A NOTE FROM THE DIRECTOR

This year we witnessed how Good Food is a movement on the rise. From Boyle Heights to Pico Union, from Whittier to Hyde Park, we stand in awe of the power of leaders who are changing their neighborhoods and changing history with a vision for Good Food for All. Leaders like Andy Lee, a neighborhood market owner in MacArthur Park, and Umberto Yauli, a street vendor in South Los Angeles. Like Elliot Kuhn, an urban farmer in Panorama City and Amy Honyijo, a community composter in Little Tokyo. In this report, you will learn about our partnership with these incredible leaders who are making food healthy, affordable, sustainable and fair.

In 2018, we learned about the victory that comes from perseverance. After over six years of campaigning with our coalition partners to legalize street vending, we won both local and statewide policies that will allow street vendors to come out of the shadows. We helped Kelli Jackson transform her family’s corner store in South Los Angeles into a vibrant community market after years of effort and overcoming challenges. Hank’s Mini-Market is now a national model for healthy corner stores.

Indeed, we are a movement. LAFPC continues to grow to meet the rising challenges of food insecurity and racial health disparities, climate change and unsustainable farming. Our work weaves together policy, on-the-ground community programs, and powerful convening that cultivates leadership in the Good Food Movement. Because we know we are #StrongerTogether, as Kelli Jackson always reminds us. Thank you for being a part of it.

Clara Fox
Executive Director

About the LA Food Policy Council

Our mission is to make food healthy, affordable, fair and sustainable for all.

Our vision is for all communities to have access to good food, grown in a way that respects people and the planet. We work to create a local food system free from hunger and rooted in social equity and access, support for farmers and food workers, and environmental stewardship.

Our approach is to catalyze, coordinate and connect people from farm to fork, including government, business and community, to collaborate on food policy and systems change.
OUR TEAM AND BOARD

EXECUTIVE COMMITTEE MEMBERS
CHAIR - Rudy Espinoza, Executive Director, Leadership for Urban Renewal Network (LURN)
VICE CHAIR/SECRETARY - Jill Overdorf, Director of Business Development, Natuirpe Farms
TREASURER - Michael Flood, CEO, Los Angeles Regional Food Bank
FOUNDING CHAIR, CO-FOUNDER - Paula Daniels, Los Angeles Food Policy Council, Center for Good Food Purchasing
Joann Lo, Co-Director, Food Chain Workers Alliance
Bryce Fluellen, Director of Community Impact & Chef, American Heart & Stroke Associations LA

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Andrea Misako Azuma
Jeff Biddle, Regional Vice President, Whole Foods Market
Emelio Castañeda, President, Field Fresh Foods
Gwendolyn Flynn, Author and Former Policy Director, Community Health Councils
Ray Garcia, Chef, Broken Spanish and B.S. Taqueria
Robert Gottlieb, Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
John Grant, President, UFCW Local 770
Amy Hammes, Recycling Specialist, Burbank Recycle Center
Hop Hopkins, Director of Strategic Partnerships, Sierra Club, Co-Founder, Panther Ridge Farms
Evan Kleiman, Chef and Radio Host, KCRW Good Food
Bob Knight, Farmer, Old Grove Orange, Inc.
Amy Knoll Fraser, Owner | Operator, Redbird and Vibiana
Tony Kuo, M.D., M.S.H.S., Director | Division of Chronic Disease and Injury Prevention, Department of Public Health
Mary M. Lee, Public Policy Advocate, Stanton Fellow
Martha Matsuoka, Executive Director, Urban & Environmental Policy Institute
Phil McGrath, Farmer, McGrath Family Farms
Rick Nahmias, Founder/Executive Director, Food Forward
Sam Polk, Founder, Everytable
Jocelyn Ramirez, Founder, Todo Verde
Leah Ross, Retail Marketing Coordinator, Brookfield Properties
D’Artagnan Scorza, Founder/Executive Director, Social Justice Learning Institute
Wendy Slusser, Associate Vice Provost of the Healthy Campus Initiative, Health Sciences Clinical Professor, UCLA Schools of Medicine and Public Health
Rachel Surls, Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
Frank Tamborello, Executive Director, Hunger Action Los Angeles
Daniel Tellalian, Managing Partner, Avivar Capital
Robert Tse, Community Planning and Development Specialist, California Rural Development, U.S. Department of Agriculture
Jin Ju Wilder, Director of Marketing, LA-SF Speciality
Goetz Wolff, Professor of Urban Planning, UCLA Luskin School of Public Affairs
We are about people power. The power of people to change policy to make Good Food For All a reality. The Los Angeles Food Policy Council is homebase to a network of over 400 organizations and hundreds more individuals collaborating together in working groups, coalitions and network events. The result of this collaboration is action that improves lives through policy and systems change. Here are some highlights of our progress in 2018.

