

# 2020 Annual Report



COMMEMORATING 10 YEARS OF A  
GOOD FOOD MOVEMENT



# CHRISTINE'S LETTER

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## WHO WE ARE

The Los Angeles Food Policy Council (LAFPC) is a fiscally sponsored<sup>1</sup> independent nonprofit and the largest food policy council in the country, with a network of over 6,000 individuals. We coordinate over 400 organizations from across our region, including government, business, and community groups, to work together to achieve Good Food for All. Through advocacy and direct programming, we work to create a local food system free from hunger, rooted in equity and access, supportive of farmers and food workers, and guided by principles of environmental stewardship and regeneration.

<sup>1</sup> Community Partners is our fiscal sponsor

# 2010 FOREWARD

BY JONATHAN GOLD

Jonathan Gold (1960-2018), a founding member of LAFPC, was a Pulitzer Prize-winning restaurant critic. In 2010, he wrote this foreword for the Good Food For All Agenda:

Los Angeles, I submit, is the best place to eat in the world right now, a frieze of fine dining overlaying a huge patchwork of immigrant communities big enough and self-sustaining enough to produce exactly the food they want to eat. The famous insularity of Angelenos, our love for the pleasures available in our own backyards, may affect the civic culture, but the anti-melting pot, the glorious mosaic is excellent for cuisine.

Until the 1950s, Los Angeles was still the largest agricultural county in the United States, a prime source of citrus and walnuts, strawberries and tomatoes, milk and meat. When you drive around the vast metropolis now, you can see vestiges of the old farms: marooned barns that still house rusted tractors; orange trees, once part of endless groves, that march in parallel across suburban backyards; old-fashioned farmhouses, like the one Dorothy inhabited in Kansas, sticking out amid blocks of equally charming 1910 tract houses. In industrial areas, hints of the old order sprout like grass through cracked sidewalks: lettuces in the shade of freeway overpasses and endless fields of edible cacti, or nopales, being harvested from old railroad right-of-ways.

If you keep your eyes open, any short trip to the supermarket can become a secret botanical expedition, a survey of hidden sugarcane, of trees bearing tejocotes, or Blenheim apricots, of chayote, loquats and tiny, fragrant Mexican limes. The scent of grapefruit blossoms, the hedges of rosemary, the surprising sight of cornstalks and beanstalks and wrinkly, impossibly fragrant Thai limes peeking over urban fences—the sense of miracles, of abundance, of sheer possibility that has drawn new residents from all over the world, is still everywhere you turn. But even in the midst of plenty, at a time when the diversity of our restaurants, our splendid farmers' markets, and our

splendid year-round growing climate are envied throughout the world, the bounty—what the Los Angeles Food Policy Task Force calls "Good Food" — is not available for all. A block from backyard vegetable gardens whose vitality could make you gasp, displays of cheap-calorie, high-profit, chemical-laden snacks, and vivid, sugary sodas all but crowd out the produce sections of neighborhood markets. Children eat prepackaged school lunches designed to ease the problems of distribution rather than nutrition. Billions of consumer dollars that could go towards sustainable, fairly priced locally grown food goes out of the region and out of the country. Improbably, even here, many thousands of Angeleno families go hungry each day.

The Good Food for All Agenda, assembled after many meetings of the Los Angeles Food Policy Task Force, may be just a first step toward making Los Angeles the world leader of Good Food that it should be, but it is an important step. Through its suggestions for encouraging responsible agriculture, centralizing distribution and improving accessibility, through targeting public investment, inviting citizen participation, and producing good jobs, through creating new markets, and promoting greatly expanded community gardens, the agenda would bring Good Food closer to Angelenos and Angelenos closer to Good Food. We eat better. We are happier. We all win.

—Jonathan Gold

HI, MR. GOLD. SO, LIKE, I'M IN 11TH GRADE AND CAN'T FIND 'FOOD WRITING' AS A MAJOR ANYWHERE. HOW DO I BECOME A FOOD CRITIC AND WHAT'S THE DARK SIDE OF IT?

WELL, I KIND OF FELL BACKWARDS INTO IT AND FOR EVERY ONE GOOD MEAL, YOU WILL HAVE AT LEAST 10 BAD ONES.



# 2020 FOREWARD

BY JAVIER CABRAL

At 15 years old, Javier Cabral cold emailed Gold for advice about becoming a food writer. Gold responded and mentored Cabral on the art of food writing. Today, he is the editor-in-chief of L.A. Taco and the associate producer of Netflix's Taco Chronicles. Here is his ten-year commemorative report:

Why do you stay in Los Angeles and fight to survive here?

The answer, for me, lies somewhere between the faint scent of guavas as they start to fruit from your neighbor's yard and that first whiff of carne asada that makes you voraciously hungry on your drive back home. It is in the echoing chimes emanating from the bells and yells of every street vendor who gets up early in the morning, pandemic or not, to give the day everything they got. And in the thrill of sending that first random DM hoping to try the food from a resilient new pop-up that has built a loyal following amidst a crisis in the foodservice industry.

The rest of the country has caught on to the fact that L.A. knows how to eat. This is directly reflected in the soaring housing costs and the increasing cost of living. But we cannot ignore the painful irony: The diverse immigrant families whose food made Los Angeles the best eating city in the world are being displaced from the neighborhood they've called home for decades. The way I see it, the city that I champion every day is at a crossroads. As street vendors continue to be penalized instead of investing in outreach and education, as the leases for neighborhood restaurants expire and are replaced by corporate chains—L.A. is in danger of not feeling like L.A. anymore.

