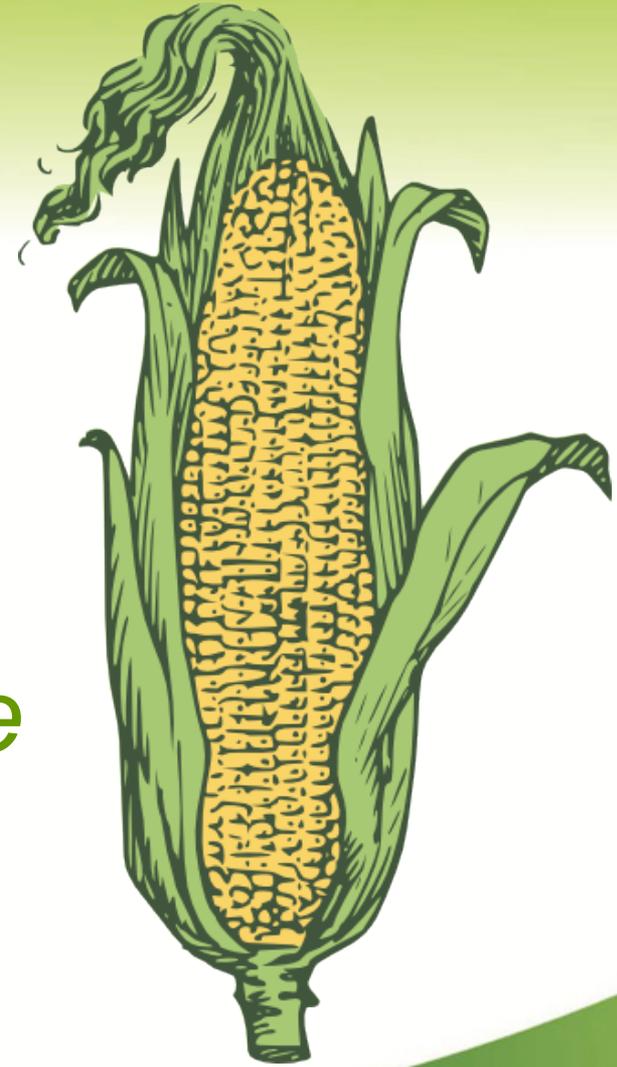


# Public Produce

*The New Urban Agriculture*



Darrin Nordahl

# Berkeley

## *Streetside Food*

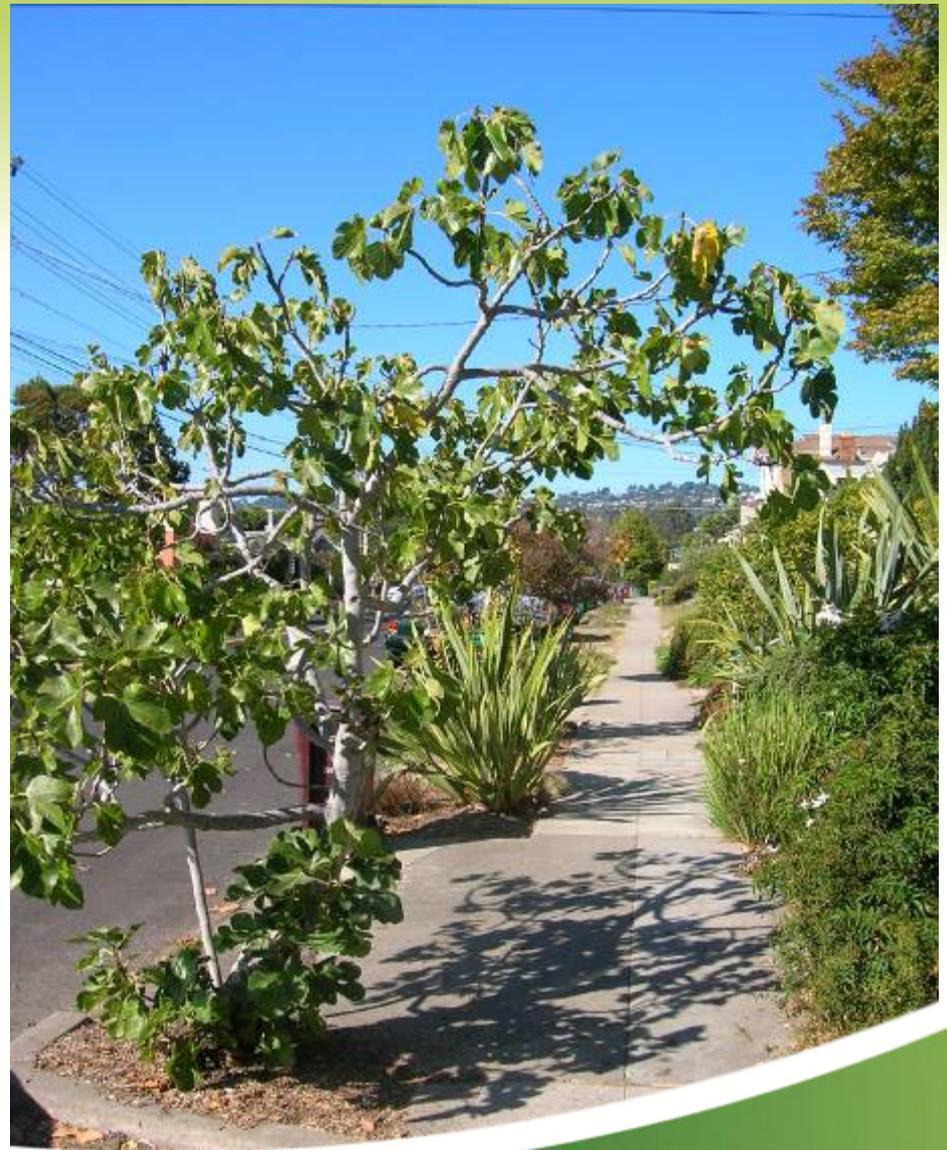




Oranges



Passion fruit on chain-link fence



Figs



**Blackberries**

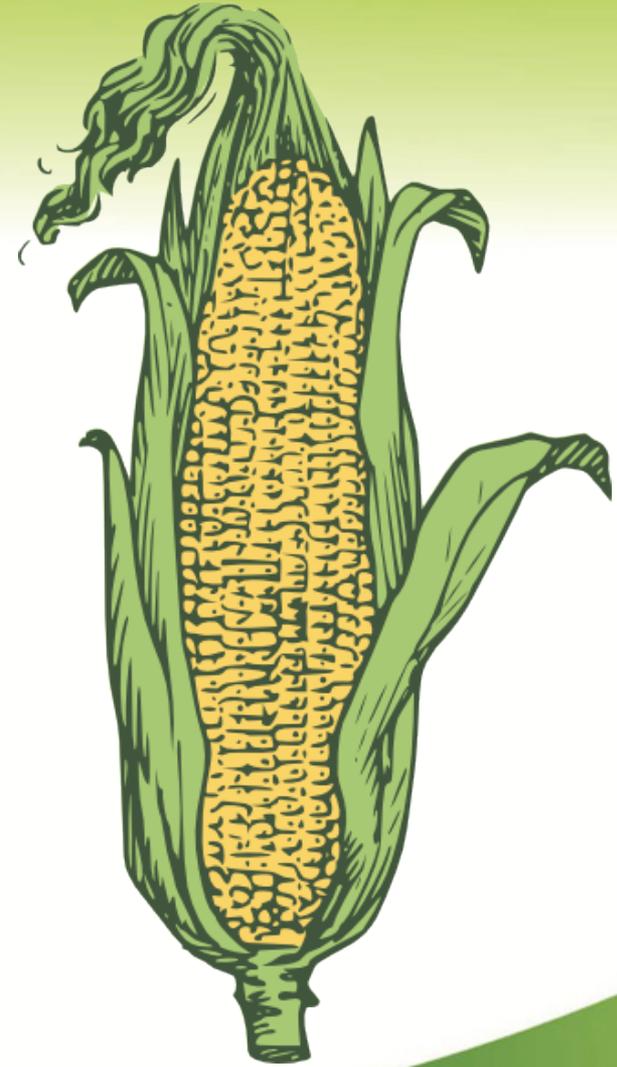
# Sidewalk Orchard



Pear, apricot, lemon, clementine, and apple

# Food Security

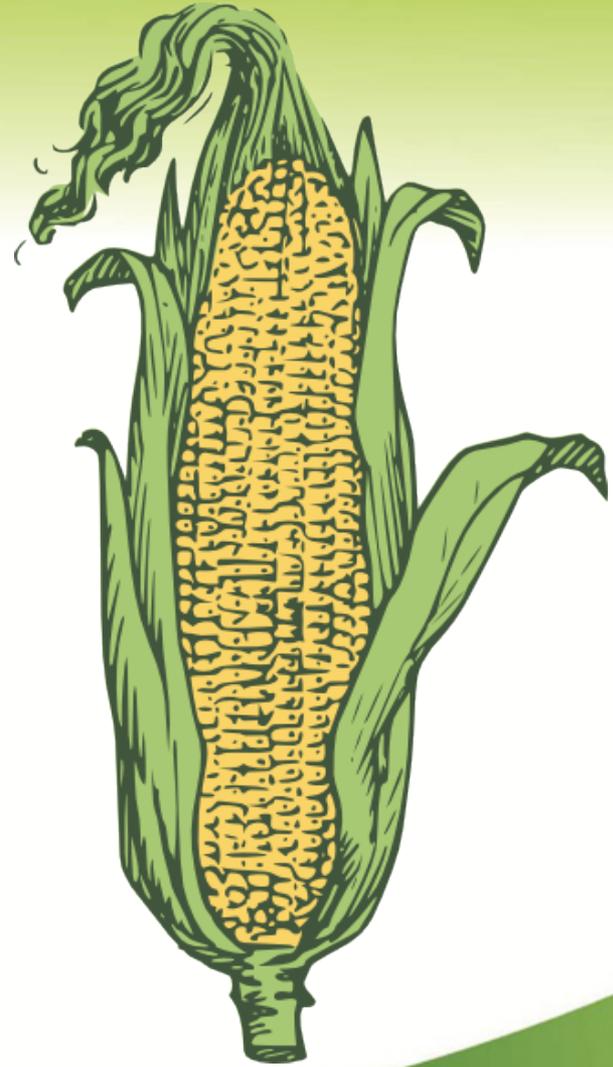
*Daily access to adequate,  
safe, affordable and  
nutritious food*



What is food security?

# Food Security

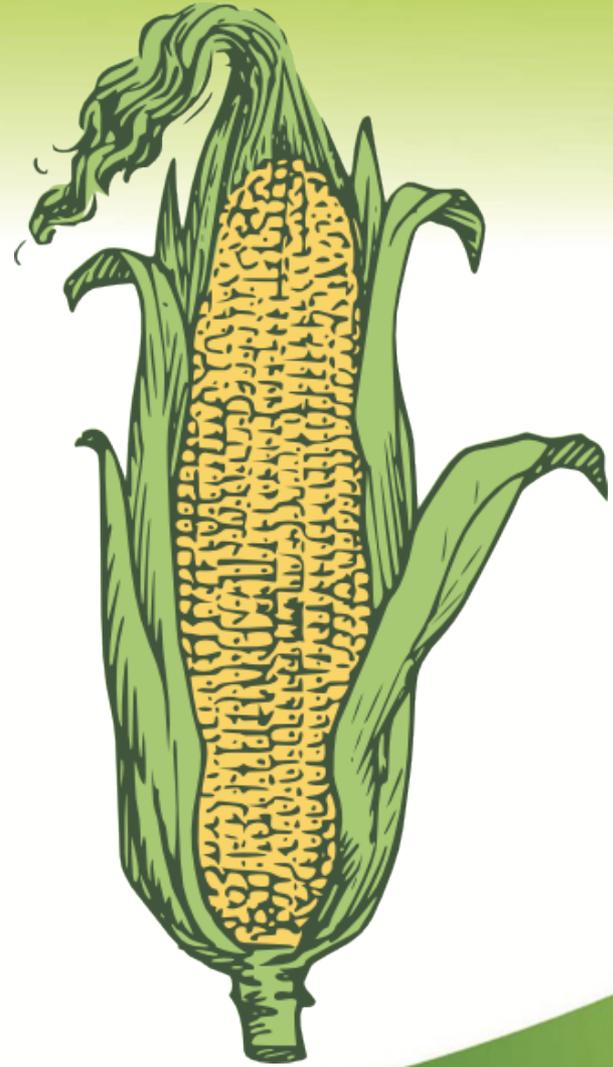
*Daily access to*  
***adequate***, *safe,*  
*affordable and nutritious*  
*food*





