

**Sustainable Food Policy Board  
Access and Wellness Production Committee**

*Goal: Evaluate and monitor residents' access to an affordable, diversified local-food supply and recommend measures to improve food security and nutrition.*

<b>Objective</b>	<b>Phase I (2010)</b>	<b>Phase II (2011)</b>	<b>Phase III (2012)</b>
<b>Public Awareness</b> <i>Engage and Educate the Community in a more effective way.</i>	<ol style="list-style-type: none"> <li>1. Determine how the City and County are spending media funds to promote healthy eating and lifestyles</li> <li>2. Research best practices nationwide</li> <li>3. Coordinate with “Buy Local” campaign</li> </ol>		
<b>Elimination of Food Deserts</b> <i>Implement market incentives to increase access to healthy, locally, and organically produced food in food deserts</i>	<ol style="list-style-type: none"> <li>1. Research best practices nationwide</li> <li>2. Assess current efforts in Austin/Travis County and identify relevant stakeholders (e.g. HHSC, USDA, THI, Share our Strength)</li> </ol>	<ol style="list-style-type: none"> <li>1. Contact and meet with stakeholders               <ol style="list-style-type: none"> <li>a. What is working?</li> <li>b. How can we help?</li> <li>c. What are the barriers to access?</li> <li>d. Data collection</li> </ol> </li> <li>2. Define “access” / “food desert” in Austin/Travis</li> <li>3. Locate and collect data on food security status in Austin / Travis County</li> <li>4. Map food security status in Austin / Travis County</li> </ol>	<ol style="list-style-type: none"> <li>1. Submit proposals for market incentives to City and County (E.g. D.C. Healthy Corner Store Program)</li> <li>2. Seeking funding from City and County as well as community support for nonprofit solutions (E.g. community food center)</li> </ol>
<b>Empowering Stakeholders</b> <i>Connect local farmers with hunger relief organizations</i>	<ol style="list-style-type: none"> <li>1. Compile list of local farmers</li> <li>2. Contact local farmers regarding hunger relief meeting</li> <li>3. Contact CAFB about a slot at its Spring conference</li> </ol>	<ol style="list-style-type: none"> <li>1. Facilitate roundtable with hunger relief agencies and local farmers, possibly at CAFB agency conference in Feb/March</li> <li>2. Follow up:               <ol style="list-style-type: none"> <li>a. Keep lines of communication open</li> <li>b. Address issues and pursue ideas generated by the discussion</li> </ol> </li> </ol>	