The thing is, you can only romanticize about food and Los Angeles for so long before the more profound questions involved in your pursuit of the perfect bite start to creep in. Do you meet those complex reflections with actions or indifference? Beyond the noodle pulls and stunt food lies the burning question that amuses some and torments others: What are you eating today?

Critical questions about access to fresh food live next to my memories of growing up in the unfavorable food systems of a

coming-of-age in East Los Angeles. The pop-culture appeal of coffee cake and spicy cheese curls does not cancel out the sugar and sodium that would set the foundation for a lifetime of eating patterns and their consequences.

Why was my reward for filling out my reading log in elementary school a deliciously greasy, free personal-sized pan pizza? Why was the "nutrition" snack provided to me by my school a glazed buttermilk bar donut washed down with a chocolate milk pouch? Why were there four fast-food restaurants within two blocks of my high school? Eating all this high-calorie cheap food was howl assimilated as a first-generation Mexican American who often would rather eat curly fries over my mom's nopales.

I often wonder where I would be if Jonathan never responded to my email when I was 15, and my obsession with food would have turned into a career in food writing usually reserved for those who possess disposable income. How can we invest in the entrepreneurial and raw talent found in the streets via food? Our streets are filled with individuals born into a food system instantly pinned against the odds of health.

All this starts with finding the time to get back to that awkwardly written email by a 15-year-old kid who begins to show even the slightest amount of interest in the incredibly vast topic of food. Whether it is in growing food, cooking food, writing about food, asking questions about food, selling food, distributing food, and of course, eating food, all it takes is one person in an underserved community to start the heightened sense of food awareness in their circle. Food still has the power to transcend beyond oneself.

These are the communities that made us who we are. It's time to invest back into them.

As Los Angeles develops and the sons and daughters of immigrants have the opportunity to gain power in their respective neighborhoods, let's remember this: An older generation's liquor store can be another generation's mini-market and therefore change an entire generation's food habits and the chain reaction on all the facets of life that can stem from it.

—Javier Cabral

"Acea aligenis eos peria vella por sequi cum hillit faccum nimoluptur. Puda rehenda invelendi bernat offic to eos aborem enimagnihit, corio omnis dolest."

— Javier Cabral

# COMMEMORATING 10 YEARS OF A GOOD FOOD MOVEMENT



**SEPT 2009**

**30TH ANNIVERSARY OF THE 1ST FARMERS' MARKET IN LA**



We make a commitment to the future by launching the work of a task force to help provide access to good food for all Angelenos, particularly those in under-served communities. By purchasing produce at farmers' markets, not only are you helping the environment and living a healthy lifestyle, but you are also supporting local businesses and creating local jobs.  
- MAYOR VILLARAIGOSA

**November 2009**

The first Taskforce meeting convened to develop a Good Food policy agenda for LA—food that is healthy, affordable, fair, and sustainable.

**JAN 2011**

**THE FIRST MEETING WAS HELD IN THE SUB-BASEMENT OF THE PUBLIC WORKS BUILDING.**



**January 2012**

LAFPC carries on the work of the Community Market Conversion (CMC) program. Today it's our Healthy Neighborhood Market Network (HNMN) program, where we transform corner stores into healthy food retailers for their communities. Taskforce members represented different sector leaders in nonprofit, government, farms, etc.

**October 2012**

LA City adopts the Good Food Purchasing Policy (GFPP) and LAUSD signs on too. In 2015, this becomes The Center for Good Food. Purchasing, a national spin-off organization.

**October 2013**

The first LA Food System Snapshot (later Dashboard) is released.

**April 2014**

LA City approves recycLA, the City's exclusive waste franchise system.

**2010**

The Taskforce and Roots of Change convened hundreds of stakeholders within LA and throughout Southern California.

**July 2010**

Good Food For All Agenda was drafted and established by the Los Angeles Food Policy Council

**October 2010**

LAFPC becomes official on Food Day announced at Vibiana.

**February 2011**

The first official Working Group meeting was held.

*mini market*



**FEB 2017**  
**LA CITY COUNCIL VOTES TO DECRIMINALIZE SIDEWALK VENDING**



**May 2016**

LA City Council votes to require all farmers' markets to accept EBT.

**March 2015**

LA City approves Edible Parkways. LA City releases the Plan for a Healthy LA.

**April 2015**

LA City releases the Sustainable City pLAN.

**Septmeber 2015**

LA County approves the Urban Agriculture Incentive Zone Program (UAIZ).

**October 2018**

LA City introduces a motion to study Good Food Zones (GFZ).

**June 2017**

LA City approves the UAIZ. LAFPC releases an update to the Good Food For All Agenda with input from over 300 diverse stakeholders across the LA region



**April 2019**

LA City releases the LA Green New Deal, an update to the Sustainable City pLAN. LAFPC launches Food Leaders Lab, a multi-lingual and multi-generational leadership development program, designed to engage community advocates in building a healthy, resilient, and just food system in Los Angeles.

**August 2019**

The County of Los Angeles releases OurCounty, the County's sustainability plan.

Creating a new economy around food is just important for the entire food system. We need to think about the equity and diversity in that supply chain and be inclusive in who is being supported in new economic policies.  
- PAULA DANIELS



**February 2020**

LAFPC releases an update to the Food System Dashboard.

**March 2020**

LA City approves the GFZ in South LA and Arleta/Pacoima.

**September 2020**

The Board of Supervisors approves a \$1 million pilot program that will promote public safety while expanding economic opportunities for sidewalk vendors. The LA City Council approves \$6 million to support street vendors with permits and equipment.

