

# Annual Report: 2016

Presented to the City of Lawrence  
Commission

March 14, 2017

- DOUGLAS COUNTY -

## FOOD POLICY COUNCIL



<http://douglascountyks.org/fpc>

# ABOUT THIS REPORT

This report has been prepared for the City of Lawrence Commission by Helen Schnoes, Douglas County Food Systems Coordinator, on behalf of the Douglas County Food Policy Council. Eileen Horn, City of Lawrence and Douglas County Sustainability Coordinator, along with Rachel Myslivy, Program Coordinator for Double Up Food Bucks, contributed to its creation.

A full or condensed presentation of this report or any of the programs highlighted herein is available to the Commission upon request.

Contact: Helen Schnoes at [hschnoes@douglas-county.com](mailto:hschnoes@douglas-county.com) or (785) 832-5157



# THE DOUGLAS COUNTY FOOD POLICY COUNCIL

- ✓ Established by the County Commission in 2010
- ✓ Convened as a joint City-County Council in 2013
- ✓ Identifies the benefits, challenges and opportunities for a successful food system
- ✓ Recommends local policies to support food system
- ✓ Represents a wide range of stakeholders in food system

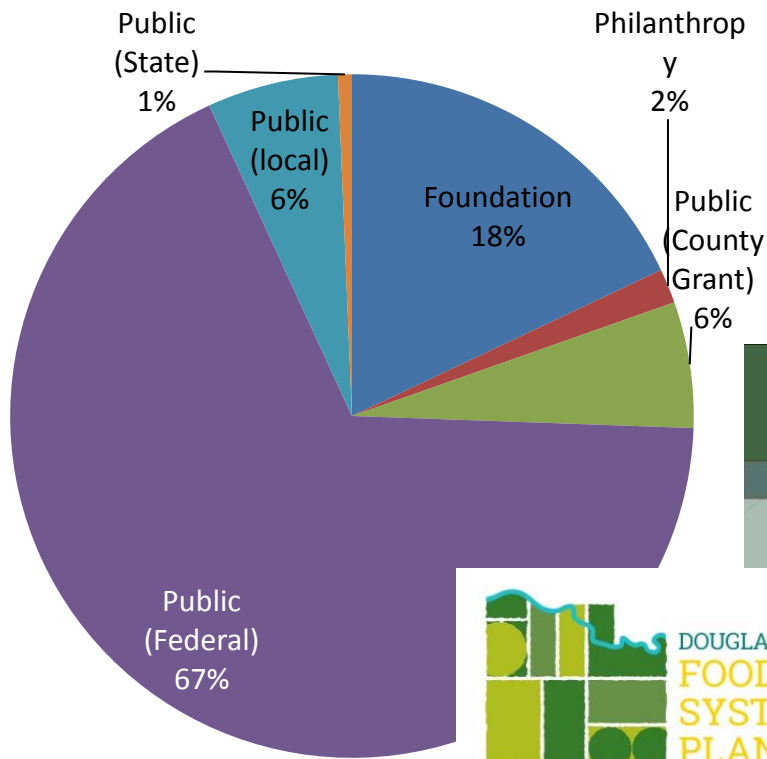


# APPOINTED MEMBERS

Appointed by:	Food System Sector:	Representing:
Douglas County	At-Large: Appointed by Michelle Derusseau	Lee Broyles
	At-Large: Appointed by Mike Gaughan	Haskell University
	At-Large: Appointed by Nancy Thellman	KC Healthy Kids
	Agricultural Producer	Vesecky Family Farms
	Agricultural Producer	Douglas County Farm Bureau
	Agricultural Producer	Moon on the Meadow Farm
	Retail Food Outlet	Merchants Pub and Plate
	Institutional Food Purchaser	Lawrence Memorial Hospital
	Education	KU Center for Sustainability
	Extension Service	Douglas County Extension
	NGO- Health/Nutrition/MD	KU Dining Services
	NGO- Local Food Systems/Sustainable Ag.	The Kansas Rural Center
	Youth Representative	TBD
	Senior Food & Nutrition Programs	Douglas County Senior Services
City of Lawrence	At-Large (appointed by City)	Sunflower Foundation
	At-Large (appointed by City)	Lawrence Douglas County Health Dept.
	Agricultural Producer	Pendleton's
	Retail Food Outlet	The Merc Co+op
	Retail Food Outlet	Hy-Vee
	City of Lawrence Sustainability Advisory Board	City of Lawrence
	Food Security	Just Food
	Established Farmer's Market in Douglas County	Downtown Lawrence Farmers Mkt
	Business Community	Lawrence Chamber of Commerce

