



Camden Food Economy Strategy:

Role of Institutions in the Food Economy

Strategy Advisory Committee

October 25, 2013

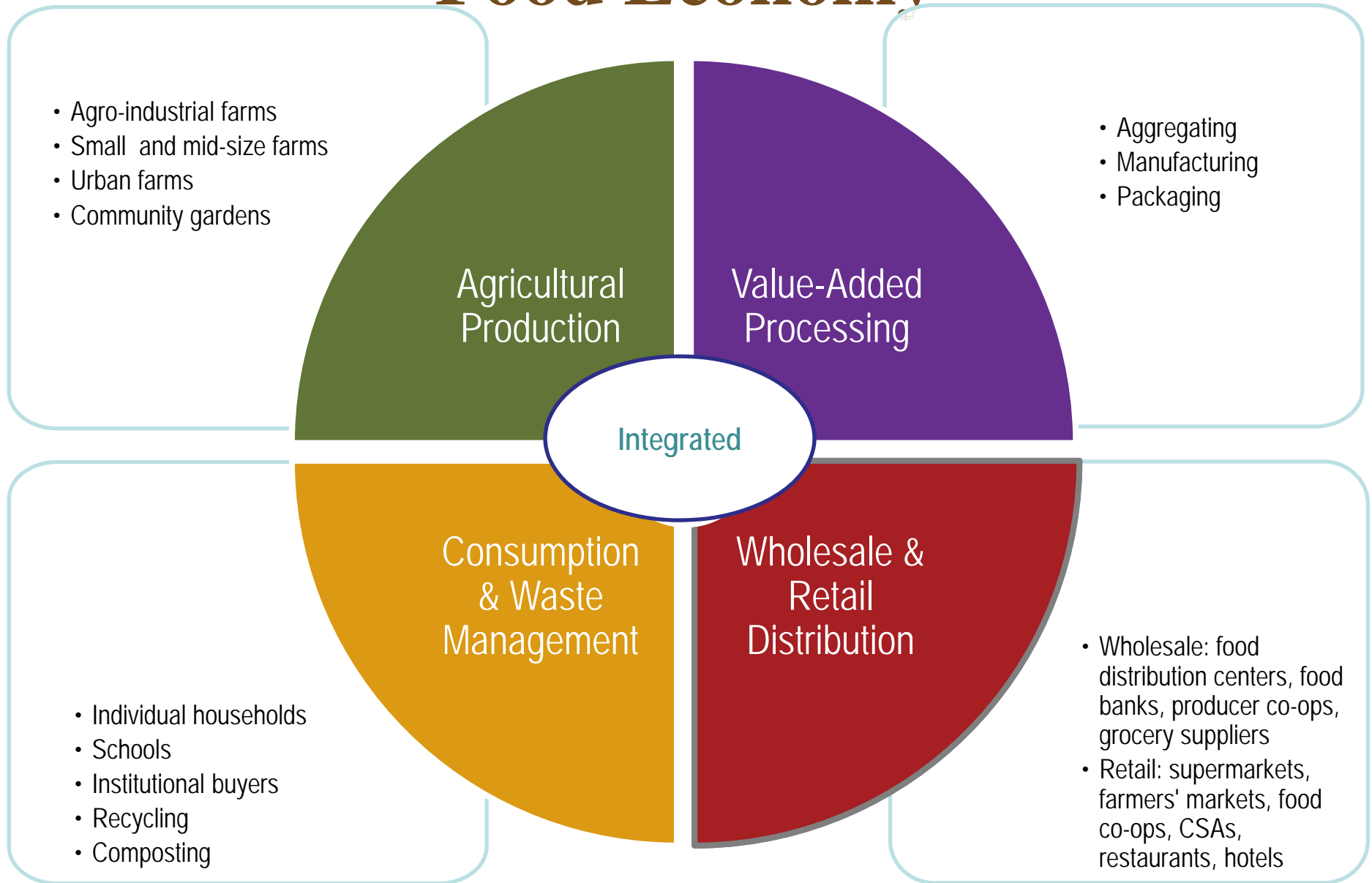
Today's Meeting

- Overview of Food Economy Strategy
- Camden's Institutional Buying Capacity
- Institutional Purchasing Example
- Discussion: Priorities
- Next Steps