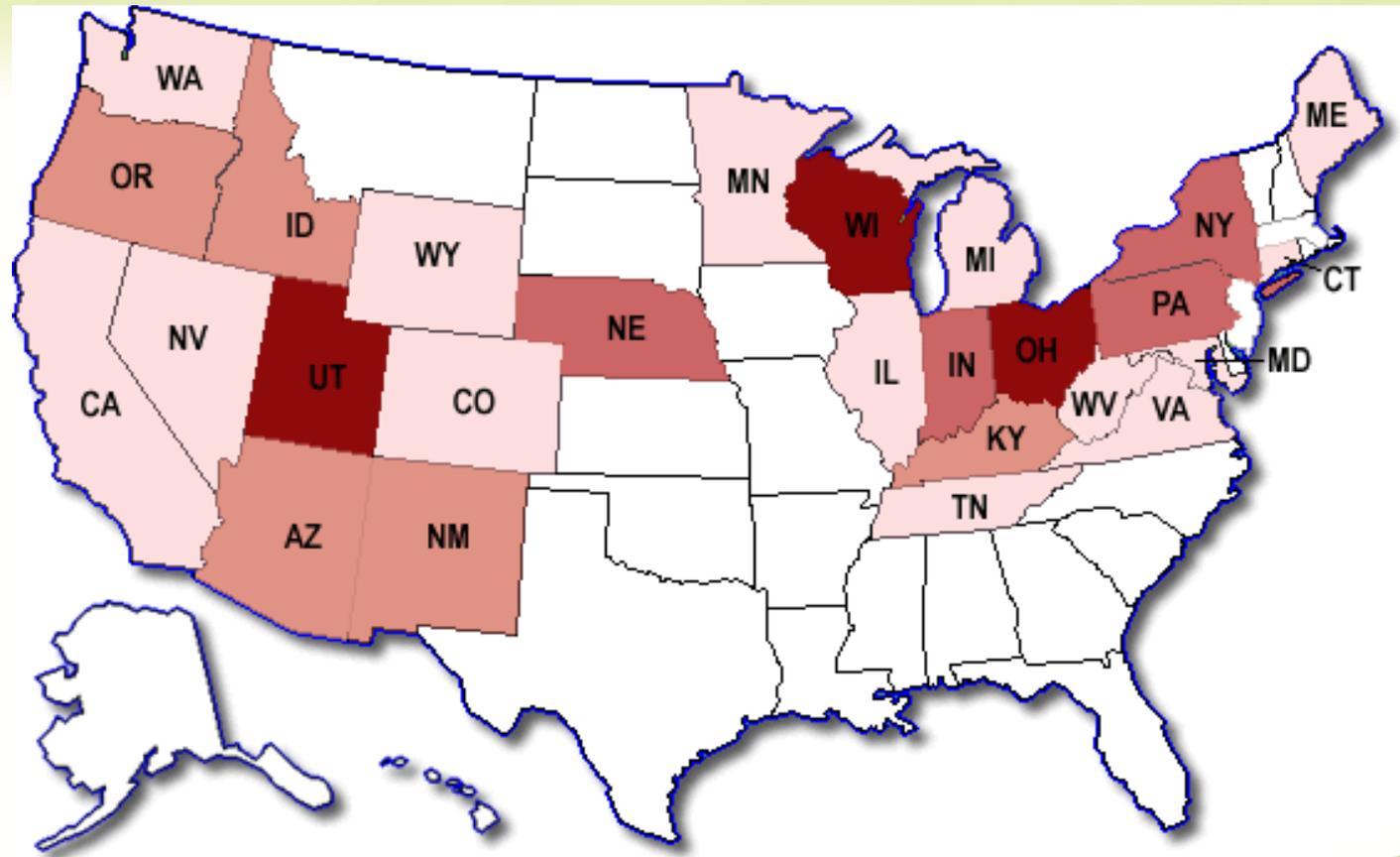
# Food Security

*Daily access to adequate,  
**safe**, affordable and  
nutritious food*



# Spinach 2006: *E.*

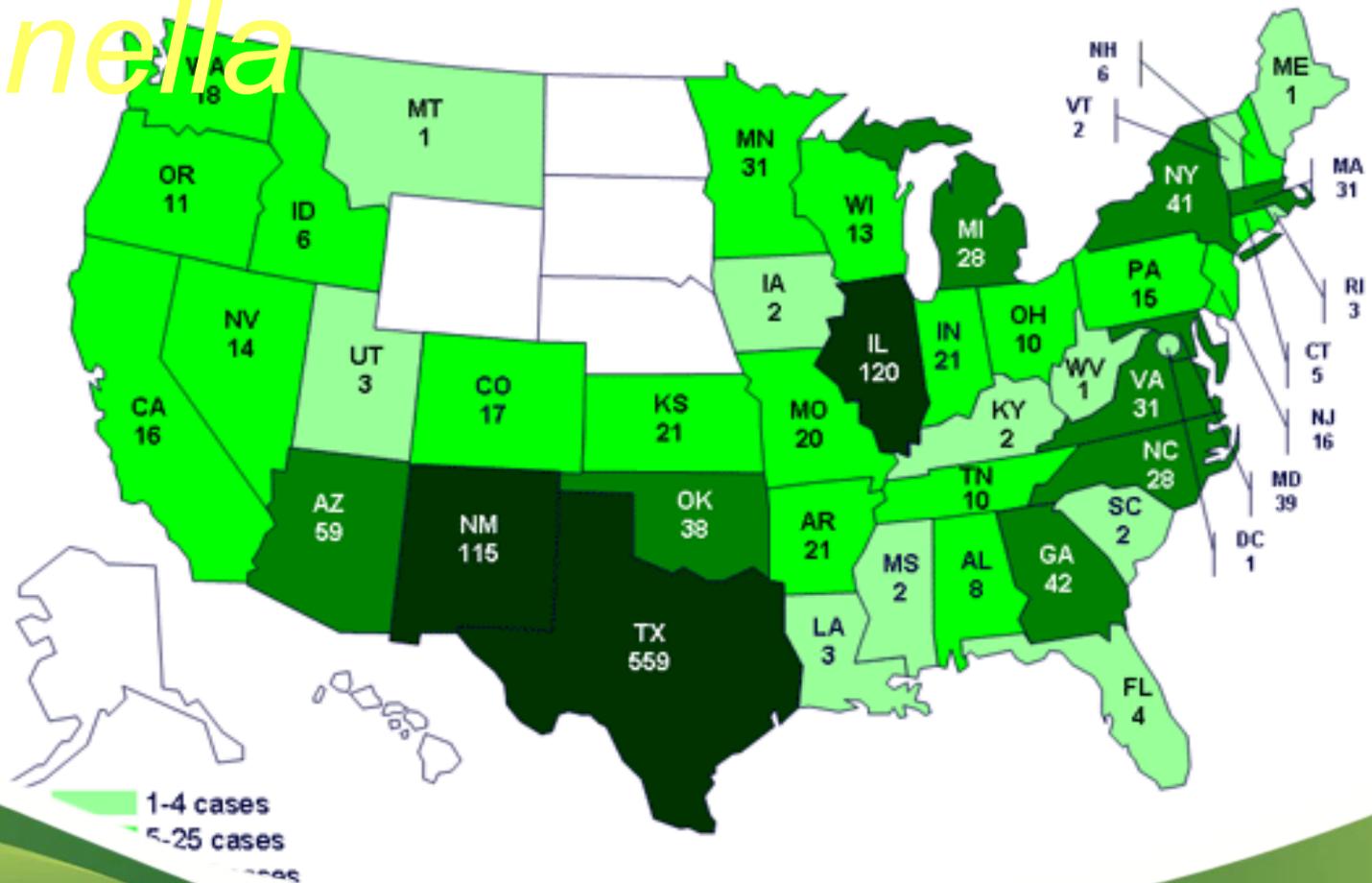
## *Coli*



199 persons infected across 26 states -

# Peppers 2008:

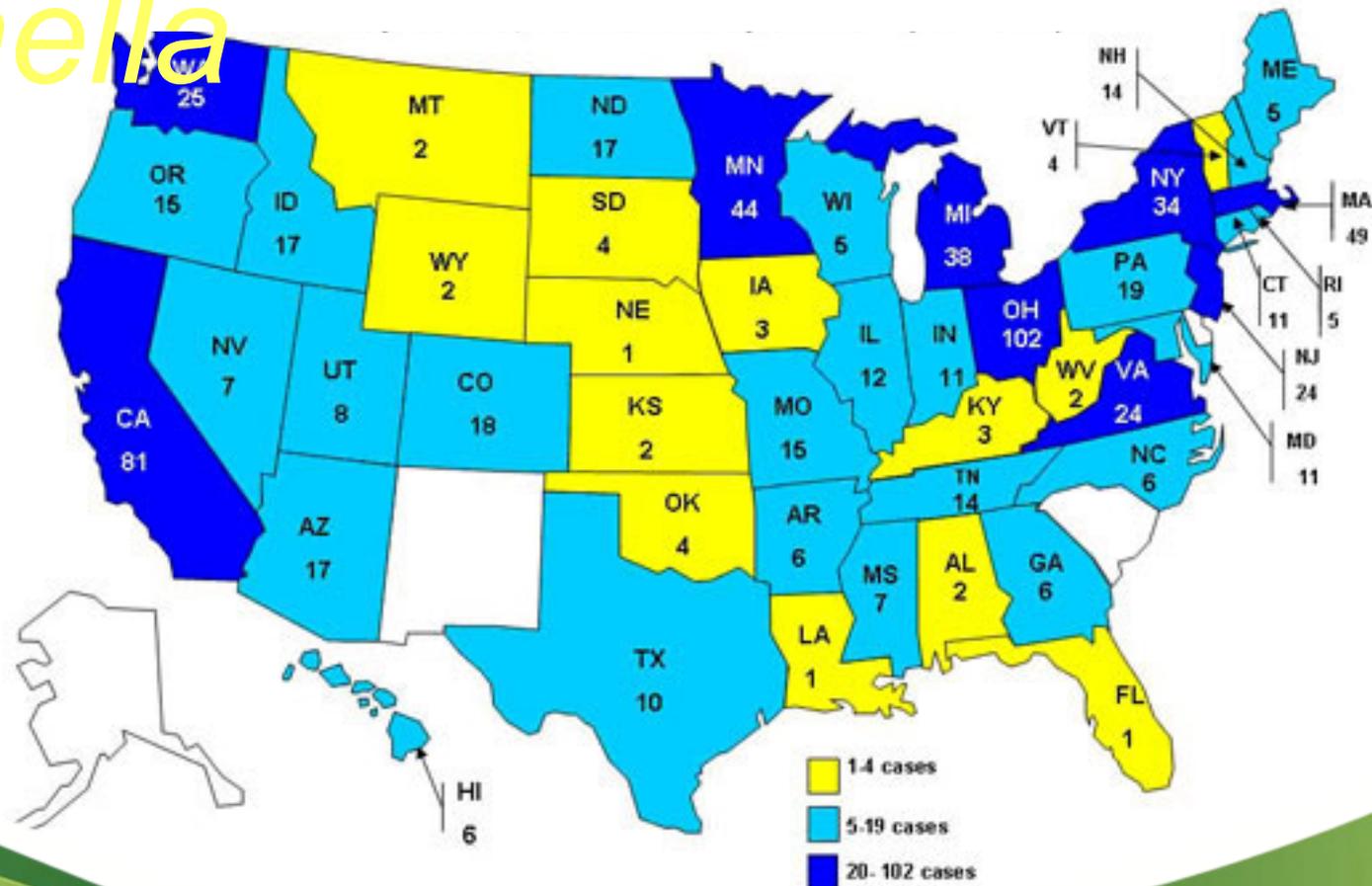
## *Salmonella*



1,442 persons infected across 43 states -

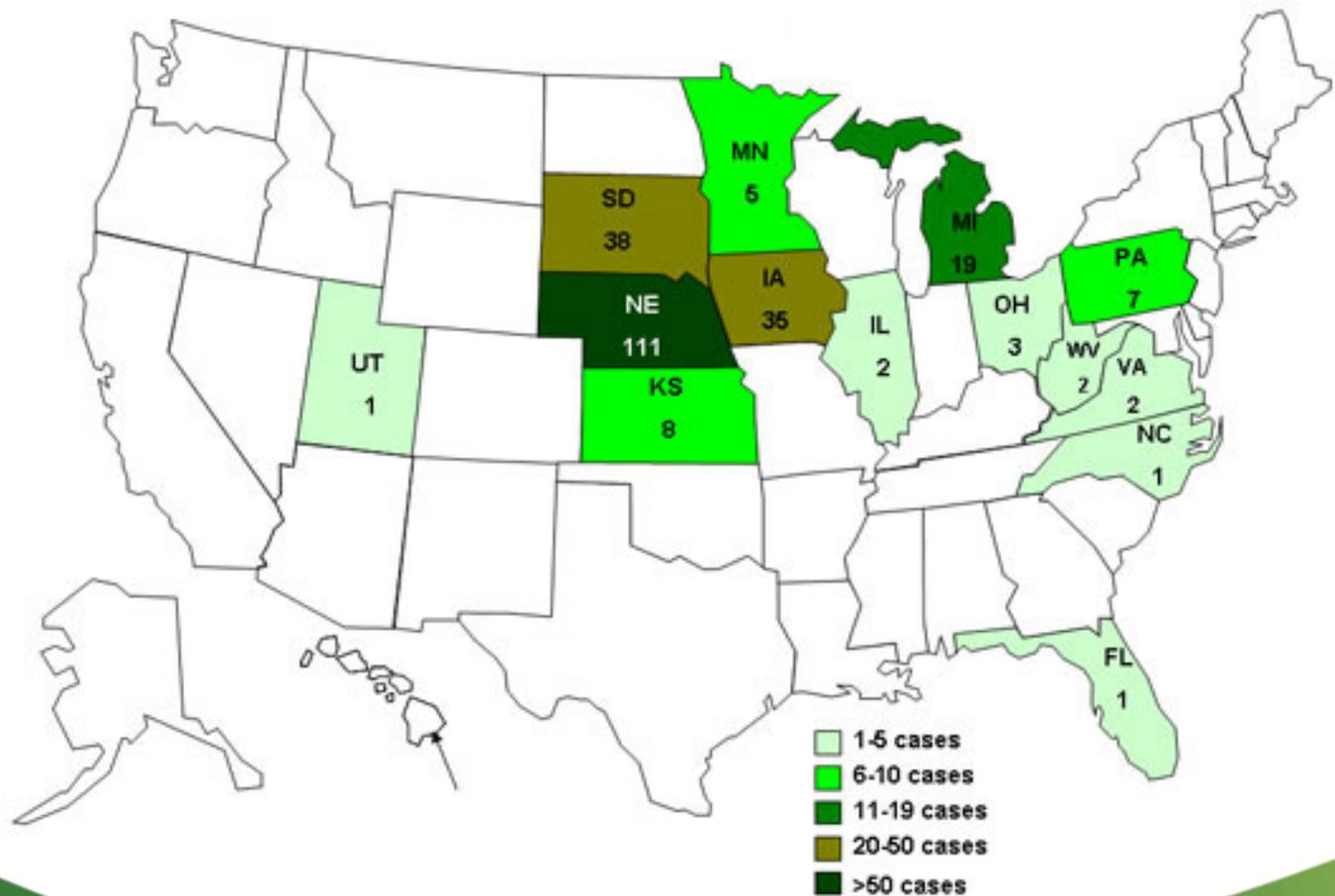
# Peanuts 2008-09:

## *Salmonella*



714 persons infected across 46 states -

# Alfalfa 2009: *Salmonella*



235 persons infected across 14 states -

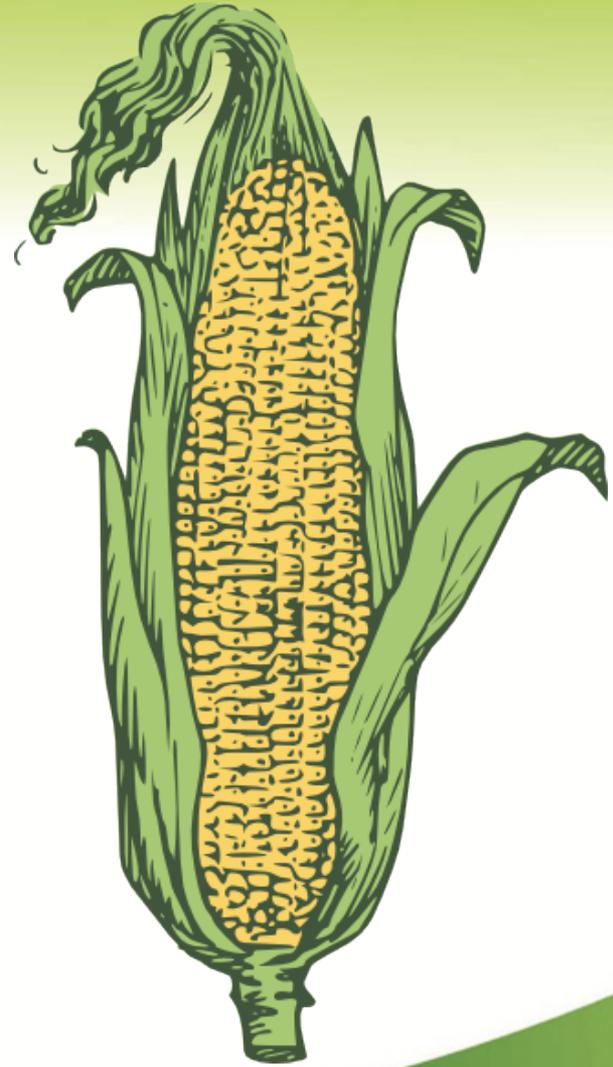
“ Salmonella  
is now  
completely okay  
for all Americans  
to enjoy.”



