



# **Baltimore Food Policy Initiative: Increase Access to Healthy Affordable Foods**

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# Baltimore Food Policy Initiative (BFPI)

- Inter-governmental collaboration:
  - Baltimore Office of Sustainability, Department of Planning, and Health Department.
- Umbrella for all food access related projects, policies and partnerships
  - Food Policy Taskforce Recommendations
  - Food Policy Director & Coordinator
  - Food Policy Advisory Committee (Food PAC)



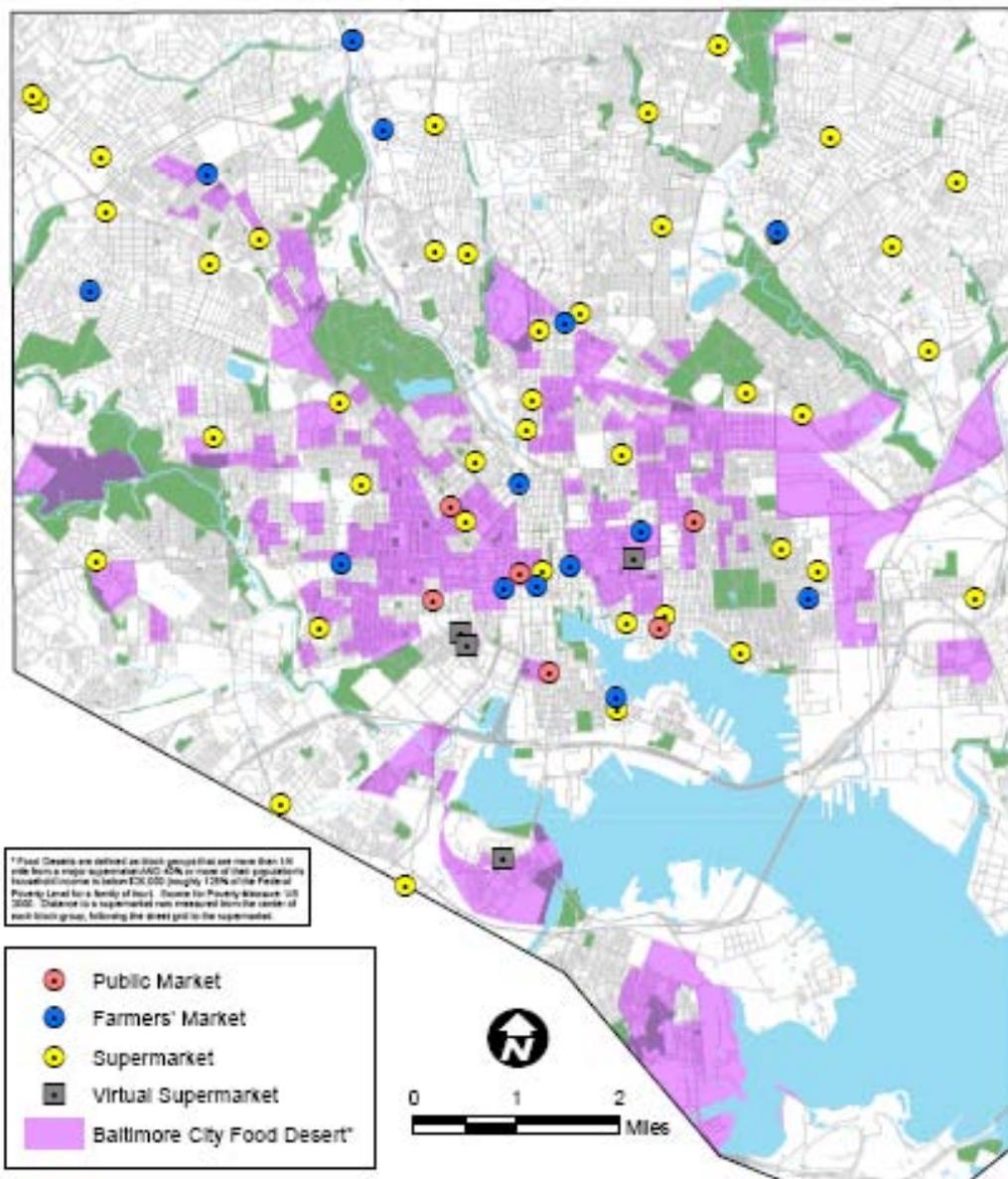
A close-up photograph of a hand holding a single green apple. Below the hand is a woven basket filled with several other apples, including green and red varieties. The background is dark and out of focus, showing more greenery.

