

FOOD

VISION STATEMENT

Stevens Point will make continuous progress toward becoming a local food economy. The local food economy will allow residents and visitors ease of access to food grown in the city and proximate rural districts. The food will be raised, delivered, preserved, and prepared in a way that maintains and enhances the life-giving nourishment of the food and the productivity of the landscape. The system of distribution will facilitate a trusting relationship between the food producer and consumer. The food will be priced in a way that permits farmers to sustain excellence in providing a clean, highly nutritious supply, to pass that noble task onto succeeding generations, and to provide the strong economic base, which allows solvency in all supporting businesses.

GOAL 1: Establish an urban agriculture community in Stevens Point.

Objective 1.1: Establish 100 strategically placed, active community garden plots by 2010.

Action 1: City Planning & Zoning department will identify & secure appropriate remnant/open spaces owned by the city by 2009.

Action 2: City will secure funds to support the development and maintenance of the community gardens.

Action 3: City will establish one part-time position to coordinate the gardens and educational programming.

Objective 1.2: Expand the use of agricultural conservation easements for local food production on private land in and around the city of Stevens Point

Action 1: City will work collaboratively with local organizations to promote agricultural conservation easements to private landowners.

Action 2: City will work collaboratively with local organizations to promote the development of diversified and sustainable farming practices on agricultural conservation easements.

GOAL 2: Create an eco-community food network.

Objective 2.1: Establish a food processing center to facilitate the processing & distribution of locally grown products.

Action 1: City will work with local organizations to identify and purchase vacant space in the downtown area by spring 2010.

Action 2: City will hire a consultant to put in place the appropriate equipment and processes to meet health standards.

Objective 2.2: Offer consumer/producer education and awareness programs.

Action 1: City will provide support (overhead costs, publicity, educator stipends) for programs at the food-processing center that educate producers and consumers in the proper handling and use of local products.

Objective 2.3: Establish an online inventory of local producers and restaurants serving local foods.

Action 1: City will link with local organizations to advertise local food purchasing opportunities when they become available (ie: Farmshed, Farm Fresh Atlas, UWSP Sustainable Agriculture program, etc.)

GOAL 3: Expand and improve the Stevens Point Farmer's Market.

Objective 3.1: City will make the expansion and improvement of the Farmer's Market a priority in the revitalization of downtown Stevens Point.

Action 1: City will redesign the market layout to allow for 48 canopied stalls and appropriate parking by 2010.

Action 2: City will create one part-time position to manage/coordinate the Farmer's Market.

GOAL 4: Increase local foods served at all public events held in Stevens Point.

Objective 4.1: Promote locally grown/produced products served at city-sponsored events.

Action 1: City will offer incentives to local producers such as discounted vendor licenses & permits.

Action 2: City will give preferential placement to vendors selling local products.

Action 3: City will use biodegradable foodservice products at all public events held in Stevens Point.

GOAL 5: Create a Stevens Point Food Policy Commission.

Objective 5.1: The Food Policy Commission will oversee the implementation of the goals of the eco-municipality task force and expand upon these goals.

Action 1: The Food Policy Commission will act in an advisory capacity to the Stevens Point City Council.

Action 2: The Food Policy Commission will act as liaison to the Portage County Board of Supervisors.

Action 3: The Food Policy Commission will participate in the Portage County Emergency and Disaster Planning.