# Louisa County, VA Community Food Systems Audit



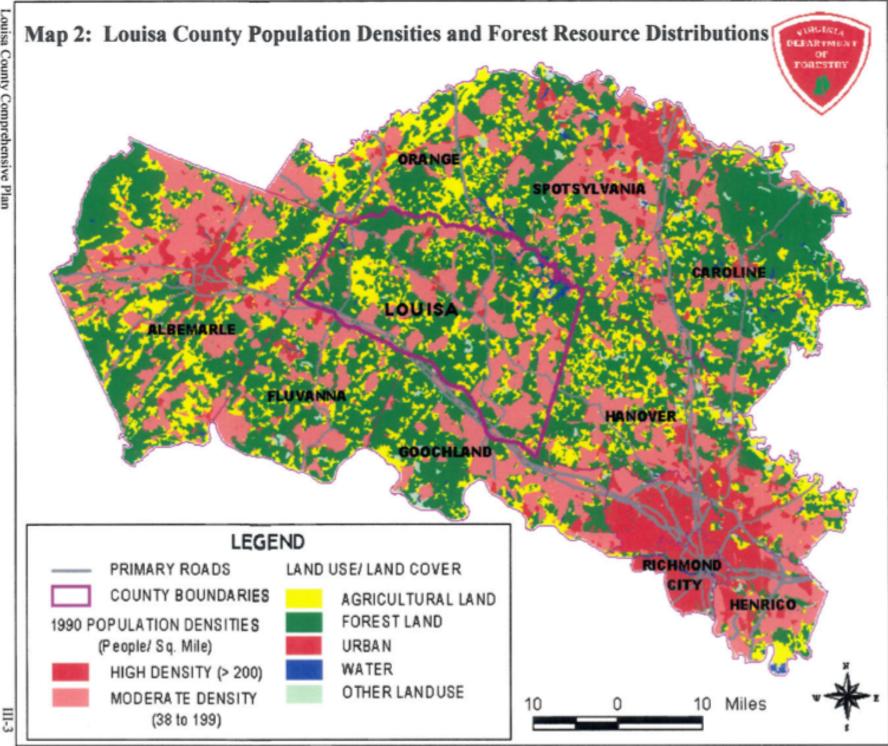
# **Brief Introduction to Louisa County**

- 10% Urban
- 71% Forest lands
- 16% Crop, pasture, and open land

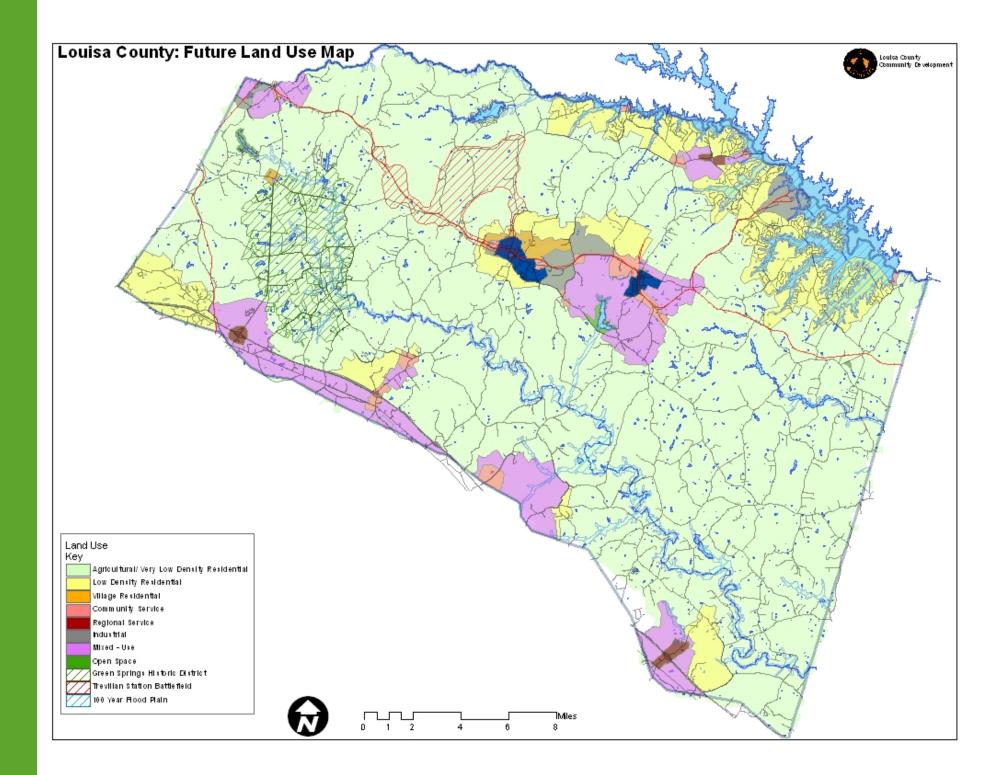
Louisa County's Comprehensive Plan emphasizes:

