

Rebuilding the Food System Face to Face



Antonio Larson

Green Design in the City



Est. 2000

Uniting communities, families,
and farmers year-round
through locally grown food.

City Metabolism

a Look at London

- FOOD INPUTS: 2,400,000 tons per year
- CITY SURFACE AREA: 390,000 acres
- FARMLAND USED: 21,000,000 acres

(with other factors)

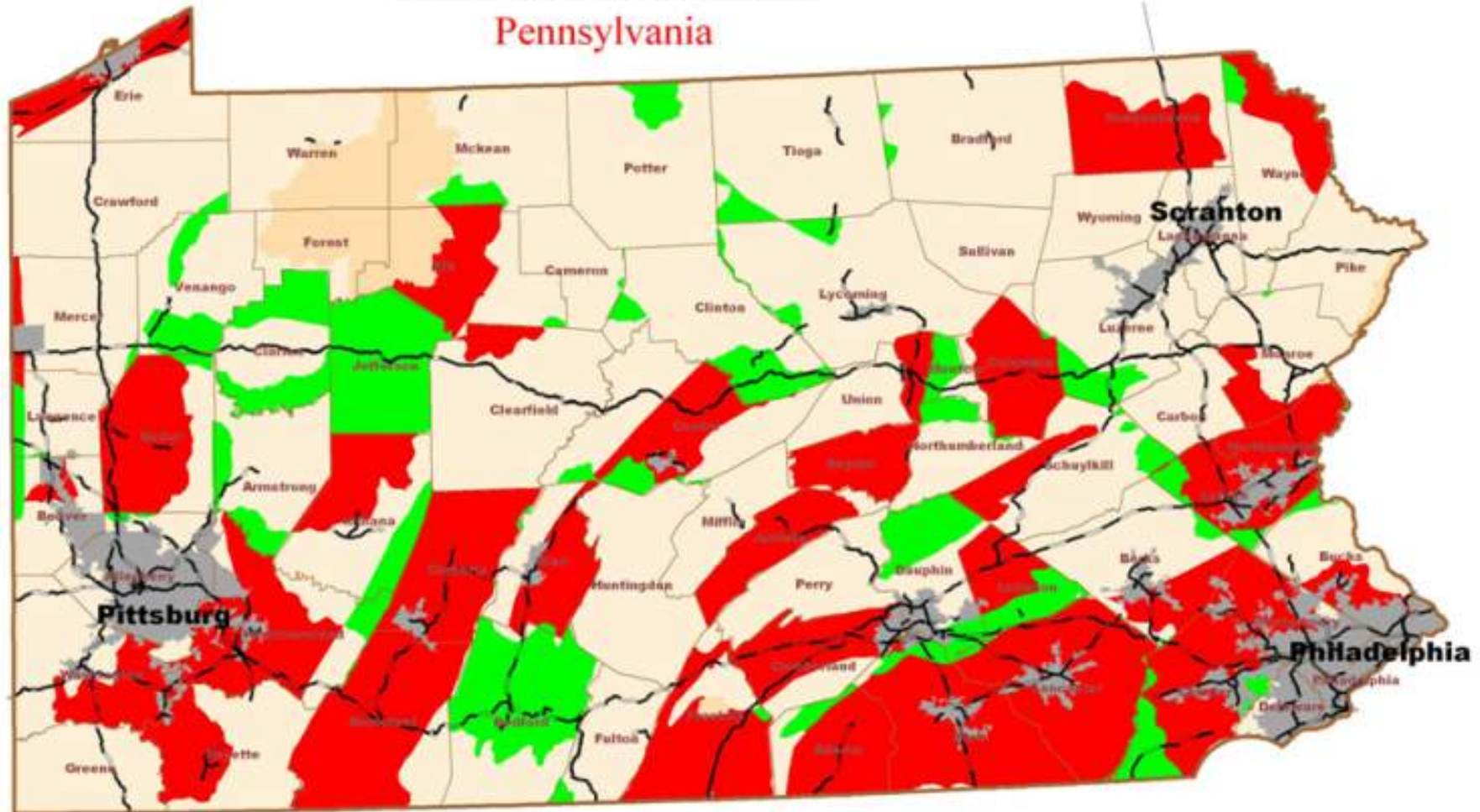
Ecological Footprint: 125 x City Surface Area

