coordinated marketing effort.

3. Discussion of public outreach and public forum.

Bloom presented an idea of a website. The group would discuss public outreach at an upcoming meeting

4. New business.

5. Confirm date for next meeting: The next meeting is scheduled for June 21, 2013 at 10:00 AM.

6. Adjourn.

Mayor's Initiative for Healthy and Sustainable Food Systems

Preliminary Outline of Recommendations

The Mayor's Initiative for Healthy and Sustainable Food Systems has worked to develop a plan to create sustainable, functional, and healthy local food systems. Over the past 9 months, the initiative has grown to examine food policy, local food in schools, community gardens and urban agriculture, food industries and enterprises, and food security issues. The following are recommendations in each of these areas as we move forward.

Food Policy

1. Letter of support for Federal Legislation (Rep. Pingree's Bill)
2. Letter of support for State Legislation (Sen. Pres. Alford's Bill)

Local Food in Schools

1. Locate local non-dairy protein sources to serve in the schools
2. Increase scratch cooking capacity

Community Gardens/Urban Agriculture

1. Creating Urban Farm
2. Rooftop Gardens
3. Increase number of Community Gardens/reduce or remove wait list
4. Community Coop Gardens
5. Increase Outreach
6. School Garden Education Program
7. Increase Self-Growing
8. Soil Remediation Programs
9. Fruit and Nut Trees on City Land

Food Industries and Enterprises

1. Waterfront access
2. Aquaculture Permitting
3. Increase Cold Storage
4. Commercial Kitchen
5. Better Container Transportation
6. Increase public access to East Bayside
7. Food Truck policy change
8. Keeping Cruise Ship passengers in Portland
9. Consistency and Flow between permitting, inspections, and zoning

Food Security

1. Food Pantries Registration and Licensing
2. Streamlining Food Pantry language in State/City codes
3. Healthy Portland food education classes-connect with pantries
4. SNAP benefits at Farmers Market

Outreach Strategies

1. Community Forum
2. Community Planting Day (w/ United Way)
3. Web Outreach

Memo

To: Mayor Michael Brennan
The Mayor's Initiative for a Healthy, Sustainable Food System
From: Healthy Portland
Stephanie Pooler and Tim Fuller, Community Health Promotion Specialists
Subject: Power Vending
Date: June 14, 2013

Following a discussion with the Mayor's Initiative, Healthy Portland staff were asked to develop guidelines for implementing the Power Vending program in vending machines at all municipal-owned and managed sites in the City of Portland. Staff recommends that the goal for Power Vending be to achieve the following:

1. Sixty percent (60%) of the foods offered in all city-owned or operated vending machines will meet the Power Vending healthier food guidelines; and
2. The healthier choices will be priced lower than the choices that do not meet the healthier food guidelines.

Making healthier choices available, and promoting them by pricing them lower than the less healthy choices, provides the City of Portland an opportunity to demonstrate the importance of having access to healthy foods and to show its commitment to supporting the health and well-being of its employees and visitors. Additionally, the recommendation to increase access to healthier foods and to price these choices competitively is both a natural extension of existing municipal and school efforts to support health and is a recommend strategy to improve nutrition.

Offering healthier foods in vending machines is in concert with other initiatives undertaken at both the municipal and school level to help make the healthy choice the easier choice for employees and visitors. The City redesigned the menu at the Clock Tower Café to offer healthier options and provides menu labeling for food served. Portland Public Schools' recently adopted nutritional standards for foods offered and sold during the school day have become a model for school departments across the state and nation. The school's policy applies to vending machines, thus implementing Power Vending in municipal buildings would further support the school department's efforts.

Vending machine nutrition standards and increased healthy vending options are suggested strategies to improve nutrition by many national organizations, including the Institute of Medicine and the Centers for Disease Control and Prevention (CDC). The CDC has also recommended implementing pricing differentials to further incentivize the selection of the healthier choices.

The Power Vending program was developed by Healthy Portland, a Program of the City of Portland's Health and Human Services Department, Public Health Division. It includes free promotional materials, a step by step implementation process, user-friendly web site, and Healthy Portland staff who are available to provide free technical assistance to launch the program at individual sites.

