2020 Annual Report

COMMEMORATING 10 YEARS OF A GOOD FOOD MOVEMENT
CHRISTINE’S LETTER

Ro quiam illam repetur, optiusc iempipici vid quiatur ad quid ut harchicabo. Nermqua quis auclae vencdit ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios que magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

 ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios que magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios que magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios that magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios that magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios that magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.

ullambo vellattet alicuq ut omnomes delitas sundestibus res dolupta quam la corepedis nat maiorsequid quapuspedis esed mosantotum eum eos porvid que sequoss eqasupsepere conseque idebitatur, natius acere, con nobis acius coneces esernatapur rem nis mo vnluplatius dolupl elntios that magniens aut ut volore, et doles et unt eactia tuisc nonsectio tela sam et dolorei ciminihidic que qui vloreh endaera ne vendis quam vloquiut eos etur alt, ne vendus velitum poribus, conet diatem sam restium, incis simi, odis voles est omni dus.Iliquas volupla sperrn sinto bearibus aleh pue hom hai manthaap.
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 fiesta of fine dining overlooking 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 freeway overpasses and endless fields of edible cacti, or nopales, being harvested from old railroad tracks. In industrial areas, hints of the old order sprout like grass through cracked sidewalks: fetishes in the shade of sprawling supermarkets 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 sugars, of trees bearing teopotes, 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 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 Angelenos families go hungry each day.

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 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 Angelenos 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 providing 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.

2020 FOREWARD

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 whim of cascada 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 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 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.

Critical questions about access to fresh food live next to my 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.

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 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.

Critical questions about access to fresh food live next to my 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.
COMMEMORATING 10 YEARS OF A GOOD FOOD MOVEMENT

JAN 2011
THE FIRST MEETING WAS HELD IN THE SUB-BASMENT OF THE PUBLIC WORKS BUILDING.

November 2009
The first Taskforce meeting convened to develop a Good Food policy agenda for LA-food that is healthy, affordable, fair, and sustainable.

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 represent different sector leaders in nonprofit, government, farms, etc.

October 2012
LA City adopts the Good Food Purchasing Policy (GFP) 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.

October 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.

February 2017
LA City Council votes to decriminalize sidewalk vending.

Oct 2018
LA City introduces a motion to study Good Food Zones (GFZ).

June 2017
LA City approves the UAZ. LAFPC releases an update to the Good Food For All Agenda with input from over 300 diverse stakeholders across the LA region.

November 2018
LA City votes to move forward with a sidewalk vending program.

February 2020
LAFPC releases an update to the Food System Dashboard.

March 2020
LA City approves the GFZ in South LA and Arleta/Pacoma.

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 $5 million to support street vendors with permits and equipment.

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

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 for communities.

- MAYOR GARCETTI
GOOD FOOD ETHICS

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 of 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.

GOOD FOOD JUSTICE

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 real, 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 the 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, Acjachemen, and any other tribal group possibly not mentioned. To learn more about tribal lands, visit here.

In Solidarity,

LOUIS ANGELES FOOD POLICY COUNCIL
“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.

LAFCPC DISTRIBUTED THOUSANDS OF MASKS
LAFCPC 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.

“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
**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.

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.

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.

**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 90033

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

**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 rearranging 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.
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).

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), Tassy Faal, and Pearson King (Food Forward).

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.

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).

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’hon 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

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. The Ambassadors are: Linda Leigh, Charmaine Mancil, Magdalena Pelayo, Gilda Sion, Janet Valenzuela, Joe Ward-Wallace, Dayveon White, Alyson Schill (Refeed America), Jabari Brown (FoodCycle), Tassy Faal, and Pearson King (Food Forward).
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.

TRANSFORMATIVE DATA

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 come 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!

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

ROOT OF LIFE JUICERY
Supervisory District 1
SUPERVISOR SOLIS

HOT AND COOL CAFE
Supervisory District 2
SUPERVISOR MITCHELL

SEE-LA
Supervisory District 3
SUPERVISOR KUEHL

GROcery outlet Altadena
Supervisory District 5
SUPERVISOR BARGER

PARK’S FINEST BBQ
Council District 1
COUNCILMEMBER CEDILLO

APLA HEALTH’S NOLP FOOD PANTRIES
Council District 2
COUNCILMEMBER KORETZ

MORT’S DELI
Council District 3
COUNCILMEMBER BLUMENFIELD

HOLLYWOOD Food Coalition
Council District 4
COUNCILMEMBER RAMAN

CROSSROADS KITCHEN
Council District 5
COUNCILMEMBER KORETZ
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

TOSS IT UP SALADS
Council District 9
COUNCILMEMBER PRICE

HAROLD & BELLE’S
Council District 10
COUNCILMEMBER RIDLEY-THOMAS

MAR VISTA FARMERS MARKET
Council District 11
COUNCILMEMBER BONIN

RICK’S PRODUCE
Council District 13
COUNCILMEMBER O’FARRELL

??
Council District 14
COUNCILMEMBER ??

