


# FOOD POLICY COUNCILS IN THE SUNFLOWER STATE:

*Achieving local food system  
change, and how  
the Kansas Alliance for  
Wellness can help*

**Pathways Learning Session  
April 28, 2021**





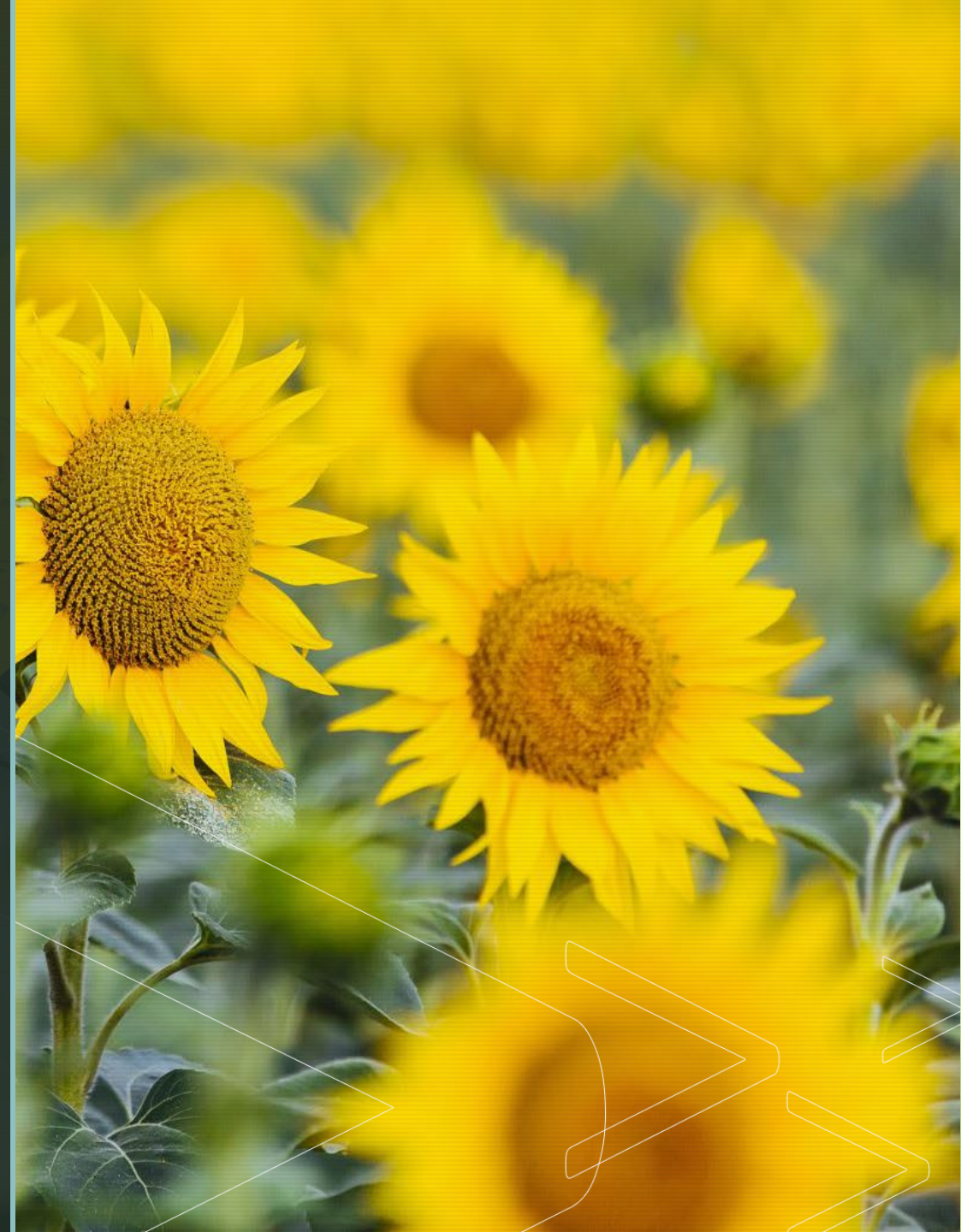
**Kansas Food Policy Councils:** Who they are and what they do