What began as a series of small local conversations have grown into a movement—the largest council of its kind, anywhere in the country. Over the last decade, we can see what happens when food policies aren't just made for communities, but with and from communities.  
- MAYOR GARCETTI



**2020**



# GOOD FOOD ETHICS

# GOOD FOOD JUSTICE

How we work as an organization is a reflection of our values and our vision of Good Food for All. To guide our organizational practices, we adopted the following Good Food Ethics.

## EQUITY & INCLUSIVITY

We focus on creating just conditions for the most disenfranchised communities. We are mindful of cultivating inclusive spaces, and are sensitive to the diverse cultural needs and lived experiences of community members. The perspectives of those most impacted by structural inequities (including but not limited to racism, classism, sexism, ableism, ageism, and homophobia) are uplifted and prioritized in our work.

## STEWARDSHIP

We consider the impact of our actions on current and future generations by caring for our natural resources, realizing we are in relationship to all living beings.

## SOVEREIGNTY

We believe that people impacted by an unjust food system have the right to determine local and culturally-relevant food traditions and practices.

## WELLNESS

We understand health as a human right and a holistic state of wellbeing that includes dignity, power and opportunities to live a fully actualized life. We support comprehensive conditions for every member of the community to be healthy and well.

## INTEGRITY

We practice self-awareness and self-inquiry with regards to our relationship to identity, privilege and power within the Good Food movement, and we seek to serve communities mindfully and honestly.

## MUTUAL RESPECT

We respect the interconnectedness of all our efforts within the local food system. We believe there is a role for everyone in this movement. We act in good faith, mutual interest and reciprocity in our partnerships and our work.

Today, we are bearing witness to two pandemics, COVID-19 and racism. One requires a vaccine and the other, justice. As an organization that strives for food justice, we want to be clear that this means racial, economic, and land justice.

To achieve this requires that we address systemic oppression by confronting the ways in which our systems treat people differently. These differences are literally a matter of life and death.

We say unequivocally that Black Lives Matter. Ahmaud Arbery, George Floyd, Tony McDade, Sean Reed, and Breonna Taylor are names of Black individuals on a long and ever-growing list of human lives lost to racism at the hands of law enforcement.

Racism attacks every aspect of our society, creating disparities in health, food access, criminal justice, education, and our economy.

From the tea and coffee we drink to the spices in our dishes to our cotton tablecloths, the land and labor that feed us come directly from the lives and livelihoods of Black, Indigenous, and People of Color (BIPOC).

To eat is to be responsible for just systems. We are all responsible for decolonizing and dismantling in order to re-imagine, innovate, and achieve justice, equity, human dignity for all, and to end racism.

As a BIPOC-led and staffed organization, we acknowledge and feel the pain and suffering that anti-Black racism causes and continues to cause in our communities. We commit to speaking out against oppression and inequities in our society by working to inform policy while mobilizing our communities. Together, we can be the change we seek and need.

We reside and work on Indigenous homelands. We acknowledge and honor the descendants and caretakers of this region including Kizh/Gabrieleño/Tongva, Chumash, Tataviam, Serrano, Kitanemuk, Píviluqaletem, Acjachemen, Payómkawichum, and any other tribal group possibly not mentioned. To learn more about tribal lands, visit here.

In Solidarity,

LOS ANGELES FOOD POLICY COUNCIL

# WHAT'S NEW IN 2020?

## NEW EXECUTIVE DIRECTOR

New Executive Director. In May 2020, Christine Tran joined the Los Angeles Food Policy Council as the new Executive Director. She became the fourth executive at the helm since the first Working Group meeting in 2011. Her leadership began amid the pandemic and she took charge at a significant moment in the evolution of our global and local food systems.

## GOOD FOOD SEASON

National Food Day is celebrated annually on October 24th. Each year, LAFPC typically aligns our anniversary with National Food Day, a day dedicated to raising awareness around food. On Food Day in 2010, Mayor Antonio Villavagosa officially announced the establishment of the Los Angeles Food Policy Council.

In response to the challenges with celebrating milestones amid the pandemic, LAFPC launched "Good Food Season," a digital celebration of food and our ecosystem heroes like food chain workers, small businesses, and non-profit partners. Good Food Season began on Food Day and was celebrated through the end of the year. Highlights of our first ever Good Food Season include an end-of-the-year Working Group Panel with Co-Chairs (See Page 14), as well as recognized our Good Food Champions, food heroes in every City Council and Supervisorial Districts across the City of Los Angeles. (See Pages 18-21). Good Food Season enabled us to amplify and exchange narratives about the legacy and future of our collective Good Food movement using our digital platform.

## SEEDS OF CHANGE LA

In July 2020, Seeds of Change LA was launched. As a former LAUSD teacher, Christine is an expert in and long-time advocate of Farm to School efforts as well as community and school gardens. Inspired by a story she penned in 2015 of the same name, Seeds of Change amplifies existing Good Food work as well as supports those seeking "to seed" Good Food efforts in the community, while also serving to counter the obstacles COVID-19 created for typical organizational fundraising.

Through this campaign, we aim to raise money for our organization but also to locally support others by sharing monetary and non-monetary resources.

## HOW DOES SEEDS OF CHANGE LA WORK?

A monthly \$30 "seed subscription" model, with each monthly subscription providing:

- **Love!** We donate \$5 monthly from each monthly subscription to a Good Food partner.
- **Seeds!** For each monthly subscription, we are donating seeds to local community and school gardens.
- **Dialogue!** We team up with our Good Food partners to tell their stories and support their work.