Increase access to healthy  
affordable food in food  
deserts in Baltimore City

Food Policy Goal



## Baltimore City Food Deserts and Food Markets

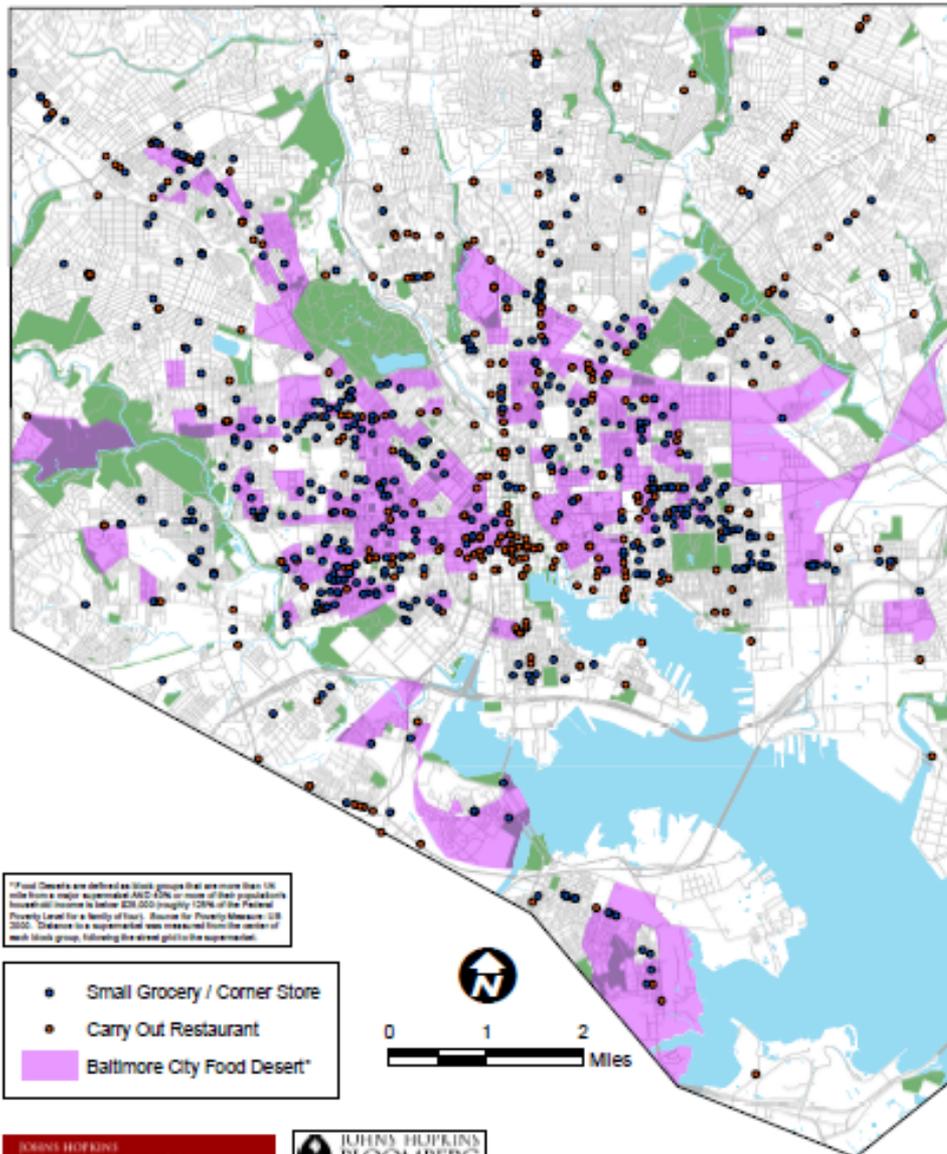


## Food Desert:

- Defined as block groups
- 1/4 mile from supermarket
- 40% of pop. below 125% of poverty line
- Low vehicle ownership



