

October 23, 2024

**Initiatives for Food Sector Economic Development** 

## **Zoom Logistics and Technical Orientation**

- For closed captioning of today's discussion, please select the closed captioning icon at the bottom of your screen.
- All participants are in listen-only mode now. Please email
   kyra.hall@erg.com if you experience any technical difficulties with Zoom.
- Please submit questions for discussion into the Q&A feature.
- Today's session will be recorded and shared at a later date through the Forum website at <u>www.westcoastclimateforum.com</u>



## West Coast Climate Forum Webinar Series Disclaimer

This webinar is being provided as part of the West Coast Climate and Materials Management Forum Webinar Series. The Forum is a collaboration of state, local, and tribal governments. We invite guest speakers to share their views on climate change topics to get participants thinking and talking about new strategies for achieving our environmental goals. Mention of trade names or commercial products does not constitute endorsement or recommendation for use.

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www.westcoastclimateforum.com



## West Coast Climate & Materials Management Forum

A collaboration of state, local, and tribal governments with the mission to:

- Develop ways to institutionalize sustainable materials management practices.
- Develop tools to help jurisdictions reduce the greenhouse gas emissions associated with materials





## Agenda

- Setting the Stage for Initiatives for Food Sector Economic Development
- Real World Examples
  - Zero Foodprint
  - Puget Sound Food Hub
  - Mandela Partners
  - King County
- Q&A

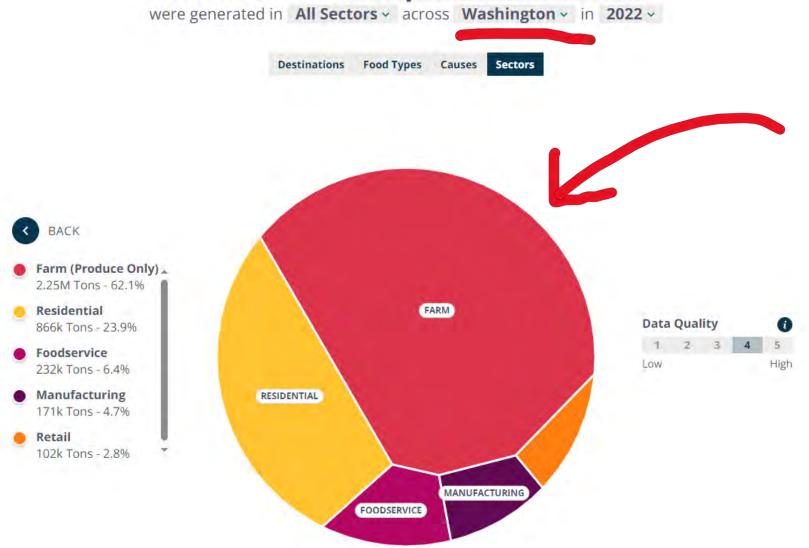
Welcome
Why are we here?