*See attached for a complete list of city-owned and operated vending machines, a draft for Power Vending policy, and Power Vending Nutrition Guidelines.

DRAFT - Power Vending Policy

The City of Portland cares about the health and well-being of their employees and visitors and wishes to support the growing demand and need for more nutritious options in the workplace. This policy is intended to build awareness about the benefits of eating well, and supports the need for healthier options at work through the Power Vending program.

The City of Portland will ensure that nutritious foods are available in all onsite food vending machines located at municipal-owned and managed sites. This policy is guided by the 2 Star level of the Power Vending program, meaning that at least 60% of the foods in all onsite vending machines will consist of healthier options. To qualify as a healthier option, foods must meet the nutritional standards set in the Power Vending guidelines (see attached). The City of Portland's management and employees will ensure that the available healthier options are clearly indicated with the Power Vending sticker, along with the informational sheet clearly placed near or on each vending machine. Items that meet the nutritional guidelines will be placed in the top two-thirds of the vending machine at eye level. Lastly, management will also ensure that the healthier options will be competitively priced by pricing them lower than the items that do not meet the nutritional standards.

Good nutrition plays an important role in the health, well-being, and productivity of our employees. Eating nutritious foods is key to maintaining a healthy weight and reducing the risk of many chronic diseases, such as heart disease, stroke, cancer and diabetes. Adopting this policy makes it easier for our employees and visitors to make positive eating choices by supporting healthier food and beverage options in the workplace.

Power Vending Nutrition Guidelines

In order to be considered a power snack, foods and beverages in your vending machines must meet the following criteria.

FOOD VALUES PER SERVING

Calories	200 or less
Fat	35% or less of the total calories from fat
Trans Fat	0g
Saturated Fat	Less than 10% of total calories
Sugar	35% or less of the total weight
Sodium	480mg or less

BEVERAGES

Juice	100% fruit or vegetable juice
Milk	1% or Skim/Non-fat
Water (carbonated and non-carbonated)	Pure, unsweetened water (can be flavored)

The following items do not meet the guidelines, but still qualify as healthy options:

- Trail mix, nuts and seeds, and dried fruit (without chocolate or yogurt-coated selections)
- Fruit packed in natural juices only (no syrup-packed selections)
- Whole grain crackers (where the whole grain is listed first in the ingredient list)
- Baked chips and pretzels

Vending Machines at Municipal-Owned Sites in Portland

Location	Primary / Secondary Users	Filled By	Proceeds	# of Machines	Contact	Phone
Portland Expo	General Public, Staff	City	City	1	Anita LaChance	874-8200
Portland Ice Arena	General Public, Staff	City	City	1	Anita LaChance	874-8200
Merrill Auditorium (backstage)*	Leasees, Staff	City	City	beverages only	N/A	
City Hall	Staff, General Public	Pine State	Maine Division for the Blind	1	Mark Hubert, Route Supervisor	622-3741 x 2812
Barron Center Kathy McCarthy	Staff, General Public	Canteen	City	3	Tom Hayes, General Manager	784-1810
Public Services	Staff, General Public	Canteen	City	1	Tom Hayes, General Manager	784-1810
Police	Staff, General Public	Canteen	City or Union ?	1	Tom Hayes, General Manager	784-1810
Fire *	Staff, General Public	Union	Union	beverages only	N/A	
GA Bob Duranleau	Staff (45pp)	D&G Vending	Vendor	1	Dave Goman	831-4478
* beverages only, no snack machines			Total # of Machines	9		

HEALTHY SUSTAINABLE FOOD INITIATIVE DISCUSSION WITH THE SUPERINTENDENT

JUNE 12, 2013

Ron Adams, Emmanuel Chalk, Peter Eglinton, Craig Lapine

The Mayor's subcommittee for a Healthy, Sustainable Food System has recommended that the Portland Public Schools Food Services department increase the amount of local food purchases from the current 10% to 30% over the course of the next three years.

