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**TENTATIVE**

**2020 Strategic Plan Workshop**

**Special Workshop Agenda**

**Food Policy Advisory Council**

**February 29, 2020, 9am – 12:00pm**

*Pasco Economic Development Council Board Room*

*North Pointe Village, 16506 Point Village Drive, Lutz, FL 33558*

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1. Welcome/Introductions/Logistics/General Public Instructions (10 minutes) - Jeffrey Wright, Chair
2. Review Strategic Plan Workshop Meeting Notes (4/27/19) (10 minutes)
3. GOAL 1: Create a Local Food System Department Within County Governments (1.5 hours) – Dr. Whitney Elmore
4. Break (10 minutes)
5. Next Steps/ Next Goal (40 minutes) – Dr. Whitney Elmore
6. Parking Lot Ideas (10 minutes) – Dr. Whitney Elmore
7. Closing Remarks (10 minutes) – Jeffrey Wright, Chair
8. Adjournment

**Development Services/Planning & Development Department/Long Range Planning Division**

727-847-2411 | West Pasco Government Center, Suite 320 | 8731 Citizens Drive | New Port Richey, FL 34654

# FOOD POLICY ADVISORY COUNCIL

*Strategic Plan Workshop 4/27/19*

## GOALS

### Goal 1

**Situation:** Lack of Awareness. Not enough local production. People don't know they can have an impact by buying locally grown food. Lack of awareness of local economic impact. Consider food deserts and vibrant communities. More local the economy is, the more resilient your community is. Health issues. Access to healthy food. Mobility. Equitable Access. Disempowerment of low income residents/communities. Lack of voice and resources.

To demonstrate the opportunities for communities to make better choices for their communities.

Dr. Elmore asked participants to define the problem.

**Problem:** Lack of a coordinated effort to educate the public on the importance of a local food system and the each member of the public's role.

The following objectives and outputs were identified by participants.

**Objective:** Create a Local Food System Department within county government.

#### **Output:**

- Coordinated Educational Efforts (unduplicated) on programming
- Increases in Food Production locally
- Crop Diversification
- Economic Impact (multiplier impact)
- Food System strategic plan
  - Big farms/Little farms/farmers markets
- Producers Identification
- Consumer/Entrepreneurial Opportunity/Growing Stores
- Metrics

#### *Impacts:*

- Personnel
- Expo
- Strategic Plan
- Economic Impact \$\$
  - Short Term (Less than 5 years)
    - Economic Impact \$\$\$ - ROI – Tie economic impact to return
    - Personnel in place
    - Strategic Plan adopted
    - New Crops Introduced
    - New growers/new markets
    - Track loss/gains of Agricultural Land
      - ID underutilized ag lands/ag lands in production
      - ID loss of ag lands/ag lands in production
      - ID gains of ag lands/ag lands in production
  - Intermediate (5 to 6 years)
    - Retrofit of underutilized agriculture lands.

## **FOOD POLICY ADVISORY COUNCIL**

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### **GOALS**

- More agricultural students/4H
- Ag student scholarships
- Higher graduation rates
- Increase in jobs skills/technology/maintenance
- Indoor growing/hydroponics
- Health benefits
- Access to local foods increase
- More local businesses
- Economic Impact
- Decrease in food deserts

# FOOD POLICY ADVISORY COUNCIL

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## GOALS

**GOAL 2:** Create an ordinance to develop incentives for gardening and agri-hoods.

**Situation/Problem:** Development is incentivized currently. There is no food growing component currently. All land is being used for development, not for food. Not attractive to millennial homebuyers. Lack of access to local food production and opportunity to grown own food.

### Output:

- Target new developments for community garden space/agrihoods.
- Encourage Retro-fits
- Encourage/Incentive green roofing systems.
- New Ordinance

### Impacts:

Short Term:

- Increase Agri-hoods
- Increase gardens
- New businesses/value added projects/Cottage industries

Intermediate:

- Distribution to food deserts, low income areas to NPOS
- Improved access
- Health Benefits
- Quality of Life impacts
- PR/Amenity that increases sales prices
- Increase younger residents/millennial/attract new businesses/jobs
- Environment/wildlife/water quality

# FOOD POLICY ADVISORY COUNCIL

*Strategic Plan Workshop 4/27/19*

## GOALS

### GOAL 3

Create a local Food Hub and distribution chain

**Situation/Problem:** Does not exist. Food distribution chain does not exist for local food system that exists. It's a big county. Mobility issue. There is no processing facility. Food economic leakage (leaves the county). Food leakage. Food waste. Food insecurity. Lack of food diversity/crop diversity. Unproductive agricultural land. Agricultural land loss. Locals to schools/prisons regulations.