Cullen Naumoff
Washington State
Department of Ecology

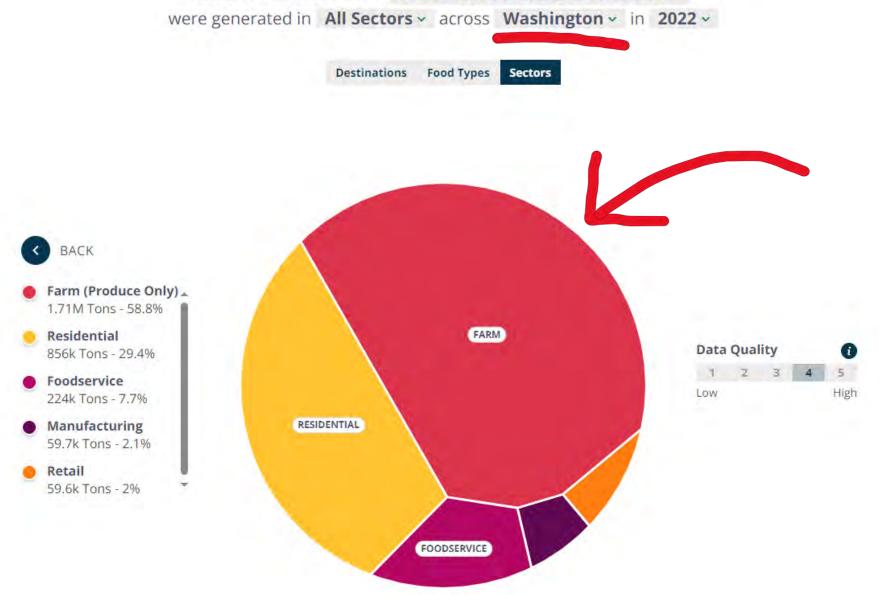




## 3.62 million Surplus Food Tons



## 2.91 million Food Waste Tons



## **Today's Speakers**



**Anthony Myint** Zero Foodprint



Andrew Yokom
Puget Sound
Food Hub



Sara Draper-Zivetz
Mandela Partners



Kelsey Bailey King County



#### **ZERO FOODPRINT**

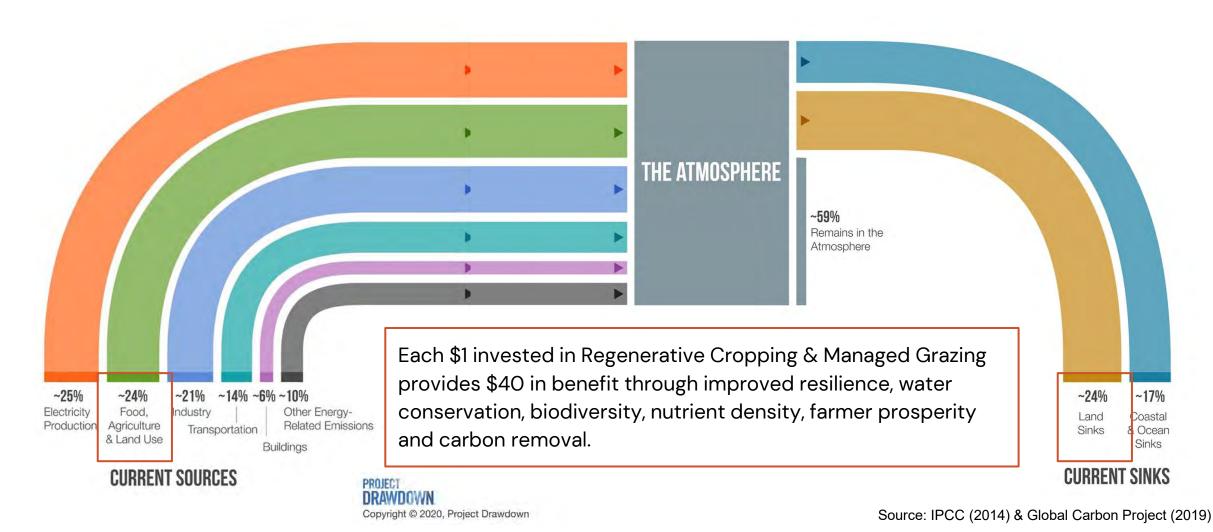
Opportunities: Food & Ag Policy

A Glaring Need for Policy to Drive Private Sector Finance for Best Outcomes



## The Low Cost of Growing Better Food and Restoring the Climate

Project Drawdown estimates that we can solve the climate crisis and lower global temperatures with 1% of GDP.



#### CLIMATOLOGY

about how to tend the land.

and el

## The potential of agricultural land management to contribute to lower global surface temperatures

Allegra Mayer<sup>1\*</sup>, Zeke Hausfather<sup>2</sup>, Andrew D. Jones<sup>3</sup>, Whendee L. Silver<sup>1</sup>

Removal of atmospheric carbon dioxide (CO<sub>2</sub>) combined with emission reduction is necessary to keep climate war belov The New Hork Times Magazine has b lower perat 2.6]. The Guardian area ' undel sitive provid Lifestyle News **Opinion Sport** Culture INTR The u Environment > Climate crisis Wildlife Energy Pollution Green light in soi (CO<sub>2</sub> **Farming** assess • This article is more than 3 months old land-Improving soil could keep world within on bi negat 1.5C heating target, research suggests but g organ Better farming techniques across the world could lead to storage of Impre 31 gigatonnes of carbon dioxide a year, data shows dition Can Dirt Save the Earth? versic in the Agriculture could pull carbon out of the air and into the >1 bil soil - but it would mean a whole new way of thinking

A DRAWDOWN PRIMER

## **FARMING OUR WAY OUT OF** THE CLIMATE CRISIS

Changing Our Land Use, Agricultural Practices, and Food System Offers Numerous Opportunities to Reduce Greenhouse Gas Emissions, Sequester Atmospheric Carbon, and Help Address Climate Change

**DECEMBER 2020** 







cdfa Carbon and greenhouse gas evaluation for NRCS conservation practice planning

HOME HELP NRCS TOOL

#### Step 3: Select a NRCS Conservation Practice Standard, Conservation Practice Implementation, and Payment Scenario associated with conservation planning objectives that best describe your project. You may add multiple practices, including from different agricultural systems, by returning to Step 2

Conservation Practice Standard (CPS) Compost Application (CPS 808)

Hedgerow Planting (CPS 422)

Prescribed Grazing (CPS 528)

Range Planting (CPS 550)

Riparian Forest Buffer (CPS 391)

Silvopasture (CPS 381)

Tree/Shrub Establishment (CPS 612)

Windbreak/Shelterbelt Establishment (CPS

Conservation Practice Implementation

Compost (C/N > 11) Application to Grazed Grassland

Compost (C/N > 11) Application to Grazed, Irrigated Pasture

Screen Capture from COMET-Planner.com

**Payment Scenario** 

(Note: Payment Scenarios may have different payment rates but do not affect GHG reductions)

Compost from certified composting facility

On-farm produced compost

Restore CA's actual compost application project at Tresch Dairy in Sonoma.



