



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

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**Baltimore City  
Food Policy  
Overview**





# 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
  - Food Policy Advisory Committee (Food PAC)



A close-up photograph of a hand holding a green apple. Below the hand is a woven basket filled with various fruits, including several red and yellow apples and a few green apples. The background is dark and out of focus, showing some green leaves.

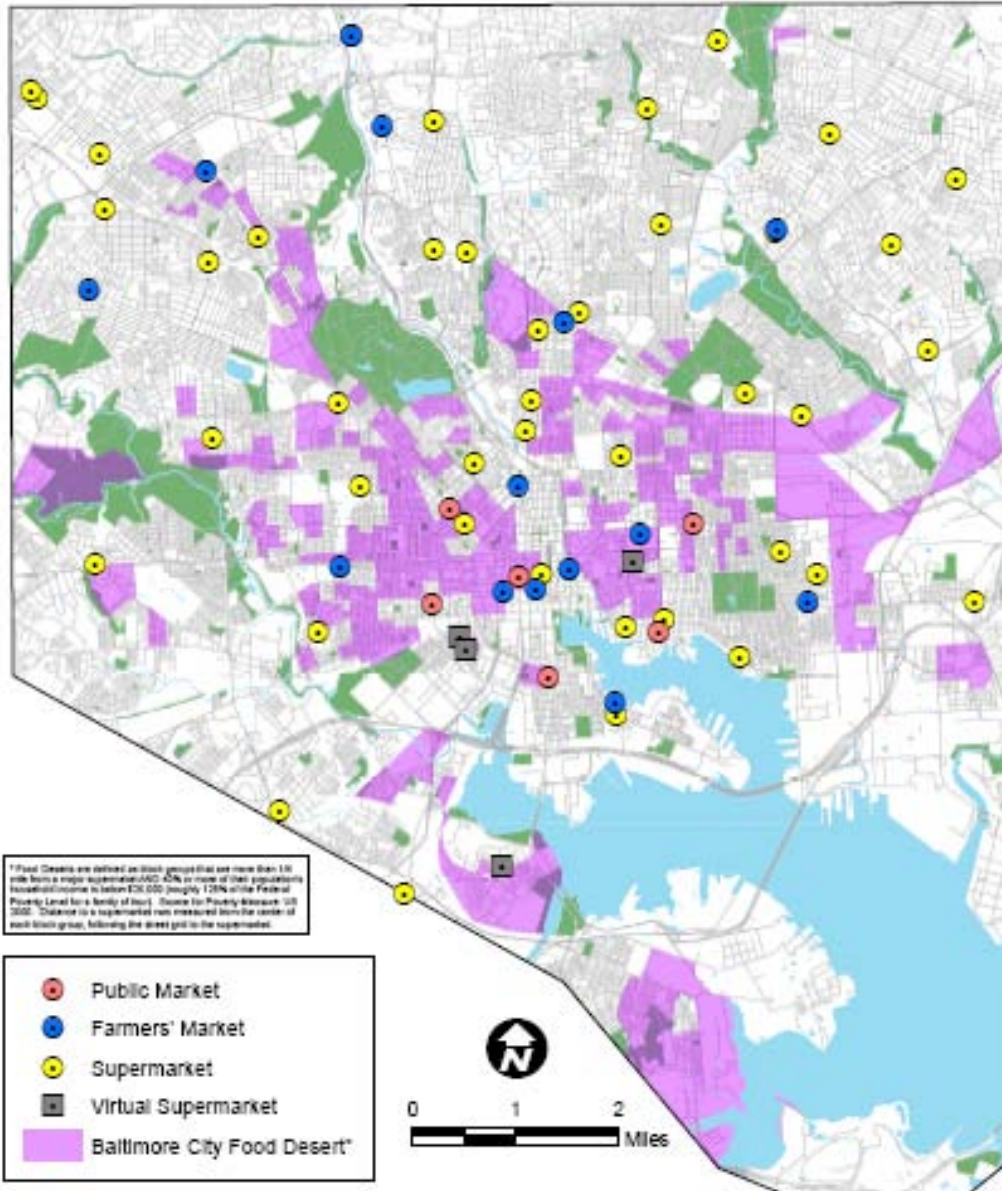
Increase access to  
healthy affordable food  
in food deserts in  
Baltimore City

