National Tools: Food Labeling Reform

FQQI

Per serving: 4 oz, 4
Per package: 16 oz, 16

FQQI

Per serving: 8 oz, 360
Per package: 1 liter, 1530

FQQI

Per serving: 8 oz, 800
Per package: 20 oz, 2000

FQQI = Quality x Quantity

Nutritional Value of Food

Highest Nutritional Value
- 1 - 20

21 - 40

41 - 60

61 - 80

81 - 100

Lowest Nutritional Value

Graphic: Urban Design Lab Team
National Tools: Prevention Points

Graphic: Urban Design Lab Team
National Tools: Healthy Living Premiums
High obesity rates correlate geographically with low healthy food availability

Source: NYC Community Health Survey 2004

Adult obesity rates, New York City

Healthy food availability, East Harlem

Source: NYC Community Health Survey; New York City Department of Health and Mental Hygiene
National Tools: Carbon Food Trust

Graphic: Urban Design Lab Team
• Calorie-dense, highly processed foods tend to have a large carbon footprint

• Change the economics of food so that the healthier choice is the cheaper choice

• Change the economics of agriculture so that the sustainable choice is the cheaper choice
State Tools

GOAL

Curbing Childhood Obesity
- Change social norms to encourage healthy living.
- Reduce barriers to healthy living that stem from economic insecurity.

PRIORITIES

- Increase opportunities to consume healthful foods.
- Reduce opportunities to consume unhealthful foods.
- Increase opportunities for physical activity.

LEADERSHIP DOMAINS

- Agriculture/Food Systems
- Health
- Design/Planning
- Transportation
- Environment/Clean Energy
- Media
- Schools/Education

ACTION STRATEGIES

- Visioning
- Committe on Chronic Disease Prevention and Food Security
- Food and Health Policy Councils
- Designing Healthy Communities

SCALE

NATIONAL
- Food Labeling Reform
- Prevention Points
- Healthy Living Premiums
- Making Markets
- Carbon Food Trust

STATE
- State Food Index
- Local Food Supply Networks

LOCAL
- Food Off the Farm
- Community Wiki
- Land Lease Partnerships
- ActivCity
- CityGame

ASSESSMENT

Graphic: Urban Design Lab Team
State Tools: State Food Index

Average Size of Farms in Acres: 2002
Source: USDA

Wyoming
- FL Score: 60.8
- FL Rank: 20
- Farm Size: FL = 1.5 (5.0)
- Population: 511,000
- Land Area: 97,818 sq. mi.

Pennsylvania
- FL Score: 52.4
- FL Rank: 27
- Farm Size: FL = 4.6 (5.0)
- Population: 12,301,910
- Land Area: 46,058 sq. mi.

California
- FL Score: 85.9
- FL Rank: 7
- Farm Size: FL = 2.5 (5.0)
- Population: 35,973,140
- Land Area: 163,707 sq. mi.

Florida
- FL Score: 63.9
- FL Rank: 18
- Farm Size: FL = 4.2 (5.0)
- Population: 17,922,260
- Land Area: 58,560 sq. mi.

Source: USDA Economic Research Service
Graphic: Urban Design Lab Team
### State Tools: State Food Index

#### State Rankings

**West**

<table>
<thead>
<tr>
<th>Rank</th>
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<tbody>
<tr>
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**Mid West**

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**North East**

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<td>West Virginia</td>
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Graphic: Urban Design Lab Team
• Score each state’s food system, food policies, and food programs

• Foster competition between states

• Provide accurate information about food systems
Current System

Industrial Farm — Grocery Chains — Local Farm

Alone, small local farms are unable to provide the amount of produce that chains need on a reliable schedule.
Future System

Industrial Farm

Grocery Chains

Local Farm

Regional Supply Networks

Regional Supply Networks - Groups of small farmers can guard against unpredictable climate conditions and provide bulk shipments to grocery chains.
Local Tools