**Download Results** 

### New Science

**Using USDA Soil Databases** experts can estimate how many tons of carbon certain farming practices will remove from the atmosphere.

Approximate Carbon Sequestration and Greenhouse Gas Emission Reductions and Payments Associated with Selected Conservation Practices\*

(Metric Tonnes CO2 equivalent per year) [ Info ]

NRCS Conservation Practices (Click Practice Name for Documentation)	Enter Unit Value (acres or feet)	Carbon Dioxide	Nitrous Oxide	Methane	Total CO <sub>2</sub> - Equivalent	Estimated HSP payment dollars for the Project Term
[ Info ]Sonoma, CA Compost Application (CPS 808) - Compost (C/N > 11) Application to Grazed Grassland - Compost from certified composting facility	23	100	-1	0.1	N.E.**	\$27,600.00
	Acre(s)					
Total		100.00	-1.00	0.10	99.10	\$27,600.0

Negative values indicate a loss of carbon or increased emissions of greenhouse gases

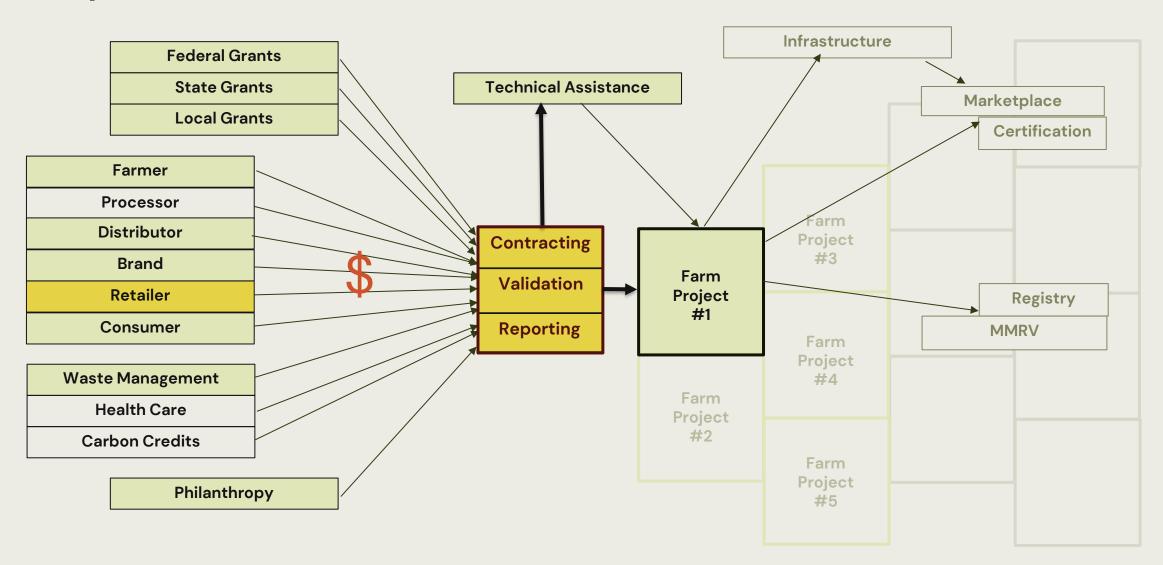
"Values were not estimated due to limited data on reductions of greenhouse gas emissions from this practice

"Final payment may be different than estimated payment, pending application review and approval

Tresch Dairy requested only \$20,000 for this project, saving \$7600, relative to the CDFA grant program.

Instead of a set price, Restore CA uses a competitive bid to optimize ROI.

# Strategic Capital Facilitation + Implementation & Contract Administration



69%

## of citizens will use 1% of their income for CLIMATE SOLUTIONS

(from a recent study of 130,000 respondents)

...and now they have a way to effectively "vote with their dollar."



#### **ZERO FOODPRINT**

# Collective Climate Action



#### **Over 80 Business Members**

Whether you've got 3 Michelin stars or a James Beard Award, or you run a lunch spot or a fast food franchise, you can make climate solutions part of every purchase.

#### **Not Burning 11 Million Gallons of Gas**

Local leaders are taking direct and local climate action. A few cents from each purchase adds up to big impact. Member businesses have teamed up with farms and ranches to remove an estimated 104,000 tons of carbon from the atmosphere, re-storing it as healthy soil or woody biomass.

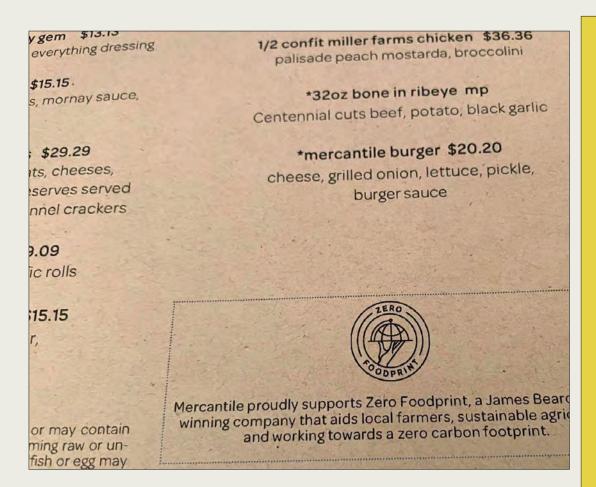
#### **Over 140 Farm Projects**

Actions like applying compost, planting cover crops and perennials, reducing tillage, and regenerative grazing on farms and ranches of any size.



