



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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**Contact: Casey Hernandez
(213) 978-0741**

MAYOR VILLARAIGOSA ANNOUNCES CREATION OF FOOD POLICY TASK FORCE

Celebrating the 30th anniversary of farmers' markets in Los Angeles, Mayor leads pledge for local restaurants to use locally grown food

LOS ANGELES – Mayor Antonio Villaraigosa joined by City Councilmember Jan Perry today announced the creation of a food policy task force, as part of a celebration of the 30th Anniversary of Farmers' Markets in the Los Angeles area.

“In honor of the visionary work of those who founded farmers' markets 30 years ago, we recognize their important contributions to bring healthy, fresh and locally produced food to Angelenos,” said Mayor Villaraigosa. “We make a commitment to the future by launching the work of a task force to help provide access to good food for all Angelenos, particularly those in under served communities. By purchasing produce at farmers' markets, not only are you helping the environment and living a healthy lifestyle, but you are also supporting local business and creating local jobs.”

In announcing the creation of the task force, the Mayor explained that the City of Los Angeles will be working in collaboration with the Urban and Environmental Policy Institute of Occidental College, and the Los Angeles Conservation Corps, to provide a report and recommendations in the next six months on a food policy council and a foodshed assessment.

The goal will be to develop policy, conduct research, and provide recommendations in the areas of:

- Best practices in the field of food policy council development
- Food retail and marketing issues
- Food access and transportation
- Urban agriculture and community gardens
- Enhance urban and rural community relationships and understanding;

- Emergency food networks
- Sustainable agriculture, water use and pesticide use
- School feeding and nutrition education programs
- Food waste
- Local and regional food initiatives

The task force will also be asked to set the framework for a foodshed assessment, in order to:

- Define the boundaries of the L.A. foodshed
- Identify how much, how and where food is grown within our foodshed
- Determine the level of regional self sufficiency in food production
- Identify sources of food in the region.
- Identify methods to enhance regional food security and access to Good Food within the city and county of Los Angeles.
- Examine food production resources within the City of Los Angeles, including urban agriculture and community gardens
- Understand city and county food consumption patterns

Joining Mayor Villaraigosa and Councilmember Perry were L.A. County Agricultural Commissioner Kurt Floren and farmer's market founder Vance Corum. Also attending were other founders and farmers from early farmers' markets in the region as well as a number of well known chefs, including: Evan Kleiman of Angeli Caffe and host of the weekly radio show "Good Food" on KCRW; Neal and Amy Fraser of Grace; Mary Sue Milliken of Border Grill, Ciudad; Michael Cimarusti of Providence; Nancy Silverton of Osteria Mozza, Pizzeria Mozza, and La Brea Bakery; Eric Greenspan of The Foundry on Melrose; Kenneth McCaskill of Engine Co. No. 28; Jaime Martin De Campo and Ramiro Arviso of La Casita Mexicana; Jeffery Saad, runner up from the Next Food Network Star; and Claude Beltran of Noir Café.

The celebrity chefs all took and signed a Locally Grown Good Food pledge, agreeing to buy and serve locally grown food as much as possible, in their restaurants.

Thirty years ago, farmers' markets were founded as a way to build economic support for small family farms and bring fresh and healthy produce directly to consumers in under served urban areas, and to support the local, small farm economy. Farmer's market founder Vance Corum was a leader in that effort. Since then, farmers' markets have increased in number and popularity and are helping provide greater access to "good food" -- food that is healthy, affordable, and fairly and sustainably produced. Los Angeles County has the largest number of farmers' markets in the state, with over 120 certified farmers' markets.

Farmers' Markets are an important food delivery and community development mechanism. Continued city support of food programs like farmers' markets, is increasingly important due in part to increasing disparities in food access, diet-

related illnesses and the rise of obesity rates in low-income youth in addition to the need to support small family farmers and local food based businesses.

The event was held on the south lawn of City Hall in conjunction with the existing farmers' market, which takes place there every Thursday. The event included a salsa-tasting contest and chef demonstration. An open ideas competition for a permanent farmers' market hub also took place, sponsored by GOOD Magazine; the winner was announced by Jonathan Gold, Pulitzer Prize winning food critic.

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