# SUMMARY OF WORK

Total raised to date:  
**\$1,137,657**



**commonground**  
COMMUNITY GARDEN

[https://lawrenceks.org/common\\_ground](https://lawrenceks.org/common_ground)

<https://www.douglascountyks.org/fpc/reports-and-resources>

**LAWRENCE URBAN AG POLICY**  
Do you know your rights and responsibilities?

A community food production guide from the Douglas County Food Policy Council

**101**

CROPS | 2 - 3

CHICKENS & DUCKS | 4 - 5

BEEES | 6 - 7

GOATS & SHEEP | 8 - 9

URBAN FARM | 10 - 11

<http://lawrenceks.org/urban-ag>



**DOUGLAS COUNTY**  
**FOOD**  
**SYSTEM**  
**PLAN**

<https://www.douglascountyks.org/fpc/food-system-plan>

The  
**Farmers Markets**  
of Douglas County, Kansas  
SYNOPSIS OF FINDINGS & RECOMMENDATIONS



Food Hub  
Feasibility Study:  
**Northeast Kansas**



**DOUBLE UP**  
**FOOD BUCKS™**

<http://www.doubleupheartland.org/>



# COMMON GROUND PROGRAM

- ✓ Utilizes vacant, under-utilized city owned properties.
- ✓ FREE lease to community gardeners, market farmers.
- ✓ WIN-WIN for gardeners and farmers who need land and City staff tired of mowing vacant lots.

## Community Partners

- |  |  |
|--|--|
| ○Penn House                              | ○Summer of Service                     |
| ○Kaw Valley Seed Fair                    | ○KU Hillel                             |
| ○Lawrence Public Library                 | ○Just Food                             |
| ○Douglas County                          | ○Ballard Center                        |
| Community Foundation                     | ○Sunrise Project                       |
| ○Growing Food, Growing Health (The Merc) | ○KU Super Service Saturday             |
| ○GreenWish Lawrence                      | ○KU Sustainability Certificate Interns |
| ○ECM - KU                                | ○Cub Scouts                            |
| ○KU Big Event                            |  |



[www.lawrenceks.org/common\\_ground](http://www.lawrenceks.org/common_ground)