WATTS COMMUNITY 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 by being present while sharing stories between cultures and practices. While there, I learned 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, 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!

OUR TEAM
CHRISTINE TRAN
Executive Director
ALBA VELASQUEZ
Director of Operations
RONNELL HAMPTON
Policy Manager
NICK FOX ROBBINS
Development & Operations Manager
CHRISTOPHER TEMBLADOR
Business Counselor/Program Associate
DÉJÀ THOMAS
Development & Policy Associate
CLAUDIA MORALES
Consultant
JASMINE ZOZAYA-JOYNET
Operations Manager
JAIRO SANCHEZ
Senior Business Counselor/Program Associate
AMBER OROZCO
Senior Contracts & Operations Associate
CHLOE GREEN
Bill Emerson national Hunger Fellow
HOLLY PETERS
Report Team
ANGEL TRAZO
Report Team

OUR BOARD
RUDY ESPINOZA
Chair
JILL OVERDORF
Vice Chair
MICHAEL FLOOD
Treasurer
PAULA DANIELS
Founding Chair
BRYCE FLUellen
Board Member

LEADERSHIP CIRCLE
ANDREA MISAKO
Azuma Fellow
JEFF BIDDLE
Regional Vice President, Whole Foods
EMELIO CASTÁÑEDA
President, Field Fresh Foods
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
RAY GARCÍA
Chef, Broken Spanish & B.S. Taqueria
ROBERT GOTTLEIB
Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
JOHN GRANT
President, United Food & Commercial Workers Local 770
AMY HAMMES,
Recycling Specialist, Burbank Recycling Center
EVAN KLEIMAN
Chef and Radio Host, KCRW
VERONICA FLORES
CEO, Community Health Councils
AMY KNOLL FRASER
President, Field Fresh Foods
RICK NAHMIAS
Farmer, McGrath Family Farms
PHIL MCGRATH
Farmer, McGrath Family Farms
BOBOT TSE
CEO, Angel City Advisors
DANIEL TELLALIAN
Executive Director, Hunger Action Los Angeles
RACHEL SURLS
Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
AMY KNOll FRASER
Owner I 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
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
CHANCEE MARTORELL
Founder and Executive Director of Thai Community Development Center
MARTHA MATUSUOA
Executive Director, Urban & Environmental Policy Institute
LEAH ROSS
Rural Marketing Coordinator, Brookfield Properties
RAY GARCÍA
Community Health Councils
ANDREA MISAKO
Azuma Fellow
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
RAY GARCÍA
Chef, Broken Spanish & B.S. Taqueria
ROBERT GOTTLEIB
Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
JOHN GRANT
President, United Food & Commercial Workers Local 770
AMY HAMMES,
Recycling Specialist, Burbank Recycling Center
EVAN KLEIMAN
Chef and Radio Host, KCRW
VERONICA FLORES
CEO, Community Health Councils
AMY KNOLL FRASER
President, Field Fresh Foods
RICK NAHMIAS
Farmer, McGrath Family Farms
PHIL MCGRATH
Farmer, McGrath Family Farms
BOBOT TSE
CEO, Angel City Advisors
DANIEL TELLALIAN
Executive Director, Hunger Action Los Angeles
RACHEL SURLS
Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
AMY KNOll FRASER
Owner I 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
CHANCEE MARTORELL
Founder and Executive Director of Thai Community Development Center
MARTHA MATUSUOA
Executive Director, Urban & Environmental Policy Institute
LEAH ROSS
Rural Marketing Coordinator, Brookfield Properties
RAY GARCÍA
Community Health Councils
ANDREA MISAKO
Azuma Fellow
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
RAY GARCÍA
Chef, Broken Spanish & B.S. Taqueria
ROBERT GOTTLEIB
Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
JOHN GRANT
President, United Food & Commercial Workers Local 770
AMY HAMMES,
Recycling Specialist, Burbank Recycling Center
EVAN KLEIMAN
Chef and Radio Host, KCRW
VERONICA FLORES
CEO, Community Health Councils
AMY KNOLL FRASER
President, Field Fresh Foods
RICK NAHMIAS
Farmer, McGrath Family Farms
PHIL MCGRATH
Farmer, McGrath Family Farms
BOBOT TSE
CEO, Angel City Advisors
DANIEL TELLALIAN
Executive Director, Hunger Action Los Angeles
RACHEL SURLS
Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
AMY KNOll FRASER
Owner I 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
CHANCEE MARTORELL
Founder and Executive Director of Thai Community Development Center
MARTHA MATUSUOA
Executive Director, Urban & Environmental Policy Institute
LEAH ROSS
Rural Marketing Coordinator, Brookfield Properties
RAY GARCÍA
Community Health Councils
ANDREA MISAKO
Azuma Fellow
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
RAY GARCÍA
Chef, Broken Spanish & B.S. Taqueria
ROBERT GOTTLEIB
Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
JOHN GRANT
President, United Food & Commercial Workers Local 770
AMY HAMMES,
Recycling Specialist, Burbank Recycling Center
EVAN KLEIMAN
Chef and Radio Host, KCRW
VERONICA FLORES
CEO, Community Health Councils
AMY KNOLL FRASER
President, Field Fresh Foods
RICK NAHMIAS
Farmer, McGrath Family Farms
PHIL MCGRATH
Farmer, McGrath Family Farms
BOBOT TSE
CEO, Angel City Advisors
DANIEL TELLALIAN
Executive Director, Hunger Action Los Angeles
RACHEL SURLS
Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
AMY KNOll FRASER
Owner I 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
CHANCEE MARTORELL
Founder and Executive Director of Thai Community Development Center
MARTHA MATUSUOA
Executive Director, Urban & Environmental Policy Institute
LEAH ROSS
Rural Marketing Coordinator, Brookfield Properties
RAY GARCÍA
Community Health Councils
ANDREA MISAKO
Azuma Fellow
GWENDOLYN FLYNN
Author & Former Policy Director, Community Health Councils
RAY GARCÍA
Chef, Broken Spanish & B.S. Taqueria
ROBERT GOTTLEIB
Executive Director Emeritus, Urban & Environmental Policy Institute at Occidental College
JOHN GRANT
President, United Food & Commercial Workers Local 770
AMY HAMMES,
Recycling Specialist, Burbank Recycling Center
EVAN KLEIMAN
Chef and Radio Host, KCRW
VERONICA FLORES
CEO, Community Health Councils
AMY KNOLL FRASER
President, Field Fresh Foods
RICK NAHMIAS
Farmer, McGrath Family Farms
PHIL MCGRATH
Farmer, McGrath Family Farms
BOBOT TSE
CEO, Angel City Advisors
DANIEL TELLALIAN
Executive Director, Hunger Action Los Angeles
ACKNOWLEDGEMENTS