“FDA Approves Salmonella” – *The Onion*

# Food Security

*Daily access to adequate,  
safe, **affordable and  
nutritious** food*





*McDonald's recession-buster*

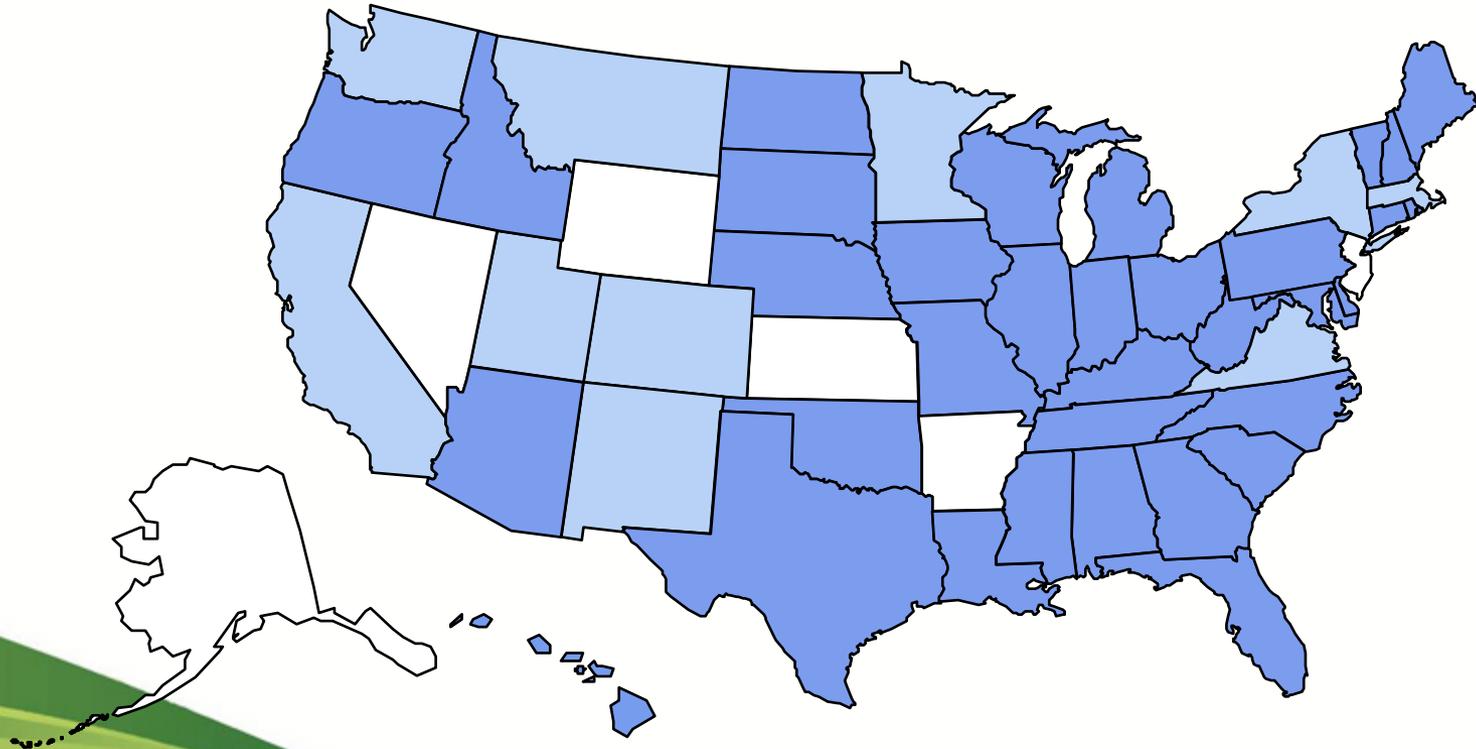


*Double Cheeseburger for a \$1?  
America says "We're loving it!"*

How many calories can one buy for \$1.00?

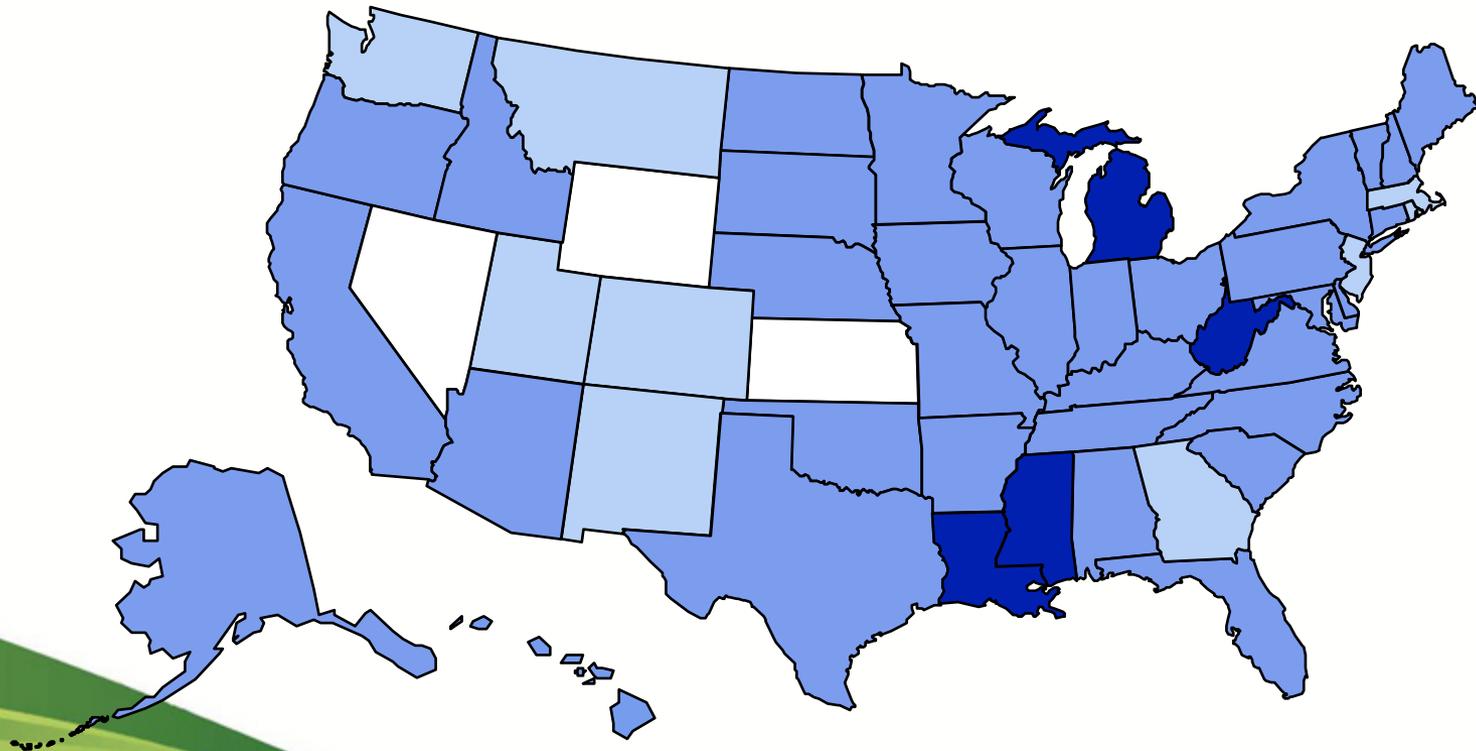
# Obesity Trends Among U.S. Adults 1990

(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)