- Maintaining their rural heritage
- Promoting environmental stewardship
- Promoting agriculture and forestry

Important areas: Lake Anna, Green Springs, Twin Oaks



Louisa County Comprehensive Plan



# **Document review and initial document findings**

Comprehensive Plan, zoning ordinances, municipal code, school system website, Louisa County website, regional JABA

\*\*No language related specifically to food

- o Most policies on land conservation and environmental concerns
- o JAUNT only public transport
- o Not much info to be found online

## Community Stakeholders Conducted seven interviews

**Donna Isom Director, Community Cupboard** Jeremy Camp **Director, Community Development David Holtzman** Senior Planner, Community Development **Randy Herman** School Nutrition Director, Louisa Public Schools **Tracy Nedza Extension Agent, Extension Office Ginger Dillard Nutrition Services, Betty Queen Center Becky Vigon** Manager, Mineral Farmer's Market What do you do as [job position]?

What comments or questions do you have about our food policy audit?

How would you say food policy (or lack of) affects you in your line of work?

Do you think fresh, nutritious food is generally available and accessible to most Louisa residents?

What policy options do you think are most important in improving access and availability?

# **Public Health**

### **Strengths:**

- No junk food in schools; more whole grains
- Recommended reduced pesticide use

## **Opportunities:**

- Open space community gardens?
- Garden plans at Community Cupboard, schools
- More transportation

# Challenges:

 No raw meat preparation allowed in schools



# **Economic Development**

## Strengths:

 9.2% of Louisa's agricultural/forestal lands are AFDs

## **Opportunities:**

- More support, fewer restrictions for small farms
- BuyLocal
- o Regional distribution center?

## Challenges:

 Not enough interest in agriculture as a profession



# **Environmental Benefits**

## Strengths:

- Gleaning
- Protection of environmental areas, riparian buffers

## **Opportunities:**

- More education about good growing practices
- More gleaning, sharing of food and resources



### Challenges:

 Food Lion does not allow gleaning of meat and produce items.

# Social Equity

## Strengths:

- JAUNT buses
- The Community Cupboard industrial refrigerators

## **Opportunities:**

- EBT at farmers markets
- More coordination and awareness of resources

# Louisa's Community Cupboard

## **Challenges**:

**o** Transportation infrastructure

# Land Conservation / Access to Land for Food Production

## Strengths:

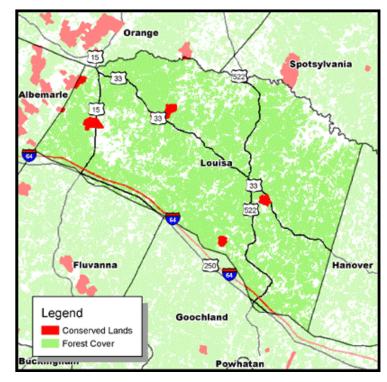
- Conservation maps
- Taxes used to preserve agricultural and forestal lands
- Conservation is key value

# **Opportunities:**

- Encouraging young people to go into farming
- Preservation of rural character
  - -> agriculture promotion

## Challenges:

Shift from preservation to food production



# **Top Five Priorities for Louisa**

- Community gardens
- Improved transportation
- Procurement of local foods, especially in schools
- Increasing awareness and promoting farming as a profession
- Helping local farmers find

   a place in the market (farmers markets, grocery stores) and removing restrictions



# **Acknowledgements**

Thanks to all who met with us for interviews!

Jeremy Camp, Director of Community Development Ginger Dillard, Nutrition Services, Better Queen Center Randy Herman, Nutrition Director, Louisa Co. Public Schools David Holtzman, Senior Planner of Community Development Donna Isom, Director of Community Cupboard Tracy Nedza, Louisa Co. Extension Office Becky Vigon, Mineral Farmer's Market

> Tanya Denckla Cobb Tim Beatley Jessica Ray



#### GREENE COUNTY, VA FOOD POLICY AUDIT

Stuart Andreason Jennifer O'Brien Katie Wolfe



|   | GREENE COUNTY                 | VIRGINIA                  |
|---|-------------------------------|---------------------------|
| Poverty   | 6.6% / 15.1% in Stanardsville | 9.90%                     |
| Median HH Income                                    | \$45,931                      | \$46,677                  |
| Unemployment  | 1.9%                          | 2.7%                      |
| Educational Attainment<br>(25+ With a BA or Higher) | 19.8%                         | 29.5%                     |
| 2007 Pop. Growth Rate                               | 17.2%                         | 8.9%                      |
| Top Crop Items (acres)                              | Forage, Corn, Grapes          | Forage, Soybeans, Corn    |
| Top Livestock (number)                              | Turkeys, Cattle, Pheasants    | Chickens, Turkeys, Layers |
| Average Age of Farmer                               | 61                            | 58                        |
| Students Approved for<br>Free or Reduced Lunch      | 33%                           | 37%                       |