## Join Zero Foodprint

## Make Every Purchase a Climate Solution



- \$0 Bottom Line impact (customers & staff love it!)
- Example: \$1M per year in sales → \$10k for healthy soil.
- ~300 tons of modeled CO2e sequestration like not burning ~34,000 gallons of gas per year.
- Local farmland would store an extra ~750,000 gallons.

## SUBWAY?

Subway#11652-0 Phone 303-494-7827 2480 Baseline Rd. Boulder, Colorado, 80305 Served by: 0429 3/11/2022 11:58:40 am Term ID-Trans# 1/A-567964

Qty Size Item	Price
1 12" Steak & Chse Sub 1 Chips	9.59 1.39
Sub Total State of Colorado Sales Tax & RTD City of Boulder Sales Tax (4.01%) Restore Colorado (1%)	10.98 (4.985 0.44 0.11
Total (Take Out) Tips Total (With Tips) Credit Card Change	12.08 2.41 14.49 14.49 0.00
Approval No: 05208G Reference No: 6iDv001647025113 Card Issuer: Visa Account No: ***********2136	

Acquired: ICC Amount: \$14.49 Application: CHASE VISA AID: A0000000031010 MID: 420429002146855

TID: 75481647

Date/Time: 03/11/2022 11:58:33

APPROVED

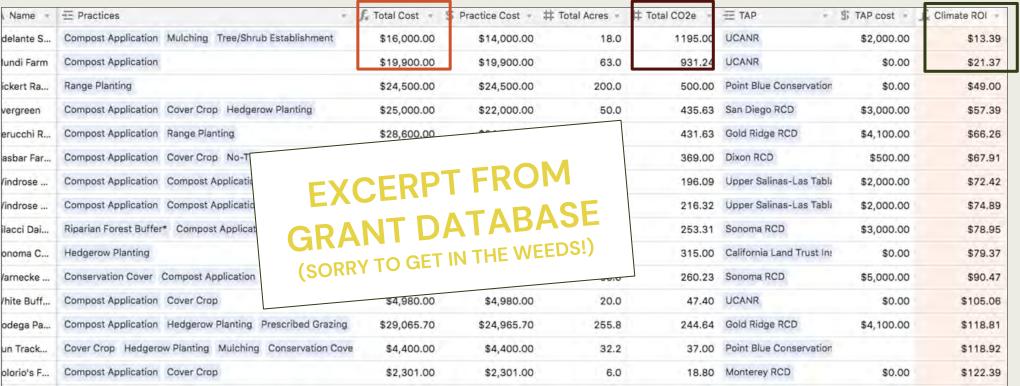
CUSTOMER COPY

## We Optimize Climate Benefit Per \$ (so you don't have to)

Farmers and Trusted Conservation Experts submit Grant Requests.

ZFP divides the TOTAL COST by the TOTAL CARBON BENEFIT to find THE BEST CLIMATE ROI.





# The Start of a New Normal?







STRATEGY Adopted March 2021







#### Strategy 9. Scale Up the Infrastructure for Sequestration

Goal: Build the physical, social, and economic capacity for successful carbon sequestration.

Objectives:

- 9.1 Create a "sequester local" program to help Sonoma County businesses reinvest carbonoffset dollars within the community.
- 9.2 Secure permanent Resource Conservation District funding for scaling carbon farming, starting with \$2 million and increasing to \$20 million per year within the next ten years.
- 9.3 Scale up the infrastructure necessary to fully implement Carbon Farm Plans.
- 9.4 Develop a comprehensive residential carbon gardening education campaign.
- 9.5 Develop a carbon sequestration training for landscape professionals, and County and municipal parks and recreation staff.
- 9.6 Use policies, civic incentives, and educational efforts to take action and build civic engagement toward achieving Sonoma County's ambitious climate action goals.

#### Co-benefits:

- Increased community support for carbon sequestration
- Increased soil water holding capacity
- Increased soil water infiltration rates
- Increased groundwater recharge
- Reduced fertilizer and pesticide use
- Increased agricultural productivity
- Increased biodiversity
- Increased resilience to extreme weather events
- Job creation

#### Potential implementation partners:

- Sequester local program: REcology, Zero Foodprint, Zero Waste Sonoma, and local businesses
- Secure permanent RCD funding: Resource Conservation Districts, Zero Foodprint, REcology, and State of California
- Scale up the infrastructure for carbon farming: The Center for Social and Environmental Stewardship, Nursery at Sonoma County Jail Industries.

