



KARP RESOURCES

FOOD  
SYSTEM  
PLANNING

STRATEGIC  
SOURCING

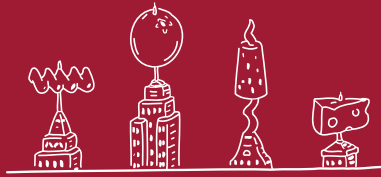
RESEARCH  
&  
EVALUATION

SUSTAINABILITY  
SOLUTIONS

RECRUITING  
&  
ORGANIZATIONAL  
EFFECTIVENESS



good food is good business / good people are good business / 27 East 21st Street, 3rd Floor, New York, NY 10010 / (212) 260-1070



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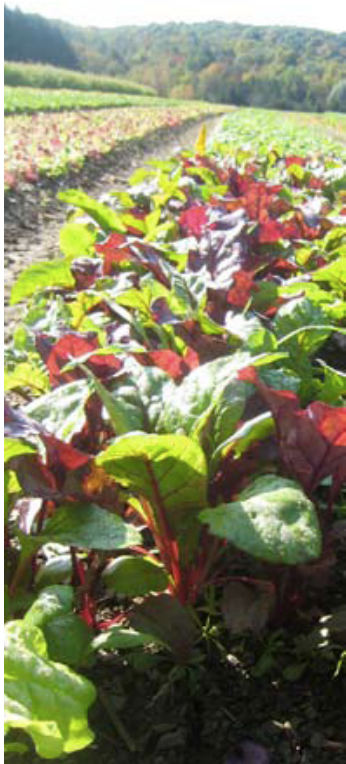
# Get To Know Us