2000 Decennial Census; 2007 Weldon Cooper Center for Public Service; VDACS; Annie E. Casey Foundation, 2009; 2007 U.S. Agricultural Census, April 2010 Bureau of Labor statistical poverty estimate TJPDC 6.4%, Virginia 7.4%

#### **Community Contributors**

Matt Benson Community Viability Specialist, VCE

Judy Berger Community Nutrition Manager, JABA

**Debbie Brown** Assistant Superintendant of Human Resources and School Wellness Committee Member, GCS

**Roy Dye** *Executive Director, \*STAR\**  Carole Haas Supervisor of School Nutrition, GCS

James Howard Director of Dept. of Social Services

Cathryn Kloetzli Farmers' Market Manager, VCE

**Don Pamenter** *President*,\*STAR\*

**Tony Williams** *Economic Development Authority Manager* 

#### GREENE COUNTY FOOD POLICY AUDIT



#### **Overall Strengths**

- Appreciation of **agricultural heritage** as an economic asset
- Festivals and events highlighting local food and culture
- Churches and non-profit organizations addressing food access
- Schools increasing the availability of fresh produce
- Urban growth boundaries are in place to help direct development and preserve farmland.



#### **Overall Challenges**

- Younger population has little interest in agriculture
- Organizations providing food assistance lack continuity
- Schools do not have the time, money and workforce to provide the meals and nutrition education desired
- **High growth rate** requires strict adherence to growth boundaries



#### **Public Health**

#### Strengths

- GCS Students have responded positively to an increase healthy foods
- Stanardsville farmers' market
- Strong JABA presence advocating for fresh, local food
- Innovative use of USDA Commodities \$

#### Challenges

- GCS lack of time and money needed to include more fresh, local vegetables
- The commuting nature of many families may limit time to consider health, wellness, and food choices



#### **Economic Development**

#### Strengths

- Wineries and small farms
- Technical support from EDA and SBDC
- Incoming Walmart in Ruckersville
- Plan to create agricultural heritage marketing tools
- Festivals and fairs

#### Challenges

- Defining "local"
- Equality in regulation of large and small food providers
- Difficult to attract small business owners
- Youth population shows little interest in agriculture
- Incoming Walmart in Ruckersville



## **Economic Development**

#### Tourism

- Agricultural
- Civil War
- Food + Wine



#### Businesses & Attractions: Annual Events



Every September, the sights and sounds of the Civil War echo across the fields of Greene County, VA as history buffs reenact the Battles of Stanardsville and Rio Hill. Will you defend The Cause? Or will you join with the Union army to see that Virginia once again joins the United States of America? This event features exciting battle scenes, historical demonstrations, carriage rides, shopping, a period-accurate ball and plenty of activities for children. For more information and to register, visit their website. Saturday & Sunday, September 18 - 19, 2010

Reenactment Field, US Route 33 (1 mile west of US 29), Ruckersville Organizers: Patti Wilson, 434-825-4478, patti.wilson19@yahoo.com www.stanardsvillereenactment.com

#### Fourth of July Parade

Enjoy an authentic small-town-America 4th of July parade in historic downtown Stanardsville. Celebrate Independence Day surrounded by buildings that were standing during our nation's beginnings. The festive parade down Main Street will be followed by a patriotic program on the Court House Square, with a reading of the Declaration of Independence and musical performances. Food, ice-cream, and soft drinks will be available for purchase.

Sunday, July 4, 2010 Main Street, Stanardsville Organizers: \*STAR\*, Roy Dye, Executive Director, 434-985-6663, radye@earthlink.net





#### **Greene County Fair**

Experience the fun and back-home warmth of a real, rural county fair and its people. Music, carnival rides, home made food and craft exhibits, farm animal auctions, great fair food and much more can be enjoyed in a beautiful setting at the foot of the Blue Ridge Mountains. The fair ends on Saturday with a rip-roaring demolition derby. Tuesday - Saturday, August 10 - 14, 2010

Greene County Fairgrounds, Route 230 (Madison Road) off of Route 33 Business, Stanardsville Organizers: Van Bowman, 434-960-5312; Ed Lumadue, 434-985-3226, eslumadue@yahoo.com greenecountyfair.tripod.com