Food Policy Goal





## Baltimore City Food Deserts and Food Markets

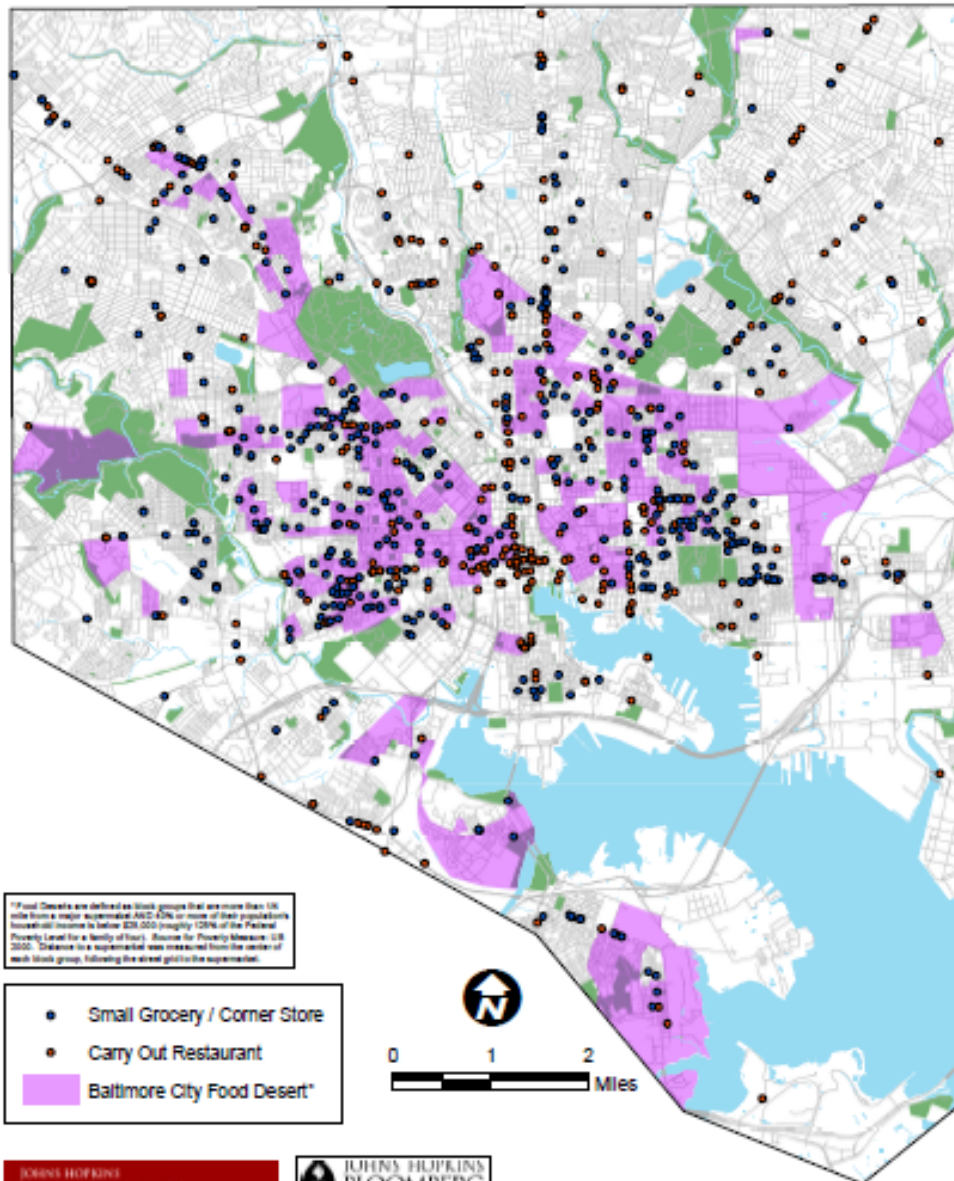


## Food Desert:

- 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

- Corner Stores = 413
- Carry Outs = 439
- Grand Total = 852
- 80% of corner stores owned by Korean Americans
- Corner stores outnumber larger food stores by 20 times





# Food PAC

## Goal:

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





# 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





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







**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 its 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 visible items include green beans, a fennel bulb, and various leafy greens. The text "Expand Healthy Food Retailing in Food Deserts" is overlaid in white, bold, 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)