CLARE FOX  JANINE LIM  BARNEY SANTOS
CEDAR LANDSMAN  KAILIE SNYDER  JOE MANACMUL
ELENA GUEVERA  JUDY HARPER  GRACE SONG
PHYLLIS OWENS  JARED CALL  GREG SMITH
MAMIE FUNAHASHI  GENARO BUGARIN  TAYLOR MAXWELL
JAMES WILLIAMS  ROCIO FLORES  ALISON FRAZZINI
AMANDA COLLIGAN  JESSICA WARD-RAMIREZ  JOHN HAAS
MARIA COLON  CHRISTA CHAMBERS-PRICE  SAENGTHONG
ANGELINA GONZALEZ  ANDREW MCDOWELL  DOUANGDARA
ALEJANDRA GARCIA  JAQUELINE RODRIGUEZ  MAYRA FAVELA
CYNTHIA GOMEZ  EMILY NG  NATALY CASTAÑO

FOUNDING MEMBERS OF LAFPC

JANINE LIM  BARNEY SANTOS
KAILIE SNYDER  JOE MANACMUL
JUDY HARPER  GRACE SONG
JARED CALL  GREG SMITH
GENARO BUGARIN  TAYLOR MAXWELL
ROCIO FLORES  ALISON FRAZZINI
JESSICA WARD-RAMIREZ  JOHN HAAS
CHRISTA CHAMBERS-PRICE  SAENGTHONG
ANDREW MCDOWELL  DOUANGDARA
JAQUELINE RODRIGUEZ  MAYRA FAVELA
EMILY NG  NATALY CASTAÑO
MARIA AQUINO
MAJOR FUNDERS

CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE
CITY OF LOS ANGELES ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT
THE ANGELL FOUNDATION
EAT THE CHANGE
UNITED FRESH
KAISER PERMANENTE
FIRST 5 LA
CHICO NATURAL FOOD COOPERATIVE

COMMUNITY SUPPORTERS

TRUST SOUTH LA
NHF FOUNDATION
LA CAN
API FOOD FORWARD
GENTIFY
COMMUNITY PARTNERS
CONAXION
COMMUNITY HEALTH COUNCILS
Los Angeles Food Policy Council