# 2016: COMMON GROUND PROGRAM

Number of gardens/farms: **10**

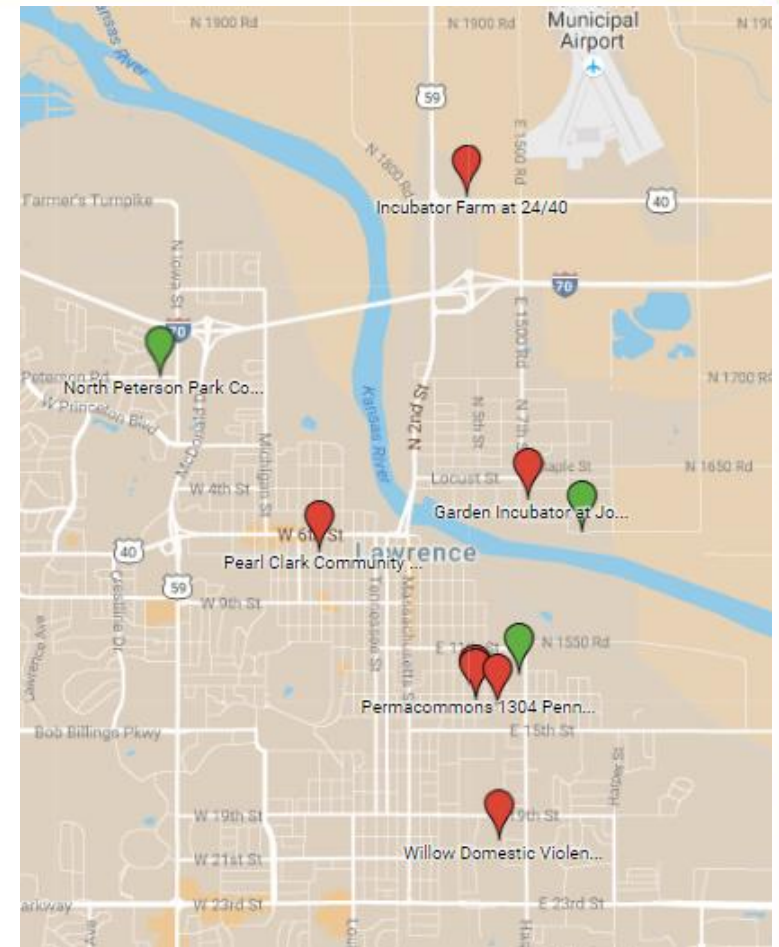
Number of gardeners/farmers: **203**

Number of community events and classes: **53**

Number of participants in events: **965**

Market value of produce sold: **\$64,200**

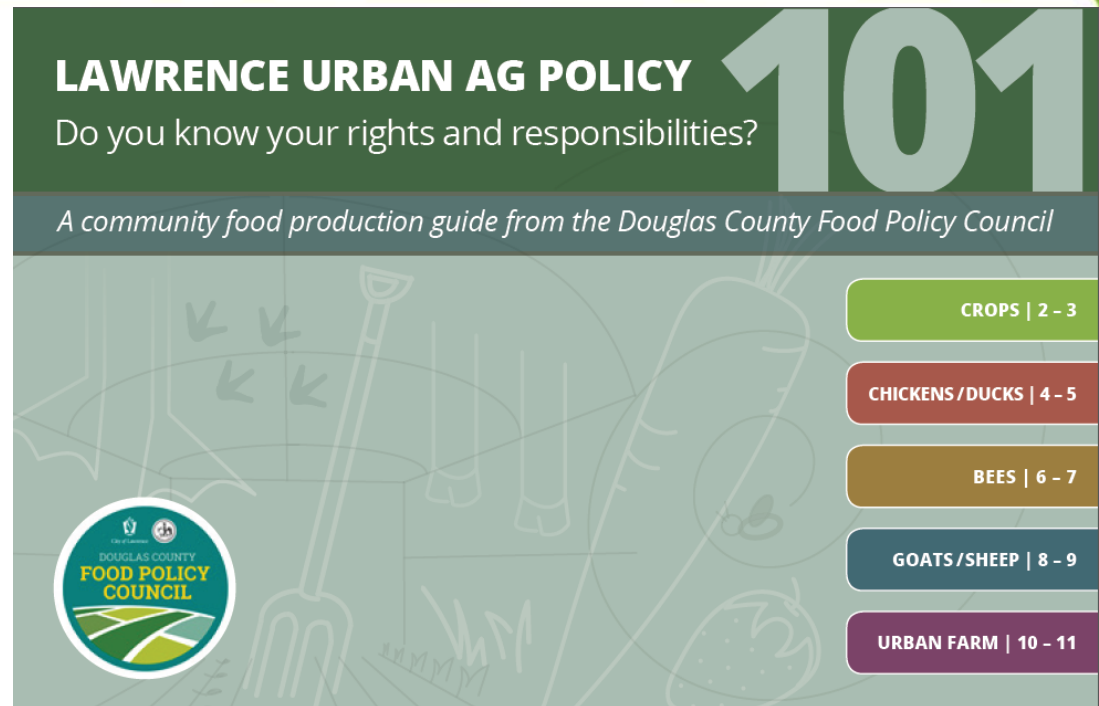
Pounds of produce donated: **1,350**





# URBAN AGRICULTURE

- ✓ Significant engagement with Planning Department and Planning Commission
- ✓ Helped lead public input through policy development
- ✓ Series of public events planned for spring 2017
- ✓ Presentations at KS-American Planning Association conference and Kansas FPC convening



*FPC worked with community designers to create user-friendly publications to explain changes in new city code.*

➤ [www.lawrenceks.org/urban-ag](http://www.lawrenceks.org/urban-ag) to launch soon.

