A PLAN FOR
ATLANTA'S
SUSTAINABLE
FOOD FUTURE

Atlanta Local Food Initiative
2008

www.atlantalocalfood.org
The easy availability of fresh, appetizing local food, especially fruits and vegetables, is an attractive and cost-effective contribution to improving our diet and the health of our population.

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I. EXECUTIVE SUMMARY

In 2005, a group of interested citizens and organizations began a dialogue to create a more sustainable food system for Metro Atlanta resulting in the creation of the Atlanta Local Food Initiative (ALFI).

ALFI Partnership groups include:

- Georgia Organics
- Emory University Sustainable Food Initiative  
- Centers for Disease Control and Prevention  
- DeKalb County Board of Health  
- Federation of Southern Cooperatives  
- Georgia Citizens Coalition on Hunger  
- Georgia Department of Human Resources WIC Branch  
- Georgia Interfaith Power and Light  
- Heifer International  
- Les Dames d'Escoffier  
- Oakhurst Community Garden  
- Sevananda Natural Foods Market  
- Slow Food Atlanta  
- Truly Living Well Natural Urban Farms  
- The University of Georgia Cooperative Extension and Center for Urban Agriculture.

The Atlanta Local Food Initiative envisions a transformed food system in which every Atlantan has access to safe, nutritious, and affordable food produced by a thriving network of sustainable farms and gardens. A greener Metro Atlanta that embraces a sustainable, local food system will enhance human health, promote environmental renewal, foster local economies, and link rural and urban communities.

Our city faces health and environmental challenges, including the obesity and diabetes epidemics and the contamination of soil, water, and air. Consumers are calling for clean food, produced without pesticides, antibiotics, and hormones. A
local food system can meet this demand and rebuild Southern foodways in harmony with the land. Shortening the distance from farm to fork can reduce petroleum use, enhance safety through traceability, and provide fresher, healthier products. Also, a local system can address existing “food deserts,” areas where there is little or no fresh food available in under-served neighborhoods. Municipal food initiatives that encourage sustainably produced food improve urban livability, health, and wealth. Local food systems encompass activities such as: regional food distribution systems, community gardens, farmers’ markets, pastured livestock, farm-to-school programs, urban agriculture, and green roof designs where food is grown on building rooftops. Developing a strong, local food system is an exciting opportunity for Metro Atlanta that has the potential to deliver a multitude of benefits:

- Promote healthy eating
- Reduce petroleum consumption
- Preserve greenspace and farmland
- Reduce harmful environmental impacts
- Minimize pesticide exposure
- Build local economies
- Create new jobs
- Strengthen the social fabric
- Celebrate our food heritage

**GOALS for the NEXT 5 YEARS**

**Supply**
1. Increase sustainable farms, farmers and food production in Metro Atlanta.
2. Expand number of community gardens.
3. Encourage backyard gardens, edible landscaping, beekeeping, urban agriculture, dairy and egg production where appropriate.

**Consumption**
4. Launch Farm-to-School programs (gardens, cafeteria food, and curriculum).
5. Expand cooking skills for simple dishes made from fresh, locally produced foods including vegetables, meats and dairy.
6. Develop local purchasing guidelines and incentives for governments, hospitals, and Atlanta institutions.

**Access**
7. Increase local, fresh food availability in underserved neighborhoods.
8. Increase and promote local food in grocery stores, farmers’ markets, restaurants, and other food outlets.
Strengthen social fabric of communities. Food can serve as a nucleus for engaging communities across lines of race and class to build markets, gardens and organizations that strengthen neighborhoods and may reduce crime. As found in other cities, locally grown food also unites urban consumers and rural producers by reconnecting historical and cultural food routes.14

Celebrate our food heritage and cultural traditions. Closer contact between producers, consumers and the land encourages awareness of the earth and its seasons. Preservation of food traditions and celebration through stories can contribute to a shared culture and healthier foodways.