**Legalizing Street Food**

**A HISTORIC VICTORY FOR STREET VENDORS**

In 2018, Los Angeles became the largest city in the nation to create a fair and inclusive street vending permit program, with a Los Angeles City Council vote of 13-0 to legalize sidewalk vending. Many of the estimated 50,000 sidewalk vendors sell food, such as locally celebrated favorites like pupusas, elotes, tacos and fruit. The historic vote comes after a nearly decade-long vendor-led campaign by the Los Angeles Street Vendor Coalition, and the recent passage of the California Safe Sidewalk Vending law to decriminalize street vending across California.

Earlier this year, LAFPC joined with a statewide coalition of immigrant rights, anti-poverty, food and farm organizations and hundreds of street vendor leaders to forge pathways out of poverty for street vendors. The coalition supported a bill introduced by Senator Ricardo Lara to decriminalize street vending and encourage local governments to fairly regulate vending based on health and safety. The Safe Sidewalk Vending Act (SB 946) was signed into law by Governor Brown in September, offering protection to tens of thousands of street vendors across the state.

"Before we were working in the shadows, now we will be seen by everyone and can contribute to our economy openly."

**CARIDAD VASQUEZ, SIDEWALK VENDOR AND LEADER OF THE STREET VENDOR CAMPAIGN.**

Senator Ricardo Lara celebrates SB946 with LA street vendors outside of LA City Hall
Prior to the new laws at the local and state level, sidewalk vendors regularly faced citations, arrests and confiscation of equipment by city and county officials, as well as harassment and extortion by brick-and-mortar businesses and gangs.

The Los Angeles Food Policy Council was an original founding member of the Los Angeles Street Vendor Coalition, serving on the Steering Committee of the campaign for over 6 years. Street food vendors are a part of what we celebrate about Los Angeles food cuisine. Street vending is a low-barriers to entry way of bringing fresh food to neighborhoods with few healthy options. Within the new permit program, we won a healthy food cart component, offering incentives to vendors who sell healthy food in “food desert” areas.

Looking ahead, LAFPC will be assisting vendors in obtaining public health permits, and offer training in food justice advocacy for vendors who are passionate about their role as as good food providers in their communities.

This watershed policy victory comes thanks to the tenacity of street vendors themselves, who attended hundreds of meetings, City Hall hearings and formed neighborhood committees from Pacoima to Boyle Heights to Leimert Park. Over 60 organizations joined the street vendor movement, led by a steering committee including LAFPC, East LA Community Coalition, LURN and Public Counsel.

"For us, this victory is what we mean by food justice. We can’t have a healthy and fair food system that leaves some people out. In a global city where we celebrate street food, where some of our top chefs came out of street vending, we are finally embracing street vendors as a cherished and protected part of our culture, our economy and our city.”

CLARE FOX, EXECUTIVE DIRECTOR, LOS ANGELES FOOD POLICY COUNCIL
Tackling Food Deserts: Building the Good Food Economy

LAFPC joined forces with over one thousand members of United Parents and Students at their annual Forward SoCal Assembly: Justice for All in South Los Angeles this year to announce the launch of a pilot initiative to tackle “food deserts” called Good Food Zones. Students and parents in South LA shared frustration over the poor quality of grocery services in their neighborhoods, complaining of expired food on shelves and limited fresh food options. “Good Food Zones” can direct economic development resources to underserved neighborhoods to improve the quality and availability of healthy food retail. LAFPC is collaborating with United Parents and Students, PolicyLink, a coalition of community health organizations and South LA City Councilmembers to devise a Good Food Zone pilot program in 2019.