■ No Data   ■ <10%   ■ 10%–14%

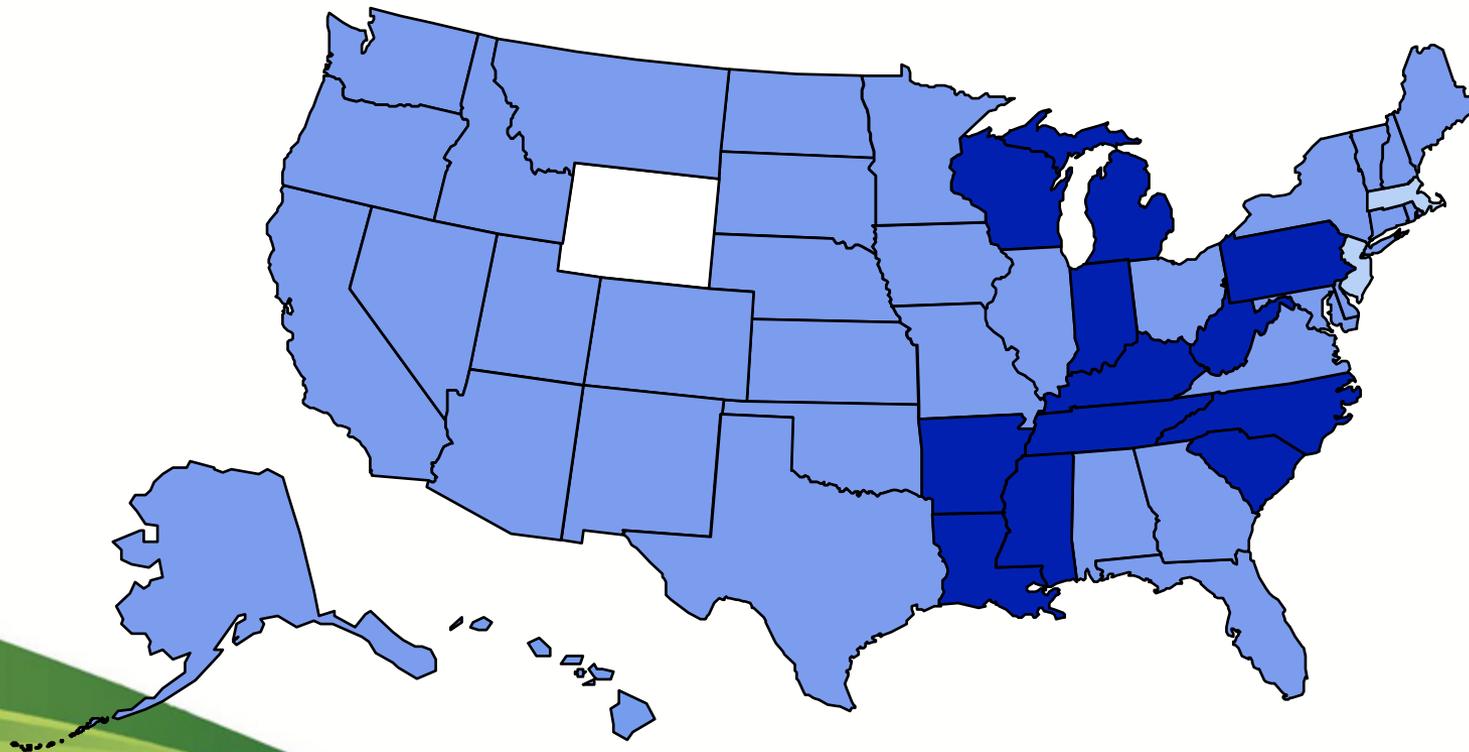
# Obesity Trends Among U.S. Adults 1991



Legend: No Data, <10%, 10%–14%, 15%–19%

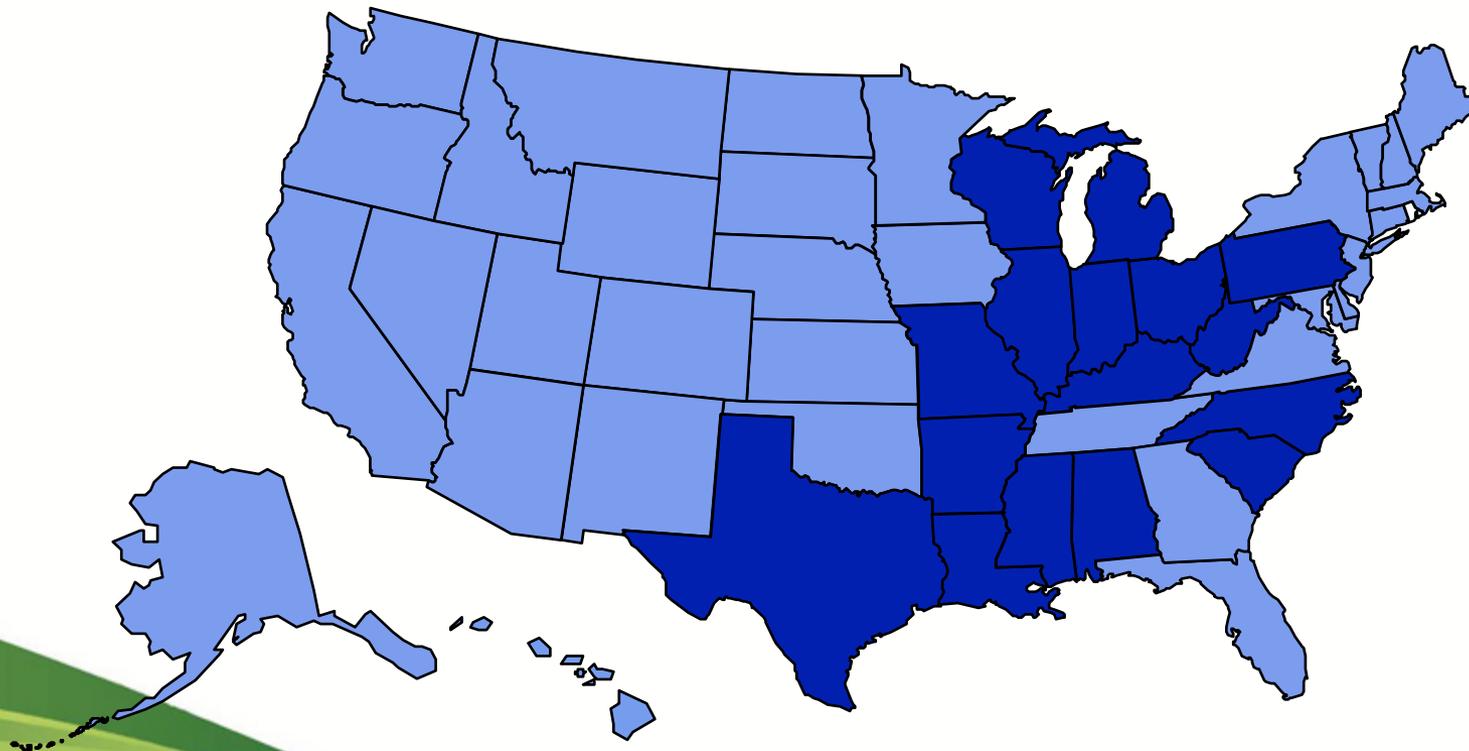


# Obesity Trends Among U.S. Adults 1993



■ No Data   ■ <10%   ■ 10%–14%   ■ 15%–19%

# Obesity Trends Among U.S. Adults 1994

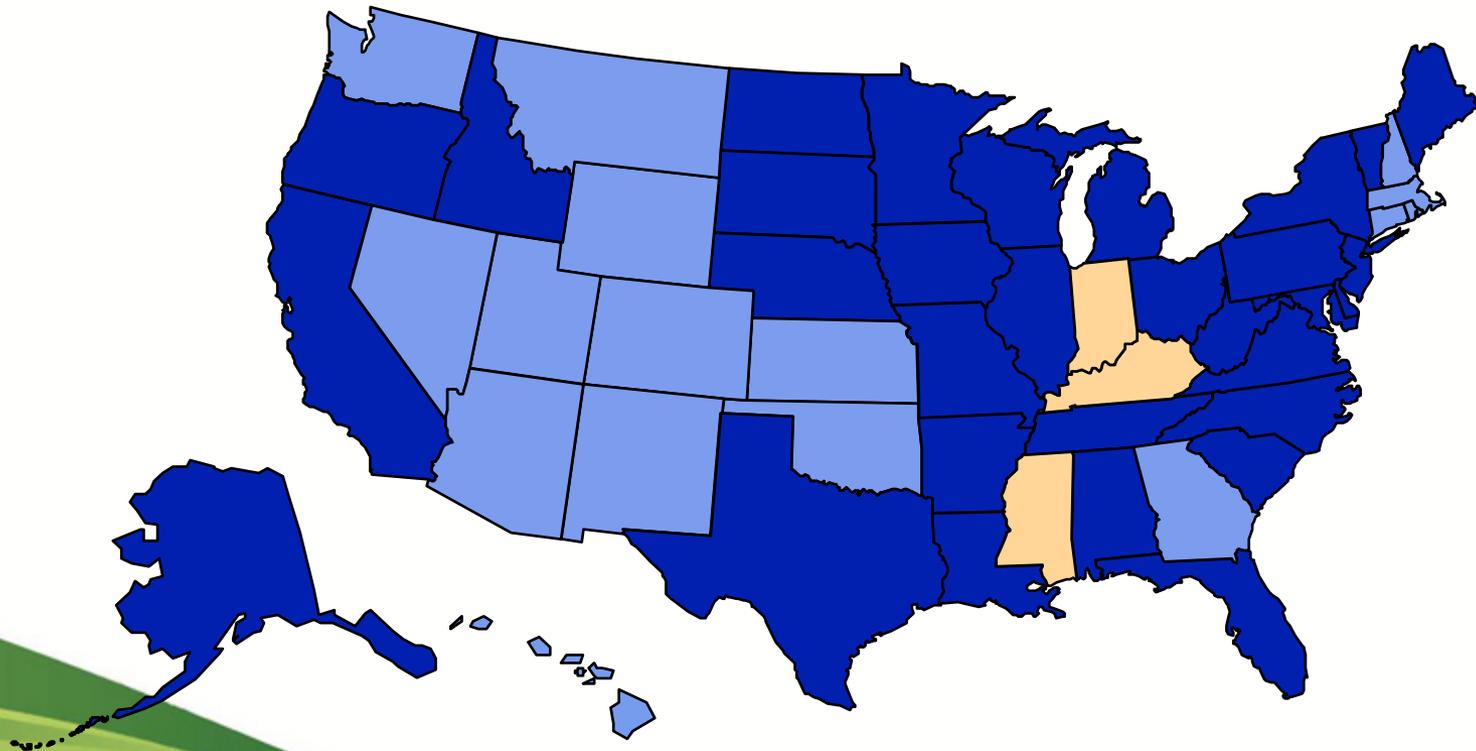


■ No Data   ■ <10%   ■ 10%–14%   ■ 15%–19%





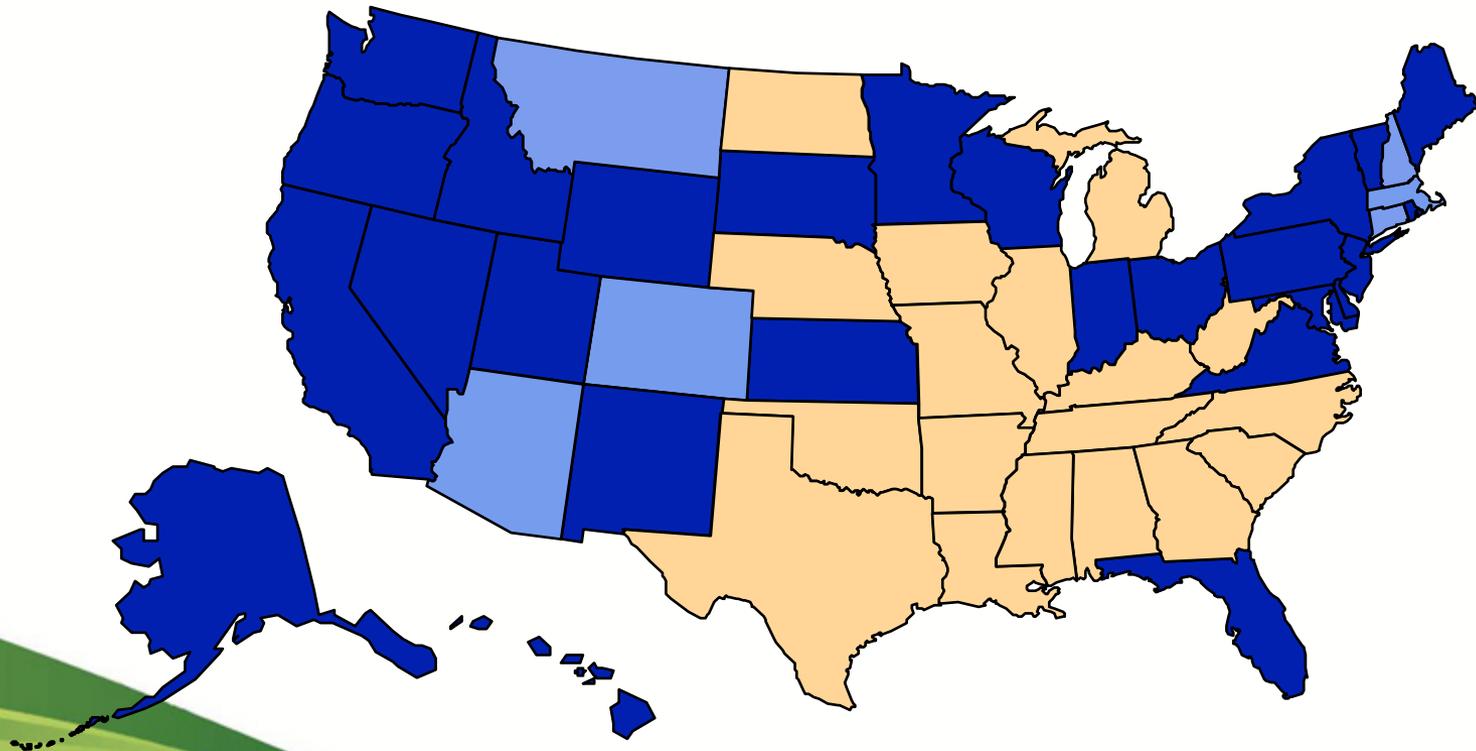
# Obesity Trends Among U.S. Adults 1997



■ No Data   ■ <10%   ■ 10%–14%   ■ 15%–19%   ■ 20%–24%

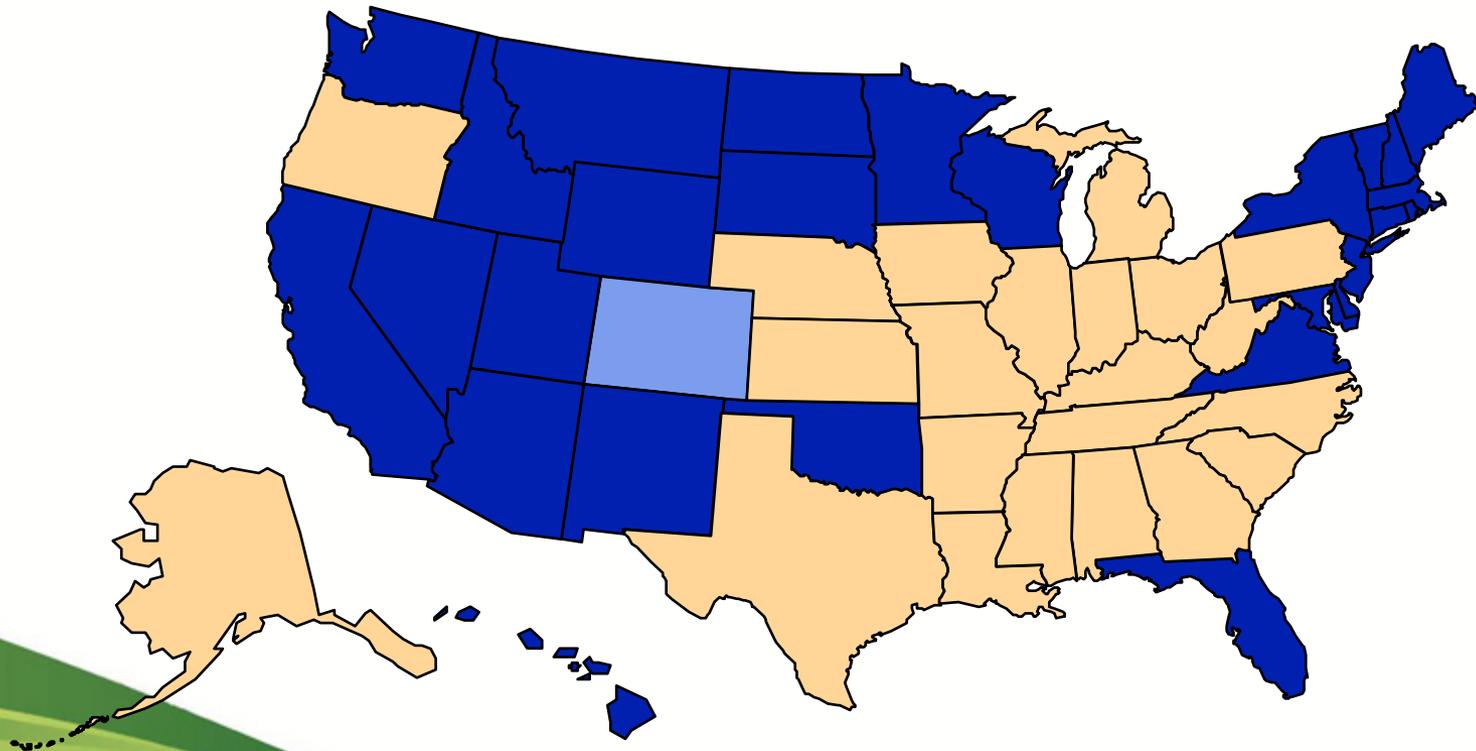


# Obesity Trends Among U.S. Adults 1999



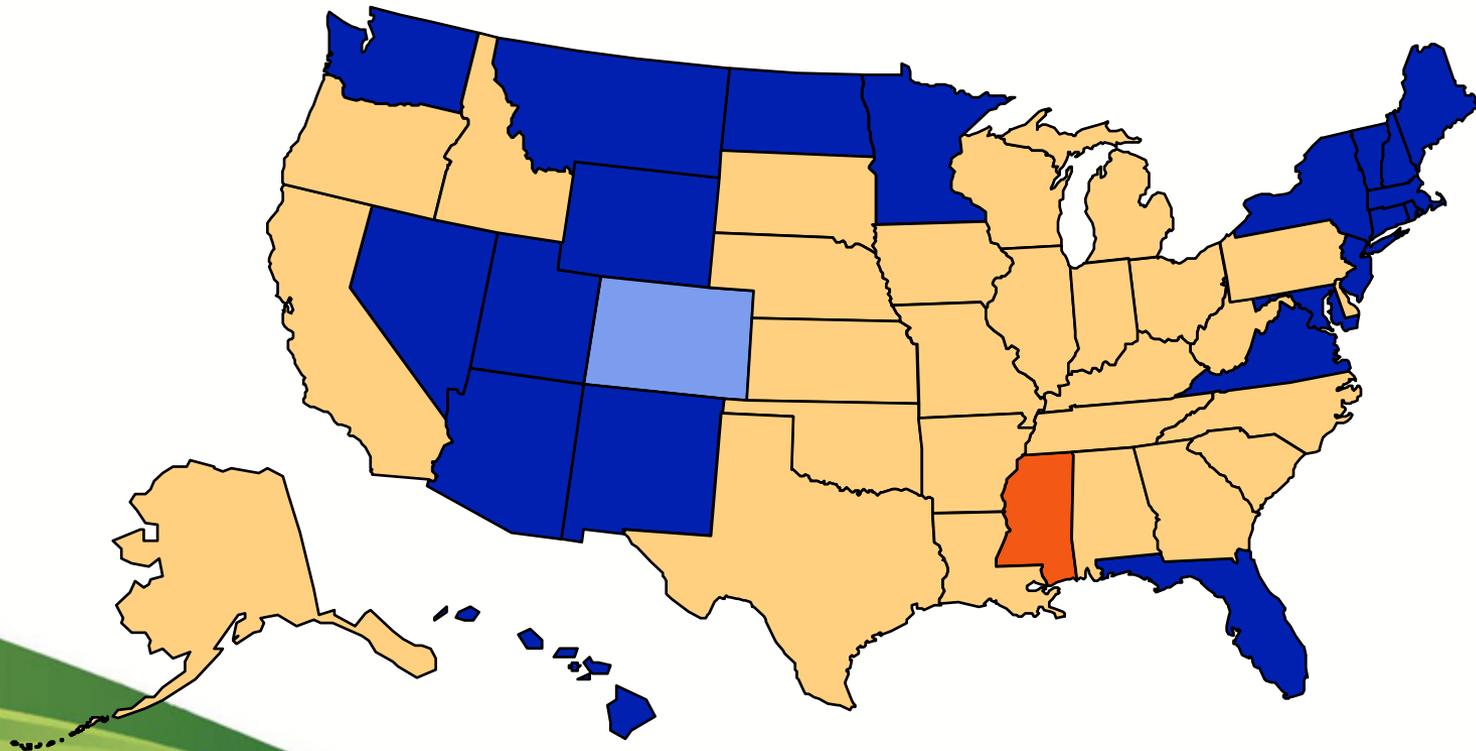
Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%

