

# 2020 ANNUAL REPORT



## COMMEMORATING 10 YEARS OF A GOOD FOOD MOVEMENT



# LETTER FROM THE EXECUTIVE DIRECTOR

My name is Christine Tran and I'm the new Executive Director of the Los Angeles Food Policy Council (LAFPC). As a local Angelena from South El Monte, I am proud to represent our region and lead the nation's largest Food Policy Council.

For me, food isn't just professional, it's also political and personal. I was a WIC baby and free lunch kid. I grew up in a CalFresh household. I am the child of Vietnamese Boat People Refugees and a first generation high school graduate. My mom was a sweatshop worker and my dad a day laborer. I come from a family of farmers, street vendors, and corner store owners. Through it all, my family survived so that I can thrive. Today, my role speaks to all of these lived experiences, as I work at the intersection of food justice and community development.



I am also where I am today because of the dedication and drive of LAFPC's founder, Paula Daniels along with the previous directors, Alexa Delwiche and Clare Fox. Their leadership along with our network of partners, established and cultivated LAFPC into the powerhouse organization it is today. With this foundation in mind, it is with great pleasure that I introduce you to the 2020 Annual and 10-year Commemorative Report.

This report chronicles our origin story through a decade of accomplishments. We have honored the voice and memory of one of our early taskforce members, iconic LA food writer Jonathan Gold (1960-2018). In November 2009, he was part of a group that convened to develop a Good Food policy agenda for Los Angeles – food that is healthy, affordable, fair and sustainable. The Taskforce met with over 200 people, conducted roundtables and listening sessions, and developed a report called the Good Food for All Agenda (2010) with 55 specific action steps around six priority action areas, including a recommendation to establish a permanent Food Policy Council to help advance the agenda. Gold penned the foreword for this monumental document.

We reprinted Gold's inaugural words from 2010 alongside newly penned words from his protégé, Javier Cabral, editor-in-chief of LA Taco. As a fifteen year old high school student from East LA, Cabral e-mailed Gold seeking career advice on food writing. From that early exchange blossomed an apprenticeship that ushered in new food narratives focused on people and culture. Whether you're a writer, farmer, policymaker, or chef, Gold and Cabral serve as an important example of intergenerational mentorship in our food ecosystem.

Thank you for joining us on this journey. We look forward to continuing this Good Food Movement alongside you.

In Partnership,

Christine Tran  
Executive Director  
Los Angeles Food Policy Council



# CONTENTS

## WELCOME

02	LETTER FROM THE EXECUTIVE DIRECTOR	10	COVID RESPONSE	22	A TIME FOR TRANSFORMATIVE MAGIC BY CHRISTINE TRAN
03	TABLE OF CONTENTS & WHO WE ARE	11	GOOD FOOD ZONE	23	OUR TEAM & BOARD
04	2010 GOOD FOOD FOR ALL AGENDA FOREWORD BY JONATHAN GOLD	12	HEALTHY NEIGHBORHOOD MARKET NETWORK	24	LEADERSHIP CIRCLE
05	2020 FOREWARD BY JAVIER CABRAL	14	WORKING GROUPS	25	FUNDERS & PARTNERS
06	COMMEMORATING 10 YRS. OF LAFPC, ILLUSTRATED BY ANGEL TRAZO	15	LEADERSHIP DEVELOPMENT	26	ROOTS OF A GOOD FOOD MOVEMENT
08	GOOD FOOD JUSTICE, GOOD FOOD ETHICS	16	TRANSFORMATIVE DATA	27	SPECIAL THANKS
09	WHAT'S NEW IN 2020?	18	GOOD FOOD CHAMPIONS		

## WHO WE ARE

The Los Angeles Food Policy Council (LAFPC) is fiscally sponsored by Community Partners. We are an independent nonprofit and the largest food policy council in the country, with a network of over 6,000 individuals. We coordinate over 400 organizations from across our region, including government, business, and community groups, to work together to achieve Good Food for All. Through advocacy and direct programming, we work to create a local food system free from hunger, rooted in equity and access, supportive of farmers and food workers, and guided by principles of environmental stewardship and regeneration.



# 2010 FOREWORD

BY JONATHAN GOLD

Jonathan Gold (1960-2018), a founding taskforce member of LAFPC, was a Pulitzer Prize-winning restaurant critic. Gold wrote this foreword in 2010, for the Good Food For All Agenda, the document that founded LAFPC.