#### **Environmental Benefits + Land Conservation**

#### Strengths

- 2010 Comprehensive Plan goal to increase conservation through easements and TDR
- Urban growth boundary
- Voluntary riparian buffer program

#### Challenges

- Lack of policy regarding pesticide use
- Very high population growth rate + development needs

#### GREENE COUNTY FOOD POLICY AUDIT



## Environmental Benefits + Land Conservation

#### **Prime Farmland**





Ruckersville

### Environmental Benefits + Land Conservation

#### Land Use

Roads Existing Dwelling Units Urban Growth Areas (2003 Comp Plan Existing Developed or Committed Protected or Conservation Easement Greene Albomaris

### **Social Equity**

#### Strengths

 STAR increasing pedestrian access to groceries + make restaurants more viable.

GREENE COUNTY FOOD POLICY AUDIT

- JABA is working to increase local food consumption + access
- VCE is working to increase the visibility and capacity of farms.
- Multiple church food banks and soup kitchens

#### Challenges

- Farmers' market prices are too high for low income population / no EBT at the farmers' market
- No comprehensive effort to combat food insecurity
- Minimal public transportation options

#### **Moving Forward**

- Improve nutrition education in the community
- Provide direct entrepreneurial support to local producers
- Address food insecurity in a more comprehensive manner
- Protect and capitalize on existing assets
- Continue the **food conversation**



#### **Re: Nutrition Education**

- Make nutrition education part of curriculum in schools.
- Organize a health fair.
- Create a garden club or program for students.
- Mandatory physical education every day. Offer gardening.
- More money for fresh foods + the labor necessary to supply them.

#### GREENE COUNTY FOOD POLICY AUDIT



#### **Re: Food Insecurity**

- Purchase an **EBT machine** for the farmers' market.
- Ensure the affordability and accessibility of the farmers market is publicized through the VCE and DSS.
- Make nutrition education available/required for low-income residents.
- Encourage gleaning from markets.



**Re: Protect and Capitalize on Exiting Assets** 

- Encourage VCE to run classes on farm labor skills/vineyard maintenance in Greene.
- Use the heat generated at gas stations to heat greenhouses.



#### **Re: Provide Entrepreneurial Support**

- Provide grants to small business/farm owners.
- Require grocery stores in the county to sell a minimum amount of local goods.



**Continue the Conversation...** 





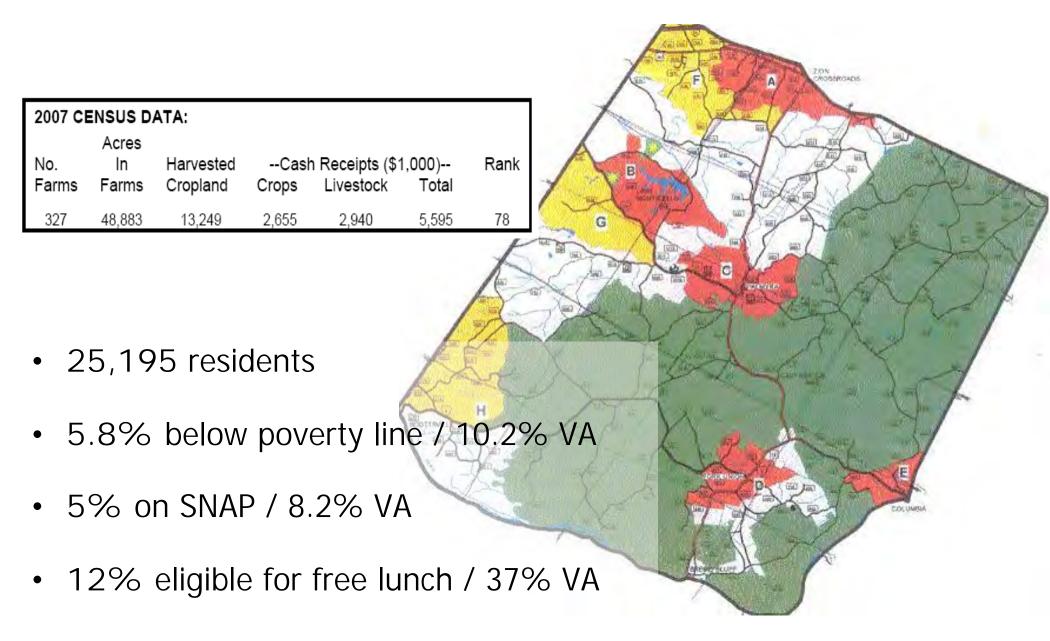
# Fluvanna County Food Policy Audit

ALL ALL

# Will Bolton, Carla Jones, and Ben Pinover

Photo taken from http://www.fluvannarealestate.net/charlottesville%20farms.png

# Overview of Fluvanna



# Methods

- Document researchCommunity Partners:
  - John Thompson
  - Elizabeth Fortune
  - Jane Gatewood
  - Darren Coffey
  - Dwight Godwin
  - Vicki Karabinus
  - Joan Farren
  - Bertha Armstrong
  - Mozell Booker