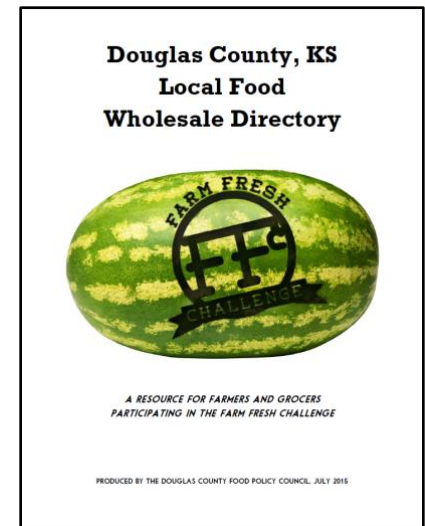


# PARTNERSHIP TO IMPROVE COMMUNITY HEALTH

\$1.3 million CDC grant for LDC Health Department: Grant period September 2014-2017 (subcontract to County)



*Established subcontract with Sunrise Project to lead extensive food system training with Community Coordinators, support community engagement.*

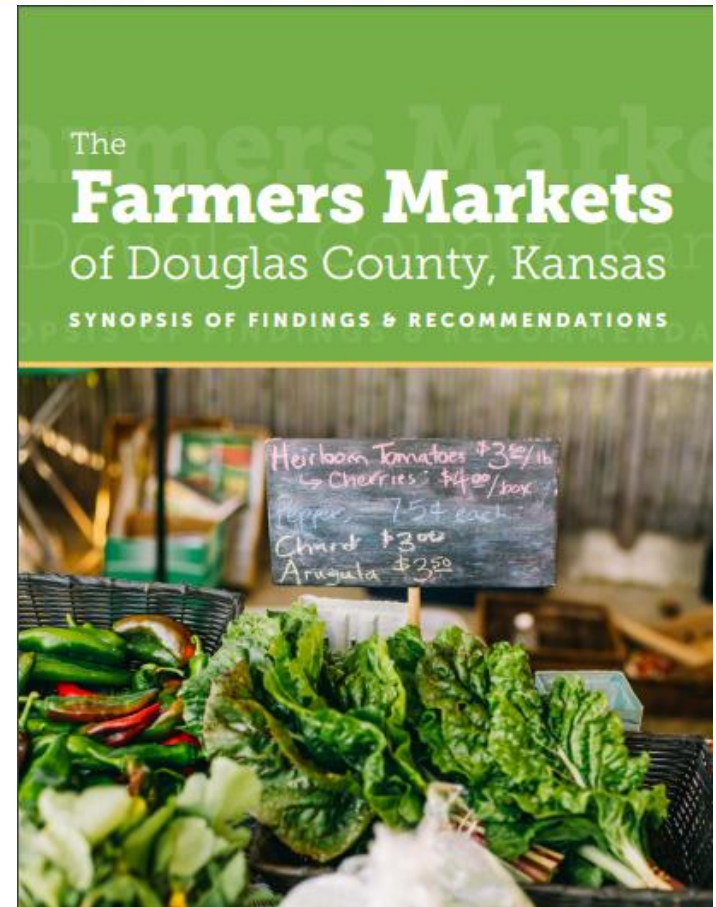


*Update coming March 2017!  
Expanding to include schools, restaurants, and recovery groups.*

- USD497 launched Request for Information process and procurement guidelines to*
- Collaborations with Eudora and Baldwin City, including USDA grant application*