In its first year, Seeds of Change LA's inaugural Good Food partner is ALMA Backyard Farms, a movement to reclaim the lives of formerly incarcerated people and repurpose urban land into productive urban farm plots. They've organized free high-quality no-contact grocery kits in West Compton in response to the pandemic. LAFPC supported ALMA with developing engagement strategies like healthy recipe videos for social media to help community members learn about unfamiliar produce. Our seeds were donated to Moonwater Farm, a land-based learning hub in Compton that provides education and fosters social equity.

## LAFPC BLOG LAUNCH

Embracing our virtual reality, we have expanded our digital footprint by launching a blog in September 2020. In addition to our own blog, we published three guest blogs:

- A Word From the Frontline: Implementing The Good Food Zone Policy by O'sunkoya Chavon, Seasoned Accelerator Program Coordinator at SEE-LA & Good Food Economy Working Group Member
- Food Access For All is More Important Than Ever by LISC LA
  - What Does 'Safer at Home' Mean For Our Houseless Neighbors? by Todd Cunningham, Los Angeles Community Action Network (LA CAN)



# COVID RESPONSE

“From its inception, the Los Angeles Food Policy Council has worked towards a more equitable and robust food system—one that ensures food is healthy, affordable, fair, and sustainable for all. Now in the face of a pandemic and disrupted food chains, more sectors see what we’ve always seen: the interconnectedness of our food system. Until we are on the other side of this, it’s important to meet the immediate needs of our most vulnerable populations while strategizing what recovery looks like.”

— **Christine Tran**, Executive Director, Los Angeles Food Policy Council



## Food & Personal Protection Equipment Distribution

### WE ARE SUPPORTING SMALL BUSINESSES

We are supporting small businesses and increasing their community food access through grocery boxes. A number of our Healthy Neighborhood Market Network (HNMN) stores have participated as sites to distribute produce during the COVID-19 pandemic, including Emma’s Meat Market and South LA Cafe.

### WE HELPED MOVE 1 TON OF SALMON!

In August 2020, Kvarøy Arctic reached out to us on social media: “We have 2,000 lbs of salmon, how can we help?” We connected some dots and matched them with Seeds of Hope, a faith-based program that focuses on food justice.

“Patty Archuletta was overwhelmed with joy. On a sunny Tuesday afternoon, she watched as her community came together at Emma’s Meat Market to distribute over 200 boxes of food to families affected by Covid-19.”

—Erika Hernandez, Inclusive Action

### LAFPC DISTRIBUTED THOUSANDS OF MASKS

LAFPC distributed thousands of masks for their staff and customers and supplied custom COVID-19 safety signage to neighborhood markets in collaboration with the Economic Workforce Development Department.

# HEALTHY NEIGHBORHOOD MARKET NETWORK

## LOCAL FOOD ACCESS AND LOCAL DEVELOPMENT

Our Healthy Neighborhood Market Network (HNMN) program aims to increase healthy food options in under-resourced communities in the City of Los Angeles by building the capacity of neighborhood markets. We want to ensure that everyone has access to fresh produce within half a mile of their residence and so work to increase food access in designated food deserts by providing education, capacity building, and technical assistance to corner store owners. As cohorts in our program, store owners learn to purchase, store, and market fresh produce. The majority of our clients are women and immigrant-owned small businesses providing essential services to local residents with an average tenure of 20 years in their community. To date:

## CAL-GROWN VOUCHER PROGRAM

Our Cal-Grown Voucher Program supports shoppers with CalFresh (nationally known as the Supplemental Nutrition Assistance Program [SNAP], formerly known as Food Stamps) by providing additional money to spend on California-grown produce at participating stores. It also promotes economic stimulus for small businesses and California farmers.). We are working with local stores already enlisted in our HNMN program, including: Skid Row People’s Market (Downtown LA), El Principio (South LA), and Sam’s Corner Store (Westlake). Funded by the California Department of Food & Agriculture., the program leverages the distribution capacity of API-Forward Movement, an organization that works with local Asian American farmers and other small farmers of color.

## PICKFORD MARKET

Pickford Market was started by Mandeep Singh's parents, who have been in the convenience store business for 25 years. They have owned Pickford Market for 20 years.

### Why do you want to be a healthy food retailer?

I want to end the stigma that healthy food is more expensive and make healthy food more accessible to my customers. I feel it is my responsibility to introduce healthy products, in order to encourage healthy eating habits for my customers, especially the kids.

### What is your vision and goals for your store as a healthy retailer?

I want the store to grow up with the community and address the needs and wants of our customers.

### How has the program impacted your business?

Participating in the HNMN program has expanded what my family and I thought was possible for our business.

### What does the Transformation mean to you?

The HNMN program went above and beyond what I could imagine. The new shelving and reattaching of the store layout allowed us to expand in critical categories resulting in additional sales. We are using the updates to establish a customer base for healthy snacks. We recently added nuts, dried fruits, and chickpeas along with refrigerated healthy snack bars. Partnering with LAFPC helped us build capacity to try new healthy items and explore product placements. We are also empowered to manage marketing partnerships to reflect our commitment to our community's health and well-being.