# Planning Commission Report

# Public Health

- Strengths
  - Obesity
  - Wellness Plan
  - Community Gardens
  - Farmers' Market
- Opportunities
  - Obesity
  - Farm to School Program



# Social Equity

- Strengths
  - Schools
  - Coordination
  - Free Community Garden Plots
- Challenges
  - Time
  - Access
- Opportunities
  - EBT Program



# Economic Development

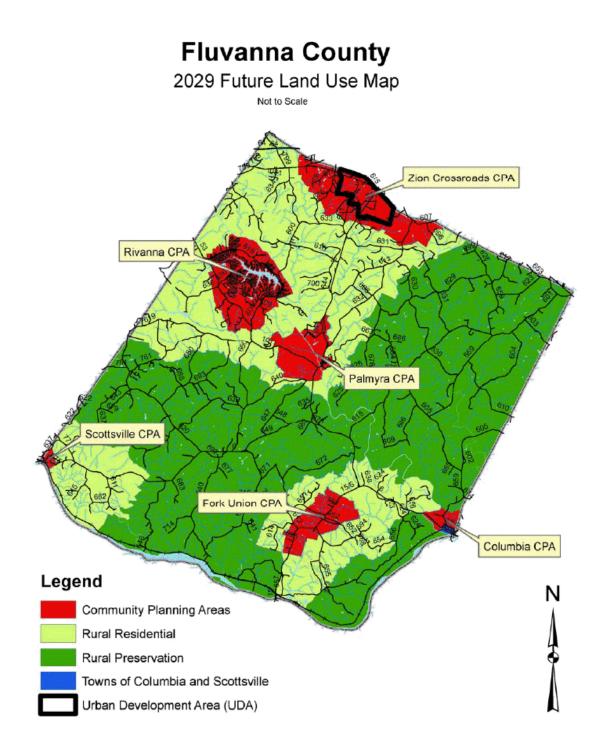
- Strengths
  - Farmers' Market
  - Economic
     Development Plan
- Challenges
  - Diversifying Farmers' Income
- Opportunities
  - Public Outreach

# **Environmental Benefits**

Fluvanna Countu apm Marke TUESDAYS PRODUCE ARTISANS BAKED GOOD HOMEMADE JA FARM FRESH EGGS

Strengths

- "The most livable and sustainable community in the United States."
- Voluntary Livestock Fencing
- Bio-solids Management
- Challenges
  - Chesapeake Bay Watershed
- Opportunities
  - Land Conservation



# Land Use

- Strengths
  - Farmers' Market
  - Pleasant Grove
  - Growth Management
  - Land Use Taxation
- Challenges
  - Restrictive Zoning
- Opportunities
  - Supporting Diversified Incomes for Farmers

# **Community Priorities**

- Land Preservation
- Obesity
- Community Gardens
  - Farmers' Market

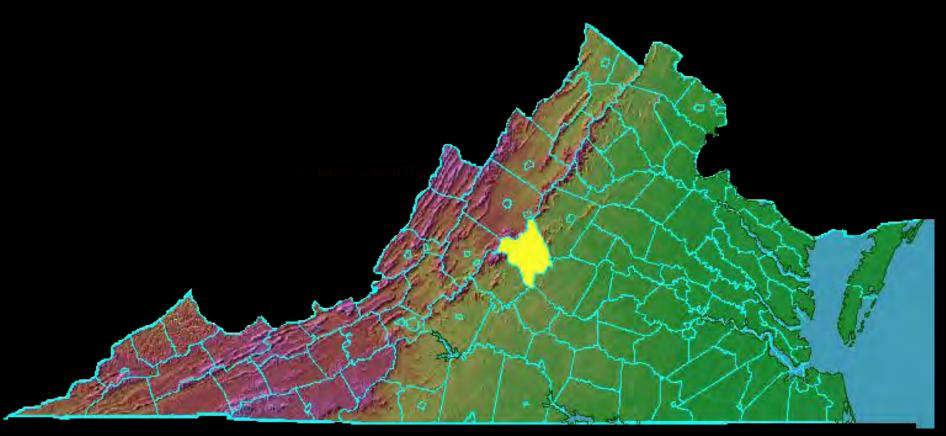
# Recommendations from Community Partners