LA Grown: A Toolkit for Urban Farmers

The LAFPC Farmers for All Working Group published LA Grown: A Guide to Selling Good Food in Los Angeles for Urban Growers. The guide demystifies the complicated regulatory landscape for existing and aspiring urban growers, and offers practical tips for urban farmers to connect to farmers markets, farm-to-table restaurants, and small grocery retail. The project grew out of a need for more farmers at LA’s Farmer’s Markets, particularly those in low-income communities, while urban farmers, on the other hand, struggle to understand how to sell their goods. LA Grown is aimed at addressing both these challenges while strengthening the Good Food economy.
Urban Agriculture: Greening The City

URBAN FARMS BENEFIT FROM THE URBAN AGRICULTURE INCENTIVE ZONE
Urban farms and community gardens bring access to fresh food and green spaces for neighbors to connect to each other. Yet, many struggle to remain financially sustainable and land secure.

LAFPC spearheaded the development of the County and City’s first dedicated urban agriculture program to address these challenges. In its first year, the Urban Agriculture Incentive Zone Program helped several urban farms and community gardens remain viable sources of healthy food in “food desert” neighborhoods.

Cottonwood Farm: This Panorama City farm focuses on community, education, soil, and food. Owner Elliot Kuhn said that UAIZ property tax savings are funding infrastructure improvements and monthly operating costs, helping the farm sustain its community programs.

\[\text{This is a huge savings to me and allows me to invest in more projects on the property.}\]

Elliot Kuhn, Cottonwood Farms

South LA Community Farm: In Historic South Central LA, another UAIZ success story is underway. American Friends Services Committee and Meta Community Housing, an affordable housing developer, partnered to convert a vacant lot into an urban food oasis with support of the UAIZ program. Fall seeds were sown by fourteen local families in the new raised beds, and an outdoor workshop space and kitchen are under construction. AFSC plans to complete a kitchen, workshop space, and farm stand next year.

Casa del Mexicano Community Garden: Once a parking lot, the Casa Del Mexicano Community Garden now boasts 15 raised beds with a variety of trees, vegetables and herbs for local residents. Arts and Culture Organizer Cesar Castro from East Los Angeles Community Corporation says that the UAIZ tax break provided tremendous relief for their annual budget, allowing funding for garden improvements and community programming.
Ending Food Waste

Nearly one third of LA’s total waste is wasted food, a major contributor to greenhouse gas emissions and global warming. LAFPC spearheaded the first ever #FreeTheFood Challenge to mobilize Angelenos to “free the food” from landfills through waste prevention, food donation, and composting. We worked with the City of Los Angeles Board of Public Works to deploy $100,000 in community grants to stop wasted food in school cafeterias and classrooms, community gardens, temple kitchens and multifamily housing across LA. In just two months, #FreeTheFood partners diverted over 11,000 lbs of food waste from our landfills and educated over 1,600 Angelenos about reducing food waste!

"Thanks to #FreeTheFood Challenge Grant, JACCC, Sustainable Little Tokyo, and Zenshuji Soto Mission were able to foster new networks and focus on the need to reduce and recycle food waste through our new Little Tokyo Bokashi Club. The Japanese cultural tradition of ‘mottainai’ (Reduce, Reuse, Recycle, Respect) alongside the traditional Okinawan composting method called Bokashi has really taken root in our community. We are now cultivating a healthier, more sustainable future for our historic Japantown!"

AMY HONJIYO, SUSTAINABLE LITTLE TOKYO

LA CITY COMMITS TO DONATING EXTRA FOOD - Every day in LA, food goes to waste while over a million Angelenos suffer from food insecurity. At Food Day this year, the LA City Council voted to do its part by donating surplus food from city events and facilities to shelters and food banks. LAFPC worked closely with the City to take action on this policy.