Atlanta's temperate climate, empty lots and ample greenspace can be leveraged to expand local food supply. The Metro Atlanta Quality Growth Task Force sponsored by the Chamber of Commerce estimated that there are 1.2 million acres of vacant and developable land in the metro area.15 It will take 23,000 acres to grow sufficient vegetables to feed all four million current residents of the city. This means that less than two percent of the land currently available would be all that is needed for a vibrant local food system.16, 17

III. GOALS and OBJECTIVES

We propose that Atlanta focus on seven key goals to increase the supply, improve consumption and afford access of healthy, sustainable and locally produced foods for Atlanta residents. These five-year goals and objectives are outlined below with background information and a list of primary initial objectives along with a listing of key prospective partners.

SUPPLY

Goal 1: Increase metro Atlanta acreage of sustainable farm production.

The Diggable City Project inventoried vacant, publicly-owned land in the Portland, Oregon area, and identified 289 potential sites that could be used for small and large scale food production.

Urban farms can produce food in and around the city and provide urban residents with fresh, healthy food. Urban farming utilizes available land (usually two acres or less) on both private and public property and can include vacant lots, city parks, church yards, school yards, boulevard right-of-ways,
rooftops, and apartment properties. Utilizing these spaces for growing food—particularly when the food is grown within food deserts where there is little or no fresh food available—immediately improves access to healthy foods inside communities while providing economic opportunities for farmers. Public and private landowners can create a collaborative network of small-scale farming ventures that cooperate on education, distribution, composting, marketing, and production.

Objectives:

- Complete an inventory that identifies agricultural land and land suitable for urban farming on public and private lands.
- Develop policies to allow for food production on public lands.
- Identify private landowners willing to establish urban farms on their property for a period of five years or more.
- Recruit growers who can farm urban lands.

Goal 2: Expand the number of community gardens.

Community gardens are pieces of land gardened by a group of people. These gardens can be one community plot or small individual plots of vegetables, fruit and flowers. Community gardens serve as a catalyst for social interaction, physical exercise, nutritional wellness, urban greenspace, and economic development. In addition, community gardens can supplement the family food budget. According to the Georgia Department of Agriculture, a 10 x 20 plot of land can create $600 in fresh food annually. Atlanta is home to 150 community gardens, and the City of Atlanta recently enacted an Adopt-a-Garden program permitting neighborhood groups to start new organic gardens in city parks.

In Seattle, nearly 5,000 residents maintain community gardening plots—collectively donating 7-10 tons of fresh produce to area food banks each year.

Objectives:

- Launch a series of new community gardens on City of Atlanta park land.
- Initiate Adopt-a-Garden policies in other municipal parks and recreation programs.
• Work with the Atlanta Beltline developers and planners to integrate community gardens into design plans.

• Offer educational workshops on organic gardening and community gardening.

Goal 3: Encourage backyard gardens, edible landscaping, and urban orchards.

Atlanta can leverage its reputation as one of the greenest cities in America to become a leader in best-practices for integrating sustainably grown edible food into municipal, business and residential landscaping. Transferring even a small portion of the annual investment in ornamental plants and turf to edible landscapes can provide a significant new source of healthy, fresh fruits and vegetables. Edible landscaping can focus on drought-tolerant plantings and can become an important seasonal nutritional resource for city residents. In addition to gardens, fruit trees that are well suited to our climate can also produce an annual harvest of fruits and nuts. Orchards could also be planted around city parks, schools, public housing, and city building campuses. Even Peachtree Street could be reconnected with the origins of its name.

Objectives:

• Educate citizens about organic gardening as well as planting, pruning and maintaining fruit trees.

• Provide incentives for planting edible and sustainable landscaping solutions.

• Work with the Atlanta Beltline developers and planners to integrate edible landscapes into design plans.

• Partner with landscaping companies, office complexes and neighborhood associations to develop edible gardens.

• Identify most suitable fruit and nut tree species for urban areas and develop a pilot project for an urban orchard.

CONSUMPTION

Goal 4: Launch Farm-to-School programs.

The Atlanta Public School System serves millions of meals each year and is a critical vehicle to improve childhood nutrition and eating habits. Farm-to-school programs offer a holistic solution that improves the quality and nutrition of school
meals, provides nutrition education to students, and lends economic support to local farmers. When children are introduced to tasty, fresh fruits and vegetables, and local meat and dairy products through creative menus, trips to farms, school gardens, and nutrition education, their knowledge and consumption of these foods increase.19,20,21,22,23 With better nutrition comes improved educational performance and behavior24 and potential for decreasing obesity.25,26 Several schools in Atlanta have initiated farm-to-school programs and there is tremendous interest among teachers and parents to launch similar efforts.