**The Kansas Alliance for Wellness:** Shared learning and technical assistance for the food system changemaker

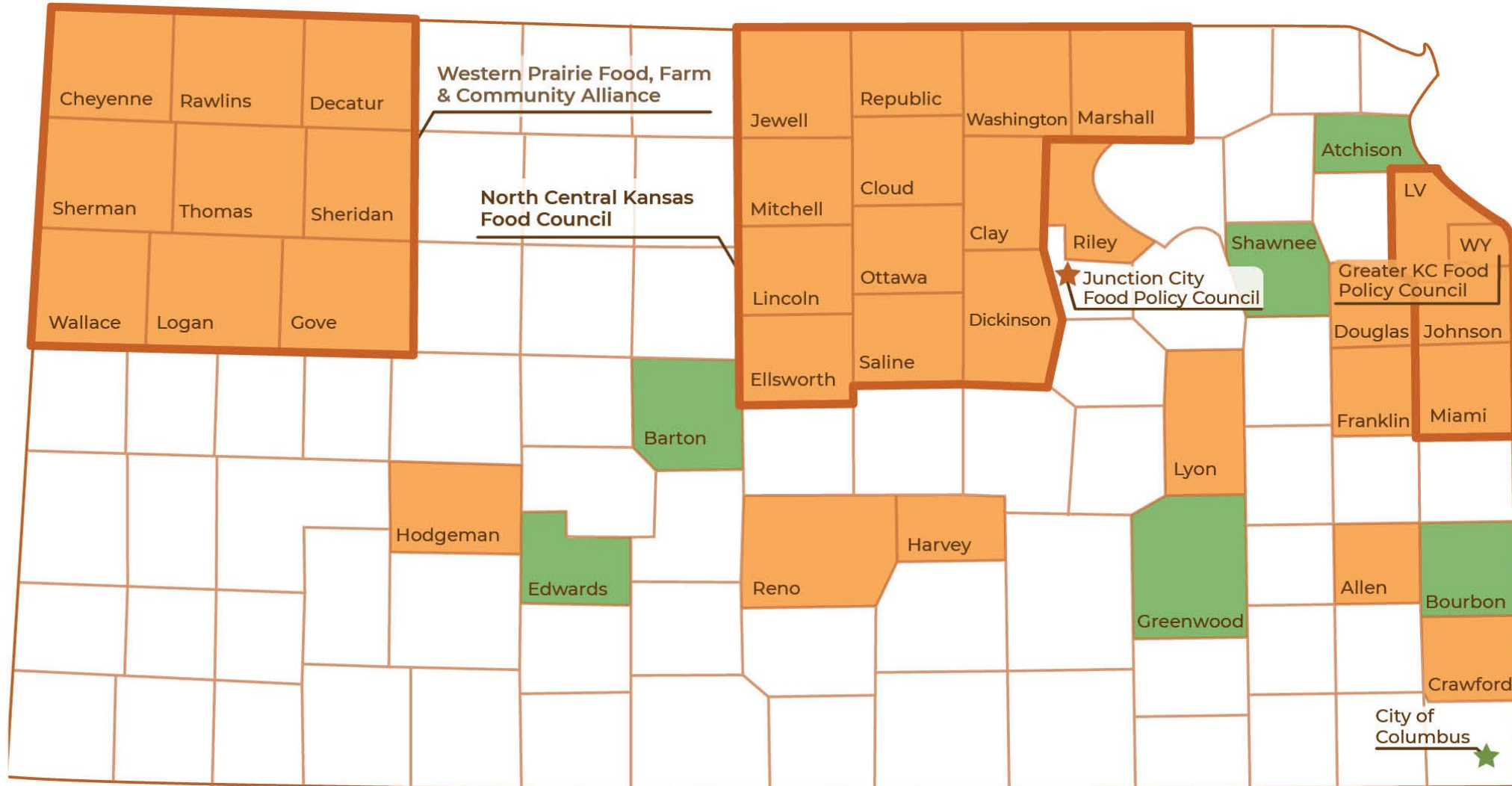
**Question & Answer**

# KANSAS FOOD COUNCIL 101

- 26 councils covering 42 counties
  - 76% of Kansans represented
- 'Food, farm, and policy councils'
- A coalition of concerned citizens, but formal:
  - Governmental
  - Grassroots
  - Hybrid
- Most operate in an advisory capacity for their local government