Los Angeles, I submit, is the best place to eat in the world right now, a frieze of fine dining overlaying a huge patchwork of immigrant communities big enough and self-sustaining enough to produce exactly the food they want to eat. The famous insularity of Angelenos, our love for the pleasures available in our own backyards, may affect the civic culture, but the anti-melting pot, the glorious mosaic is excellent for cuisine.

Until the 1950s, Los Angeles was still the largest agricultural county in the United States, a prime source of citrus and walnuts, strawberries and tomatoes, milk and meat. When you drive around the vast metropolis now, you can see vestiges of the old farms: marooned barns that still house rusted tractors; orange trees, once part of endless groves, that march in parallel across suburban backyards; old-fashioned farmhouses, like the one Dorothy inhabited in Kansas, sticking out amid blocks of equally charming 1910 tract houses. In industrial areas, hints of the old order sprout like grass through cracked sidewalks: lettuces in the shade of freeway overpasses and endless fields of edible cacti, or nopales, being harvested from old railroad right-of-ways.

If you keep your eyes open, any short trip to the supermarket can become a secret botanical expedition, a survey of hidden sugarcane, of trees bearing tejocotes, or Blenheim apricots, of chayote, loquats and tiny, fragrant Mexican limes. The scent of grapefruit blossoms, the hedges of rosemary, the surprising sight of cornstalks and beanstalks and wrinkly, impossibly fragrant Thai limes peeking over urban fences—the sense of miracles, of abundance, of sheer possibility that has drawn new residents from all over the world, is still everywhere you turn. But even in the midst of plenty, at a time when the diversity of our restaurants, our splendid farmers' markets, and our splendid year-round growing climate are envied throughout the world, the bounty—what the Los Angeles Food Policy Task Force calls “Good Food”—is not available for all. A block from backyard vegetable gardens whose vitality could make you gasp, displays of cheap-calorie, high-profit, chemical-laden snacks, and vivid, sugary sodas all but crowd out the produce sections of neighborhood markets. Children

eat prepackaged school lunches designed to ease the problems of distribution rather than nutrition. Billions of consumer dollars that could go towards sustainable, fairly priced locally grown food goes out of the region and out of the country. Improbably, even here, many thousands of Angeleno families go hungry each day.

The Good Food for All Agenda, assembled after many meetings of the Los Angeles Food Policy Task Force, may be just a first step toward making Los Angeles the world leader of Good Food that it should be, but it is an important step. Through its suggestions for encouraging responsible agriculture, centralizing distribution and improving accessibility, through targeting public investment, inviting citizen participation, and producing good jobs, through creating new markets, and promoting greatly expanded community gardens, the agenda would bring Good Food closer to Angelenos and Angelenos closer to Good Food. We eat better. We are happier. We all win.

—Jonathan Gold



# 2020 FOREWORD

BY JAVIER CABRAL

At 15 years old, Javier Cabral [cold emailed](#) Gold for advice about becoming a food writer. Not only did Gold respond, he also mentored Cabral on the art of food writing. Today, Cabral is the editor-in-chief of L.A. Taco and the associate producer of Netflix's *Taco Chronicles*. Here is the foreword for this ten-year commemorative report:

Why do you stay in Los Angeles and fight to survive here?

The answer, for me, lies somewhere between the faint scent of guavas as they start to fruit from your neighbor's yard and that first whiff of carne asada that makes you voraciously hungry on your drive back home. It is in the echoing bells and whistles emanating from every street vendor who gets up early in the morning, pandemic or not, to give the day everything they got. And in the thrill of sending that first random DM hoping to try the food from a new pop-up that has built a loyal following amidst a crisis in the foodservice industry.

The rest of the country has caught on to the fact that L.A. knows how to eat. This is directly reflected in the soaring housing costs and the increasing cost of living. But we cannot ignore the painful irony: The diverse immigrant families whose food made Los Angeles the best eating city in the world are being displaced from the neighborhood they've called home for decades. The city that I champion every day is at a crossroads. As street vendors continue to be penalized instead of investing in outreach and education, as the leases for neighborhood restaurants expire and are replaced by corporate chains—L.A. is in danger of not feeling like L.A. anymore.

The thing is, you can only romanticize about food and Los Angeles for so long before the more profound questions involved in your pursuit of the perfect bite start to creep in. Do you meet those complex reflections with actions or indifference? Beyond the noodle pulls and stunt food lies the burning question that amuses some and torments others: What are you eating today?