## CA SB1383 and WA HB1799

- CA Organic matter diversion: ~10% --> 75%
- Estimated ~90 new compost facilities across CA
- Increase in supply of ~5M-9M tons per year
- Jurisdictions must purchase ~1.8M tons to help support statewide demand.
- "If compost were applied to a 25% of CA's rangeland, the soil could absorb 75% of CA's yearly GHG emissions" -Whendee Silver
- 70% of the cost is freight and spreading.
- ZFP holds contracts with over a dozen jurisdictions to facilitate climate smart compost application projects with rebates.
- WA HB1799 does not include a procurement requirement, but WSDA does have a formal cost-share program in place.

FOOD + POLICY / FARMING / HEALTH / ENVIRONMENT / CIVIL EATS TV







## A New California Law Will Create a Lot More Compost—but Will it Make it to Farmland?

A lack of uniform rules and the state's past missteps could keep farmers from getting access to 'brown gold'—and the many climate and farm benefits it offers.

BY GOSIA WOZNIACKA · MARCH 2, 2022



A pile of compost in the farm field at Shone Farm, a teaching farm at Sonoma State University in California. (Photo by Emma K. Morris)

## Model Ordinance

SECTION XXX. A new section is added to RCW 70A.207 to read as follows:

- (1) By January 1, 2027, and in consultation with the attorney general, the department must research and adopt a model ordinance for optional use by counties and cities that provide a mechanism for food service businesses to provide customers an option, on food and drink bills, to apply a one percent surcharge and for solid waste collection service providers to apply an optional one dollar surcharge to curbside service bills. The model ordinance may not require food service businesses or solid waste collection companies to apply a surcharge, and may not require customers to pay a surcharge if a business elects to provide a customer payment option on a bill. The optional surcharge, where collected, must be remitted by a collecting food service business or solid waste collection service provider for use by the Washington state conservation commission consistent with section YYY of this act and 89.08.615(13).
- (2) for purposes of this section, "food service business" has the same meaning as in RCW 70A.245.010.

## Sustainable Farms and Field Account

SECTION YYY. The local sustainable farms and fields account is created in the state treasury. All receipts of money directed to the account must be deposited in the account, including collections under model ordinances adopted under SECTION XXX of this act. Expenditures from the account may be used only for purposes eligible for the sustainable farms and fields grant program established in RCW 89.08.615. Moneys in the account may be spent only after appropriation.

## Sustainable Farms and Field Use

Section ZZZ RCW 89.08.615 and 2022 c 180 s 501 are each amended to read as follows:

(1) The commission shall develop a sustainable farms and fields grant program in consultation with the department of agriculture, Washington State University, and the United States department of agriculture natural resources conservation service....

(13) In addition to the grant program established in this section, the commission shall develop a local sustainable farms and fields grant program, to be developed consistent with subsections (1) through (10) and (12) of this section, using funds in the account specified in section YYY of this act. Grants from the program must be made, by city or county, in approximate proportion to the amount of money collected from each city or county during the most recent fiscal year in which the surcharge was collected under a model ordinance adopted under section XXX of this act.



Restore

anthony@zerofoodprint.org

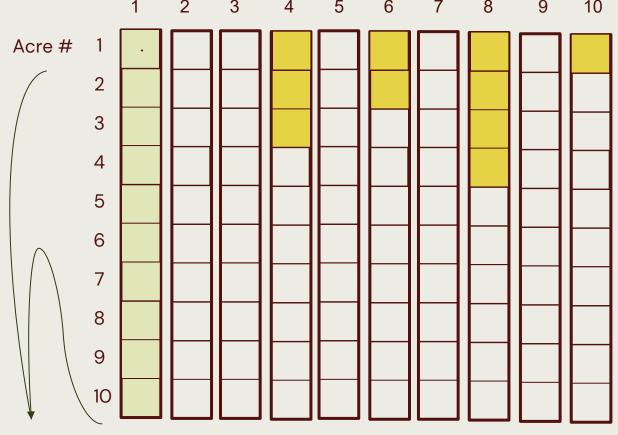
One Meal at a time

We eat carbon.





## Imagine a Food Grid – 10 Farms with 10 acres



#### **Collective Regeneration**

- A few farms implement a few practices on a few acres at a time.
- The combined impact is equal, but the change in the field did not rely on big price premiums or new infrastructure or farmer risk.
- A few cents per purchase from the downstream economy can be deployed optimally, equitably and accessibly, to change upstream agriculture.

Let's say Farm #1 is "Regenerative"

- 1. A "good" company buys from Farm #1. They made a "good choice."
- 2. They've paid market rate for the good ingredient → \$0 for the next practice on the next acre
- 3. Farm #2 is interested in implementing regenerative practices, but has no extra resources.
- 4. Very slow change, e.g. "organic" is still only 1% of acres after 50 years.