# Kansas Food & Farm Councils 2020



■ Current Council   ■ Emerging Council



# FUNCTION OF A FOOD COUNCIL



*Identify food system gaps; set priorities; and advance policy, systems, and environmental change*

# Harnessing Crisis: Food council work in 2020

## Emergency Food Access

- USDA Food Box Distribution
- Increased planting at community gardens to supplement local pantries
- SNAP outreach

## Equity Initiatives

- Restructured to increase diversity
- Formed RE task forces
- Prioritized minority-owned businesses when providing grant aid

## Advocacy

- Lobbying calls to Sen. Roberts
- Sign-on letter and campaign participation

**\$4.6M** in COVID relief funds

96 letter sign-ons for nutrition waiver extensions

2 new councils formed



# Call Us “KAW”

- Funded by KHF
- Moved to KC Healthy Kids in 2020
- Networked approach to food systems change
  - Shared learning and peer-to-peer connection
  - Responsive to individual council needs while advancing statewide priorities
- Services are provided free of charge in exchange for network participation
  - “You get out of a network what you put into it.”



# WHAT WE PROVIDE...

## TECHNICAL ASSISTANCE

- Guidance for council development or expansion (bylaws, community presentations, guidance on council structure etc.)
- Strategic planning and work plan assistance
- Extensive tools and resources designed to respond to emerging council needs
- 1-1 leadership coaching
- External grant notifications and application assistance
- Regular trainings and webinars

## POLICY AND ADVOCACY SUPPORT

- Policy research
- Policy language review and guidance
- Monthly state and federal policy updates
- Action alerts and lobby opportunities
- Local/ state policy agenda guidance

## NETWORK ENGAGEMENT

- Monthly statewide calls
- Annual network convening
- Leadership opportunities
- Shared learning from councils and statewide stakeholders





# MEET OUR TEAM

**Miranda Klugesherz**

Director

**Eileen Horn**

Policy & Advocacy Consultant



**Beth Low-Smith**

VP, Policy

KC Healthy Kids

**Andrea Clark**

Policy and Planning Associate

KC Healthy Kids

# CONTACT US

**Miranda Klugesherz**

Director

Kansas Alliance for Wellness

[mklugesherz@kchealthykids.org](mailto:mklugesherz@kchealthykids.org)





# FOOD SYSTEM PLANNING:

YOUR COMMUNITY'S PATHWAY TO  
BETTER HEALTH, WEALTH AND EQUITY



Blue Cross and Blue Shield of KS  
*Pathways to a Healthy Kansas*  
Learning Session  
April 28, 2021

# INTRODUCTION



New Venture Advisors is a certified woman-owned small business (WBENC, WOSB) with consultants in Chicago IL, Grand Rapids MI, Lawrence KS, Worcester MA, Charleston SC and Branson MO.