- Land Use
  - Zoning
- Economic Development
  - Farmers' Market
- Expand Initiatives
  - Social Justice
  - Shifting Culture



## Nelson County, Virginia Food Policy Audit Spring 2010

Forkland Farm Lovingston, VA Dana Smith Keith Crawford Sara Teaster



http://www.virginiaplaces.org/vacount/graphics/nelson.gif

### Nelson County, Virginia

- Nelson county was founded in 1807
- Total land space 471 square miles (302,000 acres)

## A Farming Community

• 73,000 acres is in farmland, or 24% of county

• #4 in state for fruits/ tree nuts and berries

• Over \$12 million in agricultural products annually

• 4% of workforce in agriculture

## Nelson County Residents

| Total Population                   | 14,445        |
|------------------------------------|---------------|
| Individuals Under<br>Poverty Level | 12.1%         |
| Families Under<br>Poverty Level    | 8.5%          |
| School Population                  | 1969 students |
| Free or Reduced<br>Lunch           | 49.5%         |
| Commute Outside<br>County          | 65%           |



www.weichert.com/images/counties/VA-Nelson.gi

# Audit Method

#### Government



#### Connie Brennan, Board of Supervisors





### Community



Frances Mitchell, Jefferson Area Board for Aging, Nelson County Case Manager

#### Farmers



Jim Saunders, Saunders Brothers Orchard, Director of Human Resources

Gary and Jeanne Scott, Twin Springs Farm, owners



Roger Collins, Nelson County Public School Superintendent Beth Morris, Nelson County Public Schools Nutritionist Fred Boger, Nelson County Planning Director Maureen Kelly, Nelson County Economic Development and Tourism

## Strengths

School Wellness Policy

- Strong Sense of Community
- Committed Non-Profit Organizations

Values and Support for Land Conservation

• Economic Development Support for Agritourism

## Challenges

#### • Food Traditions

• Limited Funding

• Transportation Distances

Critical Slopes Limit Farmland

• Lack of Communication Infrastructure

• Declining Farmer Population and Decreasing Farmland

• Environmental Regulations are Cost Prohibitive for Small Farmers

# **Community Priorities**



## Support More Local Purchasing



# Local Food Hub

# Increase Variety of Crops and Land in Production



# Educate Nelson County About Food and Obesity Prevention



# Support Community Gardens



## Improve Food Access



## Conclusions

Strong Food and Agricultural Heritage

### Agriculture as Central Economic Development Strategy

### • Desire for Positive Change Without Regulation

## Citations

- <u>Slide 1 Sara Teaster</u>
- Slide 2- http://www.virginiaplaces.org/vacount/graphics/nelson.gif
- Slide 3- http://www.roussosweb.com/images/BlueRidgeFarmS.jpg
- <u>Slide 4- www.weichert.com/images/counties/VA-Nelson.gif</u>
- <u>Slide5-http://www.jabacares.org/ ui/images/Button125.png</u>
- <u>http://nelsoncounty.com/boardofsupervisors/</u>
- http://www.buylocalvirginia.org/img/library/20/nelson\_co\_logo215x.jpg
- <u>http://www.saundersbrothers.com/</u>
- <u>http://www.twinspringsfarmva.com/</u>
- <u>http://www.buylocalvirginia.org/bfbl/images/BFBL-logo.gif</u>
- <u>http://mountainarearealty.com/wp-content/plugins/nggallery/nggshow.php?pid=83&width=&height=&mode=</u>
- <u>http://www.oaklandnet.com/parks/0/121205\_tcg.jpg</u>
- Slide 6- http://www.nelsoncountylife.com/wp-content/uploads/2009/05/farmers-mkt12.jpg
- Slide 7- http://www.saundersbrothers.com/heartbeats/photo\_gallery.htm
- <u>Slide 8- Dana Smith</u>
- Slide9- <u>http://chofoodhub.blogspot.com/</u>
- Slide 10- http://www.flickr.com/photos/hand\_rail/3608931241/in/set-72157619467095942/
- Slide11, 12, 13, 14- Dana Smith