EXPOSING FOOD WASTE AT LA’S PRODUCE WHOLESALE MARKET - LAFPC hosted a tour about food waste at the LA Produce Wholesale Market, the largest produce market in the country. Representatives from the City and County of Los Angeles learned about the estimated millions of pounds of edible surplus and non-edible food sent to landfills each year. This eye-opening experience revealed numerous dumpster bins filled with wasted food contaminated with plastic and trash, indicating a missed opportunity for either recovery or composting. The tour was co-hosted with Food Forward and NASA Services, the recycLA hauler for the Produce Wholesale Market.
The Network is a public event series for change makers to network, learn and build capacity on critical food system issues. Attracting hundreds of advocates, entrepreneurs, community members, and policy makers, the Network connects the dots between policy, research and community efforts to build the Good Food movement.

In 2018, LAFPC hosted over 700 participants at four public events in our Network series, with an average attendance of 175 people per event. The Network is more than a place to meet; it’s democracy in action!
May - Fight for a Fair Farm Bill

The Los Angeles Food Policy Council hosted over 150 guests at Greenbar Distillery to “Party with a Purpose for #ABetterFarmBill.” The event encouraged Angelenos to have a voice on the federal Farm Bill to protect the SNAP program (formerly known as food stamps), environmental conservation and equitable farm programs in the Bill, while also raising funds for Hunger Action LA, a grassroots organization that organizes people who use public assistance. LAFPC also worked with the Los Angeles City Council to take a stand against proposed cuts to SNAP and environmental programs through two City Council resolutions.

Practice whatever values you have for your business yourself. Engrave yourself deeply in those values, and start on a small level. //

OLYMPIA AUSET, SÜPRMARKT

Key partners: SÜPRMARKT, Farmer Mai, sweetgreen, Chef Diep Tran, Office of LA City Councilmember José Huizar, LA Prep, LA City Planning, LA County Department of Public Health, Sustainable Economic Enterprises LA, LA County Planning, Sabor Latino, Open Silo, LURN and Vermont Slauson Economic Development Corporation.

March - Good Food Entrepreneur Mixer

In March, LAFPC hosted over 150 attendees at Crafted Kitchen, a commercial kitchen community, for the “Good Food Entrepreneur Mixer: From Farm to Fork and Beyond.” The event brought together entrepreneurs committed to healthy, sustainable and fair food for all from across our food supply chain to network and learn together.

Practice whatever values you have for your business yourself. Engrave yourself deeply in those values, and start on a small level. //

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Key partners: SÜPRMARKT, Farmer Mai, sweetgreen, Chef Diep Tran, Office of LA City Councilmember José Huizar, LA Prep, LA City Planning, LA County Department of Public Health, Sustainable Economic Enterprises LA, LA County Planning, Sabor Latino, Open Silo, LURN and Vermont Slauson Economic Development Corporation.

The Farm Bill shapes food on a local level in every way – who has access to it, who can afford it and who can grow it. For working and poor families living in food deserts like my constituents, the Farm Bill is a matter of access to food in the most fundamental way. //

LA CITY COUNCILMEMBER CURREN PRICE (COUNCIL DISTRICT 9)

Key partners: Hunger Action Los Angeles, UCLA Food, Law and Policy Clinic, Office of LA City Councilmember David Ryu, Office of LA City Councilmember Paul Koretz, Office of LA City Mayor Eric Garcetti, X’Tiousu; Porridge + Puffs; and LAFPC Leadership Board.
**August - Regeneration: Healing and Transforming Our Food System**

In August, the Los Angeles Food Policy Council hosted 200 people at The California Endowment to discuss “Regeneration: Healing and Transforming our Food System.” The event brought together leading experts to discuss how regenerative agriculture (“beyond sustainable”) and regenerative food systems restore the health of soil, water, communities and our bodies. Attendance included urban farmers, food entrepreneurs, food justice advocates, community composters, and more.

“Our soil and food gathering practices are out of balance and rebalancing them through regenerative models benefits multiple ecosystems both within and outside of ourselves.”

