

**Movement Building in
Action:
Building out the New York
City Good Food
Purchasing Policy
Campaign**



Community Food Advocates

- We build creative, strategic coalitions, guided by solid policy and budget analysis, and fueled by the full partnership and engagement of the people most directly affected by the issues. This strategy achieves real change through high-impact policies that lead to long-term solutions to causes of the City's food access problems.
- Our main initiatives include:
 - Publicly funded food and income support programs
 - Lunch 4 Learning Campaign
 - Our School Our Food
 - Gentrification and Food Access
 - Good Food Purchasing Policy

Building Partnerships as a Guiding Principle



Power Mapping

- Identifying key stakeholders and potential allies
- In New York City:
 - o Local & regional community based stakeholders
 - o Mayor's Office of Food Policy
 - o Agencies:
 - o Food service directors, procurement managers



Research to Support Advocacy

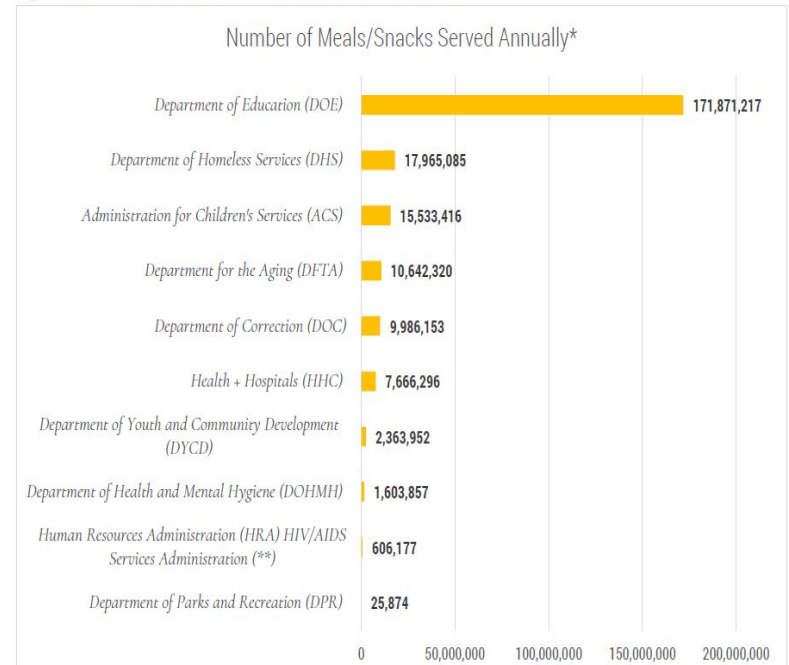
- Building off of power mapping efforts
- Approach must be multi-faceted and dynamic to understand the complexities of the food landscape in question
 - Uplifting community expertise
 - KEY: Those closest to the problem need to be driving the development of solutions
 - Backing advocacy up with numbers
 - Who and what are you trying to impact?
 - What can the potential impact be?



Envisioning the Impact of the GFPP in NYC

- **Who is consuming the food?**
 - Seniors, students & children, incarcerated individuals, those under medical care
- **Shifting from a solely consumer centric focus to identify and envision what this means for the greater impact throughout the food supply chain**
 - EX: Identifying number of meals served as a way to engage with & communicate reach of GFPP (to prospective partners, elected officials, and other stakeholders identified)

Figure 1. NYC Institutional Meal Data. Source: Food Metrics Report 2018



Coalition Building Process in Action



- **Leveling the Playing Field: Partnerships between hyperlocal, local and national experts**
 - Recognize that expertise can look a number of different ways
 - Ex: Simultaneously uplifting community based organizations and stakeholders, urban growers and food justice advocates, technical experts (both local and nat'l)
- **Support from: Peer-to-Peer Network, FCWA, and Center for Good Food Purchasing**

NYC Good Food Purchasing Policy Coalition In Action

- Comprised of 5 working groups that align with the 5 GFPP value areas: Local Economies, Valued Workforce, Animal Welfare, Nutrition, and Environmental Sustainability
- Monthly working group meetings
 - o Technical experts
 - o Political advocacy
 - EX:
 - Development of policy recommendations
 - Testifying at NY City Council Hearing on 09/18/19
 - Working with the GFPP Bill sponsor to build out the substantive policy
- Quarterly Coalition Meetings
- Farmers and Workers Listening Sessions



New York City Good Food Purchasing Policy Coalition



What's Next?

- Codify Good Food Purchasing legislation on the City level
- Continued cultivation of relationships with City agencies
- Farmers Listening Sessions
- Opportunities for a New York State wide GFPP Campaign?
 - Early Stages: Thoughts on trajectory of the future of the campaign?
 - GFPP Bill at the State level?
 - Amending General Municipal Law 103?

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