



SAN FRANCISCO **PLANNING DEPARTMENT**

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MEDIA RELEASE

San Francisco Releases Investment Roadmap for Local Food Systems

SAN FRANCISCO – Today, the San Francisco Planning Department released a report to help cities develop strong local food systems to create jobs, strengthen local businesses, and increase community access to sustainably grown foods. The report was developed in collaboration with The Wallace Center at Winrock International, Changing Tastes, the City of Minneapolis, the City of Portland, Ore., the City of Seattle, and the City of Vancouver, B.C.

Entitled, “Roadmap for City Food Sector Innovation and Investment,” the report demonstrates how cities can develop a sound local food investment strategy and how to select the best investment opportunities. It also includes a selection of municipal policies and initiatives to support local food entrepreneurs and businesses.

“It’s clear that cities can create jobs and grow the local economy effectively by investing in the local food sector,” said San Francisco Planning Director, John Rahaim. “Cities with a diversified economic strategy that supports local businesses and entrepreneurs can build healthier and more resilient places.”

The report was made possible through funding from the Urban Sustainability Directors Network (USDN) through the support of the Surdna and Summit Foundations.

“We are pleased to support a project that will help USDN’s 120 members advance innovative practices in food systems throughout the United States and Canada,” said Gayle Prest, member of the USDN Planning Committee and sustainability director for the City of Minneapolis.

“Strong local food systems promote food security, making communities better prepared to adapt to the effects of climate change,” said Melanie Nutter, Director of the San Francisco Department of the Environment and USDN representative for San Francisco. “This report will help cities identify the best investment and policy development opportunities to support local food systems.”

The Wallace Center at Winrock International and Changing Tastes relied on a robust survey to develop the report, which evaluated more than 180 urban, regional and national studies on job creation, economic development, financial risk and local food systems.

“Based on our research, we’ve found that some of the best opportunities to strengthen local food systems come from newer food ventures, like farmers’ markets, online marketplaces and food hubs,” said John Fisk, director of the Wallace Center at Winrock International.

“We are providing cities with traditional investment decision-making tools that also consider the social and environmental benefits to their communities,” said Cynthia Pansing, CEO of Changing Tastes. “By equipping cities with a more innovative approach to investment, we hope to foster better public-private partnerships that match the level of innovation now occurring among food entrepreneurs.”

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A public webinar reviewing report findings and the tools available will be held on August 2nd, 2013. To register, visit <http://foodsystempolicy.sfplanning.org>.

To view the report ([Part 1](#) and [Part 2](#)) and to learn more about the program, visit <http://foodsystempolicy.sfplanning.org>.

About San Francisco Planning Department

The San Francisco Planning Department engages citizens in an ongoing dialogue about San Francisco's future and plays a central role in guiding the long-term development of the built and natural environment. It is comprised of more than 125 staff who evaluate regional growth management policy, monitor and update the City's General Plan, ensure compliance of the Planning and Zoning codes, draft land use policy, and develop sub-area and urban design plans. The division also includes staff who guide and support the work of the San Francisco Planning Commission and the San Francisco Historic Preservation Commission. For more information, visit www.sfplanning.org.

About the Urban Sustainability Directors Network

The Urban Sustainability Directors Network is an active and engaged peer network of 120 city sustainability directors that enable members to exchange information, collaborate to enhance their practice, and work together to advance the field of urban sustainability. For more information, visit www.usdn.org.

About the Wallace Center at Winrock International

The Wallace Center at Winrock International supports entrepreneurs and communities as they build a new, 21st century food system that is healthier for people, the environment, and the economy. The Center builds and strengthens links in the emerging chain of businesses and civic efforts focused on making good food – healthy, green, fair, affordable food – an everyday reality in every community. Winrock International is a nonprofit organization, with main offices in Little Rock, AR and Arlington, VA, which works with people in the United States and around the world to increase economic opportunity, sustain natural resources, and protect the environment. For more information, visit www.wallacecenter.org.

About Changing Tastes

Changing Tastes is a consulting firm based in the Washington D.C. metropolitan area. It has worked for over a decade to provide strategy, research and investment advice to accelerate positive change in the food sector by understanding and finding opportunities at the intersection of four key trends: public health and nutrition, environmental sustainability, the changing role of the foodservice industry, and demographics. For more information, visit www.changingtastes.net.

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