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**Key partners:** Kiss the Ground, Sarvadoya Farms, Republic Services, Gabrieleno Band of Mission Indis/ Kizh Nation, LA Compost, Hood Herbalism, Thrive Market, Cafe Gratitude, Enviroscrapes LA and The California Endowment.

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**October - Food Day LA at City Hall**

On October 24th, LAFPC hosted the 8th annual Food Day LA at City Hall to raise awareness on issues including food security, jobs and entrepreneurship as a way to tackle hunger and poverty. The theme for Food Day this year was “Building the Good Food Economy - We Mean Business!” The event featured the first-ever Good Food Marketplace, with local and sustainable food vendors and innovative projects from local nonprofits and social enterprises promoting healthy food access, entrepreneurship and workforce development in impacted communities. During a special City Council presentation, lawmakers celebrated Good Food Champions and took action on donating the City’s surplus food to hunger relief centers.

**Key partners and honorees included:** Office of LA City Councilmember David Ryu, Office of LA City Councilmember Paul Koretz, Los Angeles River Artists and Business Association, City Hall Farmers Market, Milk & Eggs, LA Trade Technical College’s Culinary Pathways Program, LA Kitchen, South Central Farms, LA CAN, Hank’s Mini Market, Maxine’s Heavenly, Our Foods, Bare Snacks, Food Forward, LA City Department of Sanitation, LA County Environmental Health, Korean Culture Center, SOLA Food Coop and many more!
The Good Food Purchasing Program (GFPP) guides large agencies to purchase food that is local, environmentally sustainable, employing fair labor and animal welfare, and upholding improved nutrition. Good Food Purchasing at an institutional level has the power to impact our entire regional food economy. Since its launch on Food Day in 2012, GFPP has now expanded to 13 cities and 27 public institutions nationwide, including Washington D.C., Chicago and San Francisco.

**FIVE YEAR PROGRESS REPORT:**

**LOS ANGELES UNIFIED SCHOOL DISTRICT**

**Sustainability:** Over the past five years, LAUSD reduced industrially produced meat purchases by 28%, saving more than one billion gallons of water per year, the equivalent of 1,760 Olympic-sized pools.

**Local Economies:** 20% of food is sourced locally representing $12 million annually to local farms.

**Nutrition:** Through GFPP, LAUSD continues to implement the Healthy, Hunger-Free Kids Act of 2010, which will reduce sodium intake by at least 11.5% among students, leading to reductions in high blood pressure for an estimated 160,000 students.

**Valued Workforce:** Over 12% of total food budget goes to high-road employers who pay workers living wages, representing a combined $30 million in contracts.

**Animal Welfare:** Now sources $50 million in contracts for hormone-free, antibiotic-free chicken and piloted first ever vegan menu.

**CITY OF LOS ANGELES**

**Sustainability:** In partnership with the Department of Recreation and Parks, the Greek Theater planted a kitchen herb garden and plans to compost all food scraps onsite.

**Local Economies:** Over 15% of the Greek Theater’s food is sourced from local farms and LA food companies, including several women and minority-owned small businesses.

**Nutrition:** The Department of Recreation and Parks’ Summer Lunch Program serves nearly 200,000 meals each summer to low-income youth in LA and now uses lower-sodium bread products made without high fructose corn syrup.

**Valued Workforce:** Twelve of Greek Theater’s suppliers and distributors have union contracts including Equitable Food Initiative Certified and Certified Fair Trade products.

**Animal Welfare:** Continuing momentum for GFPP, Councilmember Paul Koretz introduced a motion that would require vegan protein options at all terminals in LAX and other major venues in the City.
LOS ANGELES COUNTY: THE OPPORTUNITY TO TRANSFORM OUR FOOD SYSTEM

With significant achievements in place already in Los Angeles, the Los Angeles Food Policy Council is working to expand the Good Food Purchasing Program to the entire County. Los Angeles County serves 35 million meals each year through hospitals, senior centers, youth programs and cafeterias. The Union of Concerned Scientists’ 2018 report *Purchasing Power* estimated the level of impact achieved if Los Angeles County adopted the Good Food Purchasing Policy:

**Sustainability:** If County facilities reduced their industrially produced meat purchases by 28%, it would decrease their carbon emissions by 4 million kilograms annually.