By providing fresh, local food that will be cooked from scratch, Portland will be setting a standard in the state and providing quality meals with quality benefits in obesity reduction, academic achievement, other health benefits as well as economic benefits.

This initiative would require external funding of approximately \$450,000 over the time span to move this aggressively to this goal.

Manny suggested the Mayor and committee to provide a commitment towards this initiative in order to help build support on the City Council for this additional funding. Showing the City is a partner with the Schools on this project will be imperative to secure the funding at a time when other capital projects will be demanding a big funding. Both will need to build grass roots support from the community to have the support required. Bringing in other partners for the initial investment will help demonstrate support.

It may be better to spread the support with the most in year 1 and declining over the next two years. This would show it becoming more sustainable.

Effective marketing of the Food Services will be needed to make local foods sustainable. Better food will increase participation which will provide more revenue to pay for the additional costs of local foods.

This increase in food costs will need to be built into the new 5 year budget this fall. This will also require Board of Education education to reinforce the plan and tie it to the other initiatives of Wellness, school equity, breakfast in the class room, etc.



PORTLAND FREE SUMMER MEALS



FOR KIDS & TEENS

18 or under? Eat free school lunches in Portland this summer.

إذا كان عمرك ١٨ سنة أو أصغر؟ يمكن أن تتناول وجبة الغذاء مدرسية مجاناً في بورتلاند لهذه العطلة الصيفية.

¿Tienes 18 años o menos? Come comidas escolares gratuitas en Portland este verano.

តើអ្នកមានអាយុ 18 ឆ្នាំឬអាយុតិច? បរិភោគអាហារថ្ងៃត្រង់នៅសាលារៀនដោយឥតគិតថ្លៃនៅក្នុង នៅរដូវក្ដៅនេះ។

Avez-vous 18 ans ou moins? Mangez des repas scolaires gratuits à Portland cet été.

Iromu mwaka Apar-wi-aboro wala pwodi? Pe mito icam cam ma kongo tiye gi iPortland ioro man mabinoni.

Miyaad Tahay 18 Jir ama ka Yartahay? Kaalayoo ka Cun Qado Iskuul Bilaash ah
Portland Dhexdeeda Xiliga Kuleylaha.

Monday-Friday, June 24th - August 23

West End / Parkside:	Munjoy Hill/ Bayside:	North Portland:
Parkside Community Center 85 Grant Street Lunch: 12:00-1:00	Kennedy Park Community Center, Boyd Street Lunch: 12:00-1:00	Front Street Community Center 35 West Presumpscot St. Lunch: 11:30-12:30
Deering Oaks Park, Playground * Park Ave. by Forest Ave. Lunch: 11:30-12:15 (Monday - Thursday, Ends August 15.)	East End Community School Playground * 158 North Street Lunch: 12:15-12:45 (Opens July 1.)	North Deering Gardens 246 Auburn Street Lunch: 11:45-12:15 (Monday & Wednesday, Ends August 16.)
Portland High School 284 Cumberland Ave Breakfast: 7:45-8:15 Lunch: 11:30-12:30 (Ends August 2.)	Munjoy South Park, Playground * Adams Street Lunch: 11:30-12:00 (Opens July 1.)	Ocean Avenue School 152 Ocean Avenue Breakfast: 7:45-8:15 Lunch: 11:00-12:00 (Monday - Thursday, July 15 - August 15)
Reiche Summer Program Reiche school lobby 166 Brackett Street Lunch: 11:30-12:30	Pearl Place Pearl II community room 184 Pearl Street Lunch: 11-11:30 (ends August 16)	Riverton Housing Community Center 2 Riverton Drive Lunch 12:00-1:00
West School Playground * 57 Douglas Street Lunch: 12:30-1:00 (Opens July 1.)	Unity Village Community Center 28 Stone Street Lunch: 11:30-12:30	Sagamore Community Center 21 Popham Street Lunch: 12:00-1:00
YMCA Lunch: 12:00-12:30 70 Forest Ave (Ends August 16.)	To volunteer or if you have questions, please contact Kristin King at the Preble Street Maine Hunger Initiative 775-0026 X 2086. For other questions or needs, please call 2-1-1.	