Critical questions about access to fresh food live next to my memories of growing up in the unfavorable food systems of a

coming-of-age in East Los Angeles. The pop-culture appeal of coffee cake and spicy cheese curls does not cancel out the sugar and sodium that would set the foundation for a lifetime of eating patterns and their consequences.

Why was my reward for filling out my reading log in elementary school a deliciously greasy, free personal-sized pan pizza? Why was the "nutrition" snack provided to me by my school a glazed buttermilk bar donut washed down with a chocolate milk pouch? Why were there four fast-food restaurants within two blocks of my high school? Eating all this high-calorie cheap food was how I assimilated as a first-generation Mexican American who often would rather eat curly fries over my mom's nopales.

I often wonder where I would be if Jonathan never responded to my email when I was 15, and my obsession with food would have turned into a career in food writing usually reserved for those who possess disposable income. How can we invest in the entrepreneurial and raw talent found in the streets via food? Our streets are filled with individuals born into a food system instantly pinned against the odds of health.

All this starts with finding the time to get back to that awkwardly written email by a 15-year-old kid who begins to show even the slightest amount of interest in the incredibly vast topic of food. Whether it is in growing food, cooking food, writing about food, asking questions about food, selling food, distributing food, and of course, eating food, all it takes is one person in an underserved community to start the heightened sense of food awareness in their circle. Food still has the power to transcend beyond oneself.

These are the communities that made us who we are. It's time to invest back into them.

As Los Angeles develops and the sons and daughters of immigrants have the opportunity to gain power in their respective neighborhoods, let's remember this: An older generation's liquor store can be another generation's mini-market and therefore change an entire generation's food habits and the chain reaction on all the facets of life that can stem from it.

—Javier Cabral

## THEN AND NOW.

These two forewords, written 10 years apart by Jonathan Gold, a founding taskforce member of LAFPC, and his food writer mentee Javier Cabral, are placed side by side to commemorate our Good Food Movement.



# COMMEMORATING 10 YEARS OF A GOOD FOOD MOVEMENT

SEPT 2009

30TH ANNIVERSARY OF THE 1ST FARMERS' MARKET IN LA



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 businesses and creating local jobs.  
- MAYOR ANTONIO VILLARAIGOSA

MARCH 2015

LA City approves Edible Parkways.  
LA City releases the Plan for a Healthy LA.

APRIL 2015

LA City releases the Sustainable City pLAn.

JULY 2015

Clare Fox is named Executive Director.

SEPTEMBER 2015

LA County approves the Urban Agriculture Incentive Zone Program (UAIZ).

MAY 2016

LA City Council votes to require all farmers' markets to accept EBT.

JUNE 2017

LA City approves the UAIZ.  
LAFPC updates the Good Food for All Agenda with input from over 300 diverse LA stakeholders.

Improving the distribution of healthy food resources is about righting past wrongs of discrimination, divestment, and neglect. Better nutrition resources must be based on the belief that everyone deserves to have healthy, affordable, and quality food regardless of where they live.

- GWENDOLYN FLYNN

NOVEMBER 2009

Alexa Delwiche is hired as Coordinator for the Food Policy Taskforce. The first meeting convened to develop a Good Food Policy Agenda for LA. Over the next few months, in partnership with Roots of Change, they convened hundreds of diverse sector stakeholders in LA and across Southern California.

APRIL 2014

LA City approves recyclA, the City's exclusive waste franchise system.

JULY 2010

Good Food For All Agenda was drafted and established by the Los Angeles Food Policy Council (LAFPC).

OCTOBER 2010

LAFPC becomes official on Food Day announced at Vibiana.

OCTOBER 2013

The first LA Food System Snapshot (later Dashboard) is released.

OCTOBER 2018

LA City Introduces a motion to study Good Food Zones (GFZ).

FEB 2017  
LA CITY COUNCIL  
VOTES TO  
DECRIMINALIZE  
SIDEWALK VENDING



NOV 2018  
LA CITY VOTES TO  
IMPLEMENT A  
SIDEWALK  
VENDING PROGRAM



JANUARY 2011

The first LAFPC meeting was held in the Mayor's Press Room.

FEBRUARY 2011

The first official Working Group meeting was held in the sub-basement of the Public Works Building. From farm to fork, this is a diverse network of people coming together to improve food access.