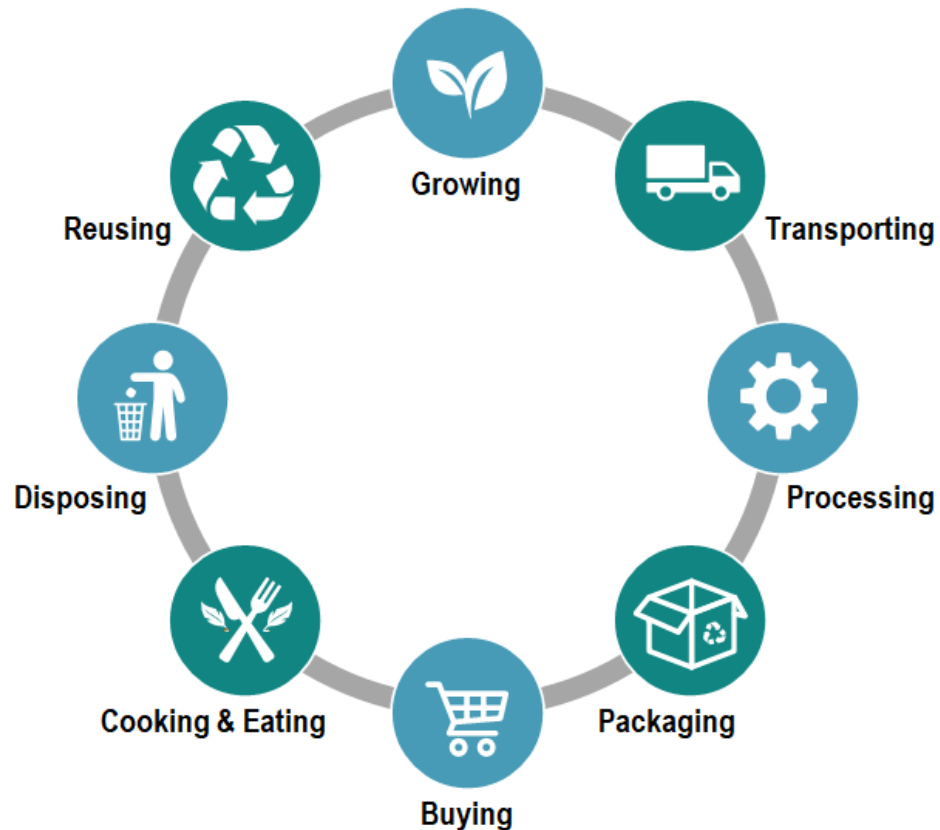


**Kathy Nyquist, Founder and Principal**  
(773) 245-3570 phone  
(773) 857-5636 fax  
[knyquist@newventureadvisors.net](mailto:knyquist@newventureadvisors.net)

**New Venture Advisors LLC**  
630 W. Wrightwood Ave. 5W  
Chicago, IL 60614  
<https://newventureadvisors.net/>

- **New Venture Advisors (NVA)** is a strategy consulting firm specializing in food system planning and food enterprise development.
- Over the last decade we have helped our clients develop food systems through **strategic investments and creative planning and programming.**
- Our expertise cuts across every food system sector, channel and stakeholder group, and goes deep in rural and urban food access.

# WHAT IS A FOOD SYSTEM PLAN?



*As defined by the American Planning Association:*

“A set of interconnected, forward-thinking activities that strengthen a community and regional food system **through the creation and implementation of plans and policies.**”

