

CITY OF PORTLAND, MAINE

Mayor's Initiative for a Healthy and Sustainable Food System

DATE: 3/28/2014

TIME: 10:0 AM

LOCATION: City Hall - Room 209

AGENDA

1. Welcome and Introductions
2. Review and approve notes from February meeting
3. Review & follow-up from 3/19 food policy council discussion with Mark Winne.
4. Summer Meals for Kids
 - a. Update on summer meal program organizing efforts.
 - b. Status update of LD 1918 - Resolve, To Create the Task Force To End Student Hunger in Maine.
http://www.mainelegislature.org/legis/bills/bills_126th/billtexts/SP072901.asp
5. Update on school lunch marketing research project.
6. New report released: New England Food Policy: Building a Sustainable Food System
7. Update on Food Hub Bill LD 1431
http://www.mainelegislature.org/legis/bills/bills_126th/billtexts/SP051701.asp
8. Brief updates and announcements on other Food Initiative efforts.
9. Adjourn - Next meeting: April 25th 10:00am

Minutes
Mayor's Initiative for Healthy and Sustainable Food Systems
Feb. 28, 2014
10:00 – 11:30, City Hall, Room 209

1. Welcome and Introductions

In attendance: John Nailor, Phyllis Reames; Jeremy Bloom, Hazel Onsrud, Kristen Walker, Mehe Quinn, Susan McCloskey, Craig Lapine, Christopher Papagni, Deborah Train, Laura Maylander, Daniel Wallace, Troy Moon, Jeff Edelstein, Sarah Lakeman, Ben Tettlebaum, Molly Sauvain, Ralph Carmona, Jonah Fertig, Mayor Michael Brennan

2. Workplan priorities review: Tim led an itemized review of the Mayor's Food Initiative priorities for 2014, making note of who is leading each. (priorities document attached)

2a. Policy Subcommittee - This first item on the priorities list received immediate action: Ben and Ralph agreed to provide leadership for a Policy subcommittee. Mayor Brennan asked that the committee pay attention State and Federal policy issues relevant to the committee as well as to identify policy and ordinance changes at the City level that the Food Initiative may have interest in. Ben and Ralph will invite Food Initiative membership to convene as the Policy Subcommittee within the next few weeks.

2b. Composting - Jonah asked noted that promotion of composting as absent from the priorities document and that the Food Initiative has taken significant interest in this topic. There were suggestions of incentives that the City might provide for people to compost at their homes and businesses. Craig and Laura announced a composting workshop that Cultivating Community will host on March 11th. Mayor Brennan asked that we find out what would be helpful to boost the efforts of Garbage to Garden.

3. Urban Agriculture Committee - Sheep grazing pilot plan

Jeremy Bloom shared a draft outline of a plan being developed by the Urban Agriculture subcommittee. The subcommittee is currently researching workable options for this pilot. DRAFT outline attached.

6. Gorman Foundation funded Project

Craig provided an update on Gorman Foundation funded project to study why kids are not currently participating in the school lunch program, and what types of messaging or marketing might get them to do so. This is one effort toward the Mayor's Food Initiative goal to increase the amount of locally produced food in Portland's School Food Service Program. Cultivating Community is managing this effort on behalf of the City. A summary of the project will be provided by Cultivating Community soon.

Policy updates

LD - 1353 An Act to Further Reduce Student Hunger. This was a bill meant to require school districts with 50% or more students who are eligible for free or reduced lunch. The Mayor's Food Initiative had supported this bill and provided testimony when originally heard in committee. After passing with strong support it was vetoed by the Governor and very recently that veto was overturned.

LD - 1431 An Act To Support School Nutrition and Expand the Local Foods Economy. Ben Tettlebaum provided an update on this bills status. The bill would provide grants and loans for food hub development and support training for school food service workers. At the time of this meeting the bill had not been sent to the full legislature. But did have a majority of the Ag Committee voting ought to pass. Ben will keep the group updated on the bills status and suggested that if there it does pass in the legislature it may face a veto from the Governor.

Next Meeting Date - Meetings will now take place on the 4th Friday of each month. The next meeting is scheduled for March 28th at 10 AM.

Attached:

Priorities for 2014

Sheep Grazing Pilot Outline

Priorities - 2.28.14

- Establish a more structured approach to policy-related efforts of the Mayor's Food Initiative.
 - Establish food policy subcommittee with charge to identify, on a rolling basis, local, state, and federal policy issues relevant to the purpose and values of the Mayor's Food initiative.
- Achieve significant progress toward 50% local food in Portland Public Schools.
 - Gorman Funded research and pilot project on increasing number of purchased school lunches.
- Increase the amount of edible landscaping (fruit and nut trees) in Portland.
 - Public Services introducing more new fruit trees
- Reduce the number of people on waiting list for community garden plots in the City and ensure the waiting list is managed with a perspective of equity.
 - Complete work of community garden task force recommendations
 - Identify space and funding to expand plots
 - Research program and policy models other cities use to encourage and support home gardening
- Achieve higher rank as recognized by "Let's Move! Cities and Towns"
 - Assess current guidelines and practices regarding healthy and sustainable food service for municipally owned or operated food service programs.
- Improve functions and communication between food businesses and City Hall.
 - Convene a meeting of Initiative members, Mayor Brennan, City Staff and local leaders in the food business sector.
- Improve access to and awareness of supports for diverse entrepreneurs in the food system.
- Explore ways to preserve existing facilities appropriate for food businesses.
- Organize partners in Portland to continue increased participation in Free Summer Meals Program.
 - Convene a planning meeting in Mid March to in conjunction with Connect-Ed and other stakeholders to develop a collaborative approach to summer meal promotion this spring and summer.
- Adopt indicators to help track and address food security in Portland