**Local Economies:** If County facilities sourced 20% of food locally, it would generate between $6-13 million for the local economy.

**Nutrition:** Targeted sodium reduction in LA County facilities could result in 388 fewer cases of uncontrolled hypertension, resulting in savings of $629,724 a year in health care costs.

**Valued Workforce:** If County facilities sourced from high-road employers, it could generate nearly 180 new well-paying jobs and improve conditions for thousands of workers along the supply chain.

**Animal Welfare:** If County facilities reduced their meat purchases by 28%, that would save over 520 million gallons of water annually.

This year GFPP was recognized by the United Nations and World Future Council as one of the most exemplary policies in the world advancing sustainable agriculture.

_Pictured to the left is LAFPC Founder Paula Daniels and Executive Director of the Center for Good Food Purchasing Alexa Delwiche receiving the award in Rome._
Our budget reflects our values and by harnessing the County’s massive purchasing power we can help build a food system that supports health, sustainability, fair labor, and our local economy. This is about more than just food — this is about using food as a tool to invest in good local jobs, environmental sustainability and the health of our children.

LA COUNTY SUPERVISOR JANICE HAHN.
Food Leaders Lab is LAFPC’s new leadership program for community advocates and residents. In a seven-week intergenerational, multi-lingual course, Food Leaders Lab explores the histories of food justice movements, political leadership, and strategies for a healthy, resilient and just food system in Los Angeles. The training equips people most impacted by an unjust food system with opportunities to shape policy, advocacy and community organizing. This year we developed the cutting-edge curriculum in collaboration with four community-based organizations as partners: Social Justice Learning Institute, Brotherhood Crusade, American Friends Services Committee and the Los Angeles Neighborhood Land Trust. The pilot Food Leaders Lab launches in January 2019!
HEALTHY NEIGHBORHOOD MARKET NETWORK

LA is home to 1,300 small markets. Imagine if they all provided healthy food options?
The Healthy Neighborhood Market Network program (HNMN) empowers small business owners in low-income neighborhoods to bring good food to their communities. HNMN offers small businesses training, guidance, and store upgrades, transforming them into beacons of healthy, affordable food in neighborhoods that lack healthy food access.

IMPROVING GOOD FOOD OPTIONS AT NEIGHBORHOOD MARKETS IN 2018 BY THE NUMBERS

<table>
<thead>
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<th><strong>163</strong></th>
<th><strong>80%</strong></th>
<th><strong>100%</strong></th>
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<td>small businesses reached through program activities</td>
<td>of participants introduced or expanded healthy food at their store</td>
<td>of participants reported better understanding of how to identify and sell healthy food</td>
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<th><strong>21</strong></th>
<th><strong>53%</strong></th>
<th><strong>100%</strong></th>
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<tbody>
<tr>
<td>stores owners completed the “healthy foods, healthy businesses” curriculum</td>
<td>average increase in fresh produce and healthy food sales</td>
<td>of participants connected with at least one new community or business partner</td>
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STORE HIGHLIGHTS

**Principio Mercado:** Carlos Gonzalez, a third generation store owner in South Los Angeles, joined HNMN in May. Mr. Gonzalez is committed to bringing healthy options to his neighborhood where he grew up. After enrolling in HNMN, Mr. Gonzalez expanded fresh produce, improved signage to highlight healthy groceries, and created a healthy snack section.

**Mercado El Oaxaqueno:** A former nurse in Mexico, Juan Martinez bought his store four years ago with an interest in improving access to healthy lifestyle choices for his community. Through HNMN, Mr. Martinez focused on improving marketing and merchandising of fresh food products in his store. By the end of his training, Mr. Martinez’ profit from produce increased by 18%, and grocery items by 142%.