# USDA FARMERS' MARKET PROMOTION PROGRAM GRANT

- ✓ Received \$53,650 in funding to conduct in-depth analysis of our county's six farmers' markets and consumer interests
  - SCALE, Inc. recommendations for sector, markets in new reports, including permanency of downtown location
- ✓ 2017: TA support to help with market implementation
  - Collaboration and new marketing tactics to increase shoppers and vendor viability



Reports available at: <https://www.douglascountyks.org/fpc/reports-and-resources>



# STATEWIDE LEADERSHIP

- ✓ Statewide councils expanding
- ✓ K-State College of Ag & KSRE Annual Report highlights DCFPC and regional food hub

➤ Video: <https://youtu.be/1bU-i94luN0>

- ✓ DCFPC Chair and staff invited to present to **KS Local Food & Farm Taskforce**

- ✓ Presented at:

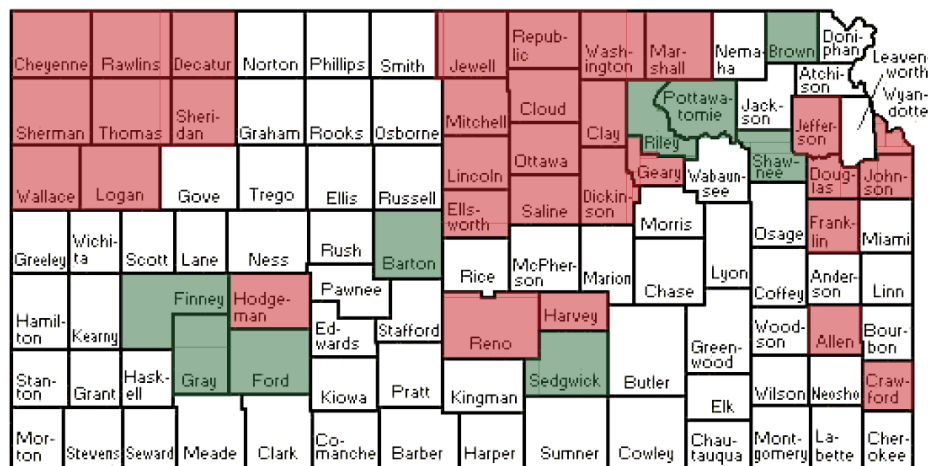
- K-State Olathe Urban Food Systems Symposium
- KRC Farm and Food Conference

- ✓ Governor's Summit on Ag Growth

*“For the most part, farmers are really good at retail and direct sales, and we are kind of good at what I call the ‘easy wholesale’ — such as chefs and grocery stores. But there is a whole new, larger world that farmers have not even begun to tap into.”*