Creating a new economy around food is just important for the entire food system. We need to think about the equity and diversity in that supply chain and be inclusive in who is being supported in new economic policies.  
- PAULA DANIELS, LAFPC FOUNDER



JANUARY 2012

LAFPC carries on the work of the Community Market Conversion (CMC) program. Today it's our Healthy Neighborhood Market Network (HNMN) program, where we transform corner stores into healthy food retailers for their communities.

OCTOBER 2012

LA City adopts the Good Food Purchasing Policy (GFPP). LAUSD signs on in November 2012. GFPP transforms the way public institutions purchase food by creating a transparent and equitable food system built on five core values: local economies, health, valued workforce, animal welfare, and environmental sustainability. This became the basis of The Center for Good Food Purchasing, a national spin-off organization of GFPP established in 2015.

FEBRUARY 2020

LAFPC releases an update to the Food System Dashboard.

MARCH 2020

LA City approves the GFZ in South LA and Arleta/Pacoima.

MAY 2020

Christine Tran is named Executive Director.

APRIL 2019

LA City releases the LA Green New Deal, an update to the Sustainable City pLAn.  
LAFPC launches Food Leaders Lab, a program to engage community advocates on the histories of food justice movements, political leadership, and strategies for a healthy, resilient, and just food system in LA.

AUGUST 2019

The County of LA releases OurCounty, a sustainability plan.

What began as a series of small local conversations have grown into a movement—the largest council of its kind, anywhere in the country. Over the last decade, we can see what happens when food policies aren't just made for communities, but with and from communities.

- MAYOR ERIC GARCETTI



2020  
THE 10-YEAR ANNIVERSARY  
OF LAFPC.





# GOOD FOOD JUSTICE

## FOOD JUSTICE IS RACIAL JUSTICE

Today, we are bearing witness to two pandemics, COVID-19 and racism. One requires a vaccine and the other, justice. As an organization that strives for food justice, we want to be clear that this means racial, economic, and land justice.

To achieve this requires that we address systemic oppression by confronting the ways in which our systems treat people differently. These differences are literally a matter of life and death.

We say unequivocally that [Black Lives Matter](#).

Ahmaud Arbery, George Floyd, Tony McDade, Sean Reed, and Breonna Taylor are names of Black individuals on a long and ever-growing list of human lives lost to racism at the hands of law enforcement.

Racism attacks every aspect of our society, creating disparities in health, food access, criminal justice, education, and our economy.

From the tea and coffee we drink to the spices in our dishes to our cotton tablecloths, the land and labor that feed us come directly from the lives and livelihoods of Black, Indigenous, and People of Color (BIPOC).

To eat is to be responsible for just systems. We are all responsible for decolonizing and dismantling in order to re-imagine, innovate, and achieve justice, equity, human dignity for all, and to end racism.

As a BIPOC-led and staffed organization, we acknowledge and feel the pain and suffering that anti-Black racism causes and continues to cause in our communities. We commit to speaking out against oppression and inequities in our society by working to inform policy while mobilizing our communities. Together, we can be the change we seek and need.

In solidarity,

## LOS ANGELES FOOD POLICY COUNCIL

We reside and work on Indigenous homelands. We acknowledge and honor the descendants and caretakers of this region including Kizh/Gabrieleño (Tongva), Chumash, Tataviam, Serrano, Kitanemuk, Píviṭuqaletem, Acjachemen, Payómkawichum, and any other tribal group possibly not mentioned. To learn more about tribal lands, [visit here](#).

# GOOD FOOD ETHICS

How we work as an organization is a reflection of our values and our vision of Good Food for All. To guide our organizational practices, we adopted the following Good Food Ethics.

### EQUITY & INCLUSIVITY

We focus on creating just conditions for the most disenfranchised communities. We are mindful of cultivating inclusive spaces, and are sensitive to the diverse cultural needs and lived experiences of community members. The perspectives of those most impacted by structural inequities (including but not limited to racism, classism, sexism, ableism, ageism, and homophobia) are uplifted and prioritized in our work.

### STEWARDSHIP

We consider the impact of our actions on current and future generations by caring for our natural resources, realizing we are in relationship to all living beings.

### SOVEREIGNTY

We believe that people impacted by an unjust food system have the right to determine local and culturally-relevant food traditions and practices.

### WELLNESS

We understand health as a human right and a holistic state of wellbeing that includes dignity, power and opportunities to live a fully actualized life. We support comprehensive conditions for every member of the community to be healthy and well.