# 2023 @ PSFH

















































## 992 CUSTOMERS

purchased local food from
Puget Sound Food Hub,
including 187 RESTAURANTS

























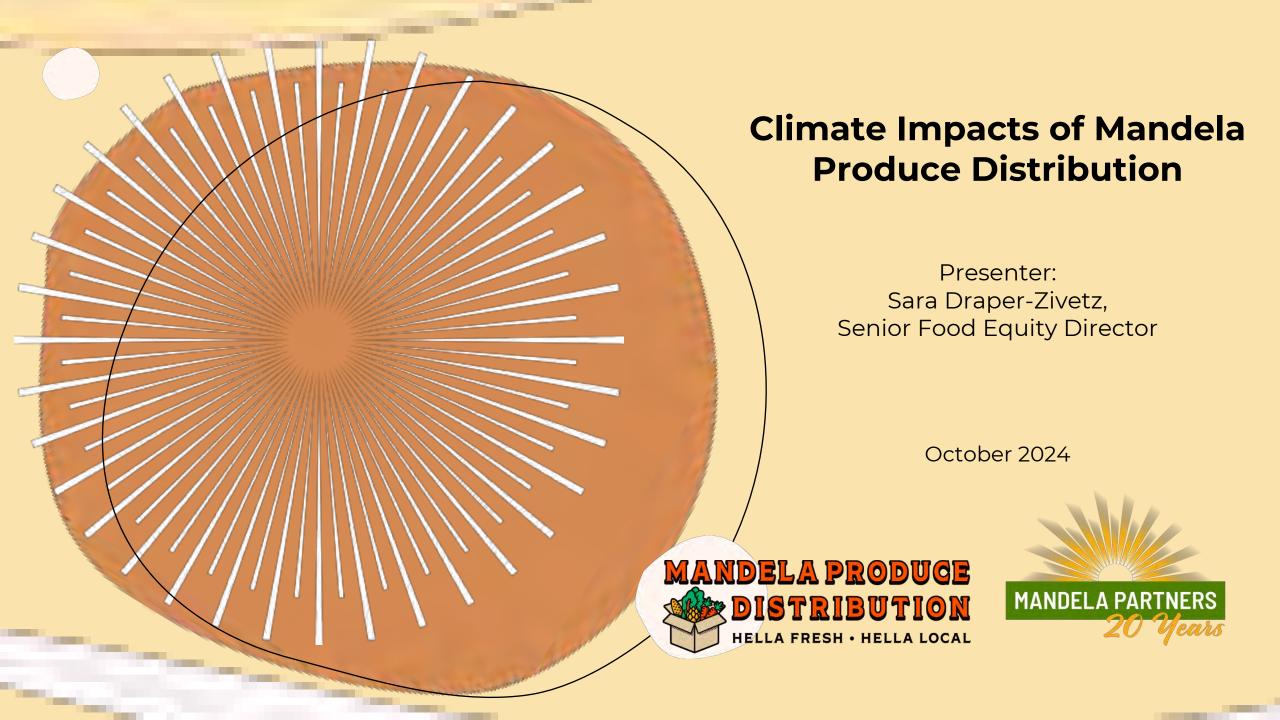














## **Mandela Partners Program Areas**



Food access and produce
distribution through our
community food hub that bring fresh
fruits and vegetables from small
BIPOC-owned farms to residents and
businesses in Oakland and
surrounding food-insecure
communities.

Culinary job training and workforce development programs for community members facing barriers to employment, with a focus on those returning home after incarceration.

Workshops, mentorship, coaching and resources for early stage food business entrepreneurs with a focus on women and BIPOC owners.

Culturally-relevant holistic
wellness education that goes
beyond nutritional health and
supports physical, emotional, and
mental well-being.







Mandela Produce Distribution is a program of Mandela Partners.

We are a community food hub based in West Oakland that increase access to local, sustainably-grown fresh produce, while supporting the economic success of small-scale BIPOC farmers.

We are supported by a mix of earned income and government and foundation grants.





### **MPD's Programs**

- Wholesale Program: provides small food businesses, restaurants, and community organizations with a source of ethically-grown fresh produce.
- Community Supported Agriculture (CSA) Produce Box Program: distributes weekly boxes of seasonal fruits and vegetables direct to homes and at pick up sites around the East Bay.
- **Community Produce Stands** pop-up weekly at sites around the East Bay to fill gaps in the grocery landscape and provide residents with an affordable, culturally-relevant source of fresh produce.
- Fresh & Free Produce Distribution: partners with other resident-serving community-based organizations to distribute <u>free</u> produce to our neighbors facing the highest barriers to healthy food access.









## Our Climate Impacts as a Distributor:

- □ Sourcing & Procurement
- □ Packaging & Distribution
- ☐ Economic Dev <> Climate-

friendly Ag





## Sourcing & Procurement

- Small-scale farms using organic & regenerative practices
- All farms within 150 miles; increasingly focused on urban & suburban farms
- Orders largely placed on-demand (no backstock, minimal waste)
  - Close inventory management
- Order fulfilment at farmers markets (minimize vehicle emissions)
- Crop planning with farmers (pilot in 2025)







- Hyper-local distribution for all programs (~15 mile radius)
- Reusable packaging for customers and farmers
- Program sites at walkable and transitaccessible locations where people already go
- Hyper-local food donation partners













## **Economic Development <> Climate Friendly Agriculture**

Through our programs, we meet and create demand for locally- and sustainably grown produce, working with customers and businesses who might otherwise source their produce from large-scale distributors who do not share our priorities of people and planet over profit.