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Priorities:
- Agriculture/food systems
- Health
- Design/Planning
- Transportation
- Government/City
- Energy
- Media
- Schools/Education

Leadership Domains:
- Committee on Chronic Disease Prevention and Food Security
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Action Strategies:
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Scale:
- National
- State
- Local

Assessment

Graphic: Urban Design Lab Team
Local Tools: Food Off the Farm

An **average lawn size** of around a third of an acre could, while maintaining a small area for recreation, **produce enough vegetables to feed a family of six.**

- Lawns consume 270 billion gallons of water per week in the United States.
- The typical American meal contains, on average, ingredients from at least 5 countries outside of the United States.
- Locally grown produce travels an average of 56 miles from farm to packaging distribution centers to grocery store to dinner table.
- Lawns use more equipment, labor, fuel, and agricultural toxins than industrial farming, making lawns the largest agricultural sector in the United States.

- Lettuce
- Mint
- Basil
- Tomatoes
- Cucumbers
- Eggplants
- Rosemary
- Cabbage
- Corn
- Peppers
- Oregano
- Marjoram
- Kale

Lawns cover 30 million acres of the United States.

Almost **96% of the commercial vegetable varieties available in 1903 are now extinct.**

Graphic: Urban Design Lab Team
Local Tools: Food Off the Farm

Children are much more likely to eat fruits and vegetables if they have seen them grow or helped to prepare them themselves. Urban gardening in cities and backyard farming in the suburbs could significantly improve children's diets.

**Backyard Farming Entrepreneurship**

Public sector can remove regulations making it difficult to do backyard farming and take a lead in encouraging neighborhood associations to do the same.

Homeowners can hire gardeners to take care of their vegetables.

Lower-income homeowners could lease their gardens for free to farmers in exchange for a weekly share of produce.

The farmers could sell the remainder at local farmers' markets.

**Precedents:** Edible Estates, Your Backyard Farmer
Children are much more likely to eat fruits and vegetables if they have seen them grow or helped to prepare them themselves. Urban gardening in cities and backyard farming in the suburbs could significantly improve children's diets.

**Urban Farming Incentives**

City can grant free use of the land to community groups to create community gardens

City can grant use of the land to local residents to create small farming businesses

**Precedents:** Green Thumb, New Orleans Food and Food and Farm Network
Local Tools: Community Wiki

Graphic: Urban Design Lab Team
Local Tools: Community Wiki

WEEKEND EVENTS
- farmers’ markets
- pedestrian zone
- street closure

RECREATION
- parks
- sports facilities
- gym
- walking paths

FOOD
- groceries / supermarkets
- green cart zone
- bodegas
- green grocers
  - EBT accepted

TRANSPORTATION
- subway line
  - stations
- bike path
- bike garage

Graphic: Urban Design Lab Team
Philadelphia has **over 31,000 vacant lots** in neighborhoods throughout the city.
Vacant Lots in New Kensington, Philadelphia leased to private businesses selling produce at reduced prices in low-income neighborhoods.
Local Tools: ActivCity

Productive Parks

City governments could reinvigorate public use of parks and improve health by collaborating with the private sector.

For example, introducing more farmers markets, physical activity programs, and holding a city-wide Active Living Day.
Productive Parking Spaces

Street parking spaces take up public space and encourage the use of cars over more active forms of transportation.

Parking spaces turned into bike lanes, bike storage, and walking lanes; and connected to existing public transportation and active recreation areas.
Local Tools: ActivCity

Productive Parking Spaces
New York City has more than 800,000 sq. ft. of on-street parking spaces.

In Williamsburg, Brooklyn DOT has recently eliminated 3 on-street parking spaces, extended a 76-foot section of the sidewalk by 5 feet and installed nine new bike racks to provide parking for more than 30 bikes.
Local Tools: City Game

Urban Gaming Elements

digital camera  walkie talkie  compass  maps  cell phones  hand held computer  gps

Graphic: Urban Design Lab Team