### INTEGRITY

We practice self-awareness and self-inquiry with regards to our relationship to identity, privilege and power within the Good Food movement, and we seek to serve communities mindfully and honestly.

### MUTUAL RESPECT

We respect the interconnectedness of all our efforts within the local food system. We believe there is a role for everyone in this movement. We act in good faith, mutual interest and reciprocity in our partnerships and our work.

# WHAT'S NEW IN 2020

## NEW EXECUTIVE DIRECTOR

New Executive Director. In May 2020, Christine Tran joined the Los Angeles Food Policy Council as the new Executive Director. She became the fourth executive at the helm since the first Working Group meeting in 2011. Her leadership began amid the pandemic and she took charge at a significant moment in the evolution of our global and local food systems.

## GOOD FOOD SEASON

National Food Day is celebrated annually on October 24th. Each year, LAFPC typically aligns our anniversary with National Food Day, a day dedicated to raising awareness around food. On Food Day in 2010, Mayor Antonio Villavagosa officially announced the establishment of the Los Angeles Food Policy Council.

In response to the challenges with celebrating milestones amid the pandemic, LAFPC launched "Good Food Season," a digital celebration of food and our ecosystem heroes like food chain workers, small businesses, and non-profit partners.

Good Food Season began on Food Day and was celebrated through the end of the year. Highlights of our first ever Good Food Season include an end-of-the-year Working Group Panel with Co-Chairs ([See Page 14](#)), as well as recognized our Good Food Champions, food heroes in every City Council and Supervisorial Districts across the City of Los Angeles. ([See Pages 18-21](#)). Good Food Season enabled us to amplify and exchange narratives about the legacy and future of our collective Good Food movement using our digital platform.

## LAFPC BLOG LAUNCH

Embracing our virtual reality, we have expanded our digital footprint by launching a blog in September 2020. In addition to our own blog, we published three guest blogs:

- *A Word From the Frontline: Implementing The Good Food Zone Policy* by **O'sunkoya Chavon**, Seasoned Accelerator Program Coordinator at SEE-LA & Good Food Economy Working Group Member
- *Food Access For All is More Important Than Ever* by **LISC LA**
- *What Does 'Safer at Home' Mean For Our Houseless Neighbors?* by **Todd Cunningham**, Los Angeles Community Action Network (LA CAN)

## SEEDS OF CHANGE LA

In July 2020, Seeds of Change LA was launched. As a former LAUSD teacher, Christine is an expert in and long-time advocate of Farm to School efforts as well as community and school gardens. Inspired by [a story](#) she penned in 2015 of the same name, Seeds of Change amplifies existing

Good Food work as well as supports those seeking "to seed" Good Food efforts in the community, while also serving to counter the obstacles COVID-19 created for typical organizational fundraising.



Through this campaign, we aim to raise money for our organization but also to locally support others by sharing monetary and non-monetary resources.

## HOW DOES SEEDS OF CHANGE LA WORK?

A monthly \$30 "seed subscription" model, with each monthly subscription providing:

- **Love!** We donate \$5 monthly from each monthly subscription to a Good Food partner.
- **Seeds!** For each monthly subscription, we are donating seeds to local community and school gardens.
- **Dialogue!** We team up with our Good Food partners to tell their stories and support their work.

In its first year, Seeds of Change LA's inaugural Good Food partner is [ALMA Backyard Farms](#), a movement to reclaim the lives of formerly incarcerated people and repurpose urban land into productive urban farm plots. They've organized free high-quality no-contact grocery kits in West Compton in response to the pandemic. LAFPC supported ALMA with developing [engagement strategies](#) like healthy recipe videos for social media to help community members learn about unfamiliar produce. Our seeds were donated to [Moonwater Farm](#), a land-based learning hub in Compton that provides education and fosters social equity.



# COVID RESPONSE

"From its inception, the Los Angeles Food Policy Council has worked towards a more equitable and robust food system—one that ensures food is healthy, affordable, fair, and sustainable for all. Now in the face of a pandemic and disrupted food chains, more sectors see what we've always seen: the interconnectedness of our food system. Until we are on the other side of this, it's important to meet the immediate needs of our most vulnerable populations while strategizing what recovery looks like."

