

## Orange County Food Council Work Plan

Developed and approved by the Orange County Food Council and Workgroups.  
*Updated November 2018*

The purpose of this document is to illustrate the work of Orange County Food Council (OCFC) and to show how the action plan and priorities of the Council can be/will be measured and tracked. As iterated in the MOU, the practice of the OCFC is for any work plan and prioritizing to arise from the workgroups and the Council, including the Executive Committee, as our partner groups and organizations are the closest to the work and understanding how to best advance the mission of the OCFC. Though future work plans must be approved by the County Manager and the Executive Committee, the input of the municipalities to the work of the Council will continue to come via the elected liaisons, who are expected to communicate with their respective boards.

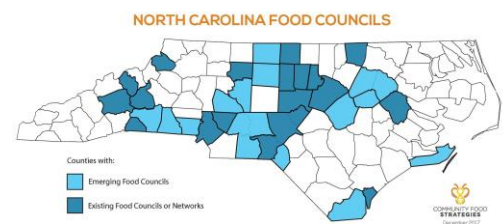
This work plan is a living document. The nature of the OCFC work is a combination of long term planning and capitalizing on opportunities that aren't always predictable. The capacity of Council partners and our group of volunteers both varies and interacts with the capacity of the one paid staff member (the Coordinator). Conditions frequently shift in systems work, because there are so many moving parts, which is both a challenge to systems-change work and why a culture of adaptability is critical. Finally, much of the work of food councils and advancing a more just and sustainable food system is relationship building. This is not always easy to capture in easily measurable ways, but the OCFC is committed to finding best practices to demonstrate that those relationships are being fostered and expanded.

### Mission

Grow a community-driven food system in the Orange County region of North Carolina.

Building strategic partnerships across all sectors, identify issues, advocate for policies, and coordinate action to ensure access to nutritious foods for all, promote sustainable agriculture, increase economic development, and advance social justice.

*The Orange County Food Council is one of 35 food councils in North Carolina (counties with food councils highlighted above) that work together to share resources and best practices.*



## Process

In 2016, a Baseline Community Food Assessment helped the Orange County Food Council identify gaps and opportunities in the local food system. The Food Council hosted 2 community forums in 2017 and 200 community stakeholders attended these meetings to provide input on the council's priorities and actions. Workgroups were formed shortly after these forums. These groups meet monthly to further the work of the Food Council.



Our partners at Community Food Strategies have compiled a list of priorities from food councils in North Carolina including: promoting farmers & economic development, increasing awareness of food systems, advocating for policy & program change, addressing equity, expanding the network, increasing food access.

## Priority Areas

- I. Network Development & Community Engagement
- II. Local Food Economy
- III. Food Access
- IV. Food Waste

## I. Network Development & Community Engagement

Facilitate strategic relationships and increase collaboration between local organizations, community stakeholders and elected bodies in Orange County; engage the greater Orange County community; and collaborate with regional food councils to build a stronger county food system.

### Goal I. 1

Facilitate conversations between regional food councils, food system practitioners and elected officials to build collaboration as a regional foodshed.

#### Performance Measures

**I.1a.** Output: Attend 4 regional meetings per year.

**I.1b.** Outcome: The number of collaborative activities conducted will increase from 0 to 5.

#### Deliverable:

Report containing an overview of the work the regional food councils have undertaken together.

### Goal I. 2

Hold regular food council and workgroup meetings and community forums.

#### Performance measures

**I.2a.** Output: Convene monthly meetings with Food Council members, workgroups, partners and community members and biennial community forums.

**I.2b.** Outcome: The number of people who attend meetings and community forums increases

#### Deliverable:

Meeting minutes (posted on website) and community forum reports (posted on website, disseminated via social media and shared with elected officials and those on our listserv).

### Goal I. 3

Learn about barriers and opportunities to engage hard to reach populations in creating a stronger county food system.

#### Performance Measures

**I.3a.** Output: a listening session guide is developed.

**I.3b.** Output: Up to 6 listening sessions are held across Orange County working with the Jackson Center for Saving & Making History, the Orange County Family Success



Alliance, the Refugee Community Partnership, El Centro Hispano, community centers and senior centers as needed.

**Deliverable:** Report of the barriers and opportunities identified during the listening sessions.

#### **Goal I. 4**

Develop and implement a broad communication strategy to build awareness of the resources, activities and needs within the Orange County Food System

#### **Performance Measures**

**I.4a.** *Output: Weekly social media posts.*

**I.4b.** *Output: Monthly website updates*

**I.4c.** *Outcome: website and social media engagement (clicks, likes, shares) will increase.*

**Deliverable:** Frequently updated website and social media with regularly scheduled posts

## **II. Local Food Economy**

Grow the local food economy through researching and proposing policies and initiatives that support local farmers, producers, farmworkers, and food entrepreneurs.

#### **Goal II. 1**

Identify funding sources to stimulate economic growth and increase demand for local foods.

#### **Performance Measures**

**II.1a.** *Output:* 10 meetings of the Local Food Economy Workgroup are held each fiscal year.

**II.1b.** *Output:* A presentation is developed on the use of other funding sources for local food system activities.

**II.1c.** *Outcome:* Develop a plan for the use of the identified funding sources to stimulate economic growth and increase demand for local foods.