Beatley, p.233:




Herbert Girardet's '96 study

FARMING ON THE EDGE



Sprawling Development Threatens America's Best Farmland Pennsylvania



Legend:

- | | | | |
|---|--|---|-------------|
|  | High-Quality Farmland & High Development |  | Urban Areas |
|  | High-Quality Farmland & Low Development |  | Other Lands |
|  | Federal & Indian Lands | | |

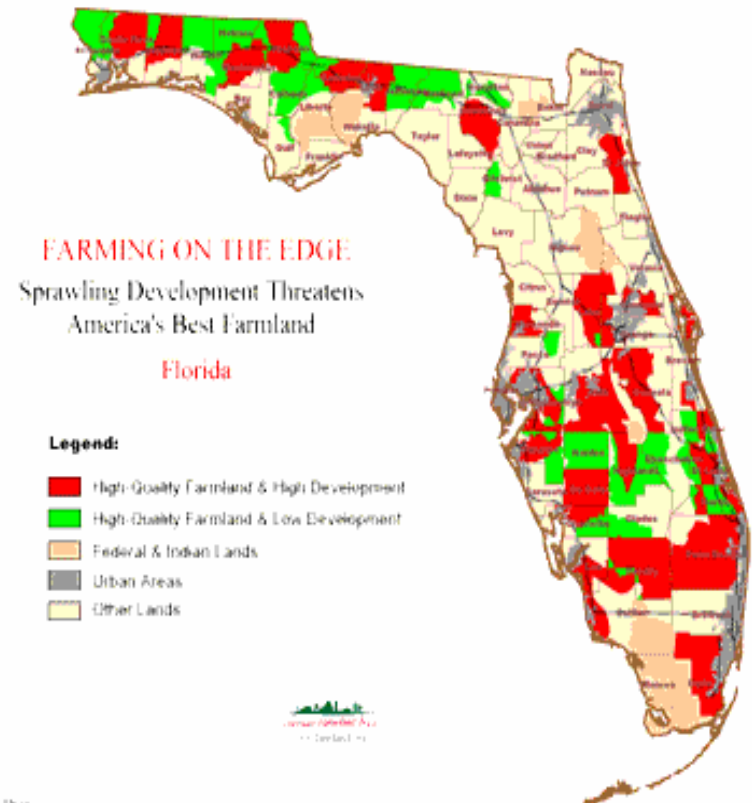
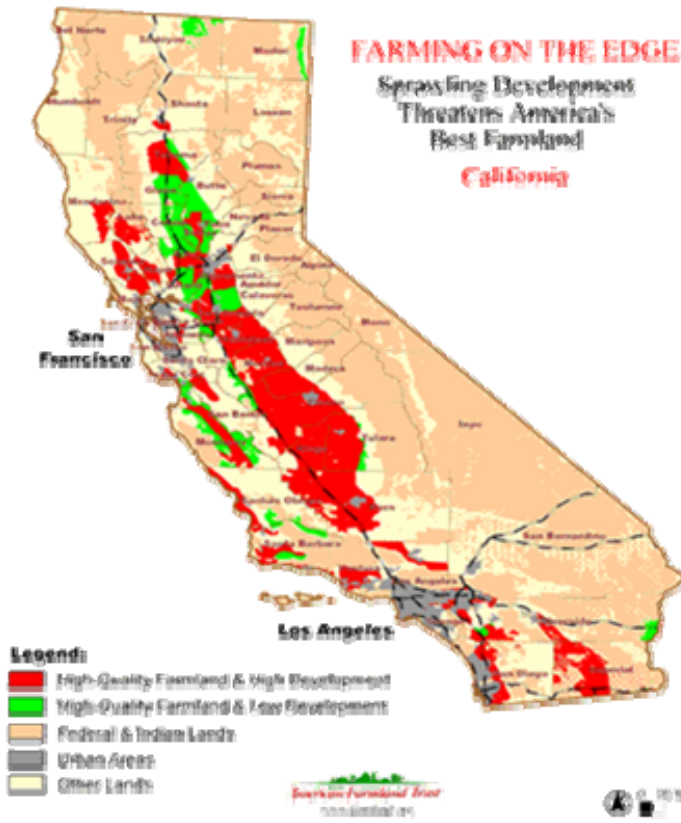

 American Farmland Trust
www.farmland.org

 0 12 Miles


Increase in rate of loss over previous 5 years ('92 – '97)

California: 15%

Florida: - 31%



THREATENED FARMLAND

Losing most fertile and productive land the fastest.