# WHAT CAN A FOOD SYSTEM PLAN HELP US DO?



Foster profitable agriculture and food business,

Support entrepreneurs in agriculture and food,



Increase access to healthy foods,

Support skills in gardening and food preparation,



Protect soil, water, and air quality,

Reduce food waste,

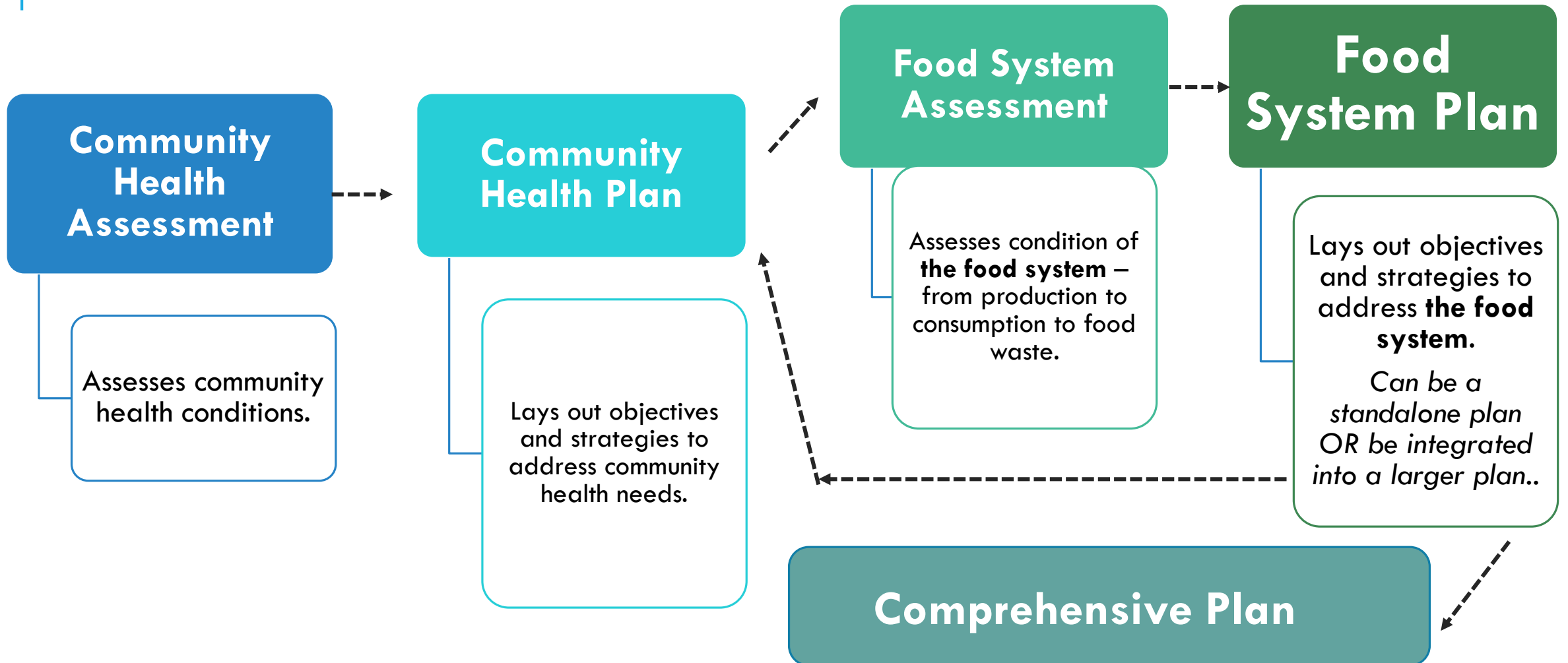


Celebrate diversity of food and agriculture in our community,

Empower all to participate in the food system.



# A FOOD SYSTEM PLAN'S COUSINS:



# WHAT'S IN A TYPICAL FOOD SYSTEM PLAN?



## GOALS

General statements of desired outcomes for the community's food system.



## OBJECTIVES

More specific, measurable strategies to guide local work to reach each goal. Each goal has multiple objectives that support it.



## ACTION STEPS

Specific policies, programs, and initiatives prioritized to meet goals



# EXAMPLE: DOUGLAS COUNTY, KS COMPREHENSIVE PLAN

## Food Systems Language in Comp Plan:

1.1 Consider the goals and policies of the Food Policy Council when creating land use plans and reviewing development applications.

1.2 Strengthen collaboration among public, private, and community partners to ensure a robust food system.

2.1 Develop support for economic development and business support services tailored to a diversified agricultural system,

3.1 Develop infrastructure to support food waste diversion and expand food rescue efforts to feed our community

3.2 Support the availability and accessibility of culturally significant foods and traditions for all members of the community.

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### Maps

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[Future Land Use](#)

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[Parks & Open Space](#)