Our programming also includes **education** about the benefits of buying local and organically, and makes it **economically feasible** for those with more limited resources to reap those benefits.







How can government funders support climate goals at this part of the food supply chain?

- 1. Fund new ideas, but not only new ideas.
- Reduce the emphasis on growth and efficiency.
- 3. Support upstream sustainability work, even when the metrics are harder to measure.





## Thank you!

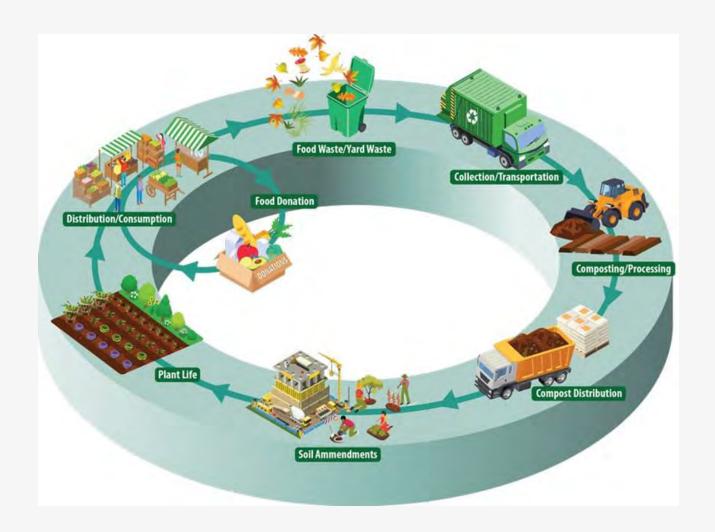
<u>Learn more about MPD</u>: www.shopmandela.com <u>Learn more about MP</u>: www.mandelapartners.org <u>Follow us:</u> @mandelapartners | @mandelaproduce

Get in touch! sara@mandelapartners.org

# Initiatives for Food Sector Economic Development

Kelsey Bailey, kebailey@kingcounty.gov
King County Solid Waste Division





## ZERO FOOD WASTE IN LANDFILL

- Food: Too Good to Waste (FTGTW)
- Pacific Coast Food Waste Commitment (PCFWC)
- Re+ Circular Economy Grants
- WA Organics Management Laws (2022, 2024)
- CompostWise





# FOOD WASTE PREVENTION & REDUCTION

- EPA "most preferred" method to reduce the environmental impacts of wasted food
- Residential food waste prevention
- Public-private partnerships







## TRÁI CÂY Chỉ nên rửa khi sẵn sài

Tử Lạnh: Ngăn Kéo Có Độ Ẩm Cao







Đựng trong túi hoặc

#### What do food date labels really mean?

With one exception, it's not about food safety.







Manufacturer's date to tell store how long to display item for sale.



Best before/Best by/Use by: Manufacturer's recommended date for

optimal flavor/quality.

#### onsejos para almacenar alimentos

maduros.



nerge las hojas de duras verdes en agua ada durante 30 minutos o calas en un vaso con agua inte unas horas.



Algunas frutas causan que otras frutas se echen a perder más rápido si las guardas juntas. Guarda por separado los plátanos, aguacates, manzanas y tomates



Refrigera siempre f verduras en trozos

y guárdalas en contene transparentes para que ver lo que hay adentro.

#### **Project Map**

#### Foodservice Consumer Messaging

Tested the impact of messaging on post-consumer plate waste.

- Aramark | Asilomar, CA
- Aramark | Irvine, CA
- Aramark | Sacramento, CA
- Aramark | Beaverton, OR
- Sodexo | Portland, OR
- Sodexo | Irvine, CA
- Sodexo | San Diego, CA

#### Whole Chain

Analyzed waste hotspots for fresh strawberries and frozen potatoes along the supply chain and identified solutions.

- Distribution Center | Shafter, CA
- Retail Store | Bakersfield, CA
- Distribution Center | Tracy, CA
- Retail Store | Livermore, CA
- Distribution Center | Rialto, CA
- Farm | Watsonville, CA
- Farm | Pasco and Richland, WA.

#### Oakland Chinatown

Engaged community-based organizations to support outreach on SB 1383 and local compost ordinances.

Oakland Chinatown Improvement Council |
 Oakland, CA

#### Manufacturer Employee Engagement and Culture Change

Ran an employee engagement campaign to collect and implement their ideas on how to reduce food waste in the manufacturing facility.

- Bob's Red Mill | Mitwaukie, OR
- Land O' Lakes | Turlock, CA



#### Hospitality Low Waste Events

Trained hospitality teams and planners to reduce food waste at events.

- Hotel | Seattle, WA
- Hotel | Seattle, WA
- Event Center | Portland, OR
- Event Center | Vancouver, BC
- Hotel | San Francisco, CA
- Hotel | Seattle, WA
- Hotel | Berkeley, CA
- Hotel | Los Angeles, CA

#### Artificial Intelligence in Retail

Used inventory management systems Shelf Engine and Afresh to reduce shrink and grow sales.