Camden Food Economy Strategy

- Co-Investment between **Campbell Soup Company** and **DVRPC**
- Food System vs. **Food Economy**
- Study vs. **Strategy**
- 24-month timeline
 - About 9 months remaining
- Project Team

Food Economy



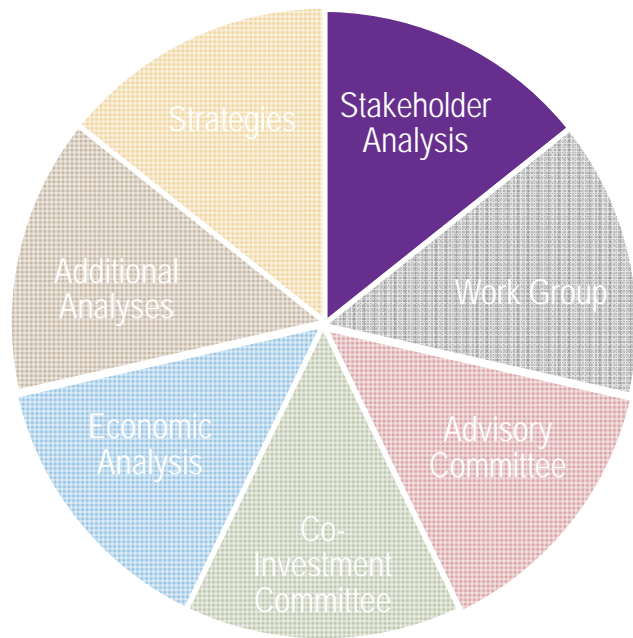
Courtesy of TRF, Opportunity Finance Fund, and CDFI Fund

Camden Food Economy Strategy

- **Project's Goal:**
 - Through coordinated work and research with a team of partners, create a strategy that identifies stakeholders, funders, current projects and investments, and strategies that are improving and will improve Camden City's Food System and Economy.

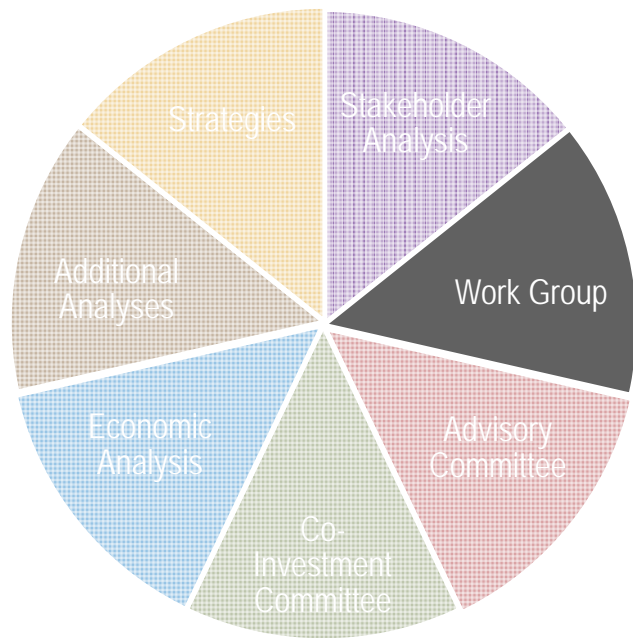
Pieces to the Strategy





Pieces to the Strategy: Stakeholder Analysis

- Learned who is doing what, where, and with whom
- Identified top priorities:
 - A lot of great things already happening in Camden
 - (Healthy) food access is of paramount concern
 - Access is both an issue of supply and demand
 - Economic development and job creation are key
- Gathered initial recommendations/strategies



Pieces to the Strategy: Work Group

- Meets every few months
- Provides early feedback
- New members are welcome any time
- Plugs into Campbell's Investee Work Group structure
 - Other Work Groups: Nutrition Education, Physical Access, Public Will



Pieces to the Strategy: Advisory Committee

- Meets on an ad hoc basis
- Creates and implements strategies
- Aids in getting community feedback
- New members can join at any time
- First official meeting was January 18, 2013
- Next meeting in January 2014



Delivering Nourishment. Improving Health.



