



Camden Food Economy Strategy:

Land Use & Economic Development

Strategy Advisory Committee

July 18, 2013

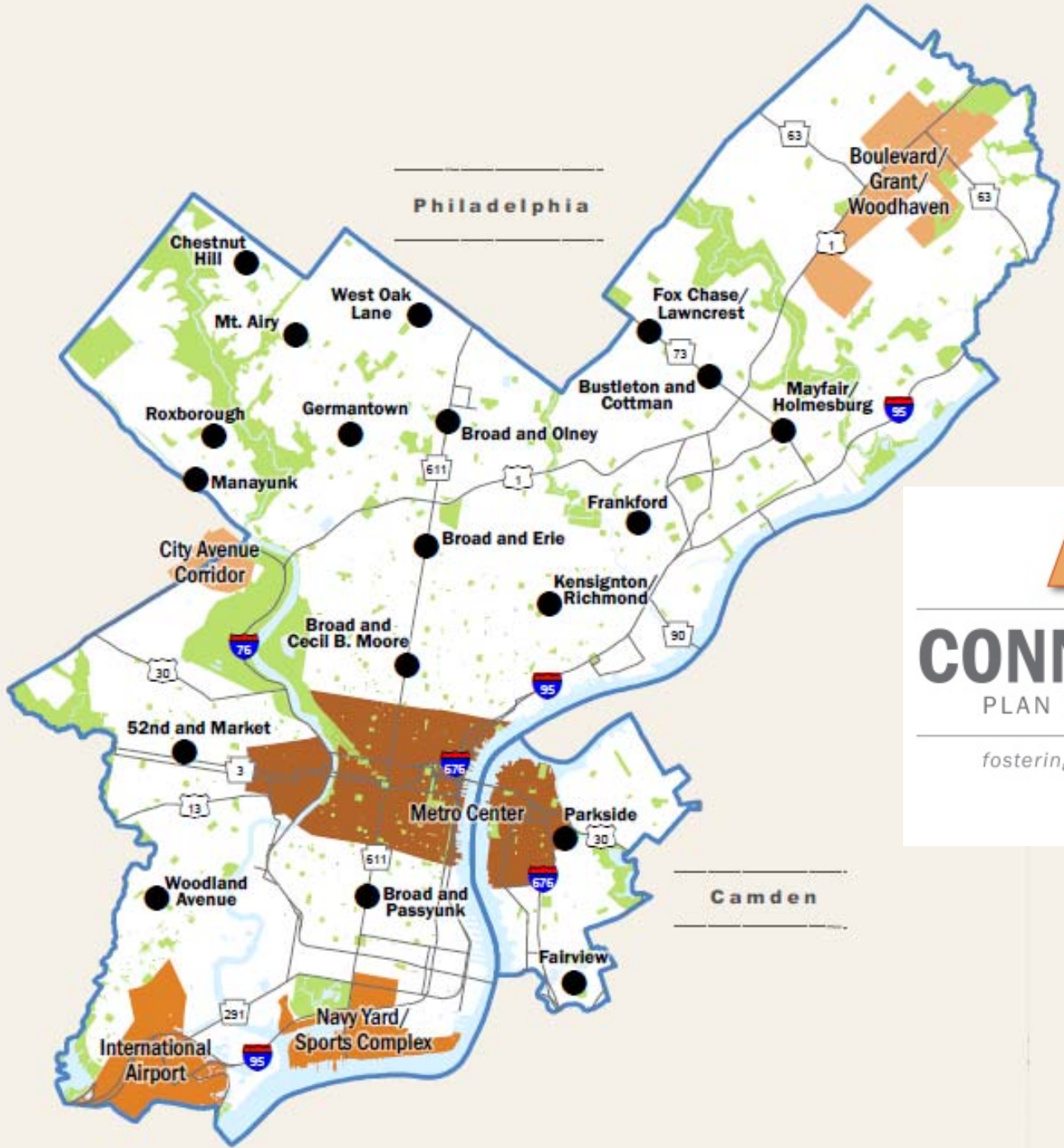
Today's Meeting

- Overview of Food Economy Strategy
- The Camden Region's Economic Base
- Plan Review: Land Use & Economic Development
- Discussion: Priorities
- Next Steps

Overview of DVRPC

- Philadelphia's Metropolitan Planning Organization (MPO), created in 1965
- Interstate, intercounty, and intercity agency
- Prioritize transportation funding
- 2 States, 9 Counties, 352 Municipalities
- Issue areas – Transportation, Land Use, the Economy, and the Environment