*- Jill Elmers (farmer, DCFPC) in KSU Report*

<http://www.bookstore.ksre.ksu.edu/pubs/UNN31.pdf>



■ Current Councils  
■ Emerging Councils

# 2016 MARKET MATCH TRANSITION TO DOUBLE UP FOOD BUCKS

## 2016 USDA FINI Grant

## Double Up Heartland Collaborative

Kansas/Missouri Regional Partnership  
to increase SNAP matching

**68 farmers markets**

**117 grocery stores**

**316,000 SNAP users**

**\$2.9 million in USDA funding**

**\$2.9 million in local support**

**= \$5.8 million over 3 years**



**DOUBLE UP  
FOOD BUCKS™**

<http://www.doubleupheartland.org/>

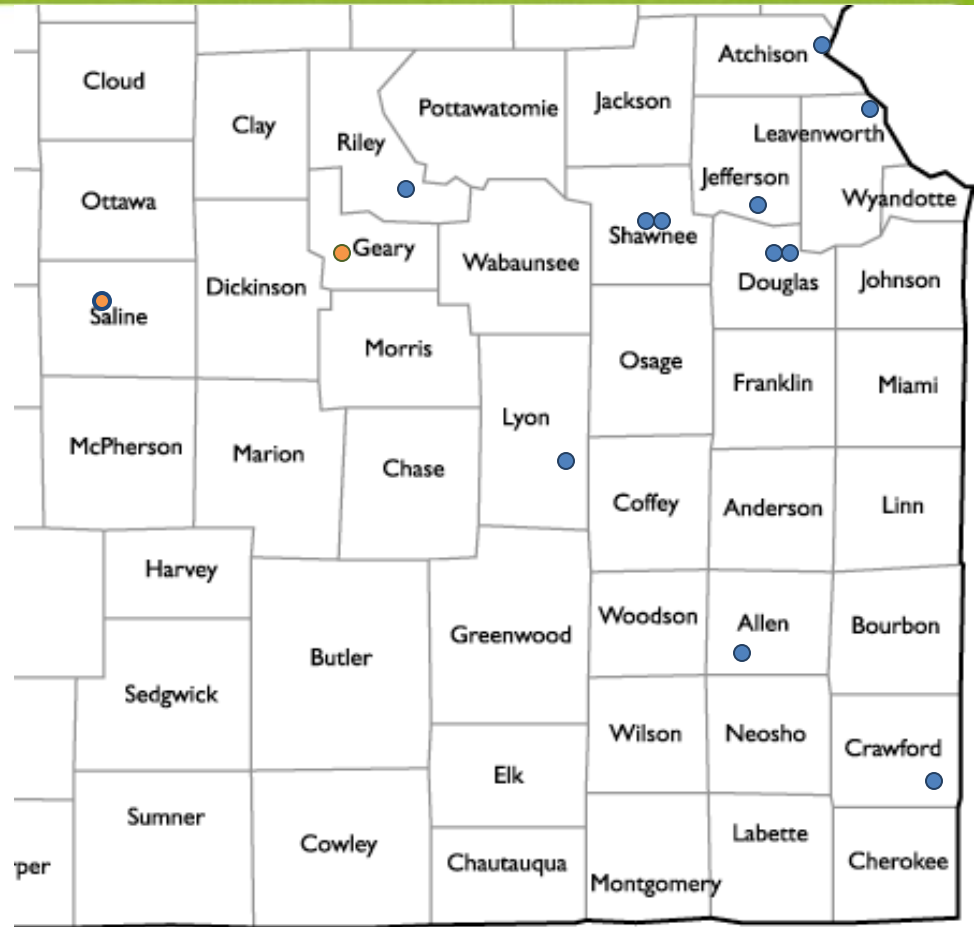




# 2016 DOUBLE UP FOOD BUCKS

Currently at **12** Markets  
Expanding to **15** Markets  
and **2** Rural Grocery Stores

	2015	2016
SNAP Distributed	\$19,551	\$25,529
Match	\$20,727	\$25,152
Cumulative Impact	\$40,277	\$50,681
Economic Impact	\$54,777	\$68,926



# SNAP matching is a win-win-win!



**low-income families**  
can purchase and  
eat more healthy  
foods,

*100% say DUFB helped  
them afford more FF&V  
87% consumed more FF&V  
67% decreased  
consumption of junk food*



**local farmers** access  
new customers and  
new sources of  
revenue,

Vendors saw an increase  
of over \$50,000 in  
revenue across all  
markets because of SNAP  
matching



and more dollars  
stay in **local Kansas  
communities.**

Every \$1 spent at  
a farmers market  
can generate up  
to \$2.80 for the  
local economy.