— **CHRISTINE TRAN**, Executive Director, Los Angeles Food Policy Council



## WE SUPPORT SMALL BUSINESSES!

We continue to support small businesses by increasing community food access. A number of our Healthy Neighborhood Market Network (HNMN) stores have participated as sites to distribute produce and meals during the COVID-19 pandemic, including [Emma's Meat Market](#), [South LA Cafe](#), [Lupita's Corner Market](#), and [Hot and Cold Cafe](#).

## WE HELPED DELIVER 1 TON OF SALMON!

In August 2020, Kvarøy Arctic reached out to us on social media: "We have 2,000 lbs of salmon, how can we help?" We connected some dots and matched them with Seeds of Hope, a faith-based program that focuses on food justice.

"Government officials should take note. Community leaders' power and determination are important assets in the fight against poverty and in helping communities of color thrive, especially during this pandemic when resources aren't reaching those with the most need."

— **ERIKA HERNANDEZ**

Technical Assistance Associate, Inclusive Action

## WE DISTRIBUTED THOUSANDS OF MASKS!

LAFC distributed Personal Protective Equipment (PPE) to small business owners, their staff, and customers and supplied custom COVID-19 safety signage to neighborhood markets in collaboration with the Economic Workforce Development Department.

# GOOD FOOD ZONE

There are only 91 grocery stores in South LA serving nearly 500,000 residents (or one grocery store for every 9,025 people). The most convenient food options for many of these communities are fast food and corner stores. Businesses with healthy food options struggle with managing their inventory, as well as with marketing and purchasing the necessary equipment to grow their business.



The Good Food Zone Policy was created to address these challenges in local communities by increasing access to healthy, fresh food and creating economic incentives for businesses that offer healthy options. The policy was developed over the last year by community stakeholders through the Good Food Economy Working Group convened by LAFPC. First introduced by 9th District Councilmember Curren Price, the policy was passed on Tuesday, March 3, 2020, by the Los Angeles City Council. The approved initial pilot areas include South LA and Arleta-Pacoima.

Hundreds of good food businesses and thousands of residents are in dire need of policies like the Good Food Zone to help ensure they have the support and resources to be healthy food retailers and access healthy food. The Good Food Zone is the best opportunity to address historic harm and enable economic opportunity while ensuring healthy food options are affordable, sustainable, and accessible for all. In December 2020, the Good Food Economy Working Group published an implementation plan titled, *"The Good Food Zone: Recovery, Resiliency, & Racial Equity"* to urge our local government to:

1. Identify a timeline for the feasibility report and pilot implementation that reflects the urgency of the public health issue related to food insecurity.
2. Identify budget line items to fund the proposed \$3.6 million 3-year pilot.
3. Prioritize the implementation of Good Food Zones as a tactic for community and business resiliency modeling during and post COVID-19.
4. Expand the pilot to help more healthy food businesses during the pandemic.

## GOOD FOOD ECONOMY WORKING GROUP

Good Food Economy Working Group fosters cross-sector collaboration and supply-chain partnerships while serving as a "brain and heart trust" for strategic planning for the larger Los Angeles region. The group supports solutions related to jobs and workforce development, entrepreneurship, and infrastructure for food industry innovation with a priority focus on equitable outcomes for communities of color and low-income communities. They are instrumental in developing this Good Food Zone Policy! The Co-Chairs this year include: **Lyric Kelkar** (Inclusive Action), **Todd Cunningham** (LA CAN), and **Samantha Salmon** (LISC LA). For more information about our other Working Groups, [see Page 14!](#)





# HEALTHY NEIGHBORHOOD MARKET NETWORK

Our Healthy Neighborhood Market Network (HNMN) program aims to increase healthy food options in under-resourced communities in the City of Los Angeles by building the capacity of neighborhood markets. We want to ensure that everyone has access to fresh produce within half a mile of their residence and so work to increase food access in designated food deserts by providing education, capacity building, and technical assistance to corner store owners. As cohorts in our program, store owners learn to purchase, store, and market fresh produce. The majority of our clients are women and immigrant-owned small businesses providing essential services to local residents with an average tenure of 20 years in their community.