## HEALTHY NEIGHBORHOOD MARKET NETWORK

### Emma's Meat Market

5505 San Pedro Street  
Los Angeles, CA 90011

### Pickford Market

4566 Pickford Street  
Los Angeles, CA 90019

### Skid Row People's Market

453 S San Pedro Street  
Los Angeles, CA 90013

### La Placita La Oaxaquena

2880 W. 7th Street  
Los Angeles, CA 90005

### Soto Street Market

900 N. Soto Street  
Los Angeles, CA 90033

### Village Mart & Deli

2200 N.Soto Street  
Los Angeles, CA 90032

### EM Market

4907 W Maplewood Ave  
Los Angeles, CA 90004

### Paloma Market

4075 S Main Street  
Los Angeles, CA 90037

### E&M Meat Market

10826 S Central Ave.  
Los Angeles, CA 90059

### Corona Ranch Market

5903 S. Main Street  
Los Angeles, CA 90003

### Metro Market

2301 W. Pico Boulevard  
Los Angeles, CA 90006

### Hot & Cool Cafe

4331 Degnan Blvd.  
Los Angeles, CA 90008

### Lupita's Market

1401 W 3rd Street  
Los Angeles, CA 90017

### Sam's Corner Store

2001 W 6th Street  
Los Angeles, CA 90057

# GOOD FOOD ZONE

## LOCAL FOOD ACCESS AND LOCAL DEVELOPMENT

There are only 91 grocery stores in South LA serving nearly 500,000 residents. The most convenient food options for many of these communities are fast food and corner stores. Businesses with healthy food options struggle with managing their inventory, as well as with marketing and purchasing the necessary equipment to grow their business.

Hundreds of good food businesses and thousands of residents are in dire need of policies like the Good Food Zone to help ensure they have the support and resources to be healthy food retailers and access healthy food. The Good Food Zone is the best opportunity to address historic harm and enable economic opportunity while ensuring healthy food options are affordable, sustainable, and accessible for all. In December 2020, the Good Food Economy Working Group published an implementation plan titled, "The Good Food Zone: Recovery, Resiliency, & Racial Equity" to urge our local government to:

1. Identify a timeline for the feasibility report and pilot implementation that reflects the urgency of the public health issue related to food insecurity.
2. Identify budget line items to fund the proposed \$3.6 million 3-year pilot.
3. Prioritize the implementation of Good Food Zones as a tactic for community and business resiliency modeling during and post COVID-19.
4. Expand the pilot to help more healthy food businesses during the pandemic.

The Good Food Zone policy was created to address these challenges in local communities by increasing access to healthy, fresh food and creating economic incentives for businesses that offer healthy options. The policy was developed over the last year by community stakeholders through the Good Food Economy Working Group convened by LAFPC. First introduced by 9th District Councilmember Curren Price, the policy was passed on Tuesday, March 3, 2020, by the Los Angeles City Council. The approved initial pilot areas include South LA and Arleta-Pacoima.



" Gataecer uptatem iu, sanda delectae. Suntok eriam, que exceatio ma. Nonsentur, sus es re sae vel et poresed maximin et re, soluptium voloreic tem imin . "

# WORKING GROUPS

Working Groups are the cornerstone of LAFPC. Alongside community and organizational partners, we facilitate several Working Groups which act as subcommittees, each dedicated to furthering goals of the Good Food for All Agenda, collaboratively developed by and for Angelenos for a better and more resilient food system.

## GOOD FOOD PURCHASING POLICY (GFPP)

Good Food Purchasing Policy (GFPP) Working Group supports the expansion of the GFPP across Los Angeles County with a focus on public food programs serving low-income residents such as the



Summer Lunch Program in LA County parks, senior meals, and hospital cafeterias. The GFPP can be a powerful tool to fight food insecurity, invest in regenerative agriculture, and support local women and minority-owned businesses across Los Angeles County. In October 2012, the City

of LA and the LA Unified School District signed onto the GFPP. This work eventually became the basis for the leading national nonprofit, The Center for Good Food Purchasing.

The Co-Chairs are: **Ana-Alicia Carr** (American Heart Association) and **Stephen Gutwillig** (SEE-LA).

## REGENERATIVE & URBAN AGRICULTURE

Regenerative & Urban Agriculture Working Group focuses on land use and access for urban agriculture, and has successfully



developed the Urban Agriculture Incentive Zone Program, the first urban agriculture program in the County and City of Los Angeles. Driven by the importance of communities defining their own food and agriculture systems, the group centers food sovereignty

and the role of culturally appropriate food production through sustainable and ecologically sound methods.

The Co-Chairs are: **Janet Valenzuela** (East Yard Communities for Environmental Justice) and **Calli Goldstein** (Food Justice Advocate).

## GOOD FOOD ECONOMY

Good Food Economy Working Group fosters cross-sector collaboration and supply-chain partnerships while serving as a “brain and heart trust” for strategic planning for the larger Los Angeles region. The group supports solutions related to jobs and workforce development, entrepreneurship, and infrastructure for



food industry innovation with a priority focus on equitable outcomes for communities of color and low-income communities. They were instrumental in developing the Good Food Zone Policy (See [Page 13](#)).

The Co-Chairs this year include: **Lyric Kelkar** (Inclusive Action), **Todd Cunningham** (LA CAN), and **Samantha Salmon** (LISC LA).

## FOOD WASTE REDUCTION & RECOVERY

Food Waste Reduction & Recovery Working Group promotes strategies for food waste prevention, food recovery and donation, and composting. Food rescue and



composting can be done in a way that supports the environment as well as promotes social and worker standards while replenishing the soil of our local urban farms’ and soils. LAFPC was instrumental in developing the City’s first food recovery program, along with our

partners in the Don’t Waste LA Coalition, as part of recycLA - LA’s innovative waste collection program that coordinates food scrap drop-offs at Farmers Markets.