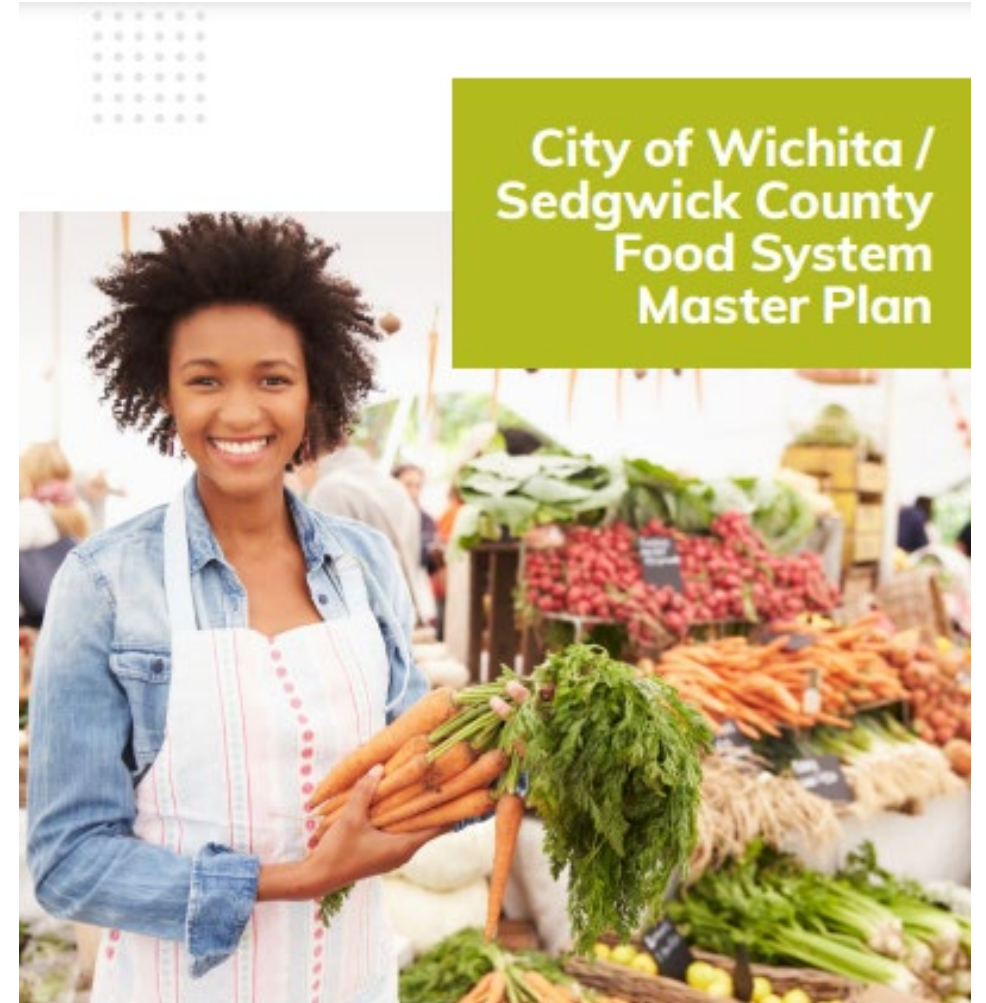


# EXAMPLE: WICHITA-SEDGWICK COUNTY FOOD SYSTEM MASTER PLAN

**Goal 1:**  
Foster food system coordination & education

**Goal 2:**  
Improve access to healthy food

**Goal 3:**  
Increase local food production



# EXAMPLES OF PLAN ACTION STEP LANGUAGE:

## Wichita-Sedgwick County Plan:

- Fully fund K-State Research and Extension's consumer education programs.
- Create or assign a staff liaison to help local food producers navigate city and county policies and permits related to food production.
- Research the feasibility of greater city involvement in trash hauling services to steer service towards food waste collection and composting.
- Encourage the state to reduce or eliminate the sales tax on groceries.
- Assess the current bus system and identify changes to routes to add additional stops at grocery stores or food outlets.

## Douglas County Plan:

- Identify alternative vegetation management policies for public roadsides to guide strategic weed control and establish native plants.
- Target small business support to benefit immigrants, low-income residents and peoples of color.
- Expand food production on public land. . Integrate fruit tree plantings and harvest programming as part of Park and Recreation operations.
- Encourage and enable on-farm gleaning programs with area growers.
- Invest in signage, shared infrastructure, and coordinated marketing to support Douglas County farmers markets.

# FOOD SYSTEMS PLANNING PATHWAYS

## Food Planning Pathways activities could include:

- exploring the feasibility of developing a food systems plan,
- creating of a food systems plan,
- enhancing or expanding an existing food systems plan,
- evaluating an existing food systems plan,
- or exploring the sustainability of an existing food systems plan through finding additional funding and/or community partners.

*Food systems plans must be adopted by the local government through a resolution or ordinance.*



PATHWAYS to a  
HEALTHY  
KANSAS

# GENERAL PROCESS OUTLINE:



# WHO SHOULD BE AT THE TABLE?

**Steering Committee** to lead the process:

- Leadership of council or coalition
- Key stakeholders from food system sectors

**Staff support** from lead organization(s), city, county:

- Planning Dept. staff
- Communications staff
- City/County Management

**Consultant or researcher**



# GETTING YOUR PLAN ADOPTED:

01

Share food plan goal, project plan with elected officials.

02

Ask for their support and participation in the project.

03

Conduct food system planning process. Invite elected officials to participate throughout!