CONNECTIONS 2040

PLAN FOR GREATER PHILADELPHIA

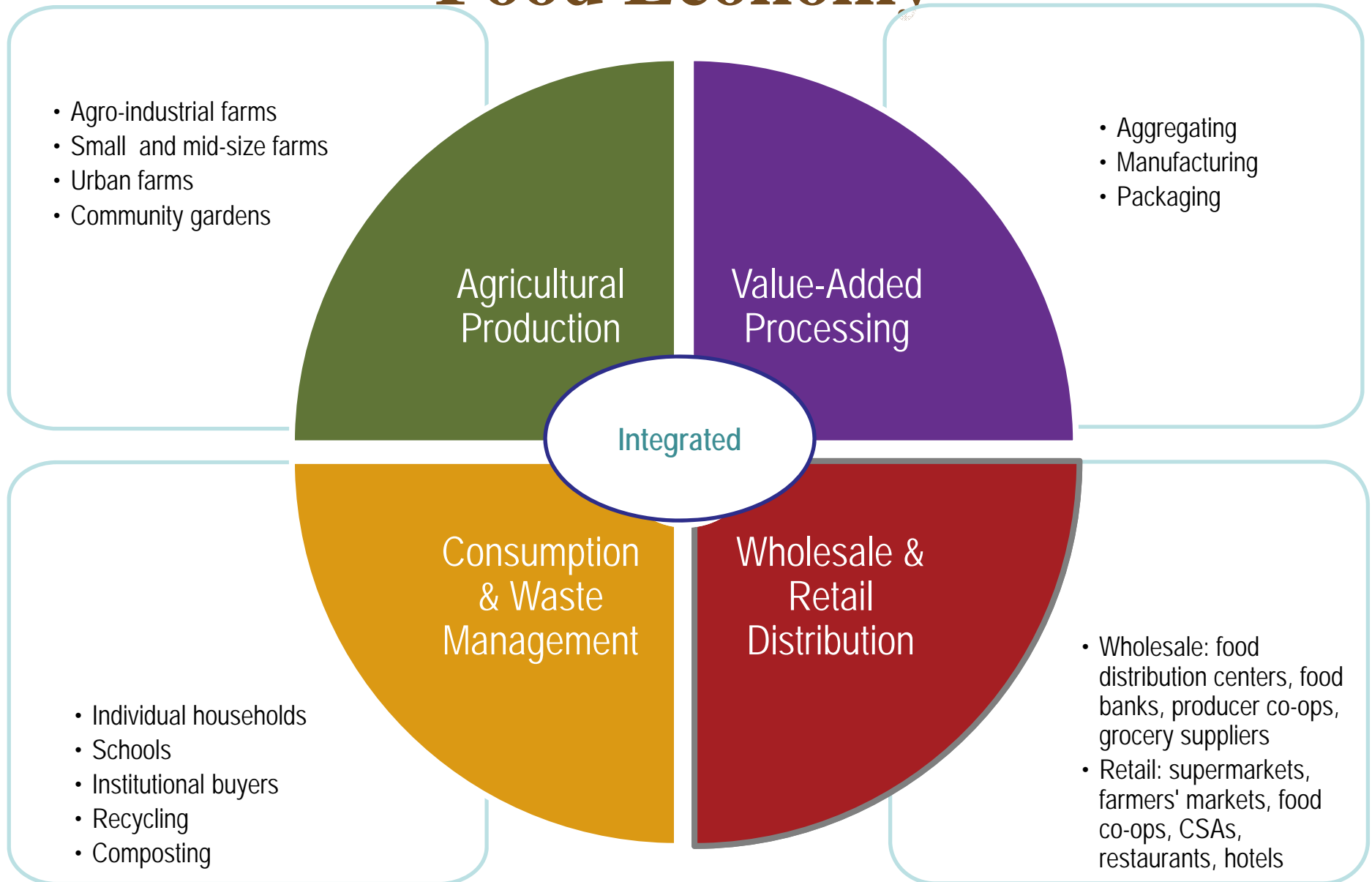
fostering sustainability, equity and innovation



Camden Food Economy Strategy

- Co-Investment between **Campbell Soup Company** and **DVRPC**
- Food System vs. **Food Economy**
- Study vs. **Strategy**
- 24-month timeline
 - About 12 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: 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 Fall



Delivering Nourishment. Improving Health.



Camden Redevelopment Agency

camden county

Improvement Authority



New Jersey Conservation Foundation

common market



Bristol-Myers Squibb Company



Bridge of Peace Community Church



Heart of Camden

Campbell's Healthy Communities



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

Johnson & Johnson



RAY & JOAN Kroc CORPS COMMUNITY CENTER CAMDEN

TRE

THE REINVESTMENT FUND Capital at the point of impact.