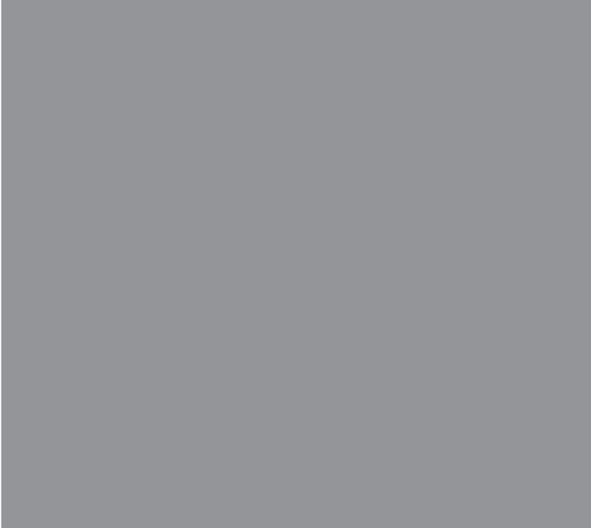
The Co-Chairs during this year include: **Alyson Schill** (Refeed America), **Jabari Brown** (FoodCycle), **Yassy Faal**, and **Pearson King** (Food Forward).

# FOOD LEADERS LAB

Food Leaders Lab is a 10-week leadership training program that works with community advocates on the histories of indigenous lands, food justice movements, and strategies for a healthy, resilient, and just food system in Los Angeles. Each session explores the food system from various social movements including anti-hunger and community food security, food sovereignty, and regenerative agriculture.

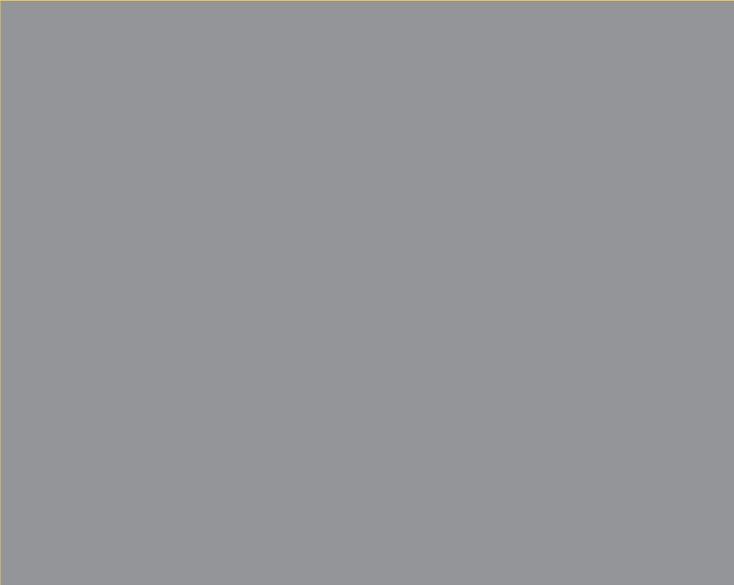
Launched in 2019, the program has since graduated two cohorts. The most recent cohort finished programming virtually during the pandemic and graduated in April 2020! Congratulations to:

- |                   |                  |
|-------------------|------------------|
| Kriss'shon Day    | Linda Leigh      |
| Harmony Esqueda   | Charmaine Mancil |
| Reina Flores      | Magdalena Pelayo |
| Leslie Guardado   | Gilda Sion       |
| Fortina Hernandez | Janet Valenzuela |
| Marlen Hernandez  | Joe Ward-Wallace |
| LaNeisha Hodo     | Dayveon White    |
| Rai M. Lee        |                  |



## FOOD AMBASSADORS OF SOUTH LA.

In Fall 2020, we worked with Community Health Councils to virtually train 60 South Los Angeles residents in English and Spanish on food justice, policy, and community-driven data. Over the course of 4 two-hour sessions, community residents transformed into Food Ambassadors. After the training, the residents collected their own data about food in their communities and presented it to the public. The South LA residents received tangible opportunities to exchange experiences and ideas, while developing food system knowledge.



# TRANSFORMATIVE DATA

The 2020 Food System Dashboard is a comprehensive tool to measure our local food system. The Dashboard is a collection of over 250 indicators measuring the health, affordability, sustainability, and fairness of our local food system. The Dashboard assists us in telling an important narrative about how our food system is doing both locally and regionally, as our indicators span across Los Angeles as a City, County, and a Foodshed, which comprises 10 counties in Southern California. As a shared measurement tool, the Dashboard serves to empower our network with knowledge about our food system with hard data placed into the context of grassroots efforts. With equity at its core, the Dashboard aims to make data accessible to all who want it. Each of our values has both quantitative data, which includes statistics and trends, and qualitative data, which includes expert commentaries, case studies, and interviews.

The first version of the Food System Dashboard was created in 2013, and we have continued to update the data from dozens of databases and reports, with big updates in 2017 and 2020 thanks to the efforts of LAFPC alumni Breanna Hawkins and Chloe Green.

 [VIEW THE 2020 FOOD SYSTEM DASHBOARD](#)

*" Gataecer uptatem iu, sanda delecae. Suntok eriam, que exceatio ma. Nonsentur, sus es re sae vel et poresed maximin et re, soluptium voloreic tem imin . "*

## FRESH IDEAS FOR CALFRESH

This project centers on the voice of community members with CalFresh lived experiences. We partnered with First 5 LA and LA County Department of Public Social Services to deeply listen to families about ways to improve access to CalFresh as well as other strategies to promote access to healthy food in underserved neighborhoods across Los Angeles County.