# Obesity Trends Among U.S. Adults 2000



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%

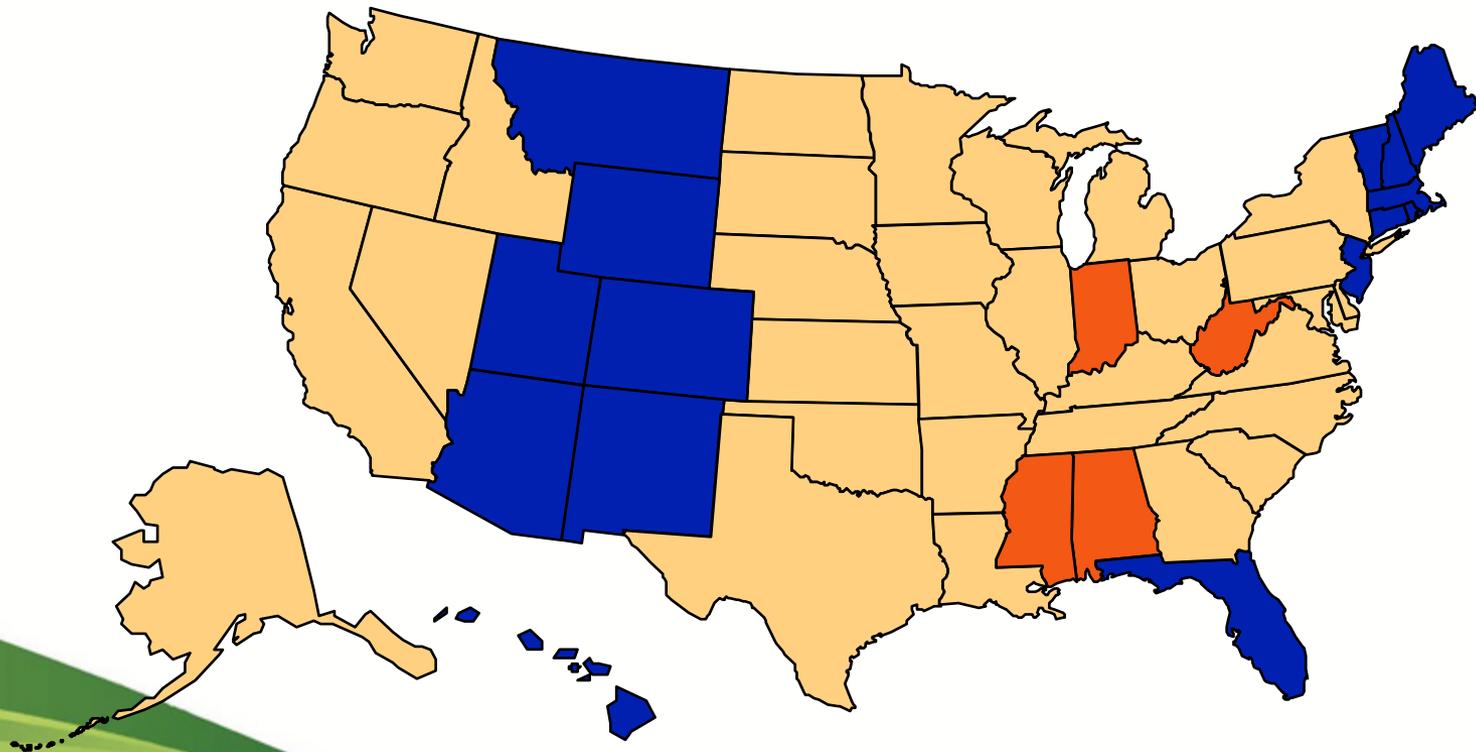
# Obesity Trends Among U.S. Adults 2001



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%, 25%–29%

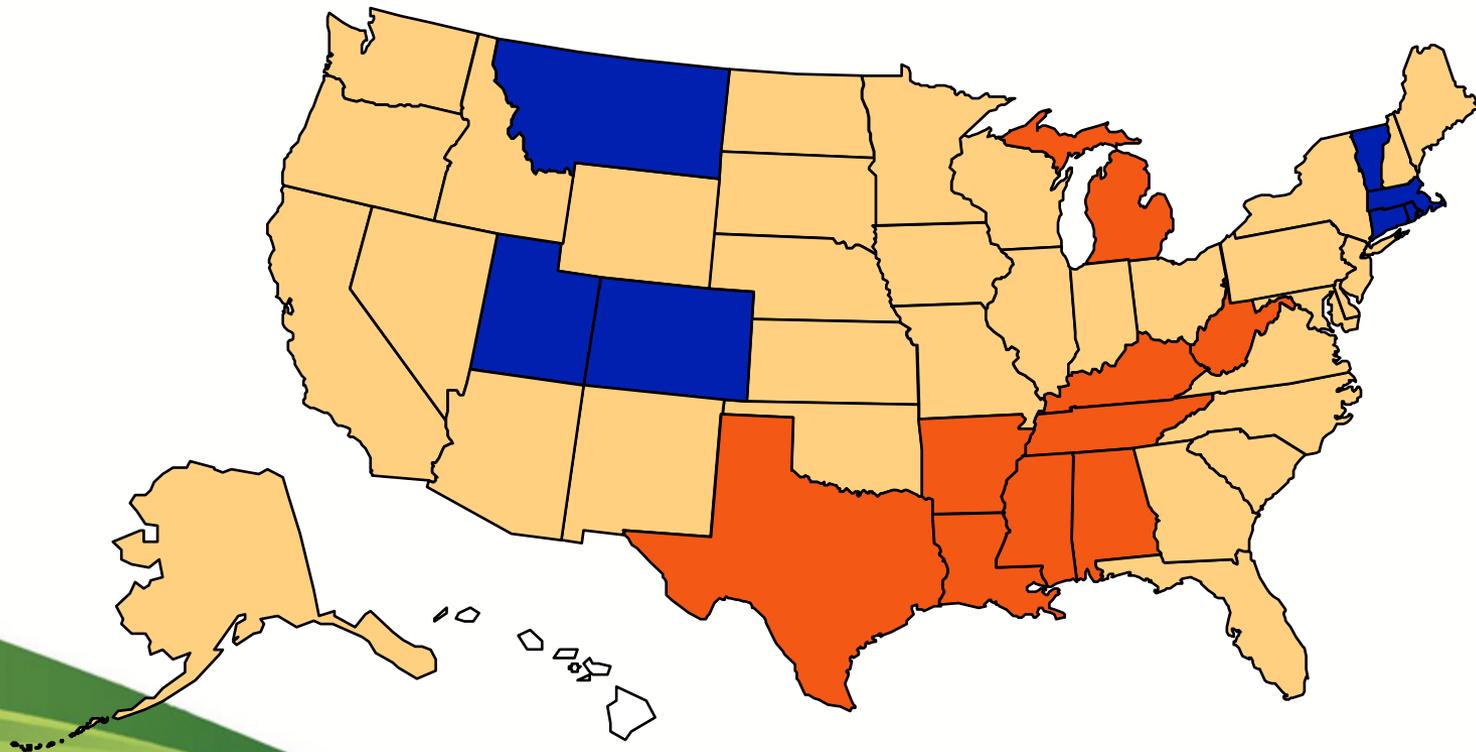


# Obesity Trends Among U.S. Adults 2003



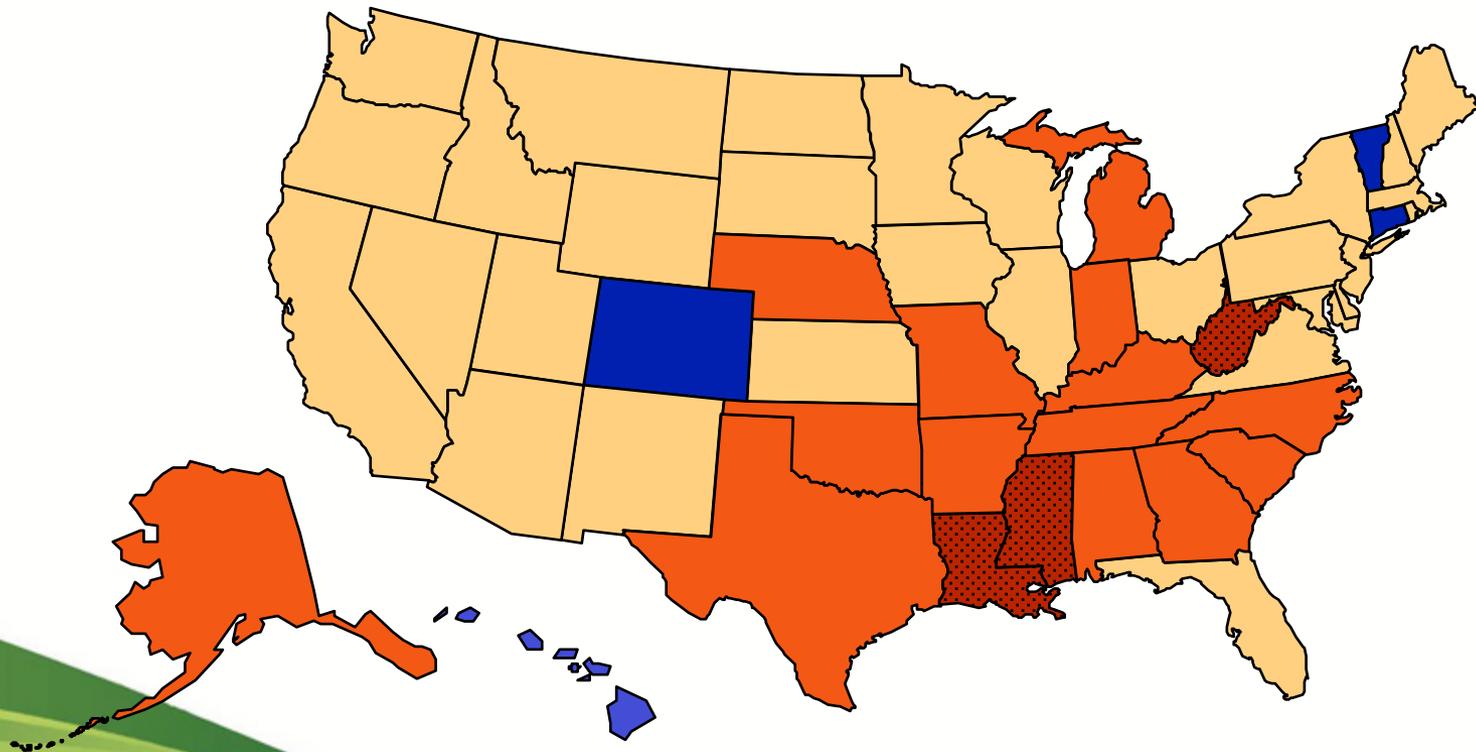
No Data   <10%   10%–14%   15%–19%   20%–24%   25%–29%