Objectives:

- Develop goals and policies with school districts to encourage school gardens and local food procurement.
- Provide educational workshops on farm to school programming and technical assistance on developing school gardens.
- Establish a Farm to School Network for Atlanta.

**Emory University**

As part of its commitment to sustainability, Emory has embarked on an ambitious Sustainable Food Initiative to support local and sustainably-grown foods in its dining services and hospitals. With a goal of “75 percent locally or sustainably grown by 2015,” the university is partnering with producers in Georgia and the 8-state Southeast region to provide a range of meats, dairy, fruits, vegetables, and grocery products. Emory, together with the nonprofit Georgia Organics, has hired a farmer liaison to support its efforts.

**Goal 5: Teach skills for cooking simple dishes made from fresh, locally grown foods.**

According to the Centers for Disease Control and Prevention, nearly two-thirds of Americans were overweight or obese in 2005. Obesity increased by 69.9 percent among young adults aged 18 to 29 years during the 1990s. Poor nutrition and food purchasing habits are significant contributors to this epidemic. The number of meals eaten away from home has more than doubled in less than 30 years. In 1978, 16 percent of meals were eaten away from home; it is now more than 30 percent. To encourage home consumption of fresh, locally grown food, Atlantans need to learn cooking skills that will allow them to prepare simple, nutritious seasonal dishes. These skills can translate into healthy eating habits, improved nutrition and the sharing of family meals.
Objectives:

• Integrate cooking demonstrations and skills into the education curriculum.
• Partner with cooking organizations and schools to expand public education around seasonal menus.
• Launch a “Family Meal” campaign to encourage eating fresh, local foods at home with your family.
• Partner with WIC for distribution of healthy recipes with local, seasonal food.

Goal 6: Develop local purchasing guidelines and incentives for governments, hospitals and other Atlanta institutions.

Buy Connecticut First.
The state of Connecticut promoted their local food system with the “Buy Connecticut First” program. The prison system responded by expanding local purchases through contracts with farmers, sometimes paying a 5-10 percent premium over conventional prices. After rebuilding kitchens to accommodate fresher food and revamping menus, the prison authorities found that they actually saved money and improved the quality of food.

In an unprecedented shift, state and local lawmakers are introducing bills mandating government purchase of local foods even if costs slightly increase. To counteract our ever-growing global food system, local food bills have been introduced in eight states - Vermont, Illinois, Nebraska, New Jersey, New Mexico, Montana, Minnesota, and Wisconsin - aimed at boosting state economies while simultaneously promoting locally grown sustainable foods. Localizing our food systems can revitalize rural communities while prioritizing the local environment and health. Foods that stay close to home require fewer resources, bring greater economic profit to farmers, provide health benefits to consumers, foster job growth, and assist in weaving the social fabric of communities.

Objectives:

• Introduce local purchasing policies for local and state governments.
ACCESS

Goal 7: Increase local, fresh food available in underserved neighborhoods.

Studies have shown that low income neighborhoods have fewer outlets for purchasing fresh, healthy foods, a problem that is exacerbated by the limited mobility and transportation options in their built environment. Children in these areas are at the highest risk for obesity and corresponding chronic health problems such as diabetes. Increasing access and availability will put affordable, high-quality food within reach for these communities.

Objectives:

- Increase farm stands in underserved neighborhoods.
- Integrate fresh food options—sustainably produced fruits, vegetables, pastured meats and dairy—into existing neighborhood outlets that sell food.
- Expand food production within communities by starting new community gardens and urban agriculture projects.

Goal 8: Promote local food and improve access through grocery chains, farmers’ markets, restaurants, and other food outlets.

The nonprofit organization Georgia Organics produced a Local Food Guide for Georgia, and launched a buy local campaign in 2007. The City of Atlanta supported the campaign with a proclamation for the first-ever Eat Local Week at the end of September.