Two large chains | CA, OR, WA

#### **Upcycling Initiatives at New Seasons**

Investigated upcycling high value items within store food service.

New Seasons Market | OR, WA

#### Upcycling Breadcrumbs

Engaged with food recovery organization Farestart to upcycle old bread into breadcrumbs for resale at PCC Community Markets.

PCC Community Markets | Greater Seattle area, WA

#### **Dairy Hotspots**

Identified the top items and causes of dairy waste in grocery retail.

New Seasons Market | OR, WA

#### **Best Practice Studies**

#### Strengthening Food Rescue Programs

Best practices in staff training protocols and food rescue partnerships.

Raley's | Northern California

#### Store Level Tracking and Support

Highlight innovative partnership between Sprouts and WM to produce store-level waste data and donation "scorecards,"

Sprouts Farmers Market | California, Washington



NV





## RE+ ZERO WASTE GRANTS

- Cities: Re+ Cities Grants and Waste Reduction & Recycling Grants (WRR)
- Other Entities: Re+ Circular Economy Grants
- 2023-2024 = \$3+ million

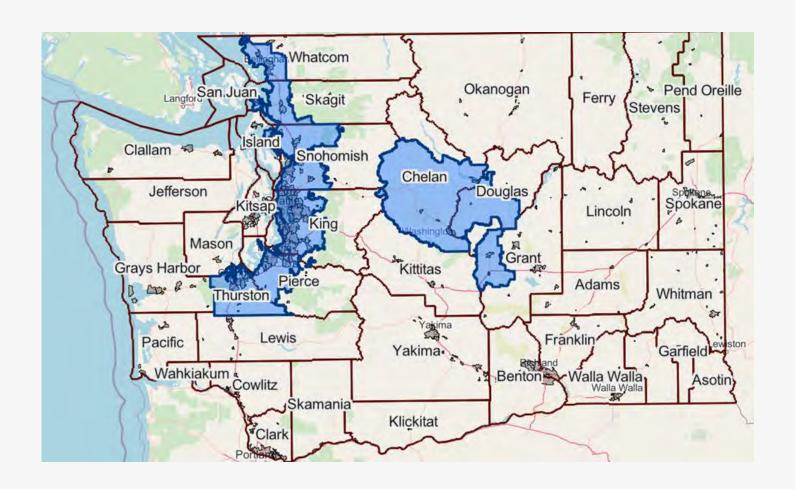
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 Statewide: NextCycle Washington Circular Accelerator & Renew Seed Grants









## WA ORGANICS MANAGEMENT LAWS ('22, '24)

- Purpose: divert organic materials away from landfills through prevention, food rescue, and organics management processes
- More funding to support food donation programs & infrastructure
- Increase collection via residents & businesses
- Support for facilities to build, expand, improve processes
- Procurement requirements









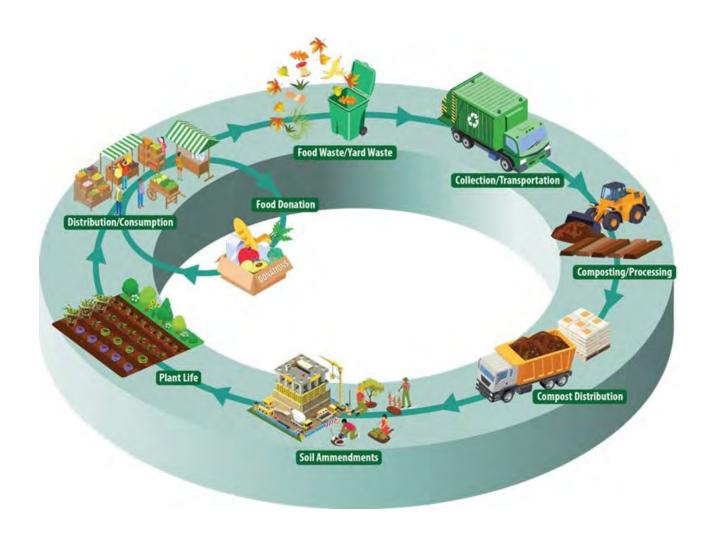




## COMPOSTWISE TECHNICAL ASSISTANCE

- Increased organics recycling calls for need to procure more compost in projects and apply to King County land
- Specialized trainings
- 1:1 technical assistance
- Universal contract access for local governments
- Financial aid
- Procurement tracking and reporting (via OML)
- Resource development

## WE ARE IN THIS TOGETHER





## THANK YOU

- EPA Wasted Food Scale
- King County Food: Too Good to Waste (FTGTW)
- Pacific Coast Food Waste Commitment (PCFWC)
- King County Re+ Zero Waste Grants
- NextCycle Washington
- Washington State Organics Management Laws
- King County CompostWise

#### KING COUNTY ORGANICS

organics@kingcounty.gov compost@kingcounty.gov



## Questions & Answers



https://westcoastclimateforum.com/