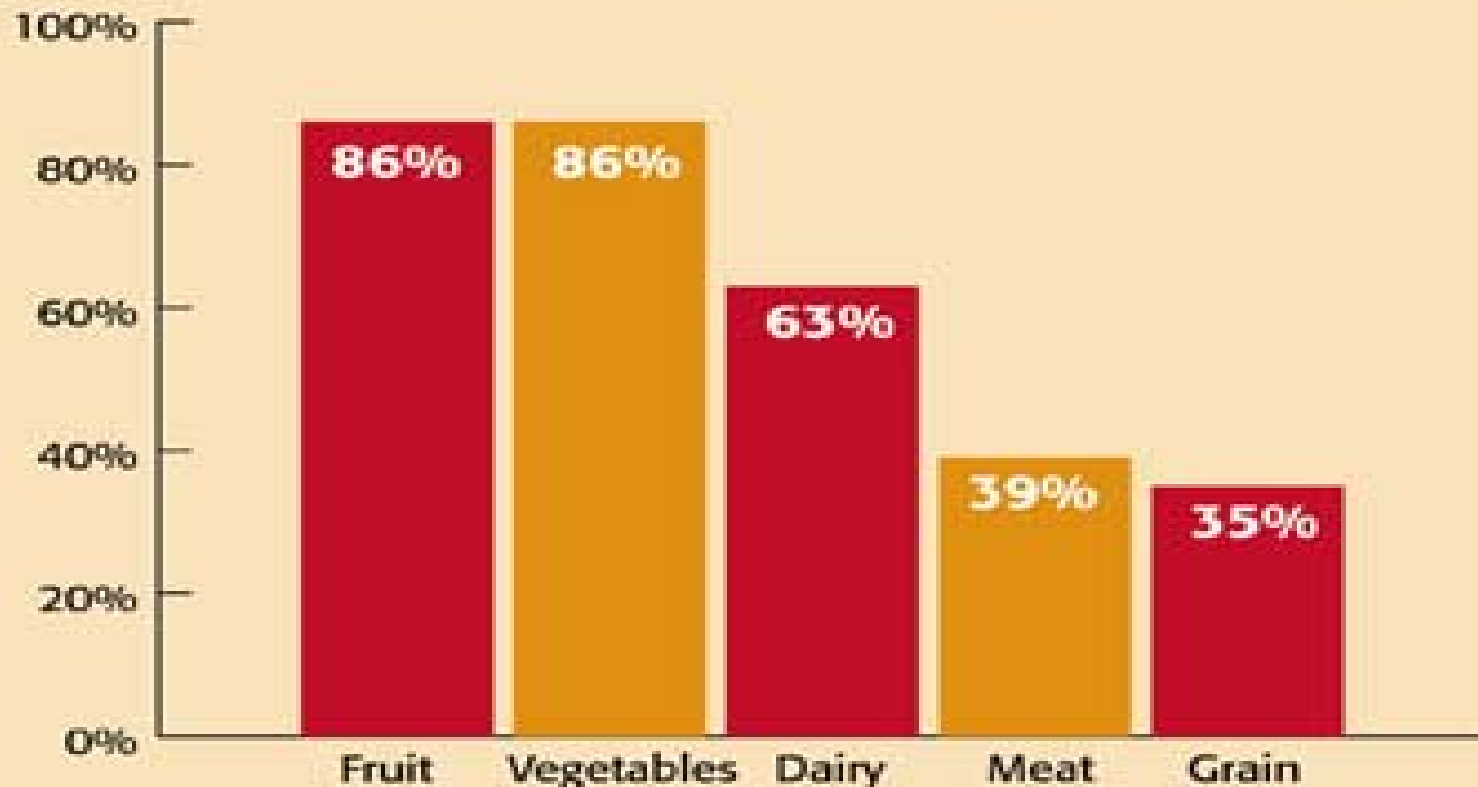
Wasteful land use is the problem, not growth itself.