#### Objective:

- Food Hub/Distribution Center Centralization and Leadership (PEDC)
  - Public/Private partnership for a local food system hub
  - Food Processing
  - Food Mobility (Local vs. External)

#### Output:

- Distribution Center
- Centralized Leadership (public/Private)
- Processing Facilities
  - Animal
  - Plant Based
  - Seafood
- Marketing
- Eco Development business planning/counseling
- Waste Recycling/Reduction

#### Short Term Impacts:

- Local foods stay local
- Job creation
- Improved Economy
- Stakeholder engagement/buy-in from public
- Improved environment

#### Long Term Impacts:

- Transportation Improvements
- More markets
- More cottage industries
- Improved Health
- Reduced/Elimination of food deserts
- More producers
- Increase in recycling
- Improved environment/less pollution

# **FOOD POLICY ADVISORY COUNCIL**

*Strategic Plan Workshop 4/27/19*

## **GOALS**

- New policies developed

## **SWOT ANALYSIS:**

Dr. Elmore led the participants in a SWOT (Strengths/Weaknesses/Opportunities/Threats) Analysis.

### **Strengths of Local Food System:**

- Extension office
- FPAC
- School System Nutrition Program
- BCC
- PEDC
- Farmers/Ag Production
- Retailers
- Region
  - Transportation
  - Climate
  - Water
  - People
- Activists
- People

### **WEAKNESSES**

- Climate
- Climate Change/Sea Level Rise
- Lack of Funding
- Transportation
- Inability to attract talent/Job Attraction
- Industrial Food System
- Ag/Food System Awareness
- Food Security Resiliency
- Lack of Centralized Leadership/Lack of Diversity in Leadership
- Lack of Producers

### **OPPORTUNITIES**

- Seafood Industry
- Public-Private Partnerships
- New Policies
- Grants/Funding
- Resource Sharing
- Food Equity
- New Business
- Preservation of Ag Plans
- Increase in Health

## **FOOD POLICY ADVISORY COUNCIL**

*Strategic Plan Workshop 4/27/19*

### **GOALS**

- Benefit Quality of Life
- Economics – Local \$\$

### **THREATS**

- Climate Change/Sea Level Rise
- Leadership
- Developers short term vision
- Loss of Life
- Time
- Ag Land loss/habitat loss

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*Strategic Plan Workshop 4/27/19*

## **GOALS**

### **PARKING LOT IDEAS**

Throughout the workshop, Dr. Elmore encouraged some ideas be moved to the Parking Lot for a more detailed discussion at a later date.

#### **Parking Lot:**

- Scholarship Development
  - PEDC Involvement
- Ag Entrepreneurial/Technology Development
  - PEDC Involvement
- TBRPC Resiliency Coalition
- School District Curriculum
- Diversity
  - Ethnic
  - Professionals – no non-professionals
  - General Public
  - Different parts of county
  - Different parts of life



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*Strategic Plan Workshop 4/27/19*

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## **FOOD POLICY ADVISORY COUNCIL**

*Strategic Plan Workshop 4/27/19*

### **GOALS**

- Ag Entrepreneurial/Technology Development
  - PEDC Involvement
- TBRPC Resiliency Coalition
- School District Curriculum
- Diversity
  - Ethnic
  - Professionals – no non-professionals
  - General Public
  - Different parts of county
  - Different parts of life

## **FOOD POLICY ADVISORY COUNCIL**

### **Strategic Plan Workshop**

#### **SWOT ANALYSIS**

4/27/19

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#### **OPPORTUNITIES**

- Seafood Industry
- Public-Private Partnerships
- New Policies
- Grants/Funding
- Resource Sharing
- Food Equity
- New Business
- Preservation of Ag Plans
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- Benefit Quality of Life
- Economics – Local \$\$

**FOOD POLICY ADVISORY COUNCIL**

**Strategic Plan Workshop**

**SWOT ANALYSIS**

4/27/19

**THREATS**

- Climate Change/Sea Level Rise
- Leadership
- Developers short term vision
- Loss of Life
- Time
- Ag Land loss/habitat loss



# FPAC Strategic Planning Workshop Workshop Notes

April 27, 2019

Land O' Lakes Community Center at Heritage Park  
5401 Land O' Lakes Boulevard, Land O'Lakes, FL 34639

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**Attendees:** Patricia Jackson, Julie Hedline, Laike Abede, Jeffrey Wright, Dell DeChant, Fanchone Gude, (via conference call)

**Staff:** Mary Helen Duke, Sr. Planner – Project Management and Viviana Martinez, Planner I

Fanchone Gude joined the meeting by conference call.

Vote to allow Laike Abede to replace Megan Carmichael

- Motion Dell Dechant
- 2<sup>nd</sup> Patti Jackson
  - Passed Unanimously – Eligible members voted.

Vote to allow the 4 expired terms to participate in the Strategic Planning Workshop.

- Motion Patricia Jackson
- 2<sup>nd</sup> Fanchone Gude
  - Passed Unanimously – Eligible members voted.