Camden Redevelopment Agency

camden county Improvement Authority



Bristol-Myers Squibb Company



Bridge of Peace COMMUNITY CHURCH



Heart of Camden



LOURDES HEALTH SYSTEM

New Jersey Partnership for Healthy Kids

Communities Making a Difference to Prevent Childhood Obesity



The Food Trust



COOPER'S FERRY PARTNERSHIP LIVE | WORK | INVEST | CAMDEN



SHAPINGNJ



GREENSGROW FARMS CAMDEN NEIGHBORHOOD MARKETS



THE REINVESTMENT FUND Capital at the point of impact.

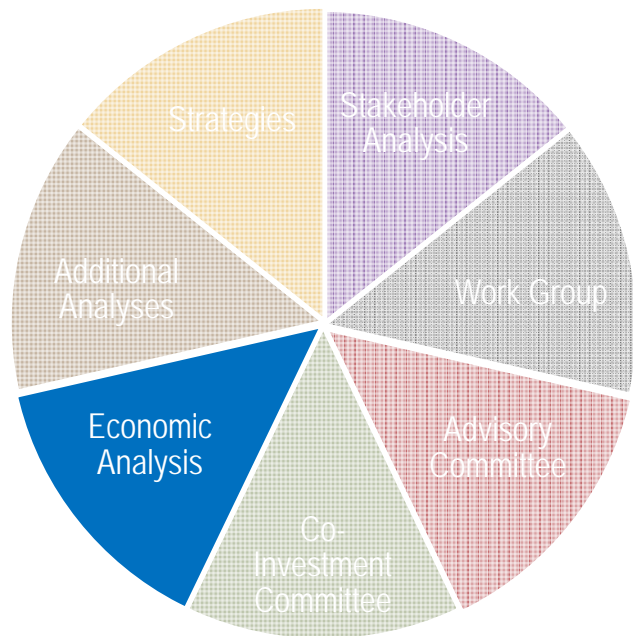


Respond Inc. Founded 1967

Pieces to the Strategy: Co-Investment Committee



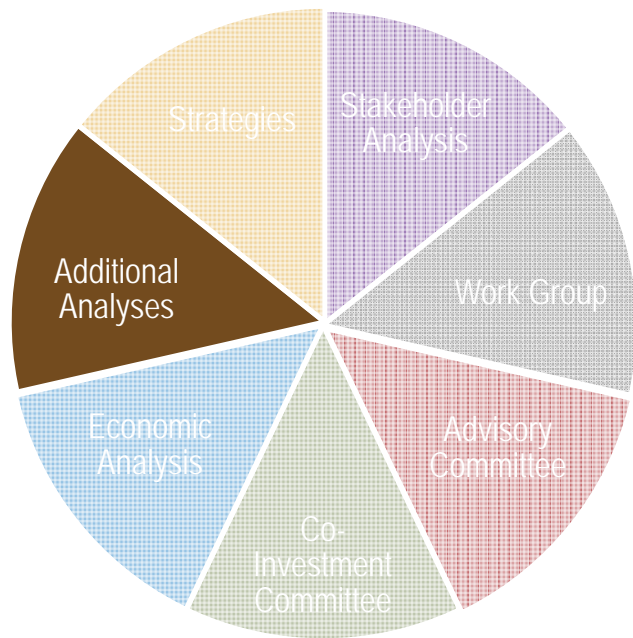
- Meets ad hoc to review different opportunities