**Lupita’s Market:** Luz Arango is a second generation store owner of Lupita’s Market, located next to several schools in the Westlake/MacArthur Park neighborhood. The daughter of a single mother, Ms. Arango understands the need to provide healthy options to families with young children. Through HNMN, not only did she introduce produce for the first time, but also applied to become an authorized Women, Infants, & Children (WIC) retailer.
SKILL BUILDING TRAINING

SNAP and WIC Certification: To ensure low-income families have more healthy food options, HNMN trained store owners to become authorized retailers in the Supplemental Nutrition Assistance Program (SNAP, also known as CalFresh or EBT), and Woman Infant & Children (WIC) programs. Eight store owners now accept SNAP and WIC, providing improved fresh food options for thousands of residents.

Marketing and Branding for Small Markets: Kelli Jackson of Hank’s Mini Market shared about re-branding her historic neighborhood market into a site for fresh food, art and community gathering. Marketing experts from sweetgreen and Genexa shared tips for leveraging brand identity for business growth. Store owners’ studied techniques used by major grocery retailers, and connected their own personal story and knowledge of their communities to the development of their business.

VOUCHER PROGRAMS INCREASE ACCESS FOR FOOD INSECURE RESIDENTS

Sam’s Plus Veggie Vouchers: This year, LAFPC concluded a successful “veggie voucher” pilot at Sam’s Corner Market. Funded by the USDA in partnership with Youth Policy Institute and the Los Angeles Promise Zone, LAFPC enrolled over 100 low-income CalFresh families to receive monthly $50 vouchers for fruits and vegetables. During the year-long pilot, produce purchases at Sam’s Corner Market increased from about $2,000 a month to $7,130 a month.

$35,000+ in vouchers redeemed by CalFresh families

87% of participants attended at least one nutrition education workshop

2 in 3 participants reported improved knowledge of a healthy diet

COMPRA Foods: We continued to work with Leadership for Urban Renewal Network (LURN) and Asian Pacific Islander Forward Movement (APIFM) on COMPRA Foods, a produce distribution service for corner stores. COMPRA Foods clients receiving technical assistance through HNMN averaged a 45% increase in fresh produce sales in their stores.
HANK’S MINI MARKET

FEATURED PROJECT

Hank’s Mini Market is an African-American family-owned neighborhood market that has operated in the Hyde Park neighborhood of South Los Angeles since 1997. Second-generation store owner Kelli Jackson, the daughter of Hank, attended a business training through the Healthy Neighborhood Market Network in late 2014 that inspired her to see how she might take her family’s business to its next level of potential. Kelli attended every HNMN training following that, and in late 2016 began working with our team on developing a plan for a total transformation of the store. The first of her family to attend college and trained as an artist, Kelli began to see her market as her canvas. Her passion became to bring to her neighborhood what she saw in other parts of the city: good food, art and a safe space for families to gather.

South Los Angeles is known for having a saturation of liquor stores, fast food restaurants and convenience stores with limited healthy food options. To counteract the proliferation of unhealthy foods in food deserts, the HNMN program builds the capacity of local small business owners to champion healthy food. As part of HNMN, our goal for Hank’s was to not only increase the amount of produce the store offers, but to support Kelli’s vision to shift the store culture and inspire the surrounding community to live healthy lives. As Kelli always says, Hank’s is #morethanacornerstore.

In late 2017, sweetgreen, the national fast-casual restaurant chain, approached LAFPC about supporting food equity in Los Angeles. After meeting Kelli and hearing her vision for her store, the sweetgreen team quickly signed on as a partner to the transformation project.
The community has embraced Hank’s as demonstrated in a significant uptick in sales and words of gratitude from local residents to see a local family-owned business thriving in South Los Angeles. New products include healthy beverages, fresh produce, packaged salads and pre-cooked nutritious meals from Everytable. Within six months of the transformation of her store, Kelli is seeing a 300% increase in sales, largely driven by healthy food items. Hank’s has hosted events ranging from cooking workshops with Social Justice Learning Institute to an HNMN business training where fellow store owners networked and learned from one another.