Jeff Wright, FPAC Chair introduced Dr. Whitney Elmore of UF/FAIS and ex-officio FPAC member as workshop facilitator..

Dr. Elmore - FPAC has bogged down in terms of strategy.

A sheet of paper with a black dot was presented. Participants were asked what they saw. Responses included: Pupil, seed, black sun, black hole, earth, Black sun.

DR. Elmore - Lots of different perspectives. Look beyond the black dot. What does the white space represent? Where are we operating out of? A lot of opportunities. Step out of the box, paradigm shift. Demonstration of that fact. Don't confine ourselves.

This is a participatory, strategic planning session. Vocal folks, non-vocal folks. Everyone has thoughts and feelings and right to be heard.

People are passionate. Some talk over. Frustration. When people leave meetings, more is said in the parking lots. Need to establish the rules for today.

## **RULES OF PARTICIPATION**

Listen to understand. Active listening. Don't think about how you want to respond. This is about your thoughts.

Respect leader. Respect the process. May put an item on a parking lot. Parking lot is critical.

Raise hands, so people don't talk over one another.

Oprah's Playbook

- What is our intention? Set the intention. Move quick.
- What is important?
- What matters
- What's Strategy?
  - Change of Mindset

Need a committed group. We have that. It's Saturday morning.

Need to develop Goals.

Mission statement: FPAC

Vision Statement

Mission statement is too broad to pin down.

The Vision statement: An equitable, resilient, local food system in Pasco County.

Today's goal is to establish 3 SMART Goals (See handout).

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time Bound.**

Each participant was asked to submit 3 goals. Dr. Elmore noted others submitted and a discussion followed:

- Educate youth. Awareness.
- Yearly event for all.
- Diversify FPAC. Add more members
- Pasco EDC to fund 1 food industry per year
- Survey Farmer's markets to ID barriers.
- Be smart and audacious. Not be low hanging fruit.
- Need incentives to preserve farmlands.
- Develop scholarship programs for agriculture students
- Coordinate with TBRPC Resiliency Coalition – Food security
- Educate youth in schools.
- Food waste utilization/Recycling programs
- Encourage safe food supply in county/Distribution
- Encourage food production

- Fresh produce available throughout the year
- Increase feasibility for local growers to distribute to local restaurants.
- Create access/Food Hub/Distribution facility/Processing facility/Canning facility
  - Closest processing for livestock (meat) is in the Carolinas
- Establish community gardens in food deserts
- Incentives for Community Gardens
- Food Chain/Distribution
- Establish local Food distribution system
- Eliminate food deserts
- Ordinance to require GC's/ Agrihoods/farm
- Incentives to diversify crops
- Budget line for Resiliency planners

Dr. Elmore then facilitated the group to group the ideas.

**Groupings of Goal Ideas:**

- Food Hub/Distribution/Networking Channels/ Production/ Recycling Food Waste/Restaurants/Budget for Resiliency planners/ Survey Farmers Markets
- Annual Event/Raising Awareness Initiatives/Education of Local Food Systems/Food Safety Diversity of Crops/Education.
- Incentives to Small Businesses/Diversity of Crops
- New Development Incentives/Need incentives from PEDC/Agrihoods/Ordinance

It was noted that Dr. Elmore is Chair of PEDC Food Hub Committee.

**Break**

Laiké Abede left at 10:30pm. Fanchone Gude left the conference call at 10:30am.

**LOGIC MODEL/Road Map**

Dr. Elmore referred to the Logic Model handout. The goal in mind that relates to situation.

What is situation that leads us to that Goal?

- Develop an objective. More tightened down. Buttoned up.
- Look out outputs
- Measurable
- Impacts
  - Short Term
  - Intermediate
  - Long Term

Dr. Elmore requested situation feedback from participants.

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**FPAC Membership:**

Discussed membership of FPAC. Need for educational and ethnic diversity discussed. Decided to hold off on recommendation to the Board of County Commissioners until

**CLOSING REMARKS**

Jeff Wright. Today was energizing. 3 audacious goals were identified. *Dr. Elmore did an amazing job.* Like minded, but stated differently. Passion on committee. Focused on upcoming agendas, efforts, on food policies in Pasco County. Create a personal agenda for Chair and others to talk with each of the county commissioners to see what the buy-in is at the County Commission. Need their buy-in. Revisit diversity and how slots are labeled is key to creating diversity and attendance.

Decide a core group of slotted positions and the rest at large.

Need opportunities for new points of view.

**Public Comments:**

Floor was opened for public comments. No comments received.

**Participants Final Thoughts:**

Dell Dechant encouraged that FPAC should branch out to non-professionals. There is no educational diversity here. Types of diversity. Educational level. Age issue. Need younger individuals. Have teens involved.

Julie Hedine stated that today helped her to understand what the purpose and direction of FPAC does.

Meeting adjourned at 1:15pm

Respectfully Submitted by:

Mary Helen Duke, Sr. Planner – Project Management.