Buy local initiatives seek to rebuild local food systems and promote sustainable agriculture by raising awareness, educating, and connecting consumers to fresh, locally grown and produced foods. Many city and state governments support buy local marketing campaigns to promote local farm products and increase the local economy. Grocery stores, restaurants and farmers’ markets all play a key role in increasing public access while providing income opportunities for local and regional producers. Farmers’ markets provide the most comprehensive selection of seasonal foods and strengthen the social fabric of local communities. Atlanta currently has 15 farmers’ markets. Cities of comparable size are home to 4-5 times more markets than Atlanta. Increasing access in low-income neighborhoods will help to address issues of healthy food access disparities between socioeconomic levels.429
Objectives:

• Launch annual *buy local* campaigns.

• Improve distribution of the Georgia Organics Local Food Guide and online resources to direct consumers to local food sources.

• Encourage grocery and convenience stores to purchase from local producers and improve signage of locally grown food.

• Encourage businesses to serve locally produced food at their events.

**Minneapolis Farmers’ Market**

Summer Saturdays are a celebration of community in Minneapolis. The downtown train station has been transformed to accommodate hundreds of local farmers, selling fresh vegetables, fruits, meats, fish, cheeses, dairy, flowers, and crafts. Bands play and tasty cooked foods tempt the passerby. The market is home to the wide range of ethnic groups now resident in this city.

**ADDITIONAL OPPORTUNITIES**

**Large-Scale Composting.** As much as 20 percent of the food grown in America goes to waste, much of it ending up as municipal solid waste appropriating space in rapidly filling landfills. Much of this food waste can be easily composted, recycling waste into tons of nutrient-rich soil amendments within three to six months. Given that poor soils are the biggest challenge to organic growing in Georgia; this compost could be made available, free of charge, to all of Atlanta’s urban food-growing initiatives with the benefit of improving the quality and yield of harvests throughout the city. The city could establish a composting operation to serve as a small-business or cooperative enterprise creating value-added vermi-compost (worm castings) for sale at area farmers’ markets and garden centers. Large-scale composting could be encouraged by developing a tiered permitting system with fewer regulatory requirements for low environmental risk composting operations.

**Sweet Auburn Curb Market.** The historic Sweet Auburn Curb Market offers a low cost solution that can immediately increase public access to locally grown foods. Unlike farmers’ markets that only open three to four hours per week, the Curb Market is open to 60 hours a week, 52 weeks per year. In alignment with the Curb Market’s goal of serving as an incubator for new food-based businesses, the facility’s existing infrastructure can be leveraged to facilitate local food sales and distribution to Atlanta’s schools, government institutions, and businesses. The facility can also host a certified kitchen that would do
triple-duty as a training facility for the underemployed, a value-added processing facility that pre-preps food to be used by Atlanta Public Schools or other large institutional buyers, and a for-lease facility for small business people launching new value-added food products. Currently, approximately 2,000 square feet of retail space at the market is unleased.

IV. CONCLUSION

We can elevate Atlanta’s profile as a city that takes a wholesome and innovative approach to feeding its citizens while simultaneously improving sustainability and livability for all of Atlanta’s citizens.

The local food movement has already taken root in Atlanta. Demand for locally grown food raised with sustainable and organic methods has skyrocketed, and the demand for local foods is not currently being met by the limited supply. Consumers, noting exceptional taste and freshness, tend to enjoy locally grown food more; and farmers, freed from the constraints of transportability, can produce varieties bred for taste and nutrition.

In addition to Atlanta’s temperate climate and average annual rainfall, the city has other resources in the form of organizations, city-owned assets, and programs that could be leveraged in developing local food initiatives.

All of the potential projects proposed are assumed to use sustainable or organic production practices that focus on developing soil fertility, crop rotation, animal welfare and diversity, while reducing vulnerability to disease and pests. Sustainable agriculture has the added benefit of meeting the needs of the current generation while conserving resources for future generations.

As Atlanta seeks to “green” itself, food must be a major part of the sustainability agenda. Improving the region’s food system will:

- Increase food security and access to healthy food
- Create a more robust local economy
- Improve our environment
- Strengthen our community

A sustainable plan for Atlanta’s food future will require dynamic cooperation among Atlanta’s public and private groups, strong leaders and active citizens. We must start now to sow, reap and bring to market the multiple benefits of building a more independent, locally based food system.
Sierra Vista, AZ: Diverts 35 percent of the community’s yard waste to composting each year with 2,300 tons of material processed. Public demand for the resulting compost routinely exceeds supply.