Families with young children are particularly vulnerable to the negative impacts on health and well-being that comes with food insecurity. CalFresh can be a critical lifeline for low-income families to put food on the table, and yet pre-pandemic, 35% of families who qualify are not utilizing the benefit.

Through our Fresh Ideas for CalFresh project, parents and other community members shared their ideas about ways Los Angeles

County can improve CalFresh services, expand access to nutritious food and ensure that no child is hungry in LA County. We held a Listening Tour from July 2019 to June 2020 with over 400 community members. Events were conducted in English, Spanish, Khmer, and American Sign Language. During this time, COVID-19 increased the need for CalFresh. Household enrollment in Los Angeles County jumped 32.8% from 628,409 in July 2019 to 834,828 in June 2020.\*

In November 2020, we shared the findings and preliminary considerations with community members. A report of the findings and recommendations based on community input will be published in 2021.

\*CalFresh Data Dashboard from the California Department of Social Services

## FOOD JUSTICE & RESTORATIVE REENTRY IN LA

Our Food Justice & Restorative Reentry project examines the role of economic development in the food sector for those "reentering" society following incarceration. Developing more opportunities to understand this intersectional issue is particularly important during this COVID-19 pandemic recession, a time in which there are reduced services and fewer job opportunities. We conducted a preliminary landscape to learn about these issues more closely and learned that:

- There are very few workforce development programs focused on both the food sector and supporting the reentry population.
- The reentry population has unique needs that require skilled attention from service providers and programs that are attuned to their needs. Supportive systems in place can greatly support the socioeconomic challenges with

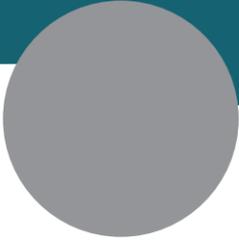
reentry

- By supporting the reentry populations, we support the formerly incarcerated and the community in which they reside in.
- Increased workforce development opportunities for the previously incarcerated will foster community-based opportunities while increasing a skilled workforce, which in turn will actively contribute to the local economy.

In Spring 2021, LAFPC will work with the Community Data Initiative, a National Science Foundation partnership between Community Partners, Cal State LA, and the City of Los Angeles. We will use data to map out issues related to the reentry population such as community health and food access data to support decision-making and resource allocation.

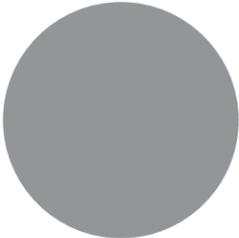
# GOOD FOOD CHAMPIONS

From feeding frontline workers to organizing food distributions, across Los Angeles we have amazing food heroes who are going above and beyond for our communities, especially during this difficult time. Join us alongside LA County Supervisors, LA City Council Members, and their districts in celebrating some of the many heroes making a difference in our community!



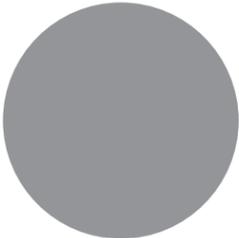
## ROOT OF LIFE JUICERY

Supervisorial District 1  
SUPERVISOR SOLIS



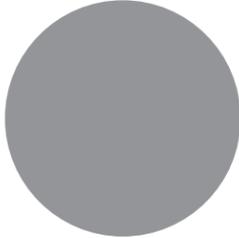
## HOT AND COOL CAFE

Supervisorial District 2  
SUPERVISOR MITCHELL

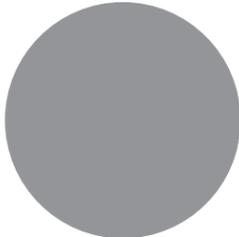


## SEE-LA

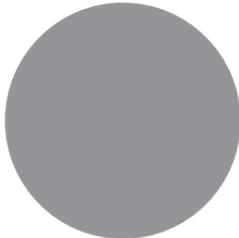
Supervisorial District 3  
SUPERVISOR KUEHL



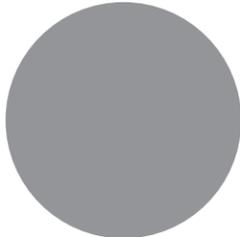
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Supervisorial District 4  
SUPERVISOR ??



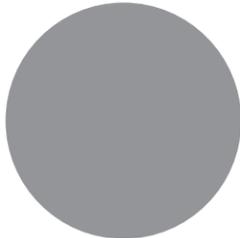
GROCERY OUTLET  
ALTADENA  
Supervisorial District 5  
SUPERVISOR BARGER



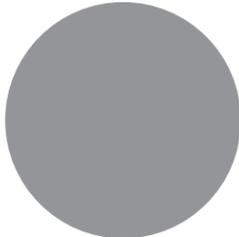
MORT'S DELI  
Council District 3  
COUNCILMEMBER  
BLUMENFIELD



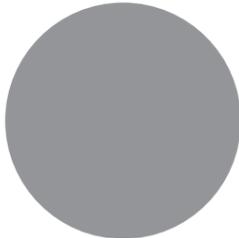
PARK'S FINEST BBQ  
Council District 1  
COUNCILMEMBER CEDILLO



HOLLYWOOD FOOD  
COALITION  
Council District 4  
COUNCILMEMBER RAMAN

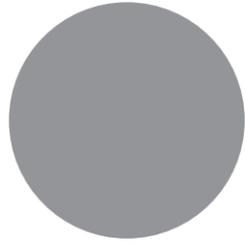


APLA HEALTH'S NOLP  
FOOD PANTRIES  
Council District 2  
COUNCILMEMBER KREKORIAN