The Cooper Health System

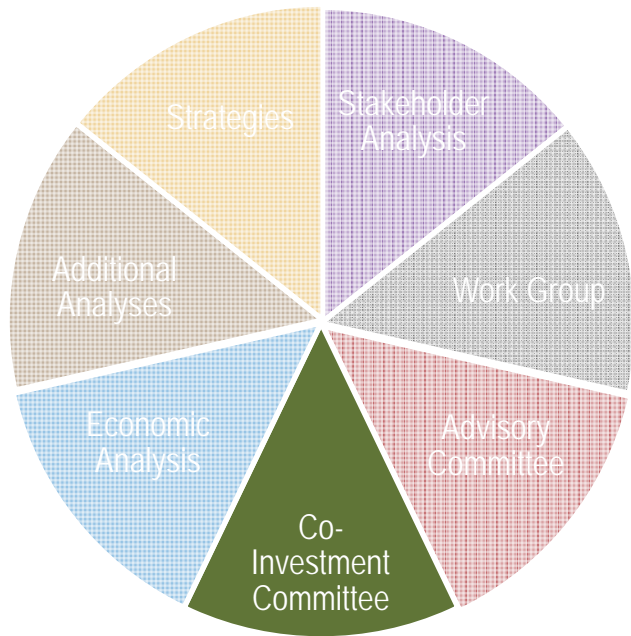
Virtua



the Y FOR COMMUNITY YMCA and Co. Wells Fargo Regional Foundation



Pieces to the Strategy: Co-Investment Committee

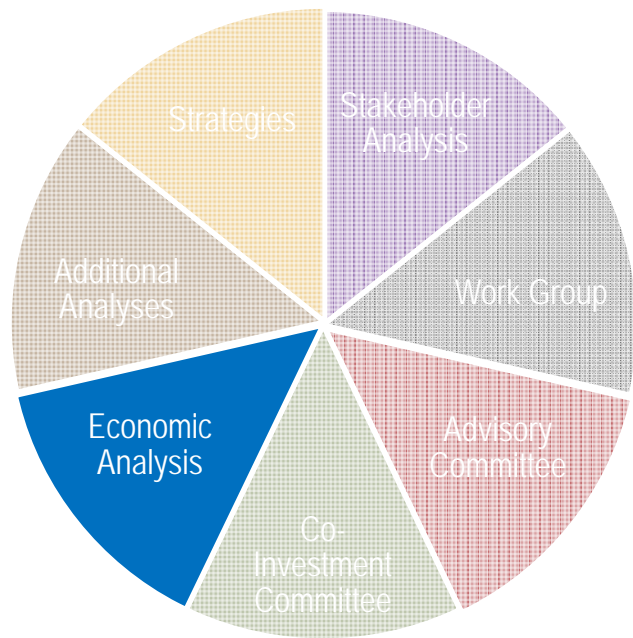


- Meets ad hoc to review different opportunities:
- Identifies and discusses early actions
- Creates and implements strategies



Pieces to the Strategy: Stakeholder Analysis

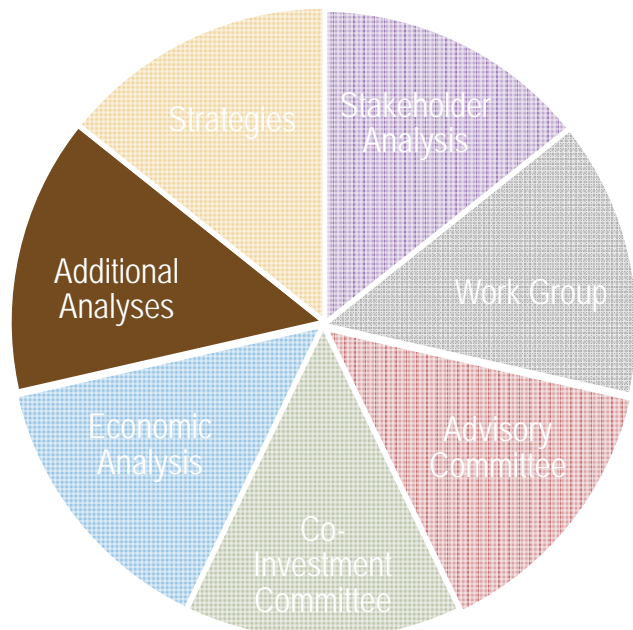
- Learned who is doing what, where, and with whom
- Identified top priorities:
 - A lot of great things already happening in Camden
 - (Healthy) food access is of paramount concern
 - Access is both an issue of supply and demand
 - Economic development and job creation are key
- Gathered initial recommendations/strategies



Pieces to the Strategy: 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



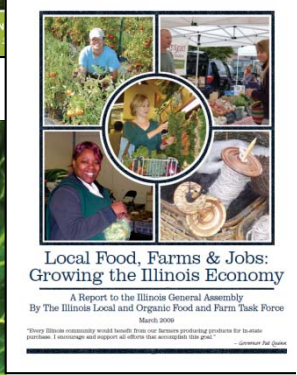
Pieces to the Strategy: Additional Analyses

- Stakeholder Analysis – DVRPC – Completed
- Economic Base Analysis – TRF – Completed
- Land use and Economic Development – DVRPC – Completed
- Institutional Buying – TRF – Ongoing
- Others to be determined. Possibilities:
 - Emergency Food... Nutrition Assistance Programs... School Food... Healthcare... Others



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



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