04

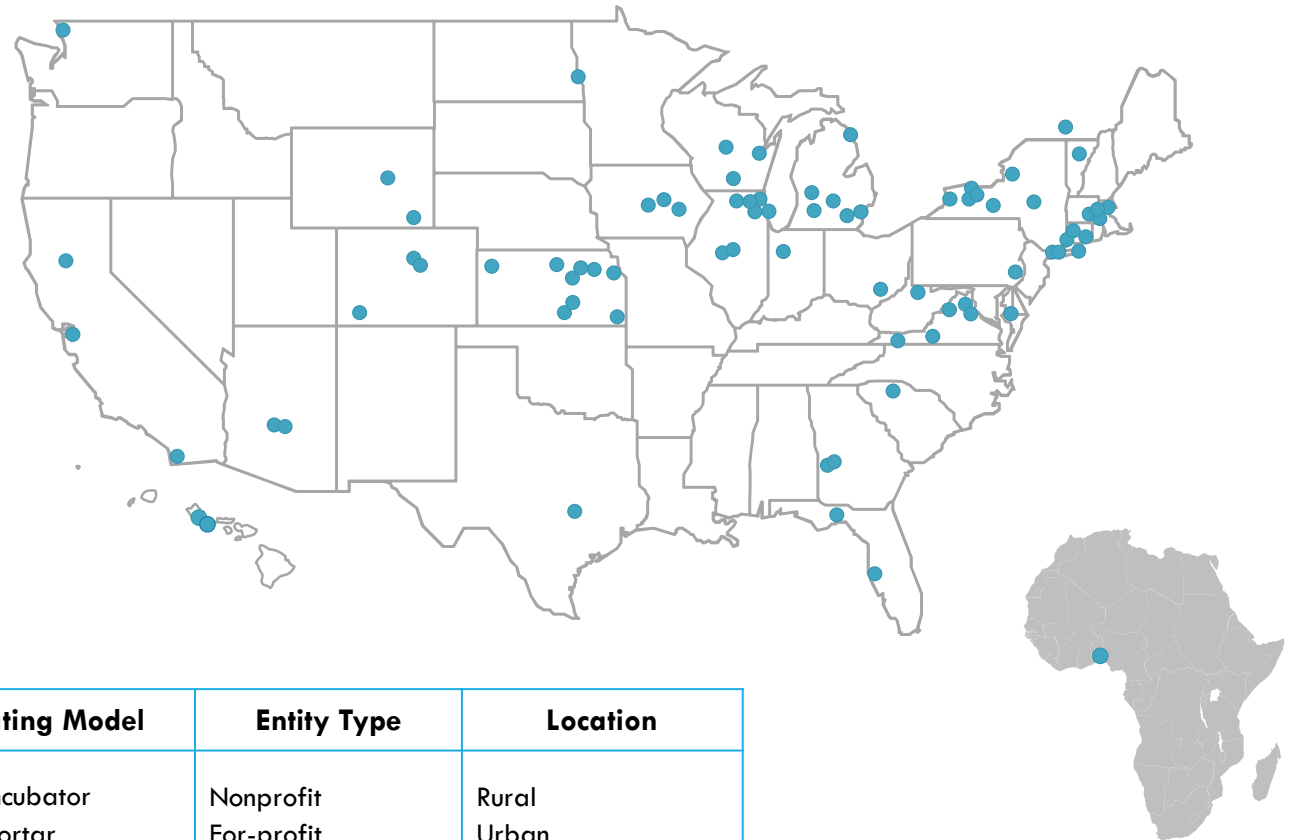
Work with Planning Dept. and Management staff directly to navigate adoption route for your community.

05

Adoption by Planning Commission with recommendation to City/County.  
City/County officials formally adopt the plan.

# NEW VENTURE ADVISORS' PROJECTS

**Projects span the value chain and across commodity types, operating models, location and scale, from a 400 square foot processing kitchen in rural Illinois to a 33-acre aggregation center in northern Virginia. Each has been designed to suit the local landscape. While their business models vary considerably, they are similar in their focus on shortening supply chains, strengthening local food systems and economies, and providing community and environmental benefits.**



Stage in Value Chain	Commodity Category	Operating Model	Entity Type	Location
Farming & Production	Produce	Business Incubator	Nonprofit	Rural
Aggregation & Distribution	Meat	Brick & Mortar	For-profit	Urban
Processing & Value-Addition	Dairy	Virtual & Networked	Cooperative	Peri-urban
Grocery & Foodservice	Grains	Value Chain Facilitator	Public/private	Emerging markets
	Specialty Foods			



# QUESTIONS?

**Kathy Nyquist**

Principal

[knyquist@newventureadvisors.net](mailto:knyquist@newventureadvisors.net)

(773) 245-3570

**Eileen Horn**

Project Manager

[eileen@newventureadvisors.net](mailto:eileen@newventureadvisors.net)

(913) 708-3929



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*You make change happen. We help it flourish.®*