



# New York City Food Policy

The mission of the Office of the Food Policy Director is to advance the City's efforts to increase food security, promote access to and awareness of healthy foods, and support economic justice and opportunity in the food system.



# Office of the Food Policy Director

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- **Director of Food Policy reports to the Deputy Mayor for Health and Human Services and works with the Deputy Mayor for Housing and Economic Development and First Deputy Mayor**
- **Coordinates multiple City agencies and offices and brokers partnerships with advocates and nonprofit and community organizations**
- **Leverages private sector funding to advance City initiatives and goals**



# Food Policy Agenda for New York City

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- **Everyone in New York City has enough to eat**
- **New Yorkers have equal access to nutritious, good food**
- **Food in New York City comes from a just food system**



## **Goal: Everyone has enough to eat in New York City**

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**Strategy: Increase the purchasing power of consumers who are food insecure by maximizing the use of existing federal food access programs**

- Increase SNAP enrollment
- Expand free breakfast and lunch in schools using federal eligibility programs
- Increase participation in free summer meals

**Strategy: Make it more affordable for consumers to buy food in their neighborhood**

- Expand Health Bucks program to provide \$2 coupons for SNAP recipients to buy fruits and vegetables at farmers markets' and CSAs

**Strategy: Support emergency food providers**

- Advocate for expanded and smart funding for the emergency food system



## **Goal: All New Yorkers are eating nutritious, good food**

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### **Strategy: Improve the food retail environment so that all New Yorkers have access to healthy food**

- Encourage the development of new and renovated food retail
- Work with NYCHA to improve food access in public housing developments
- Encourage the development of farmers markets

### **Strategy: Ensure quality meals in settings provided by the city**

#### ***Initiatives:***

- Work with DFTA to improve food production and consumption in the city's senior system
- Support DOE initiatives in farm-to-school procurement, scratch cooking, gardening

### **Strategy: Marketing and public messaging to encourage healthy choices**

- Take Me With You PSA campaign encourages snacking on fruits and vegetables
- Nutrition education programs and customer engagement



## **Goal: Food in New York comes from a just food system**

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### **Strategy: Strengthen local and regional food production and distribution for greater environmental sustainability of the food system**

- Advance City procurement of local and regional food at city centers and schools to strengthen economy and support sustainability
- Partner with NY State to invest in infrastructure improvements to improve distribution and processing of local and regional food
- Support community-based urban agriculture through land preservation and business support

### **Strategy: Grow good jobs in the food sector**

- Align workforce development system with job creation engine: includes training workers and growing good jobs in food service
- Invest in innovative food distribution and manufacturing ventures in NYC

### **Strategy: Ensure resiliency in the food system**

- Food Distribution System Study commissioned by the Mayor's Office will be completed in 2015



# Food Security Priorities for 2015-2016

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## **Reduce the gap between SNAP eligibility and SNAP participation**

### **Support emergency food providers**

- EFAP
- Leverage strengths and build capacity

### **Support School Food**

- Lunch and Breakfast
- Summer Meals Task Force
- Child Nutrition Reauthorization (CNR)

### **Increase supply of fresh food to all consumers**

- Regional Food Hubs Task Force
- Urban agriculture and markets
- Food access pilot programs
- Expand Health Bucks for SNAP participants



# Questions

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