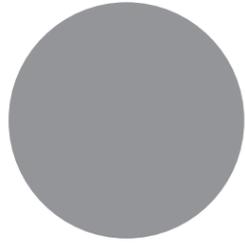
CROSSROADS  
KITCHEN  
Council District 5  
COUNCILMEMBER KORETZ

" Gataecer uptatem iu, sanda delectae. Suntok eriam, que ex- ceatio ma. Nour, sus es re sae vel et poresed maximin et re, soluptium voloreic tem imin . "



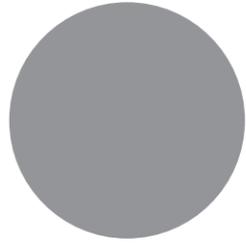
**EL COCINERO**

Council District 6  
COUNCIL PRESIDENT MARTINEZ



**EL NIDO'S FAMILY CENTER**

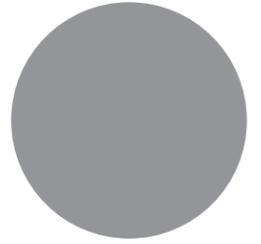
Council District 7  
COUNCILMEMBER RODRIGUEZ



**SWIFT CAFE**

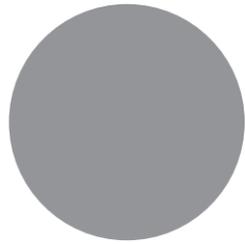
Council District 8  
COUNCILMEMBER HARRIS-DAWSON

" Gataecer uptatem iu, sanda delecae. Suntok eriam, que ex- ceatio ma. Nour, sus es re sae vel et poresed maximin et re, soluptium voloreic tem imin . "



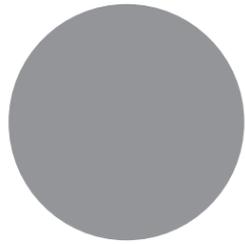
**SUPER KING MARKETS**

Council District 12  
COUNCILMEMBER LEE



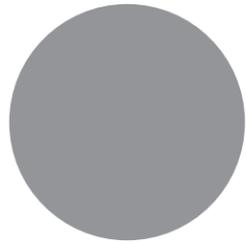
**TOSS IT UP SALADS**

Council District 9  
COUNCILMEMBER PRICE



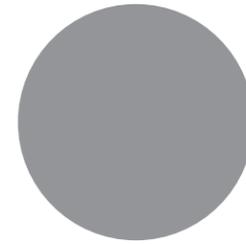
**HAROLD & BELLE'S**

Council District 10  
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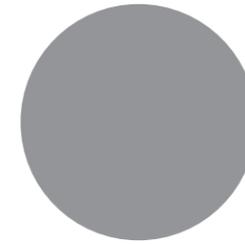
**MAR VISTA FARMERS MARKET**

Council District 11  
COUNCILMEMBER BONIN



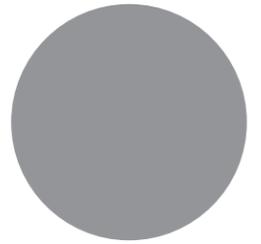
**RICK'S PRODUCE**

Council District 13  
COUNCILMEMBER O'FARRELL



**??**

Council District 14  
COUNCILMEMBER ??



**WATTS CMMUNITY CORE**

Council District 15  
COUNCILMEMBER BUSCIANO



" Gataecer uptatem iu, sanda delecae. Suntok eriam, que exceatio ma. Nour, sus es re sae vel et poresed maximin et re, soluptium voloreic tem imin . "

# 2021: A TIME FOR TRANSFORMATIVE MAGIC

BY CHRISTINE TRAN, EXECUTIVE DIRECTOR, LOS ANGELES FOOD POLICY COUNCIL

When I was a LAUSD teacher, I used to tell my students that they are the leaders of their own lives. I would remind them: “You can’t hit pause, skip, or fast-forward on life. You have to keep moving with it.” I would often tell students this when they appeared “stuck” by life. From not understanding something in class to challenges with friends and family, avoidance was often the easiest choice. Over the past year and these few weeks, how many times have you wished for a magic wand, an easy button, or a fairy godparent?

2021 is not about starting over, but rather pushing forward. The complexities of what we are facing are not easy to take on, but we are not doing so alone. We must not forget this.

I was reminded of our interconnectedness during a trip I took exactly one year ago. My former high school student, Qui’chi Patlan, is a Ph.D. student studying linguistic anthropology. I traveled to Otavalo, Ecuador to support his field project of convening an indigenous cultural exchange of the Americas. Among peoples of Runa (Kichwa), Xinka, Purépecha, Diné (Navajo), Wixárika (Huichol), Dakota, Seneca, and Mohawk descent, we broke bread, shared music, danced, practiced ceremonies, and played Uno. A big component of the gathering was sharing stories between cultures and generations. While there, I learned the Kichwa word, “ayllupura,” which means community. More specifically, families co-existing. It represents harmony and geographical diversity. It acknowledges that a community is a collective.

I share this moment of my life to remind myself (and hopefully you) that there is transformative magic when we work together. At The Los Angeles Food Policy Council, our work is a transformative process. Through community, we work to create space in order to address trauma and oppressions, by being present while

not forgetting the past. We are committed to being present with our communities at all stages of the work, especially during this time.

In my Teochew culture, we greet each other by saying, “Gaginang” (we are one). Promptly followed by, “Have you eaten yet?”

Let’s eat!



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- ANGEL TRAZO**  
Report Team

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# Los Angeles Food Policy Council

