

**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).**

<b>Objective</b>	<b>Phase I (2010)</b>	<b>Phase II (2011)</b>	<b>Phase III (2012)</b>
<p><b>Land</b> <i>Support and increase local food production by minimizing barriers and maximizing incentives for land and resource access</i></p>		<ol style="list-style-type: none"> <li>1. Identify and promote the use of public land in the City of Austin to be used for urban agriculture               <ol style="list-style-type: none"> <li>a. Develop endorsement criteria for projects that seek to use public land for urban agriculture</li> </ol> </li> <li>2. Develop overview of major land owners in City/County and identify strategies to incentivize and encourage food production on their lands</li> <li>3. Define sustainable agriculture clearly to ensure working definition to support farmers in policies, laws, and regulations</li> <li>4. Identify preservation opportunities for agricultural land in the City of Austin and in Travis County               <ol style="list-style-type: none"> <li>a. Meet with preservation organizations (The American Farmland Trust, etc.)</li> </ol> </li> <li>5. Identify strategies to encourage the inclusion of sustainable food production (gardens, community gardens, agricultural land, etc.) in real estate development               <ol style="list-style-type: none"> <li>b. Meetings with real estate developers and City/County agencies</li> <li>c. Identify best practices in other cities/counties</li> </ol> </li> <li>6. Implement concessionaire process to bid on public land and make land available for farming</li> </ol>	<ol style="list-style-type: none"> <li>1. Explore possibilities for City to support new farmer incubator project on public land</li> </ol>

		<p>7. Address property tax issues by identifying policymakers that can affect change that supports farmers</p>	
<p><b>Water</b>  <i>Support and increase local food production by minimizing barriers to agricultural water access and create a comprehensive water conservation strategy for food producers in Austin and Travis County that serves as a catalyst for multi-county imitative</i></p>	<ol style="list-style-type: none"> <li>1. Irrigation water tap fee waiver passed (implementation and notification of stakeholders)</li> <li>2. Initiated discussions with AWU and City/County officials about the current water conservation strategies employed</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify advocates for agricultural water rights and form strategic partnerships to develop policy strategies that mitigate the problems of Texas water law</li> <li>2. Research and identify City/County conservation incentives for the big water users- golf courses, county parks, subdivisions- to coordinate gray water usage to irrigate</li> <li>3. Represent Sustainable Food Policy Board as appropriate in meetings with local and state water agencies, task forces, support groups, etc</li> <li>4. Research possible Central Texas Water Board</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify opportunities for Sustainable Food Policy Board to participation on efforts to overhaul antiquated state water law</li> </ol>
<p><b>Distribution</b>  <i>Identify policies to help support and establish diversified and specialized distribution businesses for sustainable foods produced locally</i></p>		<ol style="list-style-type: none"> <li>1. Specifically identify a definition for “local” (produced within Austin and/or Travis County?)</li> <li>2. Identify barriers to getting more locally-produced, fresh sustainable foods into restaurants and institutions</li> <li>3. Meet with retailer (HEB, CM, etc.) procurement leadership to understand distribution system and opportunities for locally-produced foods</li> <li>4. Roundtable with local distributors to identify growth barriers</li> <li>5. Work with HEB on development/execution of a pilot program to increase availability of locally produced food and food/nutrition education for customers</li> </ol>	<ol style="list-style-type: none"> <li>1. Redistribution/wholesale center cooperative with approval from area growers</li> </ol>

**Markets**  
*Support and increase the availability of local and sustainable food at local markets by minimizing barriers and maximizing incentives.*

1. Advocated for and supported efforts against rooster ban resulting in halting of effort and thus supporting backyard poultry
2. Eliminate restrictions that prohibit weekly hot meal preparation at farmer's markets

1. Work with health department to allow farmers market vendors to cut produce to sample without permits.
2. Continue support for 311/APD to train officers on Animal-Rooster noise and public education to balance increase in backyard poultry production with neighbor rights & sensitivities
3. Define and promote local farmers
4. Identify best practices for policy support in similar-sized cities and counties
  - a. Research feasibility for a mobile Poultry Processing Lab (Martha's Vineyard Model)
5. Change in legislature with new definitions of farmers markets
6. Support Buy Local Campaign