## Baltimore City Food Deserts, Small Grocery / Corner Stores and Carry Out Restaurants



## Food Swamps

- Density of Corner Stores and Carryouts in Food Deserts



# Need

- 13.5% of low-income Baltimore families suffer from food insecurity
- Many Baltimore City residents are affected by health problems associated with a poor diet
  - 1/3 of all Baltimore adults are obese and another 1/3 are overweight
- Only 10% of Baltimore's food stores are supermarkets
- Many Baltimore residents make major food purchases at neighborhood corner stores

# Baltimore City Food Policy Task Force

**Seema Iyer**, Department of Planning  
Co-chair

**Joshua Sharfstein**, Department of Health  
Co-chair through March 2009

**Olivia Farrow**, Department of Health  
Co-chair after March 2009

**Will Beckford**, Baltimore Development  
Corporation

**Viola Bell**, Park Heights Community  
Health Alliance

**Maureen Black**, University of Maryland  
School of Medicine

**Wanda Durden**, Baltimore Department of  
Recreation and Parks

**Deborah Flateman**, Maryland Food Bank

**Anthony Geraci**, Baltimore City Public  
School System

**Joel Gittelsohn**, Johns Hopkins Bloomberg  
School of Public Health

**Jin Kang**, Korean American Grocer's  
Association

**Anne Palmer**, Center for a Livable Future  
at the Johns Hopkins Bloomberg School of  
Public Health

**Larysa Salamacha**, Baltimore  
Development Corporation

**Rob Santoni**, Santoni's Supermarket and  
the Maryland Retail Association

**Joyce Smith**, Operation ReachOut  
Southwest

**Gregory Ten Eyck**, Safeway Inc. / Eastern  
Division

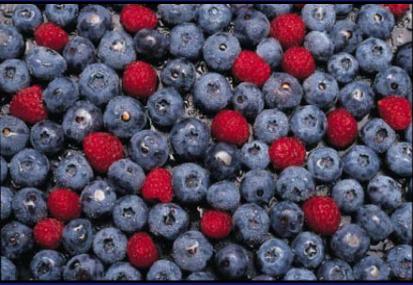
**Stephen Teret**, Johns Hopkins Bloomberg  
School of Public Health

**Paulette Thompson**, Giant of Maryland  
Elected Officials including:

**Congressman Elijah Cummings**

**Delegate Shawn Tarrant**

**Councilwoman Agnes Welch**



# Food Policy Recommendations

1. Promote and expand farmers markets
2. Support urban agriculture
3. Expand supermarket home delivery program
4. Develop a targeted marketing campaign to encourage healthy eating among all Baltimoreans
5. Support research on food deserts and collaboration with policy makers
6. Create healthy food zoning requirement or incentives
7. Improve the food environment around schools & recreation centers
8. Support street vending of healthy foods
9. Promote and expand community supported agriculture
10. Support a central kitchen model for schools



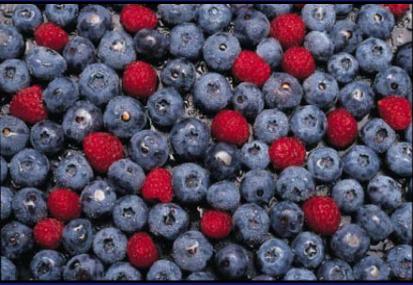


# Food PAC

## Goal:

- Provide advisory capacity to implement Food Policy Taskforce recommendations
- Increase collaboration and partnership among stakeholders
- 60 members and growing
  - Anti-hunger community, extension, city government, community nonprofits, schools





# Partners

Baltimore City Public School System

Baltimore Development Corporation

Baltimore Medical System

Charm City Farm

Civic Works

Family League of Baltimore City

Food Depot/ B Green and Co. Inc.