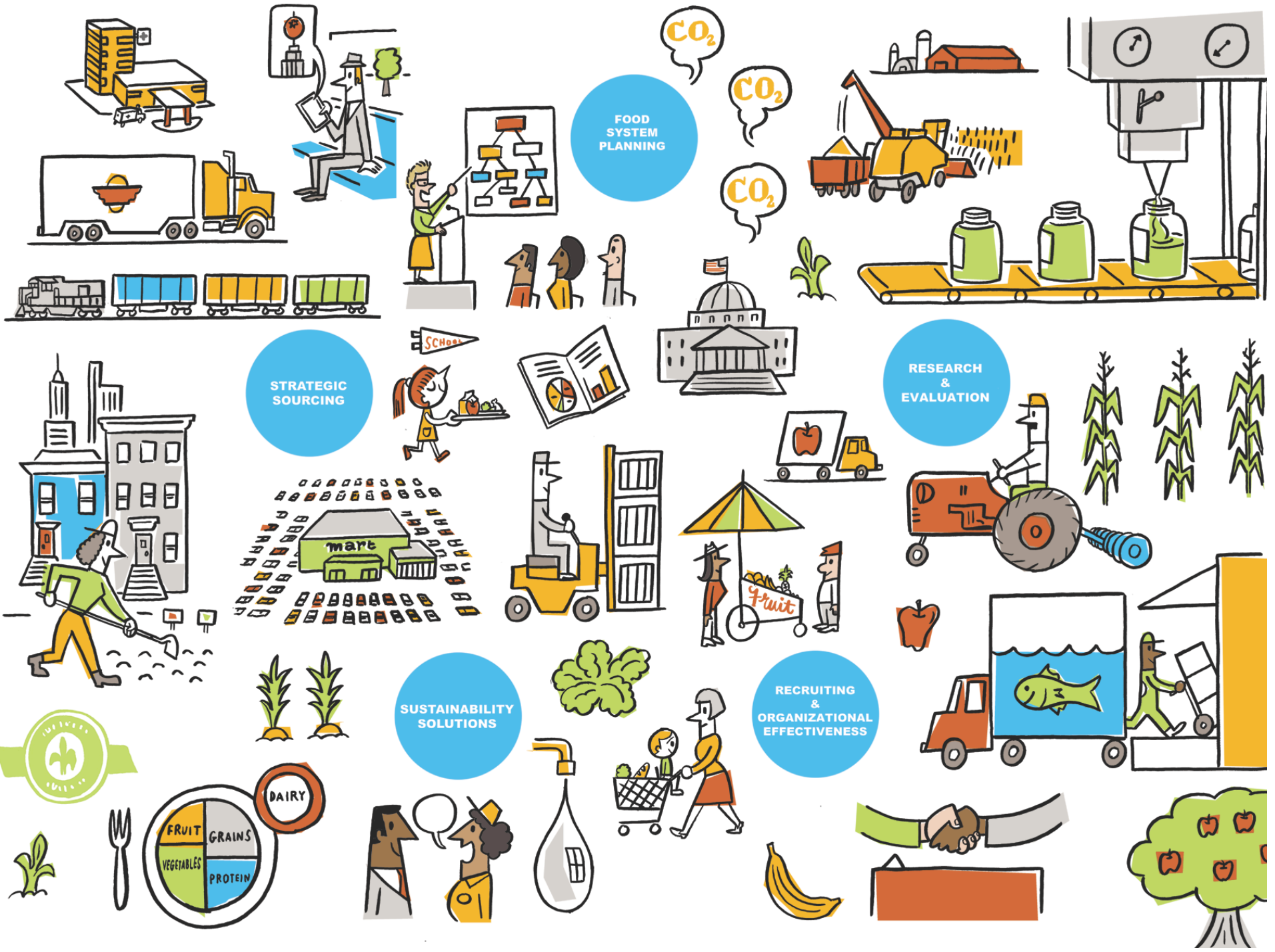
## KARP RESOURCES GROWS FOOD BUSINESSES AND HEALTHY ORGANIZATIONS

Founded in 1990, we support our clients – corporations, government agencies, small businesses, non-profits, and educational organizations through 2 skilled divisions:

Our **Good Food is Good Business** division supports food and agriculture initiatives in the public and private sectors with strategic sourcing, feasibility analysis, market research, business planning, and evaluation services.

Our **Good People are Good Business** division builds leadership and organizational effectiveness through talent and performance management, organizational assessment, capacity building, executive coaching, recruiting, and employee engagement services.





FOOD SYSTEM PLANNING

STRATEGIC SOURCING

RESEARCH & EVALUATION

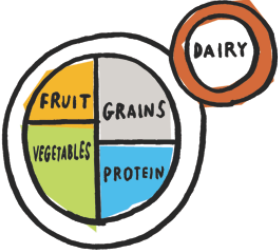
SUSTAINABILITY SOLUTIONS

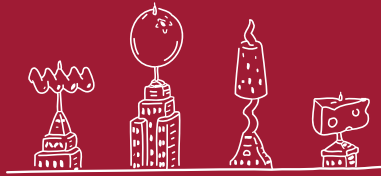
RECRUITING & ORGANIZATIONAL EFFECTIVENESS

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# Eating City 2012

## Presentation Outline

1. New York City – Federal Policy Context
2. New York City – State Policy Context
3. New York City Policy – FoodWorks
4. Public Private Partnerships – Case Study: NYC Green Carts





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# Context: Federal Policy

## U.S. Farm Bill

### U.S. Farm Bill

- \$283.9 billion over 5 years – 97% in Nutrition, Farm Commodity Support, Conservation, and Crop Insurance

### Farm Bill Nutrition Title – 67% of 5-year outlay – \$190 billion

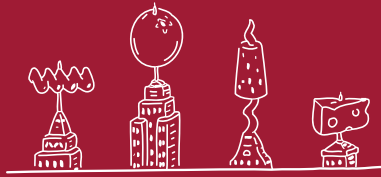
- SNAP
- Community Food Projects
- Healthy Urban Food Enterprise Development
- Emergency Food Assistance
- Other fresh food programs

### Supplemental Nutrition Assistance Program (SNAP)

- 83% of SNAP benefits redeemed at supermarkets
- For every \$5.00 of SNAP benefit, up to \$9.00 is generated in total economic activity

### Geographic Preference

- The 2008 Farm Bill amended the National School Lunch Act (NSLA) to allow institutions to apply geographic preference in the procurement of fresh and minimally processed local products



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## Context: Federal Policy

### Child Nutrition Reauthorization

- \$4.5 billion over 10 years

### Primary Provisions

- Women, Infant, Children (WIC) Program
- Public/Institutional Feeding – School lunches, After-School feeding, Summer Food Service, Child and Adult Care Food Program

### Healthy Food Financing Initiative (HFFI)

- USDA, Treasury, and Health and Human Services partnership to finance renovation or development of fresh food outlets in high need communities – \$495 million planned
- In May 2011, Health and Human Services announced \$10 million for projects to improve healthy affordable food access in “food deserts”