## ACHIEVEMENTS TO DATE:



65

Store owners have completed the program



9

Stores have had full physical space transformations



100%

of store owners have cited an increase in healthy retail sales



124%

Store owners cite produce revenue increase



\$1,453.40

Store owners cite average profit increase a week due to healthy food options

## CAL-GROWN VOUCHER PROGRAM

Our Cal-Grown Voucher Program supports shoppers with CalFresh (nationally known as the Supplemental Nutrition Assistance Program [SNAP], formerly known as Food Stamps) by providing additional money to spend on California-grown produce at participating stores. It also promotes economic stimulus for small businesses and California farmers). We are working with local stores already enlisted in our HNMN program, including: Skid Row People's Market (Downtown LA), El Principio (South LA), and Sam's Corner Store (Westlake). Funded by the California Department of Food & Agriculture, the program leverages the distribution capacity of API-Forward Movement, an organization that works with local Asian American farmers and other small farmers of color.

## PICKFORD MARKET

Pickford Market was started by Mandeep Singh's parents, who have been in the convenience store business for 25 years. They have owned Pickford Market for 20 years. In December 2020, we completed a store transformation with Pickford Market. A grand re-opening will happen in 2021. Stay tuned! Meanwhile, here's a Q & A with Mandeep:

### Why do you want to be a healthy food retailer?

I want to end the stigma that healthy food is more expensive and make healthy food more accessible to my customers. I feel it is my responsibility to introduce healthy products, in order to encourage healthy eating habits for my customers, especially the kids.

### What are your goals for your store as a healthy retailer?

I want the store to grow up with the community and address the needs and wants of our customers.

### How has the program impacted your business?

Participating in the HNMM program has expanded what my family and I thought was possible for our business.

### What does the transformation mean to you?

The HNMM program went above and beyond what I could imagine. The new shelving and reattaching of the store layout allowed us to expand in critical categories resulting in additional sales. We are using the updates to establish a customer base for healthy snacks. We recently added nuts, dried fruits, and chickpeas along with refrigerated healthy snack bars. Partnering with LAFPC helped us build capacity to try new healthy items and explore product placements. We are also empowered to manage marketing partnerships to reflect our commitment to our community's health and well-being.



## HEALTHY NEIGHBORHOOD MARKET NETWORK

### Emma's Meat Market

5505 San Pedro Street  
Los Angeles, CA 90011

### Pickford Market

4566 Pickford Street  
Los Angeles, CA 90019

### Skid Row People's Market

453 S San Pedro Street  
Los Angeles, CA 90013

### Placita Market La Oaxaqueña

2880 W. 7th Street  
Los Angeles, CA 90005

### Soto Street Market

900 N. Soto Street  
Los Angeles, CA 90033

### Village Mart & Deli

2200 N. Soto Street  
Los Angeles, CA 90032

### MG Meat Market

4907 W Maplewood Ave  
Los Angeles, CA 90004

### Paloma Market

4075 S Main Street  
Los Angeles, CA 90037

### E&M Meat Market

10826 S Central Ave.  
Los Angeles, CA 90059

### Corona Ranch Market

5903 S. Main Street  
Los Angeles, CA 90003

### Metro Mart

2301 W. Pico Boulevard  
Los Angeles, CA 90006

### Hot & Cool Cafe

4331 Degnan Blvd.  
Los Angeles, CA 90008

### Lupita's Corner Market

1401 W 3rd Street  
Los Angeles, CA 90017

### Sam's Corner Store

2001 W 6th Street  
Los Angeles, CA 90057



# WORKING GROUPS

Working Groups are the cornerstone of LAFPC. Alongside community and organizational partners, we facilitate several Working Groups which act as subcommittees, each dedicated to furthering goals of the Good Food for All Agenda, collaboratively developed by and for Angelenos for a better and more resilient food system.

## GOOD FOOD PURCHASING POLICY (GFPP)

Good Food Purchasing Policy (GFPP) Working Group supports the expansion of the GFPP across Los Angeles County with a focus on public food programs serving low-income residents such as the Summer Lunch Program in LA County parks, senior meals, and hospital cafeterias. The GFPP can be a powerful tool to fight food insecurity, invest in regenerative agriculture, and support local women and minority-owned businesses across Los Angeles County. In October 2012, LA City adopts the Good Food Purchasing Policy (GFPP). LAUSD later signs on in November 2012. This work eventually became the basis for the leading national nonprofit, The Center for Good Food Purchasing.

The Co-Chairs are: **Ana-Alicia Carr** (American Heart Association) and **Stephen Gutwillig** (SEE-LA).

## REGENERATIVE & URBAN AGRICULTURE

Regenerative & Urban Agriculture Working Group focuses on land use and access for urban agriculture, and has successfully developed the Urban Agriculture Incentive Zone Program, the first urban agriculture program in the County and City of Los Angeles. Driven by the importance of communities defining their own food and agriculture systems, the group centers food sovereignty and the role of culturally appropriate food production through sustainable and ecologically sound methods.