# **Albemarle County**

Food Policy Audit and Policy Recommendations

Emily Baker Laura Brown Colleen Rossier

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# **Albemarle County**



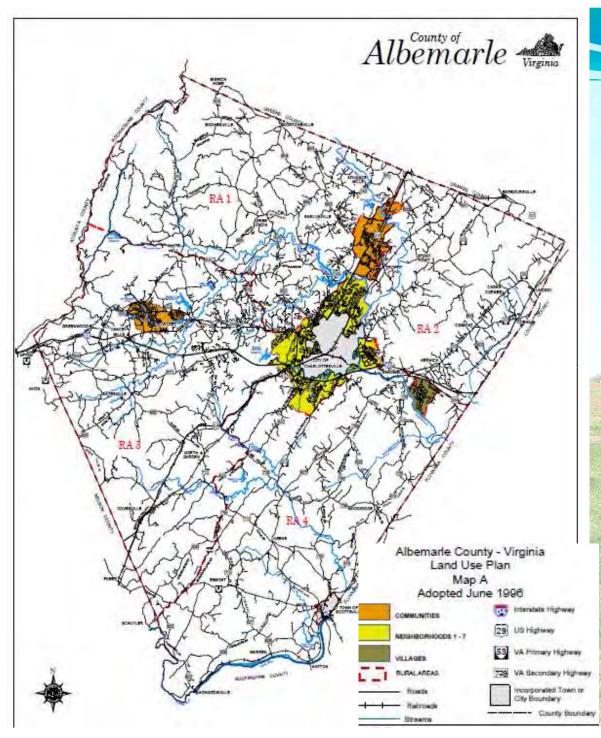
- 60% forested
- 95% rural
- Main agriculture: cattle, forage, fruit/tree nuts

- Demographics:
- 93,668 ppl (2008)
- 1% in
  - Ag/Forestry/Hunting
- 8.5% under poverty line
- 16 public elementary, 5 middle, 3 high schools
- 24% students on free/reduced lunch





Piedmont Environmental Council





# **11 Community Contacts**

**Barbara Yager** Community Obesity Task Force



Juandiego Wade former-transportation planner, Albemarle County

Joan McDowell Principal Planner, Albemarle County



Ann Mallek Supervisor for White Hall, Board of Supervisors

Susan Stimart Business Development Facilitator, Albemarle County Lori Allshouse Strategic Development Coordinator, Albemarle County

Pam Carter Wellness Coordinator, Albemarle County

Judy Berger JABA Nutrition Manager

Marissa Vrooman Local Food Hub

Dawn Story Piedmont Environmental Council Programs Coordinator

Wendy Roberman Entreprenuer, C'ville Foodscapes





### **Overview of Albemarle County's Policies:**

More Emphasized Areas:

Land Conservation
Economic Development

Less Emphasized Areas:

Social Equity

# **Public Health**

- Strengths:
  - Schools: nutrition guidelines, farm to school week
  - Government/school employees: medical weight loss program
  - Community groups: COTF, JABA, Local Motion
- Challenges:
  - Community gardens not encouraged
  - Lack of agricultural and nutrition education
  - No policy for joint-use of school gardens

# **Economic Development**

- Strengths:
  - Government technical support for local food business (CVSBDC, VCE, Workforce Center, "Trails", Farm Stand Ordinance)
  - Community Groups support local food production (Local Food Hub, PEC)
- Challenges:
  - Technical but not monetary support
  - Lacks local food processing center (kitchen/slaughterhouse)

# **Social Equity**

- Strengths:
  - Community Groups: C'ville Foodscapes/QCC (Garden Grants), JABA (gleaning, potential EBT in Farmers' Markets), Local Food Hub (Educational Farm)

### Challenges:

- Lack of public transportation between low-income areas and food
- No incentives for stores in low-income communities
- No monetary support for migrant worker housing

# **Environmental Benefits**

### Strengths:

- Government: erosion control plan, riparian buffer, Safer Chemicals Management Procedure,
- Community Group: Panorama Farms (yard compost), Rivanna Water and Sewer Authority

### • Challenges:

- No widespread food composting programs/policies
- No limitations on pesticide use