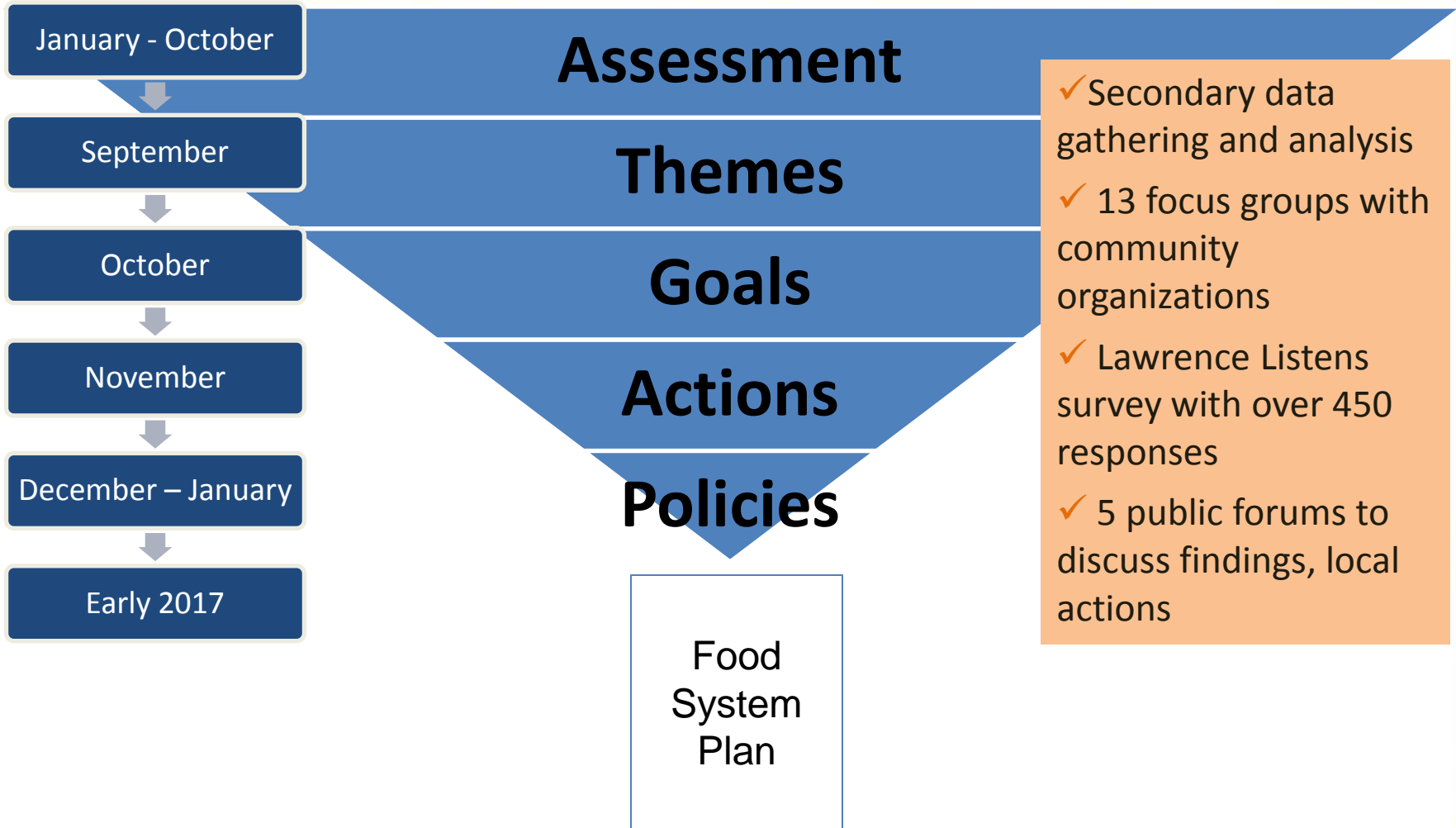


# FPC TASKED TO WRITE FOOD PLAN

*“a strategic plan should be developed by and maintained with the Local Food Policy Council to...ensure the master plan is fitting the true needs of the community.”* --Comprehensive Plan Update Steering Committee