Decatur, GA: Residents drop off yard wastes and pick up wood chips for free.

BUY LOCAL INITIATIVES

Minneapolis, MN: City’s website provides information on why supporting local farmers is important to their community and where consumers can go to buy local foods. http://www.ci.minneapolis.mn.us/sustainability/MplsFarmersMarkets.asp

Burlington, VT: Committed to purchase 10 percent of all food locally. The state of Vermont’s buy local campaign states that if every resident shifted 10 percent of their food purchases to locally grown products, more than $100 million would be added to Vermont’s economy. http://www.vermontagriculture.com


VI. REFERENCES

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ALFI Plan Endorsers

- ACF Greater Atlanta Chefs Association
- American Community Gardening Association
- Arthur M. Blank Family Foundation
- Atlanta Beltline Partnership
- Atlanta Botanical Garden
- Atlanta Community Food Bank
- Atlanta Culinary Federation
- Atlanta Development Authority
- Atlanta Falcons Youth Foundation
- Atlanta Foods International
- Atlanta Regional Commission
- Atlanta Urban Gardening Leadership Association
- Atlanta's Finest Dining & Piedmont Review Magazines
- Bacchanalia, Floataway Cafe, Star Provisions, Quinones
- BeltLine Network
- Brownwood Park Community Garden
- Cabbagetown Market
- CARE USA
- Captain Planet Foundation
- City of Atlanta - Division of Sustainability
- President Jimmy Carter
- Centers for Disease Control and Prevention *
- Chattahoochee Technical College, The Center for Culinary Education
- Children's Wellness Network
- Decatur Farmers Market
- Destiny Produce
- East Atlanta Community Association
- East Atlanta Village Farmers Market
- East Lake Golf Club
- ECO-PAT Gardens
- Elemental Impact
- Emory Environmental Alliance
- Emory Office of Sustainability Initiatives
- Farmer's Fresh Food Network
- Federation of Southern Cooperatives
- Fruit, Veggies & Herbs
- The Funny Farm
- Georgia Avenue Community Ministry
- Georgia Citizens Coalition on Hunger
- Georgia Conservancy
- Georgia Department of Agriculture
- Georgia Food Policy Council
- Georgia Interfaith Power & Light
- Georgia Organics
- Georgia Restaurant Association
- Georgia Stand-Up
- Georgia Tech's Office of Environmental Stewardship
- The Glenwood
- Good Shepherd Church
- Green Foodservice Alliance
- HABESHA
- Heifer International
- Inspiring Futures
- Les Dames d'Escoffier, Atlanta Chapter
- Life Essentials
- Livable Communities Coalition
- Moore Farms and Friends
- Morehouse School of Medicine, Department of Community Health and Preventive Medicine
- Morningside Farmers Market
- NPU-T and NPU-F
- Oakhurst Community Garden
- Open Hand
- Organic Dwellings, LLC
- Park Pride Atlanta
- Refugee Family Services
- Restaurant Eugene
- Piedmont Road Farmers Market
- Satcher Health Leadership Institute at Morehouse School of Medicine
- Serenbe Development
- Sevananda Natural Foods Market
- Slow Food Atlanta
- Southeastern Horticultural Society
- Southeast United Dairy Industry Association, Inc
- Southern Christian Leadership Conference, Atlanta
- Southern Sustainable Agriculture Working Group
- Southface Energy Institute
- Spelman College Environmental Task Force
- Spelman University
- St. Philips Cathedral
- Team Agriculture Georgia
- Terra Verde
- Treez Atlanta
- Truly Living Well Natural Urban Farms
- Turner Foundation
- The Urban Gardener
- University of Georgia Cooperative Extension Service & Center for Urban Agriculture
- Watershed
- Whole Foods Market, South Region
- Woodfire Grill
- WRFG Radio (89.3 FM)
- 5 Seasons Brewing

* The Centers for Disease Control's support is limited to the mission related components of the initiative and does not imply endorsement of the individual partners involved.

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