# Obesity Trends Among U.S. Adults 2004



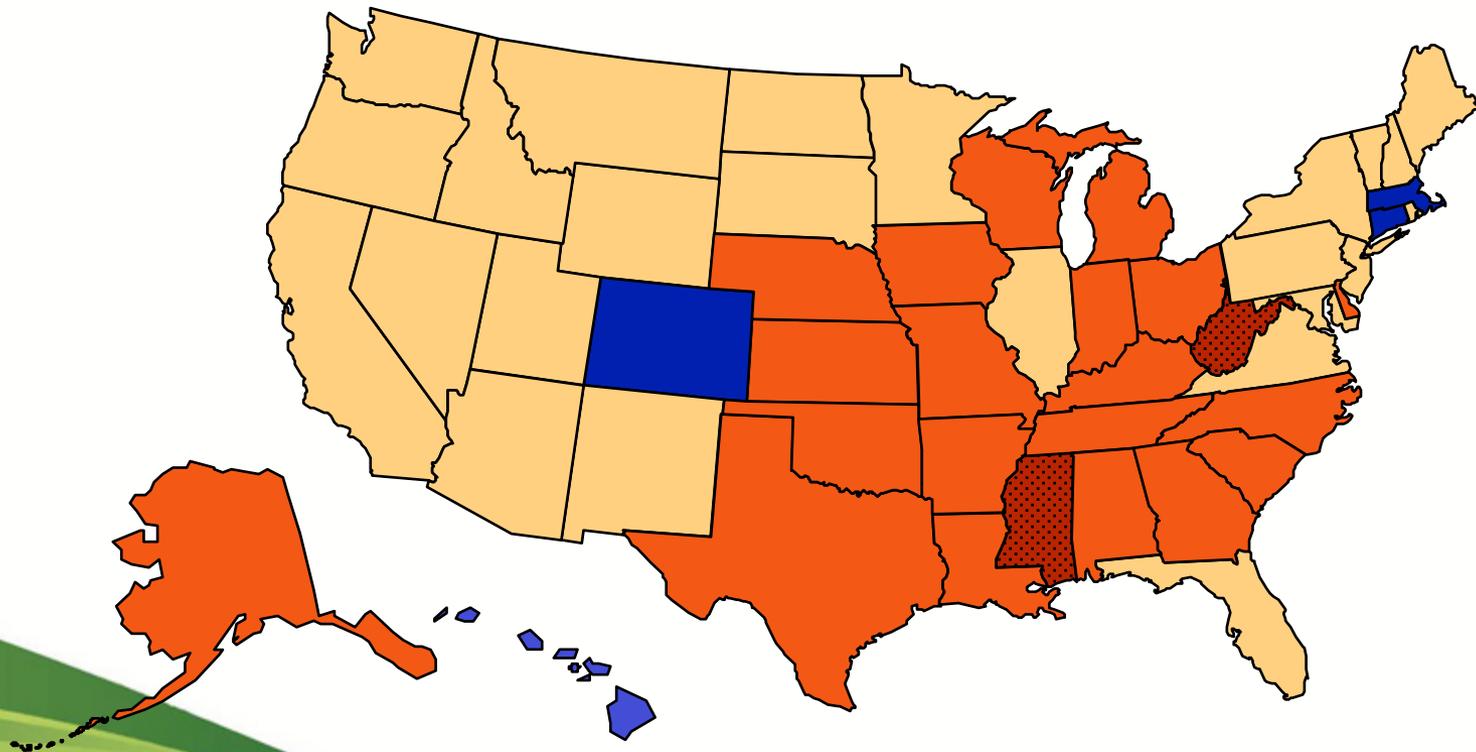
■ No Data   ■ <10%   ■ 10%–14%   ■ 15%–19%   ■ 20%–24%   ■ 25%–29%

# Obesity Trends Among U.S. Adults 2005



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%, 25%–29%, ≥30%

# Obesity Trends Among U.S. Adults 2006

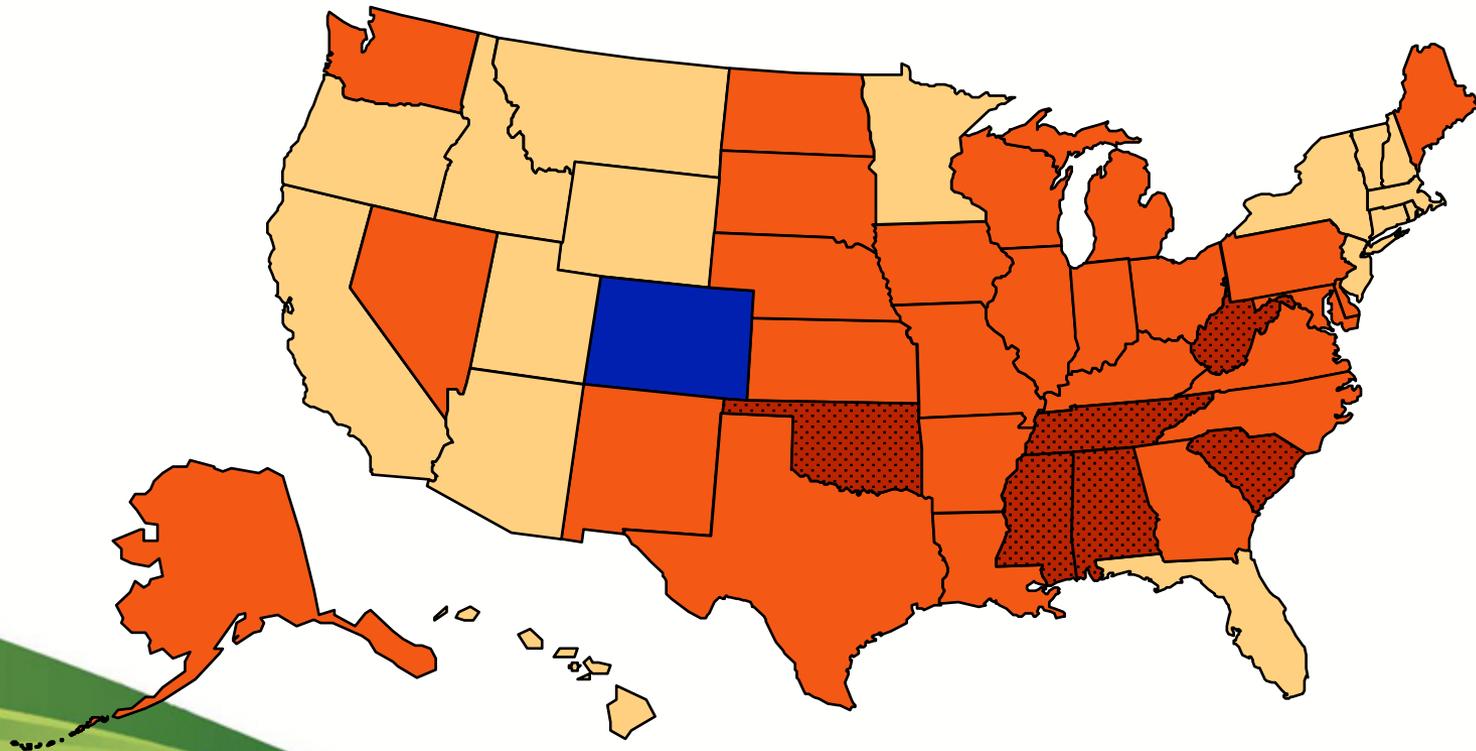


Legend for Obesity Prevalence (2006):

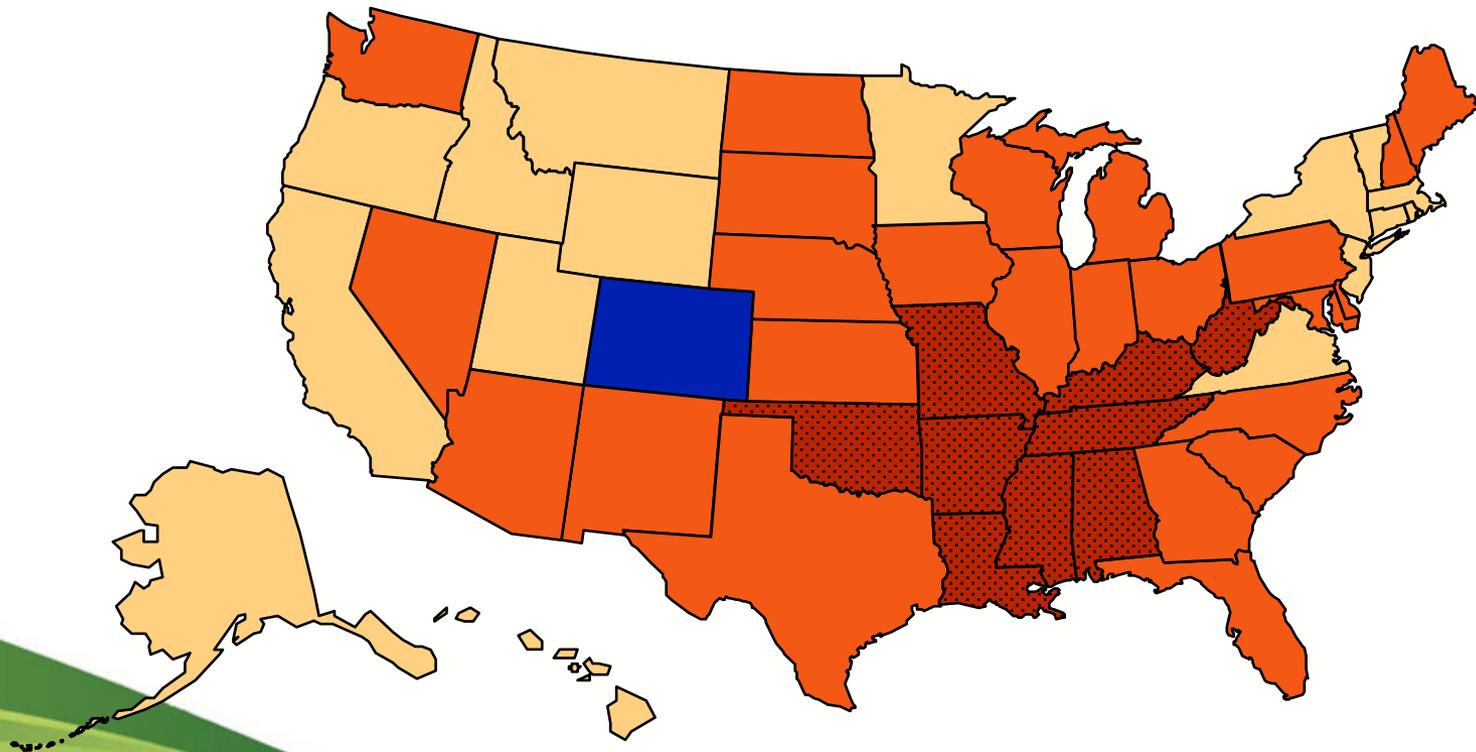
- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%



# Obesity Trends Among U.S. Adults 2008

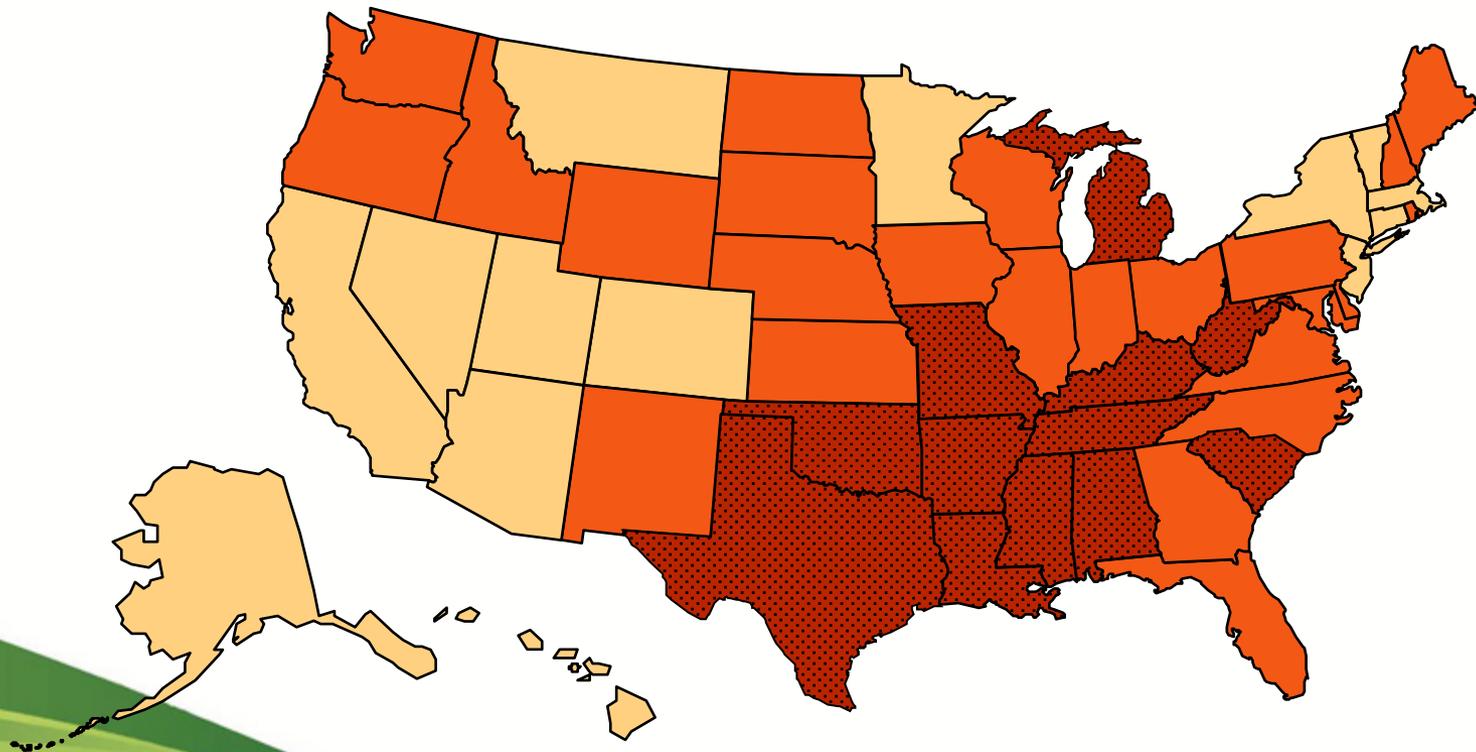


# Obesity Trends Among U.S. Adults 2009



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%, 25%–29%, ≥30%

# Obesity Trends Among U.S. Adults 2010

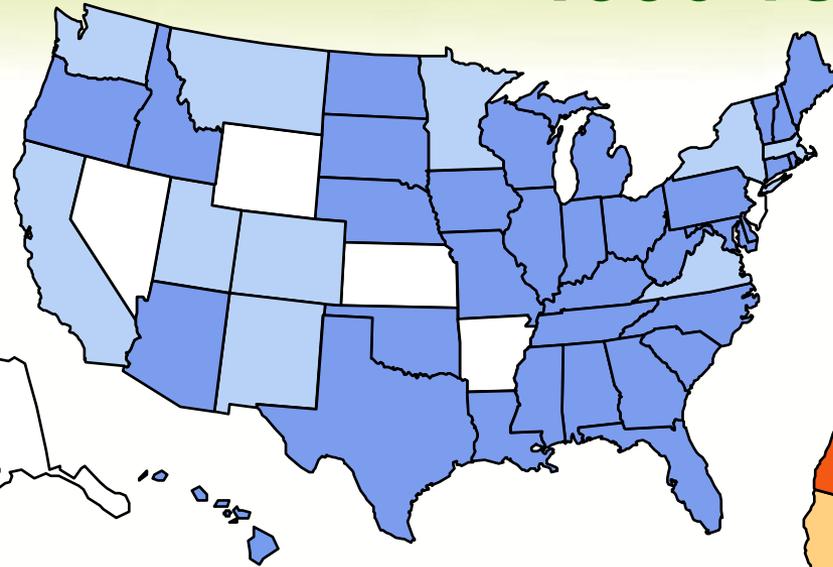


Legend for Obesity Prevalence among U.S. Adults (2010):