# Virtual Supermarket

Order groceries online  
anywhere



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

- Accept SNAP Benefits



# Transforming Public Markets into Healthy Food Hubs

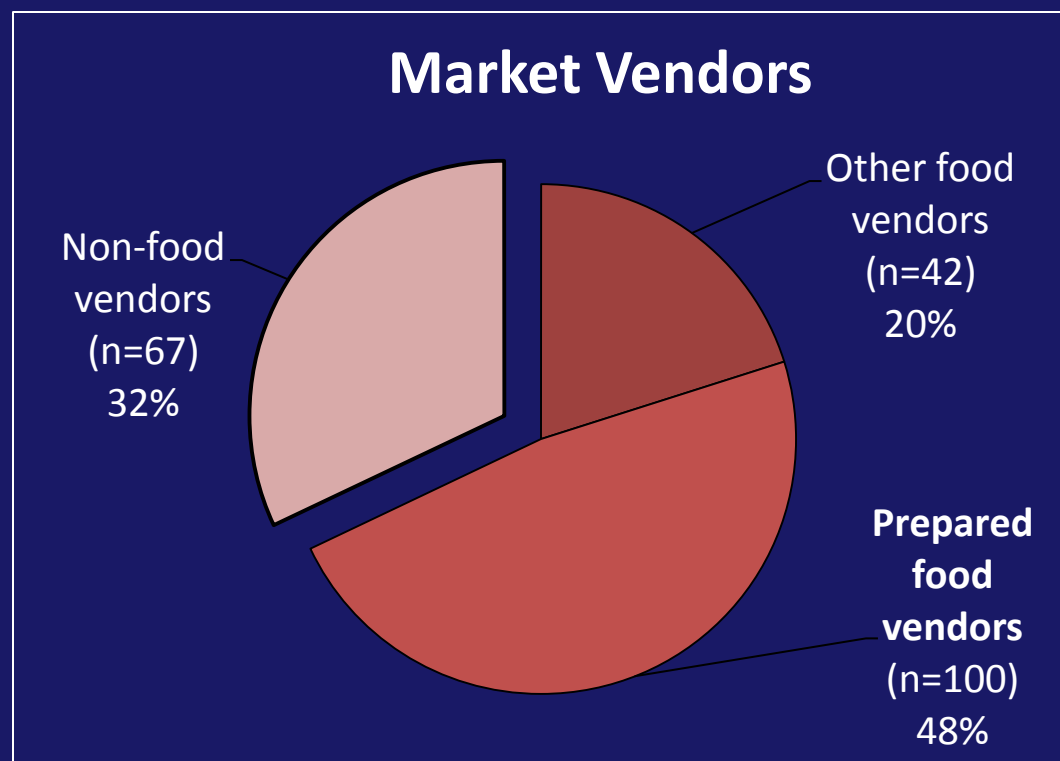






# Healthy Food Assessment

- 6 public markets
- Located in/border Food Deserts
- 70% of the food vendors are carryouts (100)





# Strategies to Support Vendors to Provide Healthier Foods

- Healthy Menu Labeling
- Incentives for vendors to buy healthier foods
- Healthier Sides prepared
- Healthier Combo Meals
- Healthy Carryout Certification





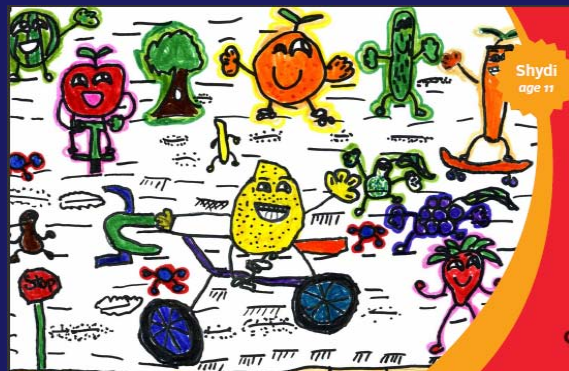
A person wearing a plaid shirt and blue jeans is holding a wooden basket filled with fresh vegetables, including onions and green onions. The text is overlaid on the basket.

**Develop a Citywide  
Healthy Eating  
Publicity Campaign**



# Get Fresh Baltimore

- Increase awareness, action and engagement to increase access to healthy affordable food in Baltimore
- Food Media Literacy
  - 250 ads in Metro buses
- 5 Public Service Announcements



**Get Fresh Baltimore.com**

Get fruits and vegetables at your virtual supermarket.



**Get Fresh Baltimore.com**

Get fruits and vegetables at your farmers' market.





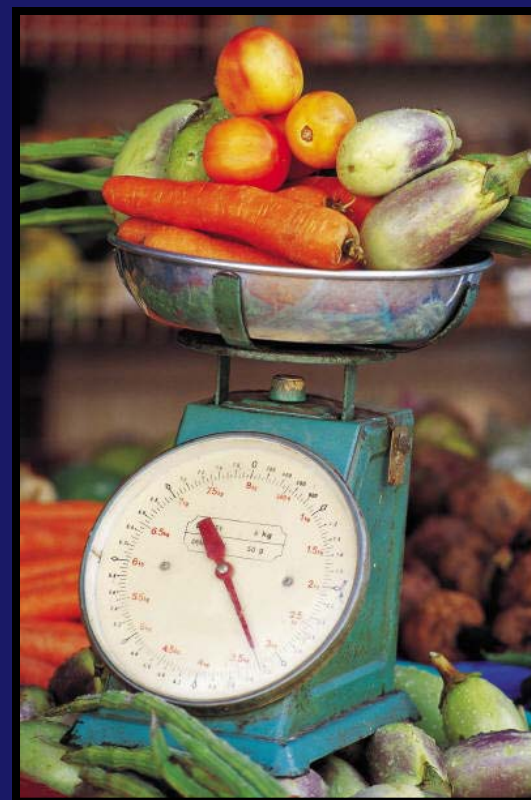


# Food Policy: National Trends



# Food Policy Director Network

- Coalition of food policy Positions within city government
  - Baltimore, Boston, LA, San Francisco, NYC
- Purpose
  - Share resources and food access strategies
  - Support new cities in creating equivalent positions (Seattle)







# Conclusion

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





# Thank You

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**BFPI is Currently Supported by:**