Franciscan Center

Future Harvest

Chesapeake Sustainable Business Alliance

Giant Foods

Great Kids Farm

Harry & Jeanette Weinberg Afya Center at Park Heights

Hord Coplan Macht. Landscape Architectural Designer

Johns Hopkins School of Public Health

Korean American Grocer's Association of MD

Maryland Department of Agriculture

Maryland Food Bank

Maryland Hospitals for a Healthy Environment

Maryland Hunger Solutions

Park Heights Community Health Alliance

Parks & People

Reservoir Hill Improvement Council

Safeway

Sandy Hill Communications

Santoni's Supermarket,

Maryland Retail Association

The Bureau of Recreation

Towson University

University of Maryland Extension -FSNE

West Baltimore Farmers Market

Whitelock Farm



# Funding

- Seed funding from 4 community foundations (total \$50k)
- \$96,500 Kaiser Permanente Mid Atlantic
- \$95,000 Abell Foundation
- Approved in Mayors Budget for Food Policy Director Position
- 1 Food Access Coordinator and 1 Healthy Public Markets Coordinator (grant funded)



A still life photograph of fresh vegetables including potatoes, carrots, and green onions, with a large metal cleaver resting on top of them. The text is overlaid in white serif font.

# Implementation of the Food Policy Taskforce Recommendations



# Support and Expand Farmers Markets



# Support & Expand Farmers Markets

- Farmers Market Assessment
- Change in State Farmers Market Policy to accept FMNP
- Guide to establishing a Farmers Market in Baltimore City
- Simplify/change city permit process
- 2 new EBT machines in Food Deserts, a total of 5 EBT machines



A photograph of a large agricultural field with rows of crops. The foreground shows rows of young green plants, likely lettuce or similar leafy greens, growing in dark, rich soil. To the right, there are rows of taller, reddish-brown plants, possibly radishes or beets. The field is bordered by a dense forest of tall evergreen trees in the background. The sky is bright and clear. The overall scene is a lush, productive farm landscape.

**Support Urban Farming on Vacant Land  
(in food deserts)**



# Support Urban Agriculture

- Vacants to Value
- Vacant Land Assessment
  - Approximately 30 acres
- Developed & issued RFQ for urban farmers
- Update City Building Code
  - Hoop houses



A vibrant assortment of fresh vegetables and fruits. In the center, a yellow corn cob is partially husked. To its right is a halved cantaloupe melon showing orange seeds. Above the corn is a whole avocado and a green artichoke. To the right is a large head of green lettuce. Below the corn is a head of broccoli. In the bottom right corner is a whole watermelon. Other items include green peas, a fennel bulb, and various leafy greens. The text "Expand Healthy Food Retailing in Food Deserts" is overlaid in white serif font.

# Expand Healthy Food Retailing in Food Deserts



**Baltimarket**  
Virtual Supermarket

How far do you travel to buy fresh food?

**GET YOUR GROCERIES  
DELIVERED TO YOUR  
LIBRARY.**

Now serving the Orleans Enoch Pratt Library.

Order every Wednesday, 11 AM–3 PM

Pick up every Thursday, 12 PM–1 PM

Ordering groceries from Santoni's Supermarket at your library is convenient. Library delivery is free!

PAY WITH  
EBT, CASH,  
CREDIT, OR  
DEBIT



For more information, contact the Baltimore City Health Department at 410-545-7544 or visit [www.baltimarket.org](http://www.baltimarket.org)

SANTONI'S  
Supermarket



# Virtual Supermarket

Order groceries online anywhere



Next day pick up at local library, school or DSS office

- Accept SNAP Benefits

**SANTONI'S**  
Super Market

"Your Friendly Neighborhood Grocer Since 1930!"



# ORDER AND DELIVERY PROCESS

1. Online ordering:
  - At Library weekly with staff to provide technical assistance
  - Use Promotional Code and order anytime/anywhere
2. Order submitted to Santoni's Supermarket
3. Residents pick up their groceries on the specified day at designated time at the Library
4. Consumers pay with cash, credit card, debit, or EBT