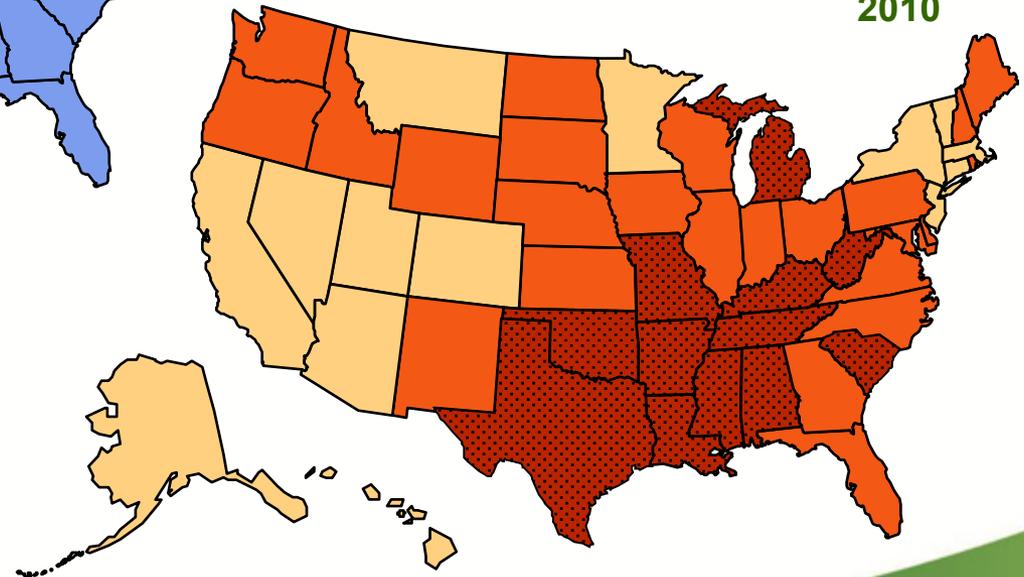
- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%

# Obesity Trends Among U.S. Adults 1990 vs. 2010

1990



2010



Legend for Obesity Prevalence:

- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%

# Obesity increases risk of:

*Coronary heart disease*

*Stroke*

*Type 2 diabetes*

*Cancers of the breast, colon,  
stomach, esophagus, and kidney*

CDC's remedy? EAT MORE FRUIT &

# Fascination & Demand



People are rediscovering an affinity for fresh food

Average distance by truck to Chicago Terminal Market\*  
(Continental U.S. only)

# States  
supplying  
this item      % Total  
from  
Mexico

Grapes	   	2,143 miles	1	7
Broccoli	   	2,095 miles	3	3
Asparagus	   	1,671 miles	5	37
Apples	  	1,555 miles	8	0
Sweet Corn	 	813 miles	16	7
Squash	 	781 miles	12	43



Each truck represents  
about 500 miles of  
distance traveled

# Food Miles

Source: Leopold Center, Ames, Iowa –  
*Food, Fuel, and Freeways*

Greater greenhouse gases, less gustatory delight

# “U-Pick”



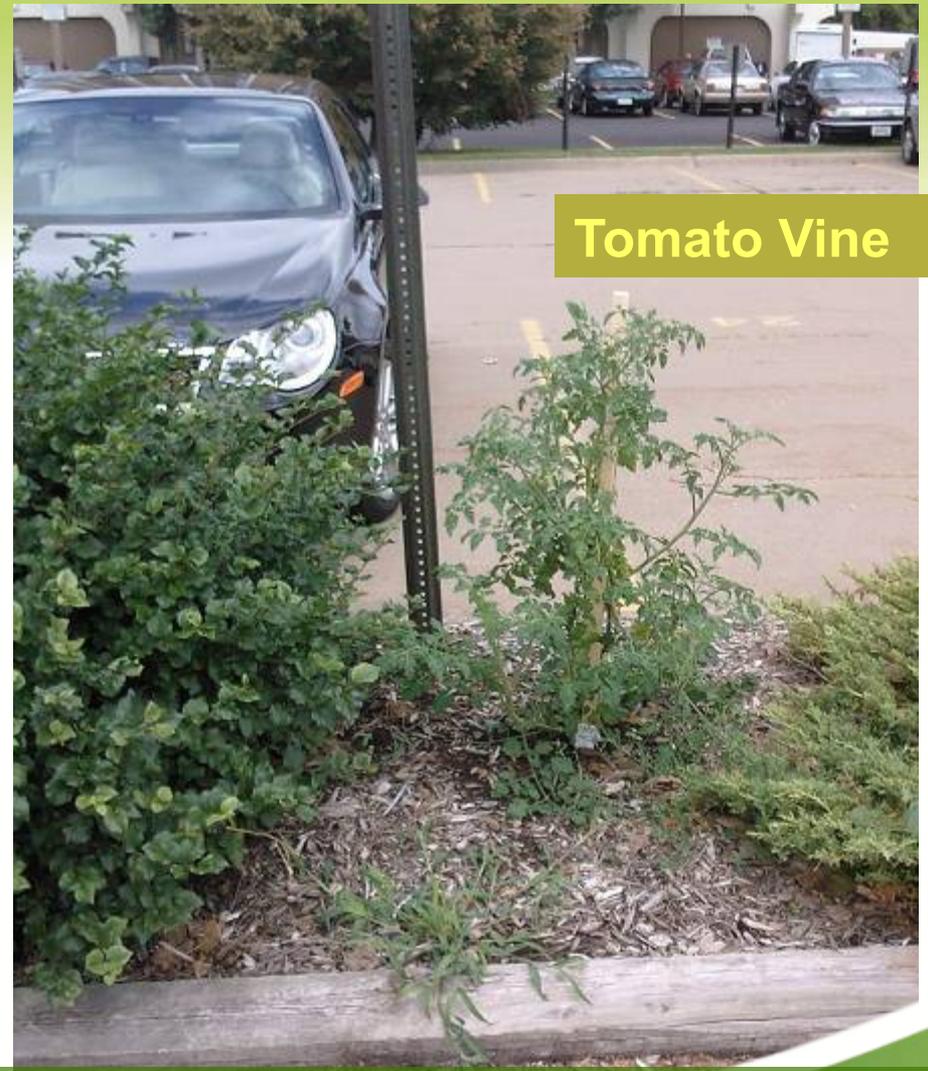
Folks are seeking an agrarian experience



Few children today have seen it



Extremist



Tomato Vine

# Guerilla

# Gardeners

Others demand food be accessible to the public



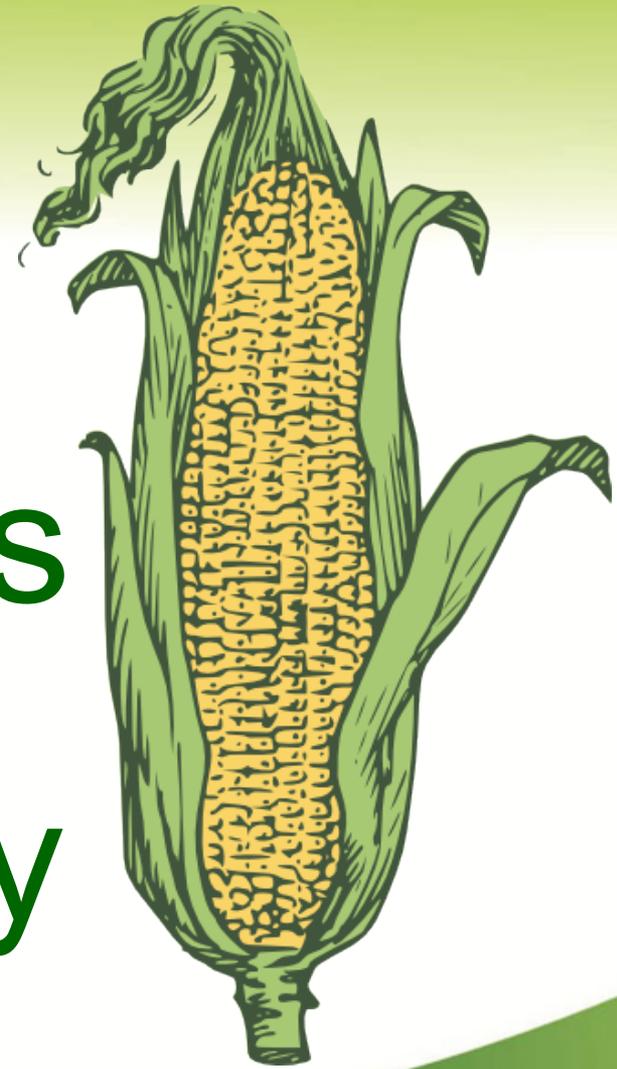
“Keep Out”

Fresh produce is obviously in high demand

Public Space

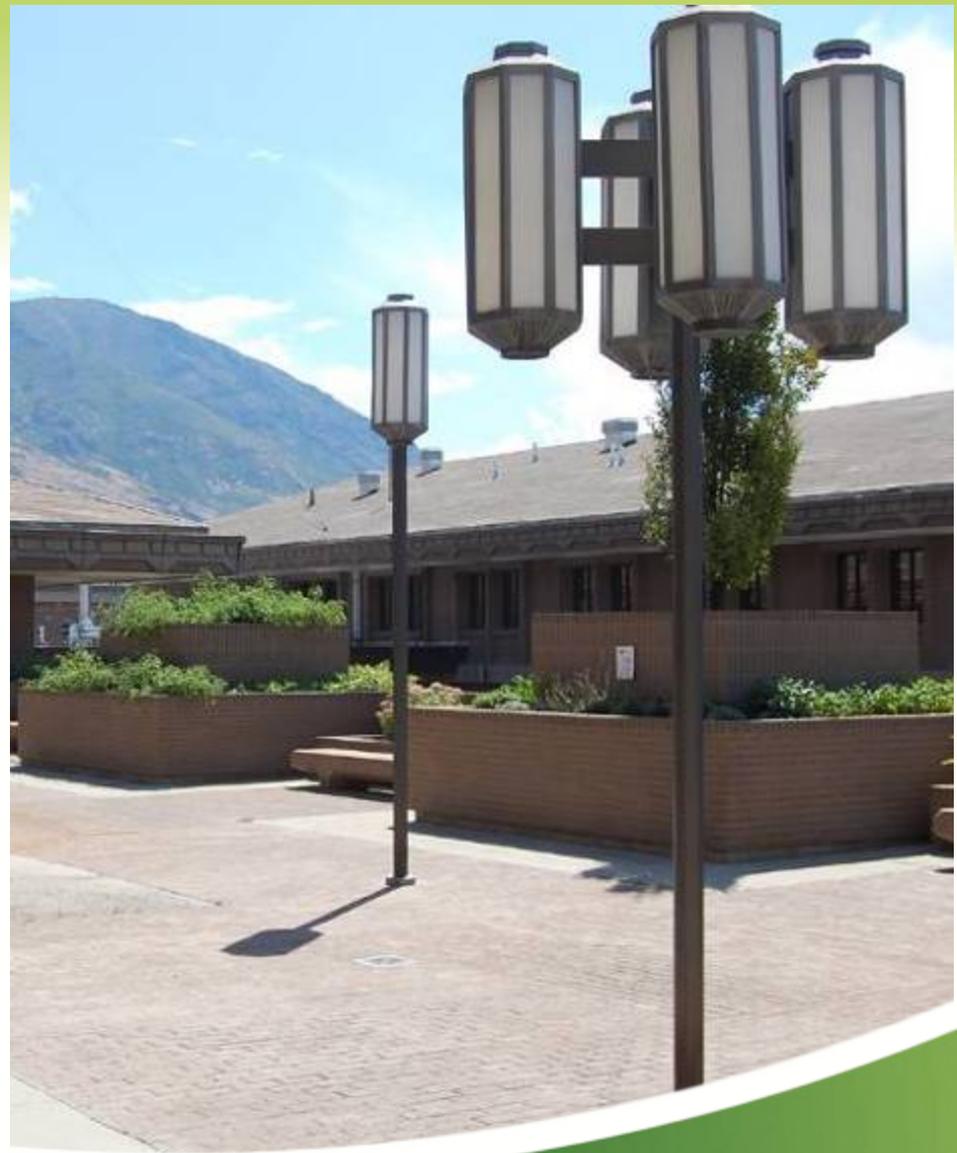
Public Officials

Public Policy



# Provo

## *City Hall Veggies*





Cubicle-germinated seedlings



Workin' the dirt



Potatoes, tomatoes, peppers, beans, cukes,

# Montpelier

## *Aesthetic Edibles*





Red lettuce, kale, chard, cabbage, and beet

# Baltimore

## *More City Hall Food*



1,500 lbs. of food, and that is just the Spring crop!

# Madison



A Capitol Cornucopia

# Seattle

## *Median Munchies*





Invasive weeds in a neglected street median



Community gathering around community food





Food, not Drugs

Pick it



# Calgary

## Public Orchards

Park's Community Orchards Pilot Launched

[thecityofcalgary](#) 483 videos



Apples, pears, apricots, cherries, hazelnuts &

*Chicago: Eat Local & Live Healthy is a City of Chicago strategy to coordinate aspects of the local and regional food industry in ways that enhance public health and create food-related business opportunities.*

*The strategy identifies food issues that, if restructured locally, could improve food quality, lower its cost and increase its availability for consumers. It also presents examples of public- and private-sector cooperation that could provide new employment and sustainable development opportunities.*

10/07/09

#### A PLAN EMERGES

EAT LOCAL & LIVE HEALTHY EVOLVED FROM several environmental and health initiatives involving area food growers, advocates, providers, processors, distributors and retailers. These initiatives coalesced in 2004 with the formation of a City of Chicago-sponsored working group that studied relationships within the entire food system.

To address the initiatives, the City first established the following six categories for study based on recommendations from Advocates for Urban Agriculture,<sup>1</sup> a new coalition promoting urban agriculture in the Chicago area.

- land use
- soil, water, compost
- training, education, schools
- marketing and distribution
- government food procurement
- entrepreneurial opportunities
- policies

The group determined that all categories are interdependent and resolved to formulate a strategy that examines issues on a regional and local basis. The strategy has the City as its focus and collaboration as its cornerstone. The group developed a vision of building a resilient and mutually beneficial food system that made recommendations to create tangible benefits.