Pieces to the Strategy: Economic Analysis



<i>NAICS Description</i>	<i>NJ</i>	<i>DE</i>	<i>PA</i>	<i>MD</i>
Chemical Manufacturing	2.19	2.76	0.72	0.76
Water Transportation	2.10	0.00	0.32	0.11
Fishing, Hunting and Trapping	1.91	0.72	0.00	0.25
Transit and Ground Passenger Transportation	1.89	1.29	1.44	1.03
Merchant Wholesalers, Nondurable Goods	1.65	1.57	0.83	0.79
Leather and Allied Product Manufacturing	1.60	0.00	0.00	0.00
Support Activities for Transportation	1.46	1.01	0.61	0.89
Securities, Commodity Contracts, and Other Financial Investments	1.43	1.47	0.78	1.09
Management of Companies and Enterprises	1.39	1.40	1.06	0.86
Warehousing and Storage	1.37	0.00	1.40	1.11
Electrical Equipment, Appliance, and Component Manufacturing	1.29	0.94	1.17	0.07



Pieces to the Strategy: Additional Analyses

- Land Use and Economic Development – DVRPC – Completed
- Institutional Buying – TRF – Ongoing
- Others to be determined. Possibilities:
Entrepreneurial and workforce development; healthcare; nutrition assistance programs

