

Minneapolis Food Council Draft 2012 Strategic Action Plan

Area of Interest	Tactic
Communications	<ul style="list-style-type: none"> • Improve promotion of farmers markets in the city and region.
Community Engagement	<ul style="list-style-type: none"> • Develop and implement a multicultural community engagement plan. • Develop community plan that lays out strategies to have all residents within ½ mi of a community garden, including collaboration with schools and public housing sites. • Increase fruit production in public spaces.
Economic Development	<ul style="list-style-type: none"> • Improve coordinated distribution system and the benefits to farmers and buyers. • Identify processing sector gaps and develop and implement specific economic development goals and strategies related to the processing sector. • Research current status of “seconds” and potential for processing. • Conduct an analysis of food expenditures in Minneapolis, with specific attention to local food expenditures, with the goal of developing a system to measure, track and drive local food sales in the city.
Food Safety	<ul style="list-style-type: none"> • Healthy Food Options, food shelves and shelters. • Engage in the Minnesota Food Code Revision Process. • Continue to work with Minnesota Departments of Health and Agriculture to review rules and statutes that impact local foods.
Growing	<ul style="list-style-type: none"> • Promote local food by working to incorporate food related projects into sports stadiums. • Increase fruit production in public spaces. • Develop community plan that lays out strategies to have all residents within ½ mi of a community garden, including collaboration with schools and public housing sites.
Composting and Organic Matter	<ul style="list-style-type: none"> • Analyze the city’s success with organic waste collection and support expansion of the program. • Encourage efforts to allow large-scale composting in low-density industrial zones. • Address permitting changes needed to haul source separated organics on a neighborhood level. • Monitor impacts of the Urban Ag Policy Plan and identify needed changes.