# Land Conservation

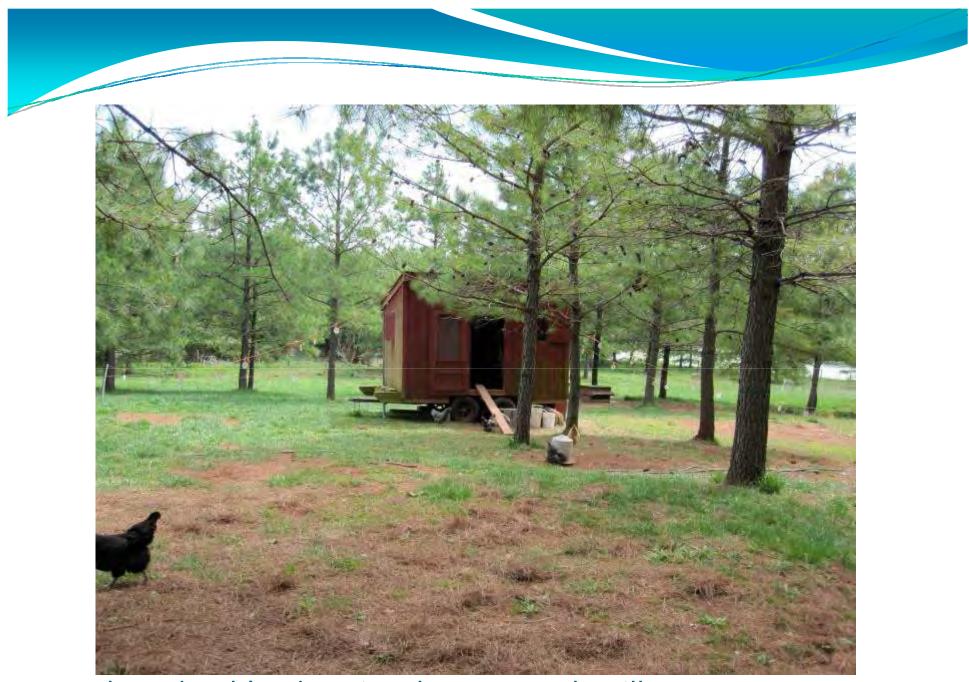
- Strengths:
  - Conservation Easements
  - Agricultural and Forestal Districts
  - Purchase of Development Rights
  - Neighborhood Growth Model
- Challenges:
  - Lack of funding for Agricultural Support Person
  - No Transfer of Development Rights Program

# **Community Priorities**

- Land-use taxation for farms < 5 acres
- Incubate food-related business
- Agricultural support position
- Local food purchasing policy
- Regional processing center
- Education:
  - Agriculture
  - Nutrition/Cooking

#### Local Food Hub's Educational Farm: Maple Hill, Scottsville





Local Food Hub's Educational Farm: Maple Hill

# City of Charlottesville Food Policy Audit

Lauren Boswell CoCo Fraiche Janie Williams

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# The City of Charlottesville

### Poverty

25% of Charlottesville's population lives below the poverty line

Median Household Income \$31,007

**Population Under 18** 

15%

The State of Virginia

## Poverty

10% of Virginia's population lives below the poverty line

Median Household Income

\$46,667

Population Under 18

# Methodology

• Community Contacts:



- $\odot$  Mayor Dave Norris
- Judy Berger, Community Nutrition Manager, JABA
- Barbara Yager, Nutrition Program Coordination/Co-Chair at Thomas Jefferson Health District/COTF
- Diane Behrens, Charlottesville School Administration/COTF
- Karen Shepard, MACAA, Executive Director
- Marnie Allen, MACAA, Hope House Director
- Anita Shelton, Head Start Nutritionist
- Karen Waters, QCC, Executive Director
- Susan Pleiss, QCC Farms! Programming & Outreach Coordinator
- Interview Questions





## Public Health

### Challenges

- Limited coordination
- No programs to educate school cafeteria workers
- No sustainable health education programs for students
- No technical training program for farming
- Price of healthy foods

#### Strengths

- COTF
- School Wellness Plan and Strategic Plan
- Governor's Score Card
- Community Gardens
- Grass-roots efforts related to public health
- Opportunities
  - Education
  - Comprehensive Plan
  - Farmers' Market

# **Social Equity**

- Strengths:
  - **OLiving Wage for Charlottesville City Employees**
  - **OQCC** Farms!
  - EBT machines are coming to the Farmers' Market late-April.
- Challenges

 Lack of "coordination and cooperation between agencies" is a barrier to achieving a united front for an improved community food system.

# Land Conservation and Access to Land for Food Production

- Strengths
  - Various Community Gardens
  - Accessible parks managed by Parks and Recreation
  - Vacant Lots
- Challenges
  - Limited coordination
  - The Comprehensive Plan
- Opportunities
  - Green infrastructure
  - Map of prime agricultural land available in the City

## **Economic Development**

- Strengths
  - Positive reception and allegiance to the Farmer's Market
  - Available retail space
  - Restaurant Culture
- Challenges
  - General Assembly
  - No technical training programs
  - Price of healthy foods
- Opportunities

   Incentives
   Jefferson School
   Finding a permanent location for the Farmer's Market

# **Environmental Benefits**

### Strengths

- Green City Strategy
- Zoning ordinance
- Comprehensive Plan

### • Challenges

- Limited coordination
- Zoning
- Composting

### Opportunities

- Farmer's Market
- Composting
- Creating a local food map for foraging
- Gleaning

## **Community Priorities**

- Ensure that nutrition and physical activity are integral to educational curriculum.
- Include food-specific language in the Comprehensive Plan.
   Mention the goal to reduce obesity in the Charlottesville City Schools Wellness Plan.
- Unify efforts
- Generate more dollar value in food stamps.
- Create a permanent and accessible home for the City Market.
- CATEC programs should include an agricultural track