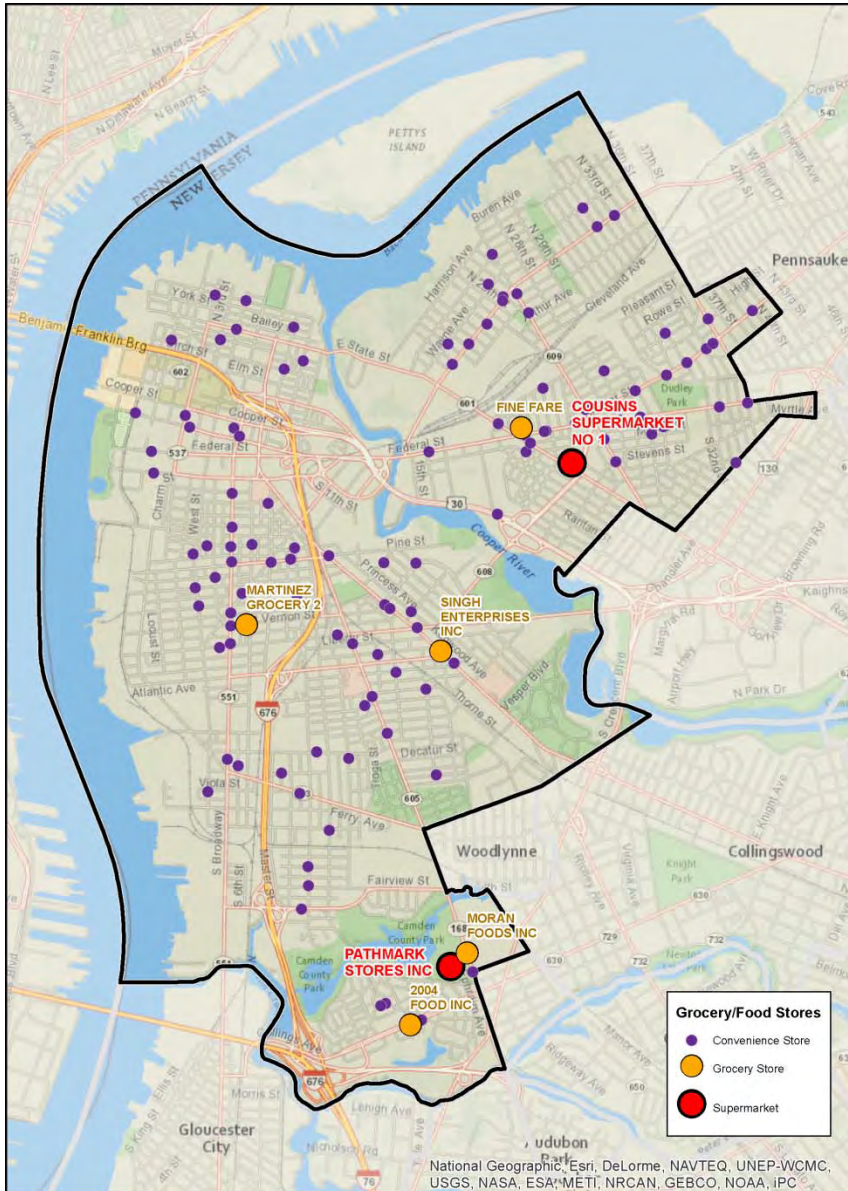
CEDS: Eight Overall City Priorities



- Connect Downtown
- Develop the North Waterfront
- Complete Ferry Ave T.V.
- Rebuild Lanning Square ES & Improve Neighborhood
- Develop New Supermarket(s)
- Support the Port
- Improve Admiral Wilson Blvd
- Assess & Collect Taxes Fairly and Consistently



CEDS: New Supermarket Development



- Demand/shortage: Minimum of 60,000 SF of high-performing new store space
- Up to 150,000 SF
 - Assumes some existing stores are low quality stopgaps filling the void

New Supermarket Development



Photo Credit: The Philadelphia Inquirer.

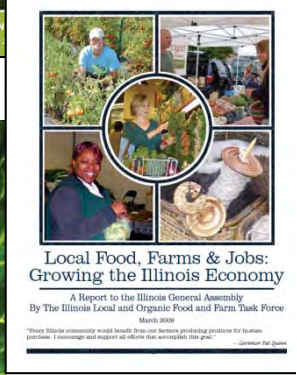
- Loss of Pathmark (48,000 SF) means new shortage is 108,000-198,000 SF
 - Sept. closing
 - “Unprofitable, lease expiring next year”
- What may fill the shortage:
 - Recent 16,000 SF Fine Fare
 - Proposed 55,000 SF Ferry Ave. T.V. store
 - Proposed 75,000 SF ShopRite





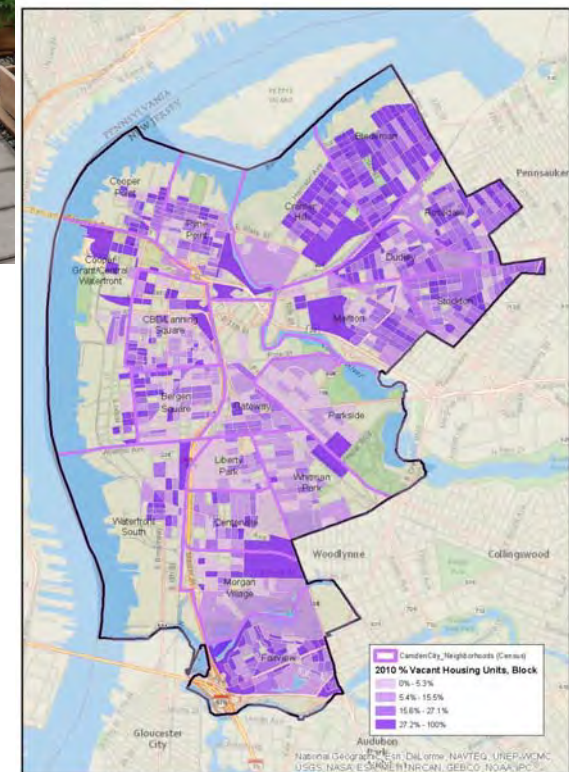
Pieces to the Strategy: Strategies

- Strategies identified through:
 - Analysis
 - Work Group Meetings
 - Community Conversations at Campbell's
 - Co-Investment Committee Meetings
 - Advisory Committee Meetings
 - Best Practices