Portland Public Schools
LEARNING TO SUCCEED

HEALTHY
Portland
with My Mommy

the
Opportunity
Alliance

Preble
Street

2-1-1
Get Connected Get Answers
Preble Street
Portland, ME 04103

[Closed on July 4] [مغلق يوم ٤ يوليو]

[Cerrado el 4 de Julio]

អាហារគ្មានបំរើការនៅលើ
ខែកក្កដា 4 ។

[Fermée le 4 Juillet.]

[Cam bi bedo pe inino dwe
Angwen me dwe me Abironi]

[Ma jiri Doonto Cunto
Luuiyo 4.]

*Closed if it rains.

*مغلق إذا تمطر.

*Cerrado si llueve.

*អាហារគ្មាន
ប្រសិនបើវាភ្លៀស។

*Fermé s'il pleut.

*Gibi lorone doge wogo ka kot
tiye ka cwe.

*Hadii Roob Jiro waa
xirantahay.

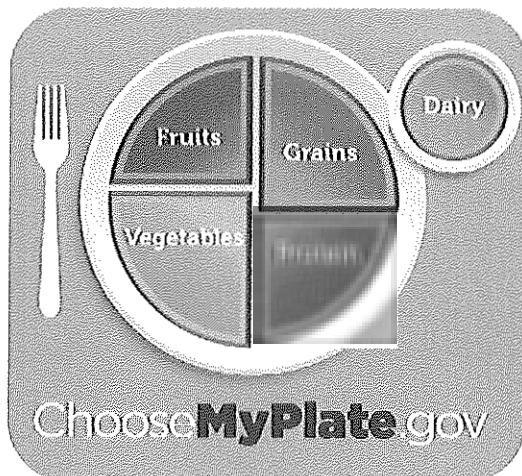


PORTLAND FREE SUMMER MEALS



FOR KIDS & TEENS

*Fuel up with My Plate for FREE at Portland
Summer Meal Sites!*



AND...

*Remember these four numbers to
help you stay healthy this summer:*

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.



**For Additional Resources,
call 2-1-1.**



The Federal Summer Food Service Program is an equal opportunity provider.
In accordance with state law this institution is prohibited from discrimination on basis of race, color, national origin, sex, age, sexual orientation or disability.

DRAFT
Industries and Enterprises Subcommittee Recommendations to Mayor's Initiative
in priority order.

The City of Portland should:

1) Hire one person, preferably to work within the Mayor's office, to be an advocate and ombudsman for food related businesses.

2) Convene a working group comprised of 8-12 diverse food business owners to work with relevant City employees on an iterative process to discuss business needs, plans to expand, and ways the City can be more consistent and helpful. The working group should meet no more than quarterly over the course of 2-3 years to provide input and feedback to City employees.

Specific recommended tasks:

- Create a resource list with contact information, organized by topic, of all available relevant Technical Assistance providers that serve Greater Portland.
- Create a decision tree-style road map to guide food businesses through the various permitting and approval processes at both City and State levels.
- Review and incorporate 'business-friendly processes' recommendations as summarized on page 23 of the MIT report.

3) Through a public event, start the conversation about how to provide a livable wage and economic security in Portland's food service jobs.

4) Focus renewed economic development efforts on Portland's waterfront and ocean resources to grow the capacity to harvest and process native seafood and aquaculture.

5) Convene a seminar to focus on the real estate needs of the food production sector in Portland and on the inventory of available real estate in the Portland market that might accommodate food-related business. Food production companies, farms, food retailers and wholesalers all require highly particular types of physical facilities to function successfully. This seminar could be planned with the Maine Real Estate Developer's Association and the Maine Food Producer's Alliance, two state-wide trade groups who represent the real estate and specialty food industries, respectively.

6) Build out the City's mapping capacity to inform planning and provide data, ie to measure new job creation. One goal of this project would be to maintain current and potential food manufacturing and processing sites, incubator space, and project development facilities. To this end, members of this subcommittee will share the content of its current mapping project.

7) Pilot a food business visitation program per the business retention recommendations in the MIT report.