Office of the Mayor  
City & County of San Francisco



Gavin Newsom

#### Executive Directive 09-03

### Healthy and Sustainable Food for San Francisco

July 9, 2009

By virtue of the power and authority vested in me by Section 3.100 of the San Francisco Charter to provide administration and oversight of all departments and governmental units in the executive branch of the City and County of San Francisco, I do hereby issue this Executive Directive to become effective immediately:

#### 1. The City declares its commitment to increasing the amount of healthy and sustainable food.

Access to safe, nutritious, and culturally acceptable food is a basic human right and is essential to both human health and ecological sustainability. The City and County of San Francisco recognizes that hunger, food insecurity, and poor nutrition are pressing health issues that require immediate action. Further we recognize that sustainable agricultural ecosystems serve long-term economic prosperity and ability of future generations to be food self-sufficient. In our vision, sustainable food systems ensure nutritious food for all people, shorten the distance between food consumers and producers, protect workers health and welfare, minimize environment impacts, and strengthen connections between urban and rural communities. The long-term provision of sufficient nutritious, affordable, culturally appropriate, and delicious food for all San Franciscans requires the City to consider the food production, distribution, consumption and recycling system holistically and to take actions to preserve and promote the health of the food system. This includes setting a high standard for food quality and ensuring city funds are spent in a manner consistent with our social, environmental and economic values.

#### 2. The following principles guide this Directive on Healthy and Sustainable Food:

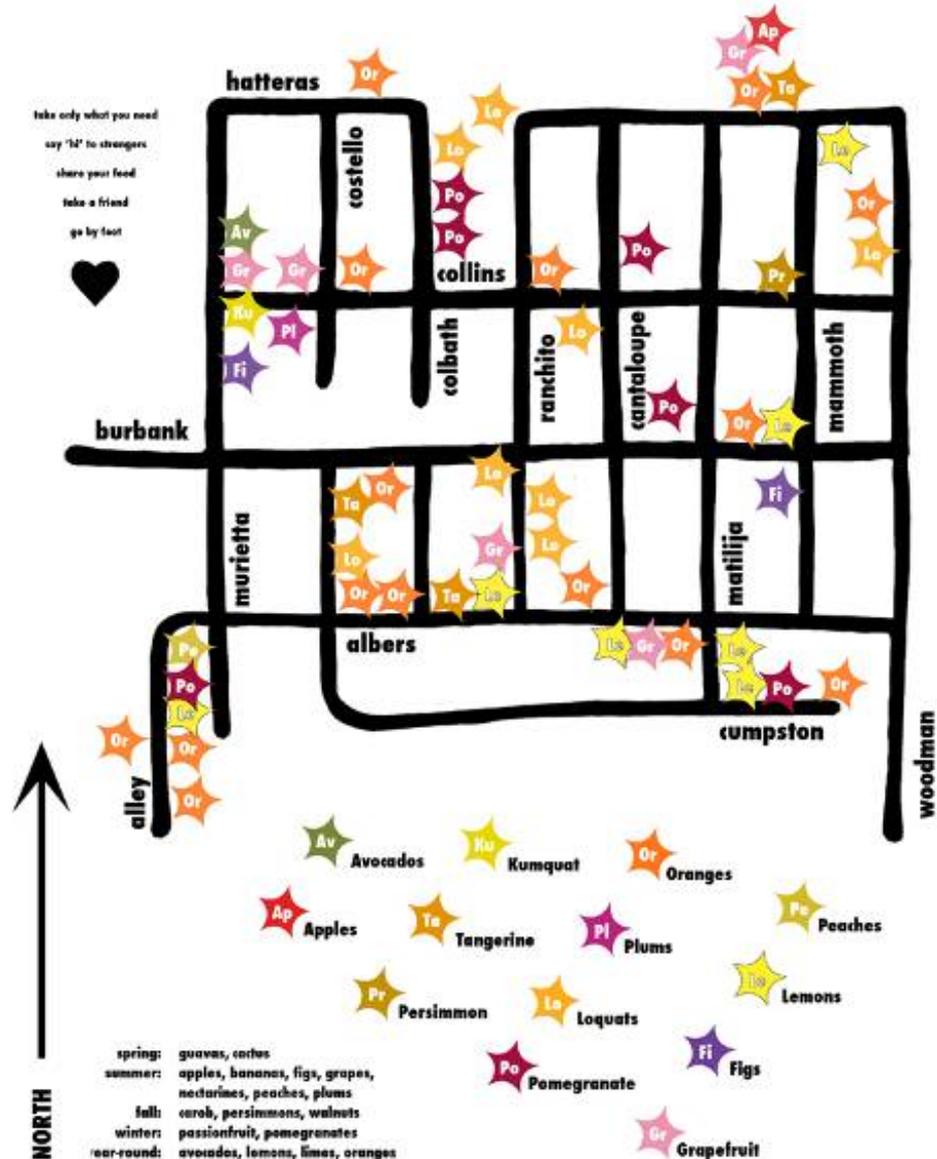
- a. To ensure quality of life, as well as environmental and economic health in San Francisco, the food system must promote public health, environmental sustainability and social responsibility.
  - b. Eliminating hunger and ensuring access to healthy and nutritious food for all residents, regardless of economic means, is a concern of all city departments. Investments should be allocated to ensure no San Franciscan goes hungry.
  - c. San Francisco's neighborhood food environments must allow residents the opportunity to make healthy food choices and reduce environmental causes of diet related illnesses.
  - d. To reduce the environmental impacts associated with food production, distribution, consumption and disposal systems, the city's food system will be redesigned and produced regionally and reduced sustainably to meet demand.
1. Dr. Carlton D. Gossett, Place Room 400, 525 Franklin, San Francisco, California 94142-0411  
phone: newsom@sf.gov • (415) 554-6141

Chicago & S.F. say to the world:

“Food system planning is the responsibility of local government.”

# Food Literacy

take only what you need  
 say 'hi' to strangers  
 share your food  
 take a friend  
 go by foot



## FALLEN FRUIT OF SHERMAN OAKS

Map of publicly accessible fruit – Los Angeles



# Neighborhood Fruit

'cos fruit from your 'hood is good!

[Home](#)

[Find Fruit!](#)

[Share Fruit!](#)

[FAQ](#)

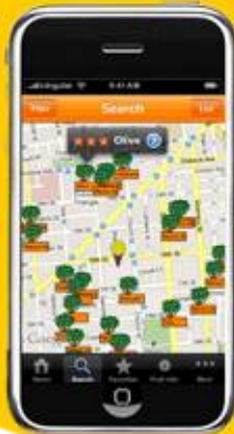
[Blog](#)

[Community](#)

[About Us](#)

[Contact us](#)

We've Gone Mobile!



Welcome to Neighborhood Fruit!

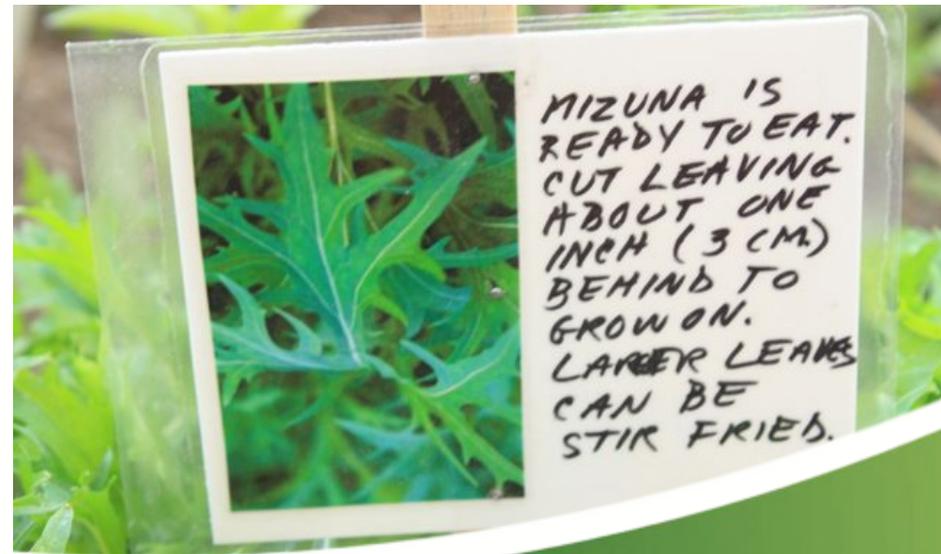


Neighborhood Fruit is here to help you find and share

Want public produce? - "There's an App for That"

# Kamloops

## Helpful Tips



What is this? Is it ready? How do I pick & prepare it?

# Provo Urban Garden

In 2009, a group of Urban Planners working for Provo City decided to transform a group of underutilized planting beds on the south side of the Provo city building into a flourishing urban garden. Volunteering their lunch hours, the planners were able to grow over 300 pounds of food that was donated to the local food bank. This year, the group has expanded the garden in size and variety in hopes of educating the public about urban gardening and providing fresh produce to the less fortunate.

## THE GARDEN IN THE NEWS

[KSL News Story 2009](#)  
[Daily Herald Article 2009](#)  
[Kitsap Sun Article 2010](#)  
[Grist.org Article 2010](#)

In addition to the links above, articles about the garden were also published in the Salt Lake Tribune and the December 2009 issue of the American Planning Association's "Planning" magazine.

## GARDEN PARTICIPANTS

Nathan Murray  
Jim Bryan  
Mark Boeckel  
Rich Bennett  
Aaron Ardmore  
Brad Allen

## PRODUCE COLLECTED THIS SEASON

Amount collected to date:  
375 Lbs.

MONDAY, JULY 26, 2010

## 20 Lb Day



After a long weekend, we all returned to work and made a quick visit to the garden to find that a good amount of produce was waiting to be picked. Green beans were everywhere, as were peppers, eggplant, and squash. We later cut a few broccoli heads as well, to total 20 pounds of produce for 1 day. The photos includes green beans, black beauty eggplant, ichiban eggplant, zucchini squash, and sweet banana peppers.

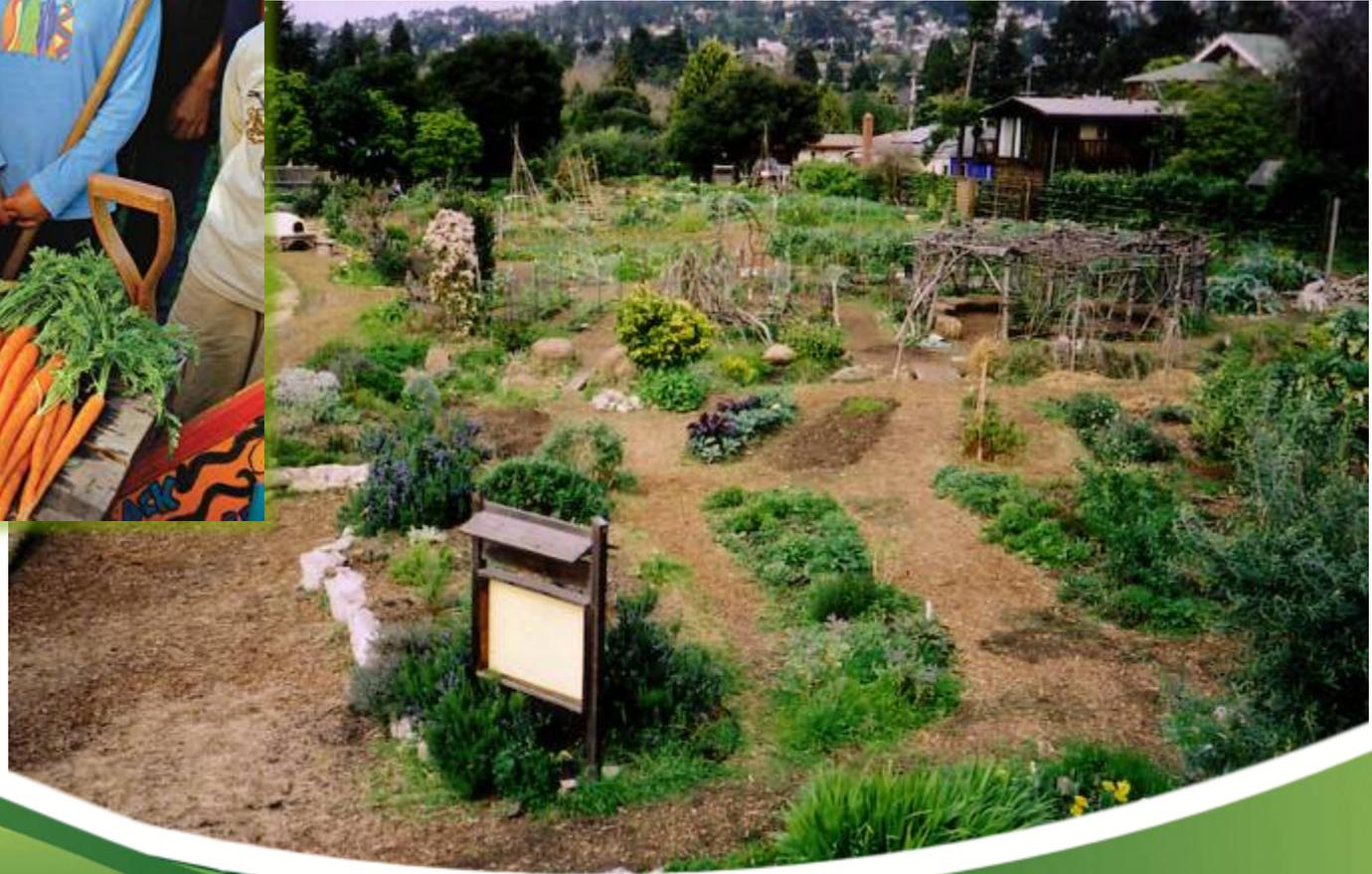
Posted by MBoeckel at 9:36 AM 2 comments

MONDAY, JULY 19, 2010

## Successes and Failures

Use digital & social media to get the message out

# Edible Education



Teaching urban school kids about food



# “Seed-to-Table”

But who does the dishes?

REVISED & EXPANDED

# PUBLIC

Cultivating Our Parks,  
Plazas, and Streets  
for Healthier Cities



# PRODUCE



Food security • Edible schoolyards  
• Guerilla gardeners • Serendipitous  
sustenance • Affordable local food •  
Urban agriculture | "This book is at  
the cutting edge of today's food  
revolution." —Marion Nestle, author  
of *What to Eat* | Public foraging •  
Tomatoes at City Hall • Peach trees  
in the median • Food literacy • Wild  
edibles • Hazelnuts in the park •  
Healthy eating • Rooftop agriculture

Darrin Nordahl



# Public Produce

Kid Tested, Mother Approved!