Hank’s is a great example of how a small business owner can serve their community through their business, provide a safe-haven in the neighborhood and inspire others to do the same.

Through financial support and mentorship, the sweetgreen team worked with Kelli to bring her new brand and store design to life. Their staff also consulted Kelli on an inventory and pricing strategy, while the HNMN team led community engagement while the store was under construction. In April, Hank’s Mini-Market re-opened its doors complete with a facade improvement, new refrigeration and a completely remodeled interior, including a community meeting space inside the market. Over 150 community members came out to celebrate the grand re-opening, which debuted a mural by local artist AiseBorn with Kelli’s slogan for the project: Stronger Together.
Leadership Highlights

Our team spoke about food policy and social change at 24 public events, including the Regen Conference, Food and Gentrification Panel, and the Zero Food Waste Forum.

Healthy Food Guide for Best Start Communities: Our Policy Team collaborated with parent leaders to develop healthy food guidelines for First 5 LA’s Best Start Community meetings and programs.


U.S. Conference of State Legislators: Policy Director Breanna Hawkins presented to the Agricultural Task Force of the US Conference of State Legislators on the Good Food Purchasing Program and ways states can support local farm-to-school programs.


Regen Conference: Executive Director Clare Fox offered a keynote address at the ReGen Conference in San Francisco on building movement leadership for a regenerative culture.

Food Equity Funder Tour: LAFPC partnered with Southern California Grantmakers, The California Wellness Foundation and Kaiser Permanente on a learning tour for funders called “Fresh Perspective: Food, Equity and Community Development.” The tour highlighted highlighted projects from Community Health Councils, LURN, Everytable and Community Services Unlimited.

National Association of Convenience Stores Conference: Alba Velasquez and Jairi Sanchez presented about the Healthy Neighborhood Market Network as a part of the Alliance for a Healthier Generation Healthy Corner Store Summit at the NACS conference in Las Vegas, Nevada.
**Good Food Gathering**

We held our biennial Good Food Gathering in June at Elysian near the Los Angeles River. The event featured a multi-course farm-to-table Angeleno-style meal for 120 guests curated by Chef Evan Kleiman. The event raised $45,000 for to support our programs.

**Media and Communication**

Over the last year, our online audiences grew by an average 13% across all digital platforms including Twitter, Facebook, Instagram and our newsletter. Our work was featured in the New York Times, Los Angeles Times, Civil Eats, New Food Economy, Forbes, CNN, Ozy, Curbed LA, LA Magazine, Eater LA, Streets Blog, ABC 7, CBS Los Angeles, Fast Company, Los Angeles Standard, LA Weekly, KPCC and more.
THANK YOU TO OUR FUNDERS AND PARTNERS

Our work is only possible thanks to the generous support of many foundations, agencies and individual donors.

Thanks to our Funders

Jessie Smith Noyes Foundation
City of Los Angeles Economic and Workforce Development Department
California Wellness Foundation
Kaiser Permanente Community Benefits Program
Flora Family Foundation
Los Angeles County Department of Public Health
The Leonardo DiCaprio Foundation
The Angell Foundation
American Heart Association Voices for Healthy Kids
Metabolic Studio/Annenberg Foundation
Goldhirsch Foundation/My LA2050 Activation Challenge
Thanks to our Good Food Gathering Sponsors

Kaiser Permanente
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SoCal Gas
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The California Endowment
Brookfield Properties
Field Fresh
green social
Justice Learning Institute
Athens Services
California Community Foundation
LA SF Speciality
LA Urban Farms
Sustainable Law Group
First 5 LA
Office for Councilmember Mitch O'Farrell
Aldi Market

And our Good Food Gathering Host Committee

Rudy Espinoza | LURN
Claudia Goytia | American Heart Association
Gwendolyn Flynn | Author
Danielle Bell | de Porres
Cecilia Estolano | Estolano LeSar Advisors
Evan Kleiman | KCRW
David Thorne | Elysian

And many thanks to all of our new and returning donors this year! You helped make our work possible, and we thank you from the bottom of our hearts!