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## Context: State Policy

### New York State Department of Agricultural and Markets (NYSDAM)

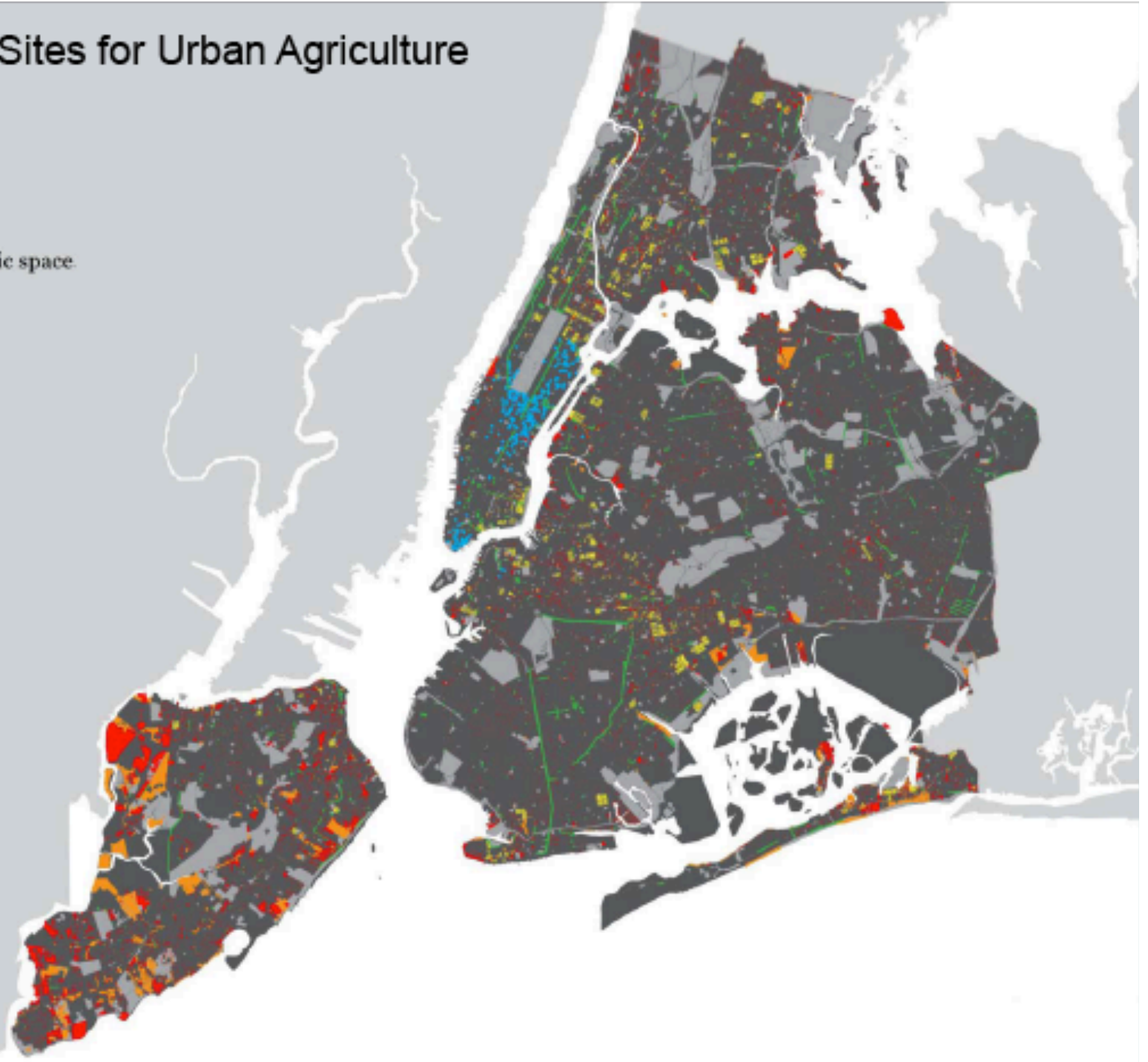
- Food establishment licensing
- Food safety and inspections
- Funding support for Good Agricultural Practices (GAP) and Organic certification
- Pride of New York branding and marketing
- Funding for research and marketing
- Farmland protection

### Healthy Food Healthy Communities

- \$30 million fund – Financing for development and renovation of Supermarkets in low-income neighborhoods with poor access to fresh food

# NYC Potential Sites for Urban Agriculture

- Open Space
- Private Vacant Land
- Public Vacant Land
- NYCHA Open Space
- Privately owned public space
- Greenstreets







# New York City Policy: FoodWorks Report & Legislation

## FOOD AS INTERSECTION OF ECONOMIC OPPORTUNITY, ENVIRONMENTAL SUSTAINABILITY, AND PUBLIC HEALTH

### Agricultural Production

- GOALS: Preserve and increase regional and urban food production
- RECENT LEGISLATION
  - Creation of an online database of all property owned and leased by the city, including whether land is suitable for urban agriculture
  - Greenhouses excluded from height limitations, making it easier to install greenhouses on top of buildings

### Processing

- GOALS: Generate growth in food processing, Provide technical assistance to food manufacturers, Increase regional products processed in NYC, Reduce environmental impact
- RECENT LEGISLATION: City Chief Procurement Officer to develop a set of guidelines for city agencies to follow to procure more food products whose components are grown, produced or harvested in New York State.