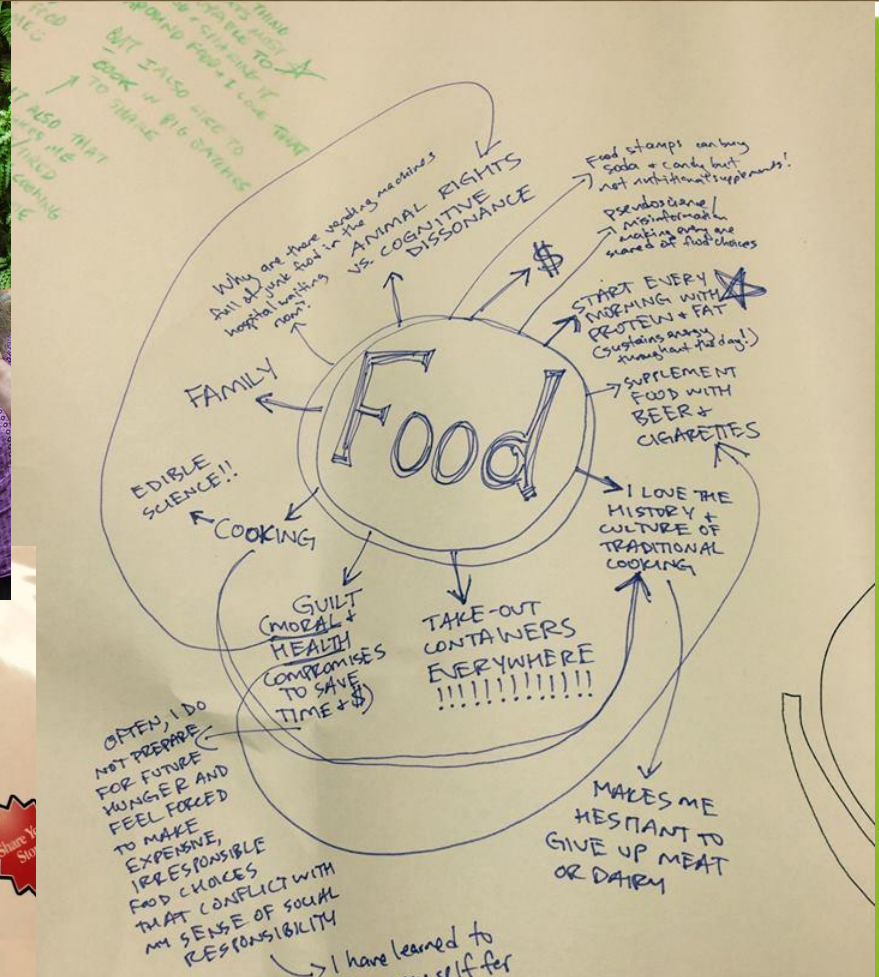


# CREATING A FOOD SYSTEM PLAN





# SUNRISE PROJECT COMMUNITY COORDINATORS



The Coordinators devised unique strategies and questions to intentionally engage over 200 residents.

Collaborating with DCFPC in early 2017 to oversee drafting and adoption of the Food System Plan.



# FOOD SYSTEM PLAN GOALS

1. Agricultural producers, food entrepreneurs, and food sector workers thrive in our regional economy.
2. As our cities grow we prioritize natural resource conservation and maintain working lands to promote soil health.
3. We build and design our communities to ensure food access, foster health, and eliminate food deserts.
4. Our community works together to ensure affordable and culturally-appropriate food for all.
5. Our community minimizes waste creation and recovers, recycles, diverts, and composts to eliminate waste in our local food system.

# 2017 OUTLOOK

- ✓ Food System Plan
  - February: Public comment
  - Spring: Adoption process
  - After adoption: Determine priorities, begin implementation
- ✓ Double Up Food Bucks growth
- ✓ Food Systems Coordinator transitions to Sustainability Planner
- ✓ Continue to tell our story and lead local food system innovation

*Images from 2016 Douglas Co. Farm Policy Tour*



*Dan Fuller of White Tail Run Winery*



*John Wohletz of Wohletz Farm Fresh*

# STAY CONNECTED

- ✓ All Douglas County Food Policy Council meetings are open to the public—and our City Commissioners:
  - Full Council: Third Monday each month, 6:30pm to 8:30pm  
*Location varies throughout our county food system*
  - Subcommittees meet monthly
- ✓ Agendas, minutes, reports, and additional info online:  
<https://www.douglascountyks.org/fpc/welcome>
- ✓ Subscribe for monthly agenda announcements:  
<http://lawrenceks.org/subscriptions>



# QUESTIONS?

Helen Schnoes, Food Systems Coordinator  
hschnoes@douglas-county.com  
785-832-5157

<http://douglascountyks.org/fpc>