

**Sustainable Food Policy Board
Food Business and Production Committee**

GOAL: Strengthen the City of Austin and Travis County's food system by increasing local and sustainable food production, distribution, and availability in area markets (e.g., retailers, restaurants, farmers markets, institutions).

Objective	Phase I (2010)	Phase II (2011)	Phase III (2012)
<p>Land Support and increase local food production by minimizing barriers to land and resource access and maximizing incentives</p>	<ul style="list-style-type: none"> Identify and promote the use of public land in the City of Austin to be used for urban agriculture. Develop endorsement criteria for projects that seek to use public land for urban agriculture. Define sustainable agriculture clearly to ensure working definition to support farmers in policies, laws, and regs. Compile results from composting research 	<ul style="list-style-type: none"> Meet with The American Farmland Trust to identify preservation opportunities for agricultural land in the City of Austin and in Travis County. Implement concessionaire process to bid on public land and make land available for farming. Address property tax issues by identifying policymakers that can affect change that supports farmers. 	<ul style="list-style-type: none"> Explore possibilities for City to support new farmer incubator project on public land.
<p>Water Create a comprehensive water conservation strategy for food producers in Travis County</p>	<ul style="list-style-type: none"> Irrigation water tap fee waiver passed (implementation and notification of stakeholders) Discussion with AWU and City/County officials about the current water conservation strategies employed Identify advocates for agricultural water rights and form strategic partnerships to develop policy strategies that mitigate the problems of Texas water law. 	<ul style="list-style-type: none"> City/county conservation incentives for the big water users- golf courses, county parks, subdivisions- to coordinate gray water usage to irrigate. Non-essential water use (parks) can NOT restrict agricultural viability in the County 	

<p>Distribution Identify policies to help establish diversified and specialized distribution businesses for sustainable foods produced locally</p>	<ul style="list-style-type: none"> Specifically identify a definition for "local" (produced within Austin and/or Travis County?) Meet with retailer (HEB, CM, etc.) procurement leadership to understand distribution system and opportunities for locally-produced foods Identify barriers to getting more fresh sustainable foods into restaurants and institutions 	<ul style="list-style-type: none"> Redistribution/wholesale center cooperative with approval from area growers Roundtable with local distributors (Greenling, Farmhouse Delivery, etc.) to identify growth barriers Work with HEB on development/execution of a pilot program to increase availability of locally produced food and food/nutrition education for customers 	
<p>Markets Support and increase the availability of local and sustainable food at local markets by minimizing barriers and maximizing incentives.</p>	<ul style="list-style-type: none"> Eliminate restrictions that prohibit weekly hot meal preparation at farmer's markets Work with health department to allow farmers market vendors to cut produce to sample without permits. Define and promote local farmers Identify best practices for policy support in similar-sized cities and counties 	<ul style="list-style-type: none"> Change in legislature with new definitions of farmers markets 	