- Take actions that lead to improved access to healthcare and increased compensation for food industry workers in Portland.
- Increase communications, outreach, and engagement and increase diversity of people involved
 - Hold public forums, educational events and meetings related to specific priority areas above
 - Create a facebook page for the food initiative
 - Initiate a monthly email newsletter for the food initiative
 - Create and distribute a short report that describes the initiative and achievements to date.
 - Maintain and grow connections with other groups and coalitions and networks.
- Ongoing attention to and assessment of assets potential threats opportunities etc.
- Ongoing attention and commitment to Mayor's Food Initiative values expressed in the work of each priority area.
- Ongoing efforts to connect existing resources and programs.

Sheep Mowing Pilot Proposal

Using sheep or other animals, we propose that maintaining city-owned property can be done at a lower cost than the current method of gas-powered mowing, and generally reduce the use of fossil fuel maintaining Portland's landscape. Using animals, the land is also naturally fertilized without any harmful chemicals or additional amendments.

Additionally, there is noise reduction in avoiding gas-powered mowers creating more peace within city neighborhoods. Having animals in view can also improve our connection to nature and provide plenty of natural entertainment.

1. Case Studies

- a. DC congressional cemetery
 - i. http://www.pbs.org/newshour/bb/nation-july-dec13-goats_08-09/
 - mentions sheep on the White House lawn during Woodrow Wilson
- b. Public park in Paris
 - i. http://www.nytimes.com/2013/04/04/world/europe/sheep-tend-lawn-outside-city-archives-in-paris.html?_r=0
- c. Turin, Italy
 - i. <http://www.theguardian.com/world/2008/apr/07/italy.wildlife>
- d. Mentions of multiple projects in the US
 - i. <http://globalnews.ca/news/783459/going-to-the-sheep-barnyard-animals-replacing-lawn-mowers/>

2. Proposed Location for Pilot

- a. Troy Moon proposes western cemetery.

3. The Animals

- a. Lisa Webster, a local sheep farmer and interested stakeholder, willing to meet with us and discuss.
- b. Likely contract with someone to provide and manage the sheep mowing for the pilot.

4. Finance

- a. Contract to be negotiated
- b. Current cost to mow the cemetery with gas mowers?

5. Timeline/Steps for 2014 Pilot

- a. March - meet with sheep owners about project
- b. April - confirm location of mowing pilot, report on meetings with sheep owners
- c. May - sign contract with sheep owner
- d. June - begin pilot
- e. November - end pilot
- f. December - report on pilot success and cost savings, explore future possibilities

6. Measures of Success

- a. Dollars Saved

- b. Public comment
 - c. Health of soil (test before / after pilot)
7. Challenges
- a. Transporting sheep is not ideal. We hope to explore ways to minimize potential trauma to the animals, and integrate them in to the city landscape.
 - b. Liability for the city
 - c. Animal activists



2014 Marketing Research and Promotional Campaign to Build Participation in School Lunch at Portland Public Schools (PPS)

The City of Portland recognizes that the quality of meals we provide to our school children is a direct reflection of how important our families and children are to the future of our City. The Food Service Department of Portland Public Schools endeavors to provide a majority of meals cooked from scratch using fresh, local ingredients. Research indicates that high quality meals such as these will result in lower rates of obesity, higher levels of academic achievement, and a range of other community benefits.

The School Food Subcommittee of the Mayor's Initiative for a Healthy, Sustainable Food System; Portland Public Schools; and the USM School of Business are engaged in a partnership led by Cultivating Community and funded by the John T. Gorman Foundation in order to achieve three goals:

1. To promote awareness that eating a school lunch enriched with healthy, locally-sourced foods is good for students, their health, and their learning outcomes.
2. To generate funds for increasing the proportion of local foods in school lunch by increasing overall participation in school lunch by 15% to 65% by 2016. This requires a little more than 30% of the 49% of students who do not participate to switch over to eating school lunch.
3. To contribute to the effort to increase the proportion of local foods served in PPS school cafeterias to 50% by 2016.

Steps

- A. **March 2014.** PPS data indicates that students entitled to free/reduced-price lunch eat school lunch, while only 3% of other students do. With the support of marketing research students at USM, we will reach out to students who do not buy school lunch and their parents and identify causes of nonparticipation. We will conduct **listening sessions** at which we will probe for student desires pertaining to the lunchtime environment, the social experience of lunch (what kind of peer experiences do students want to have during lunchtime?), and lunch on the plate (what are current student and parent attitudes toward the lunches available?). We'll also solicit teacher feedback.
- B. **April 2014.** We will engage in a second round of testing via a **survey instrument** and subsequently develop a strategy and promotional messages aimed at retaining current lunch buyers while also increasing overall school lunch participation by 15%.
- C. **May 2014.** We will analyze the results of the survey, and, beginning in May 2014, we will test new approaches and marketing messages at target schools.
- D. **Fall 2014.** We will pilot a new marketing program and measure increases in school lunch participation.

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