# New York City Policy: FoodWorks Report & Legislation

## FOOD AS INTERSECTION OF ECONOMIC OPPORTUNITY, ENVIRONMENTAL SUSTAINABILITY, AND PUBLIC HEALTH

### Distribution

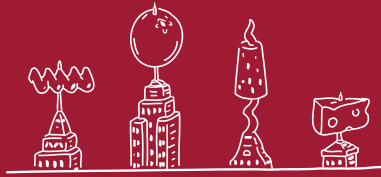
- GOALS: Improve food distribution in NYC through infrastructure and technology improvements, alternative transportation, and integrated planning

### Consumption

- GOALS: Create a healthier food environment, Discourage unhealthy food consumption, Strengthen safety net of hunger and nutrition programs, Improve the nutrition of institutional meals, Increase quantity and quality of opportunities for food, nutrition, and cooking knowledge

### Post-Consumption

- GOALS: Decrease waste and increase resource recapture through the food system
- RECENT LEGISLATION: Director of Citywide Environmental Purchasing to develop packaging guidelines for food purchased by the City to eliminate packaging or minimize the amount of packaging used, and to use packaging that is recyclable or reusable.



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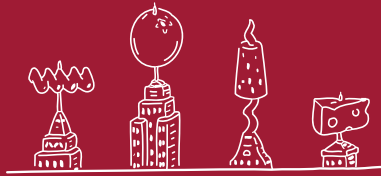
# New York City Policy: FoodWorks Legislation

FOOD AS INTERSECTION OF ECONOMIC OPPORTUNITY,  
ENVIRONMENTAL SUSTAINABILITY, AND PUBLIC HEALTH

## RECENT LEGISLATION

- Food System Metrics: Office of Long-Term Planning and Sustainability to gather and report on key NYC food system data, including regional farming, regional procurement by the city, NYC manufacturers, community gardens, grocery stores, nutrition in public meals, farmers' markets, & Green Carts





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## NYC Green Carts

SINCE 2008, NEW FRESH PRODUCE BUSINESSES SERVING THE HIGHEST NEED NEIGHBORHOODS ACROSS 4 NYC BOROUGHES

Over 500 permitted NYC Green Carts

Approximately 30 vendors accept SNAP benefits

Green Cart vendors serve as produce distributors to other vendors

Over 20 community organizations support GC vendors—hospitals and health clinics, neighborhood business support, micro lenders, hunger organizations, and community development corporations

A key component of NYC's strategy to improve food access and health outcomes—complementing farmers' market coupons and supermarket- and bodega-based efforts

High profile celebration of healthy food vending in NYC arts and culture institutions—Museum of the City of New York, Children's Museum of Manhattan, *The Apple Pushers* film, and TEDx Manhattan



# NYC Green Carts Partnerships

**Seed Funding** – The Laurie M. Tisch Illumination Fund (LMTIF) seeded the start-up and operations of NYC Green Carts with a \$1.5 million grant to NYC Mayor’s Fund.

**Support and Technical Assistance for Vendors** – Karp Resources provides education and support services to Green Cart vendors including workshops, one-on-one consultation, produce purchasing education, community relations, public relations assistance, EBT facilitation, and education.

**Licensing and Regulatory Procedures** – The NYC Department of Health and Mental Hygiene (DOHMH) manages Green Carts licensing, permitting, and enforcement, as well as supporting community education, program evaluation, and public relations

**Low-Interest Loans** – Accion International provides low interest rate start-up loans to NYC Green Cart vendors.

**EBT Terminals** – The Farmers Market Federation piloted a program to test demand for Green Carts produce among SNAP beneficiaries. Program expansion is now underway. Value of partnership: \$82,000 for total start up and transaction fees for 32 EBT machines.











GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Pineapples**  
**\$ 2.50**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Red Pepper**  
**2 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**GREEN PEPPERS**  
**\$ 2 x 1.00**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Grapefruit**  
**3 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Navel Orange**  
**2 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Oranges**  
**3 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Plums**  
**3 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

GOLD MEDAL PRODUCE - HUNTS PT. MARKET, N.Y.  
167 - 168 HUNTS PT. MARKET  
**Red Apple**  
**2 X 1**  
(718) 893-5554 \*\* FAX: (718) 943-3095

PLACED PACKED  
NATURE'S DELIGHT

SUPPORT THE LOCAL ECONOMY  
**Green Cart**  
DEDICATED BY THE LAURIE M. TISCH ILLUMINATION FUND

THE SPOT

AV  
ERIC

FARM FRESH  
STRAWBERRIES







NYC Green Cart

NYC Green Cart

NYC Green Cart

bendavid

GRAPES

PEPPERS  
From California

<input type="checkbox"/>	JUMBO	RED
<input type="checkbox"/>	2-LARGE	GREEN
<input type="checkbox"/>	1-LG	YELLOW
<input type="checkbox"/>	MED	
<input type="checkbox"/>	SMALL	
<input type="checkbox"/>	CHOICE	

9.2 LB. (4.18 KG.)

PEPPERS  
From California

IBP

SunAmerica