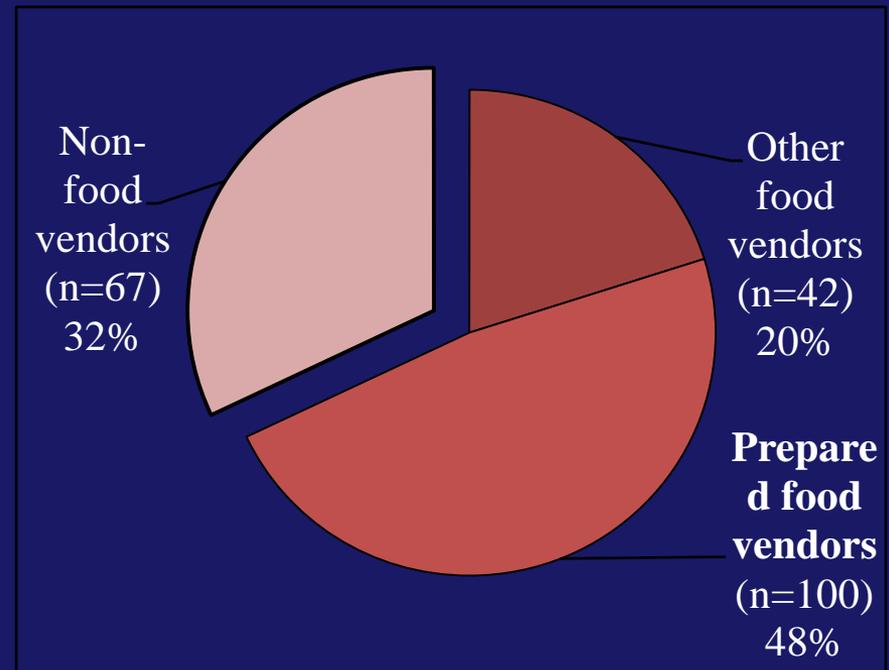
A photograph of a public market stall. In the foreground, there are white crates filled with fresh produce. On the left, there are bags of onions and potatoes, with price tags for 'ONIONS \$2.50' and 'POTATOES \$2.50'. Next to them are several heads of green cabbage. To the right, there are more crates containing various fruits and vegetables, including what looks like tomatoes and leafy greens. A person in a blue shirt is partially visible on the right side of the frame, looking at the produce. In the background, there is a large red sign for 'Lefty's PRODUCE COMPANY' with the tagline 'THE CREME OF THE CROP'. The sign also includes a phone number '547-2460' and a clock icon. Below the main sign, there is another sign for 'EXINGTON FRIED CHICKEN' listing items like 'Hot & Spice Chicken', 'Money B.B.Q. Wings', 'Fried Rice', and 'Fried Turkey'. The market is brightly lit with overhead lights, and other stalls and people are visible in the distance.

# Get Fresh: Healthy Public Markets Strategy



# Integral Part of Baltimore City

- Baltimore has over 4.2 million customers frequent their six markets annually
- 70% of all food vendors are carryouts (n=100)





# Strategies to Support Vendors to Provide Healthier Foods

- Healthy Food Menus and Signage
- Incentives for vendors to buy healthier foods
- Healthier Sides prepared
- Healthier Combo Meals
- Healthy Carryout Certification



# Healthy Menu Label

**Sophia's Place** EUROPEAN DELI



Look for the leaf for a fresh choice

**PANINIS**

- \$5.95 **Smoked Turkey and Asiago Panini**  
Smoked Turkey, Asiago Cheese, arugula, tomato, and pesto and 12 grain bread
- \$4.95 **Mediterranean Veggie Panini**  
Marinated Red Pepper, Fresh Cucumber, tomatoes, onion, hummmus, and fresh mozzarella on sunflower seed bread
- \$6.95 **Prosciutto Basil Panini**  
Prosciutto, Fresh Mozzarella, tomato, fresh basil, and balsamic vinegar on ciabatta bread
- \$7.95 **Black Forest Rosemary Panini**  
Black Forest Ham, Havarti Cheese, tomato, arugula, and rosemary aioli on rye

**SANDWICHES**

- \$6.95 **Black Forest ham**  
with Havarti cheese on 12 grain bread with lettuce, tomato, mayonnaise
- \$6.95 **Double Smoked Ham**  
with swiss cheese on rye with lettuce, tomato, mayonnaise
- \$7.95 **Prosciutto or sopressata salami**  
with provolone cheese on wheat bread with spicy brown mustard
- \$3.95 **Liverwurst**  
with onion on rye with spicy brown mustard
- \$6.95 **Pork loin**  
with edam cheese on pumpernickel with honey mustard, lettuce, tomato, and mayonnaise
- \$8.95 **Smoked salmon**  
with cream cheese and onion on a bagel (or your choice of bread)
- \$9.95 **Duck pate**  
with hot pepper cheese on pumpernickel with honey mustard, lettuce, or tomato
- \$7.95 **Tongue in jelly**  
with horseradish mustard, lettuce, tomato, and your choice of bread