#### **Deliverable:**

Orange County Food Council will organize a list of potential funding sources for investing into the local food systems.

#### **Goal II. 2**

Identify a baseline of locally grown food consumption in Orange County public institutions and through strategic partnerships support an increase in the amount of locally grown food procured by the identified partner institutions and agencies (measured in dollars spent for food purchasing).



### **Performance Measures**

**II.2a.** Output: Meetings of the Local Food Economy Workgroup are held with representatives of local institutions to chart out a plan to meet the goal. The Local Food Economy Workgroup will facilitate relationship building between local food providers and local public institutions to help meet the determined goals around local food procurement.

**II 2c.** Outcome: Orange County residents and community members working in or visiting Orange County will have increased access to locally grown foods.

### **Deliverable:**

Report on the amount of locally grown foods that are served in local partner institutions in a yearly report on food system indicators for the county.

## **III. Food Access**

Orange County residents have access to healthy, affordable, and local food and equitable participation in the food system.

### **Goal III. 1**

Increase community awareness of food access resources available in Orange County.

### **Performance Measures**

**III.1a. Output:** 10 meetings of the Food Access Workgroup are held each fiscal year.

**III.1b. Outcome:** Amount of meals/food served will expand due to increased knowledge of how and where to access nutrition support and other supplemental food resources.

### **Deliverable:**

A Community Food Resource Guide that incorporates the many different food access resource lists compiled by various agencies and organizations in the County. The guide will be updated regularly.

### **Goal III. 2**

Coordinate with Town and County departments and associated partners to research successful policies that provide incentives, help subsidize purchasing and/or increase access to healthy, fresh foods.

### **Performance Measures**

**III.2a. Output:** 6 meetings with Town and County departments and food system partners (Health, Housing, Aging, DSS, Summer Food Program etc.) to provide presentations on findings to the advisory boards associated with the Town and County departments.



**III.2b. Outcome:** There are Town and County departments as well as food provider partners that are better informed on policies and practices that can help increase access to healthy foods and help the Town and County departments meet their strategic goals

**Deliverable:**

The Town and County elected officials receive a presentation and/or report related to potential policies to increase healthy food access.

**Goal III. 3**

Identify redundancies and recommend more efficient use of resources and effective program implementation

**Performance Measures**

**III.3a. Output:** Food council representatives attend, convene, and/or facilitate meetings between outside agency food providers at least six times per fiscal year.

**III.3b. Outcome:** The number of duplicative services will be reduced.

**III.3c. Outcome:** The numbers of sites where hunger alleviation food service is provided will change based on a gaps analysis of redundant and missing services.

**Deliverable:**

Report of the number of meals, bags/backpacks of food provided monthly and number of sites

served within Orange County as part of a yearly report on food system indicators for the county.

Provide advice on funding for the outside agency food providers on an annual basis.

**Performance Measures**

**III.4.a. Output:** Food Access Workgroup convene Orange County and Chapel Hill-Carrboro public schools to better understand how food access can be improved in the school system.

**III.4.b. Outcome:** Orange County and Chapel Hill-Carrboro public schools adopt practices to improve food access for students and families; this may include improving schools gardens, having sharing tables, and increasing fresh, local foods in schools and afterschool programs.

**Deliverable:**

Report the number of active school gardens, sharing tables and other policies or initiatives adopted by the schools to improve food access and create a plan for measuring impact over time.

**IV. Food Waste**

Advocate for the education and empowerment of Orange County residents to reimagine waste utilization.

#### **Goal IV. 1**

To reduce food waste across all sectors within Orange County.

#### **Performance Measures**

**IV.1a. Output:** 10 meetings of the Waste Rescue Workgroup are held each fiscal year.

**IV.1b. Outcome:** The number of businesses utilizing the Orange County Solid Waste composting program will increase.

**IV.1c. Outcome:** The number of businesses working with the Orange County Solid Waste department to develop and implement waste diversion practices will increase.

#### **Deliverable(s):**

A report of the businesses who have adopted composting and waste diversion policies.

#### **Performance Measures**

**IV.2.a Output:** Create a toolkit for waste diversion best practices, programs and resources

**IV.2.b. Outcome:** The number of businesses and institutions utilizing the Orange County Solid Waste composting program and waste diversion expertise will increase

**IV.2.c. Outcome:** Businesses and institutions will implement best practices for reducing waste and food waste in Orange County will decrease

#### **Deliverable(s):**

A guide for waste diversion that includes best practices plus regional programs and resources

will be created and updated regularly; annual report of the partners who have adopted these practices and policies.

#### **Performance Measures**

**IV.3.a. Output:** Work with the Orange County Solid Waste Advisory Board as one of the stakeholder groups in the 2019 strategic planning process

**IV.3.b. Outcome:** Develop goals and recommendations for decreasing food waste

**IV.3.c. Outcome:** Increased regional and multi-sector collaboration to help the SWAG meet their goals related to food waste

#### **Deliverable(s):**

The Orange County Solid Waste Advisory Group receives input and support to develop and meet goals related to food waste.