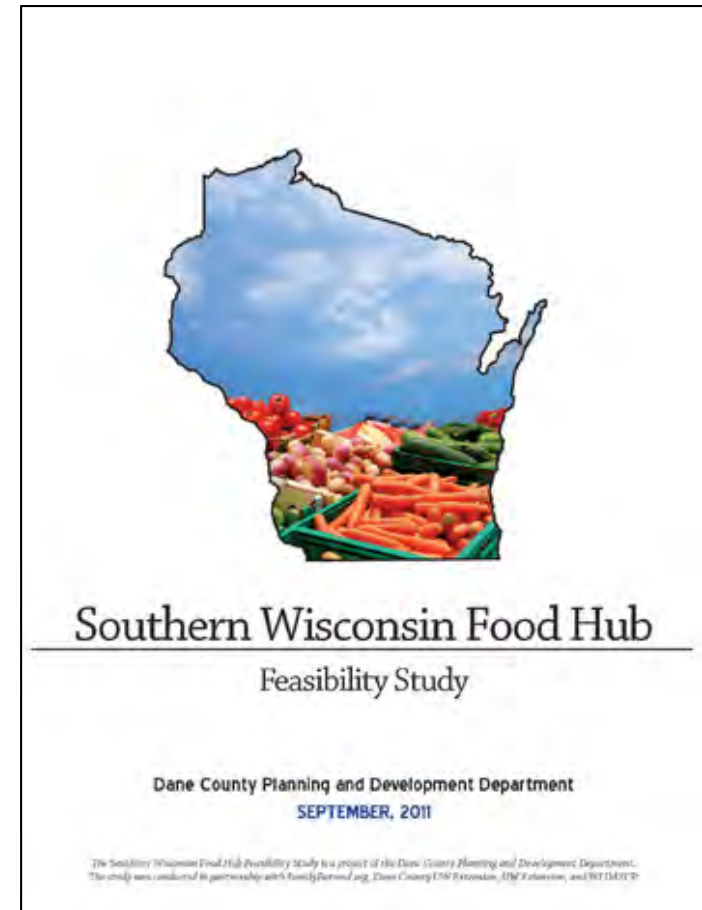
Land Use/Economic Development Priorities

- Create a prioritized land inventory
- Adopt agricultural zoning or urban farm zoning
- Create a Food Innovation District
- Advocate or access state level incentives for food-related businesses
- Create a business attraction incentive that requires employing a # of Camden residents



Land Use/Economic Development Write-in Recommendations

- Create a Food Hub (4)
- Conduct more outreach to food businesses about locating in Camden City (2)
- Create “Charitable Capital” Initiative (1)



Actionable Ideas for Food Economy: Institutions



Hospitals host weekly farmers markets and/or daily fresh food carts?



- Hospitals are already community anchors
- Mix of incomes, ethnicities, etc.
- Stream of everyday customers (employees) and occasional customers (patients and visitors)
- Are financial incentives needed?
- Who owns and/or operates cart?
 - Philadelphia piloted a healthy cart initiative
 - Only 1 worked, which was in a hospital

Collaborate with hospitals and new medical school to conduct clinical research on food-related initiatives

- Suggested by The Food Trust
- Opportunity to apply for joint funding
- Evaluation
- How are these partnerships created?
- Who needs to be at the table?



Develop a Camden School Food Network

- Suggested by NJ Healthy Kids Partnership
- Share knowledge among professionals
- Create larger buying power
- Share kitchen facilities
- Does this already exist in other forms?
- Can it include public, charter and Catholic schools?



Create a “Fresh Rx” program with prescriptions for healthy food



- Doctors/nurses “prescribe” healthy food to patients, offer nutrition counseling
- Patients “fill prescription” at participate store or food cart
- How is nutrition integrated into medical training?
- How is prescription turned into habit?
- Local and national pilot programs:
 - St. Christopher’s Hospital for Children (Philadelphia)
 - Wholesome Wave (national)

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