CUP BOWL

**SOUPS**

- \$3 \$5 **Tomato Basil**
- \$3 \$5 **Cauliflower**
- \$3 \$5 **British Style Bean** (Polish)
- \$3 \$5 **Red Borscht**



**SIDES**

- \$6 **Crepes with fruits & whipped cream**
- \$3.95 **Stuffed Cabbage or Golabki**
- \$3.95 **Sauerkraut with polish sausage**
- \$3.95 **Pierogi**  
potato, farmer's cheese, potato with cheese, sauerkraut, sauerkraut with mushroom, meat  
\* can be served with sauteed onions, bacon bits, or sour cream

Tomato basil soup with 1/2 Smoked Turkey Panini

Stuffed cabbage with pierogi Crepes with Strawberries



A top-down view of a diverse collection of fresh vegetables. In the center, a whole yellow corn cob with its husk partially removed sits next to a halved cantaloupe melon showing its orange seeds. To the right is a large head of green lettuce. In the foreground, there's a head of broccoli and a whole watermelon. Other items include green beans, a whole fennel bulb, a whole avocado, and various leafy greens and herbs like dill and parsley. The text "Howard Park" is overlaid in the center in a white serif font.

# Howard Park



# Howard Park Grocery Store

- Increasing access to healthy foods and job creation:
  - \$759,000 in Healthy Food Financing Initiative (HHFI) funds
  - New grocery store
  - Commercial kitchen
  - Revitalizing farmers markets

A person wearing a plaid shirt and blue jeans is holding a wooden basket filled with fresh vegetables. The basket contains several yellow onions, a red onion, and a bunch of green onions. The text is overlaid on the basket.

**Develop a Citywide  
Healthy Eating  
Publicity Campaign**



# Get Fresh Baltimore

- Goals
  - Fruit & Vegetable campaign by youth, for youth
  - Food media literacy
- 2,000 Elementary Students
  - 250 ads in Metro buses
  - ads displayed online
- 4 Public Service Announcements

Shydi  
age 11

**Get Fresh Baltimore.com**

Get fruits and vegetables at your virtual supermarket.

Get Fresh Baltimore.com | WISER PERMANENT | MARYLAND DEPARTMENT OF AGRICULTURE | Associated Black Chambers | FOX45

Joshua  
age 13

**Get Fresh Baltimore.com**

Get fruits and vegetables at your farmers' market.

Get Fresh Baltimore.com | WISER PERMANENT | MARYLAND DEPARTMENT OF AGRICULTURE | Associated Black Chambers | FOX45

Kaitlin  
age 10

**Get Fresh Baltimore.com**

Get fruits and vegetables at your grocery store.

Get Fresh Baltimore.com | WISER PERMANENT | MARYLAND DEPARTMENT OF AGRICULTURE | Associated Black Chambers | FOX45



# Media: Raising Public Awareness of Food Access issues in Food Deserts

- 35 Media Hits in 1 year
  - CNN, Associated Press, Christian Science Monitor, Baltimore Magazine, Style Magazine, Baltimore Sun, Michael Eric Dyson, Midday with Dan Rodricks Radio shows, Grist, Good Magazine, Urbanite & Daily Record
- Outcomes from Media
  - Leveraged Community Foundation and City Funding
  - Created a diverse stakeholder group for Food PAC
- Provided direct media attention to:
  - Waverly, Park Heights, and Highlandtown Farmers Markets, Real Food Farm, Great Kid Farm, Transform Baltimore, Baltimore Office of Sustainability, Reservoir Hill Parks & Recreation





# Conclusion

- Next Steps
- Baltimore Food Policy Initiative embraces a food system perspective to health
- Focus on policy, projects & partnerships
- Diverse stakeholders





# Thank You

## Contact Information:

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**BFPI is Currently Supported by:**