Our food is increasingly in the path of development.



DOMESTIC FOOD IN THE PATH OF DEVELOPMENT

*Percentage of Total U.S. Food
Production in Urban-Influenced Areas*



Source: 1997 U.S. Census of Agriculture; USDA's Economic Research Service.

Food Security

2 Meanings

Short term health:

Making sure nutritious, affordable food is available to all on a daily basis.

Long term infrastructure:

Setting Urban areas up to count on their immediate food supply if necessary.



Goals

- City: healthful and flavorful food choices
- Region: sustainable, economically successful family farms help preserve vanishing countryside
- Welfare: of land, workers, animals & customers



Farm to City director Bob Pierson



Projects

- Farmers' Markets
- Community Supported Agriculture (CSA)
- Buying Clubs (notably Winter Harvest)



Farm to City Markets:

Center City, S, W, N, NW

- **South & Passyunk Farmers' Market**
- **Rittenhouse Square Farmers' Market**
- **Chestnut Hill Growers Market**
Winston Rd. btw. Germantown Ave. & Mermaid Lane.
- **Penn Campus Farmers' Market** 36th & Walnut
- **Weavers Way Farmers' Market** 559 Carpenter Lane
- **Roxborough Farmers' Market**
Ridge Ave. at Leverington Ave.
- **East Falls Farmers' Market**
Midvale Ave. near Ridge Ave.
- **Lancaster Ave. Farmers' Market**



Farmers' Market
Today

Involvements & Success

- 30 farms in Seasonal Markets
- 20 farms in Winter Harvest
- 5 farms in CSAs:
over 350 share holders (over 50% of city CSAs)
- 2005: over \$500,000 in total farm sales
- Somerton Farms in North East Philly
their half acre = \$35,000 over conventional expectations

National “Branding” Campaign



Partnering with Food Routes, a national non-profit





UNIVERSITY CITY HIGH
Fresh Student-Grown Produce

Market Customers

- 71 % Freshness of food
- 54% Support local farms
- 54% Health conscious products
- 32% Looking for organics

Increasing clientele by accepting Food Stamps



VENTURI FARMS
4th Generation
"Our soil, Our labor, Our pride"



Expanding & Replicating

- Exporting web tools for organizing
Buying Clubs & CSAs

“In 2006, we will aggressively market the web tools throughout the U.S.”

The 2007 Common Market

\$100,000 grant for a feasibility study for food distribution center in North Philly

A Worthy Model?

- Room to Grow

FTC estimates they make up 0.03% of Philadelphia's food expense (est. \$1.7b)

Many farmers haven't yet converted from field crops to produce. Will they receive needed tech support?

12 square miles of farmland needed to put a CSA in 770,000 homes all season.

Rising oil prices may affect food.

One CSA farmer's realistic take:

- “I don't think it's the future of food distribution. I think most of our food will be grown overseas, flash frozen and shipped to make way for the housing developments that want to move in, but right now there's a nice market for people who want super-fresh produce.”

References:

- Beatley, Timothy Green Urbanism: Island Press, Washington D.C., 2000.
- City Paper Jenna Portnoy: “Food Fight: For-profit and nonprofit farmers markets are split on proposed rules.” June 16-22, 2005.
- Philadelphia Weekly Jesse Smith: “Growth Industry: Agricultural collectives are bringing fresh-picked produce to city residents.” May 18, 2005.
- Interviews with Bob Pierson (Director of Farm to City)
- www.farmtocity.com
- www.foodroutes.org
Website of national local food advocate (non profit)
- www.pasafarming.org
Website of Pennsylvania Association of Sustainable Agriculture
- www.farmland.org
Website of American Farmland Trust (small farm advocate and non profit)



www.farmtocity.com