The Co-Chairs are: **Janet Valenzuela** (East Yard Communities for Environmental Justice), **Calli Goldstein** (Food Justice Advocate) and **Jessica McBride** (Open Silo).

## FOOD WASTE PREVENTION & RECOVERY

Food Waste Reduction & Recovery Working Group promotes strategies for food waste prevention, food recovery and donation, and composting. Food rescue and composting can be done in a way that supports the environment as well as promotes social and worker standards while replenishing the soil of our local urban farms' and soils. LAFPC was instrumental in developing the City's first food recovery program, along with our partners in the Don't Waste LA Coalition, as part of recyclA - LA's innovative waste collection program that coordinates food scrap drop-offs at Farmers Markets.

The Co-Chairs during this year include: **Alyson Schill** (Refeed America), **Jabari Brown** (FoodCycle), **Yassy Faal**, and **Pearson King** (Food Forward).

## FARM TO SCHOOL & GARDENS

Farm to School & Gardens address food purchases that (1) connect farms with schools and (2) use gardens as learning opportunities. By connecting farmers and schools, school cafeterias can promote healthier eating with locally grown produce; school gardens teach students where their food comes from; and Farm to School & Gardens promotes the importance of supporting local communities while encouraging students to make healthy food choices.

The Co-Chairs are **Sharon Cech** and **Rosa Romero** (Urban and Environmental Policy Institute at Occidental College).

"In the wake of COVID-19, there's been a lot of talk about how to address food security and business resiliency. For many frontline organizations and small businesses, these are OLD conversations with NEW names. As we work together to reimagine our systems let's make sure officials don't move goal posts and big businesses don't cut the line. LAFPC's Working Groups are here to ensure this."

— **RONNELL HAMPTON**, Policy Manager, Los Angeles Food Policy Council

# FOOD LEADERS LAB

Food Leaders Lab is a 10-week leadership training program that works with community advocates on the histories of indigenous lands, food justice movements, and strategies for a healthy, resilient, and just food system in Los Angeles. Each session explores the food system from various social movements including anti-hunger and community food security, food sovereignty, and regenerative agriculture.

Launched in 2019, the program has since graduated two cohorts. The most recent cohort finished programming virtually during the pandemic and graduated in April 2020!

<b>Congratulations to:</b>	Raiai M. Lee
Kriss'shon Day	Linda Leigh
Harmony Esqueda	Charmaine Mancil
Reina Flores	Magdalena Pelayo
Leslie Guardado	Gilda Sion
Fortina Hernandez	Janet Valenzuela
Marlen Hernandez	Joe Ward-Wallace
LaNeisha Hodo	Dayveon White



## FOOD AMBASSADORS OF SOUTH LA

In Fall 2020, we worked with Community Health Councils to virtually train 60 South Los Angeles residents in English and Spanish on food justice, policy, and community-driven data. Over the course of 4 two-hour sessions, community residents transformed into Food Ambassadors. After the training, the residents collected their own data about food in their communities and presented it to the public. The South LA residents received tangible opportunities to exchange experiences and ideas, while developing food system knowledge.





# TRANSFORMATIVE DATA

## 2020 FOOD SYSTEM DASHBOARD

The [2020 Food System Dashboard](#) is a comprehensive tool to measure our local food system. The Dashboard is a collection of over 250 indicators measuring the health, affordability, sustainability, and fairness of our local food system. The Dashboard assists us in telling an important narrative about how our food system is doing both locally and regionally, as our indicators span across Los Angeles as a City, County, and a Foodshed, which comprises 10 counties in Southern California. As a shared measurement tool, the Dashboard serves to empower our network with knowledge about our food system with hard data placed into the context of grassroots efforts. With equity at its core, the Dashboard aims to make data accessible to all who want it. Each of our values has both quantitative data, which includes statistics and trends, and qualitative data, which includes expert commentaries, case studies, and interviews.

The first version of the Food System Dashboard was created in 2013, and we have continued to update the data from dozens of databases and reports, with big updates in 2017 and 2020 thanks to the efforts of LAFPC alumni **Breanna Hawkins** and **Chloe Green**.



**VIEW THE 2020 FOOD SYSTEM DASHBOARD ON OUR WEBSITE**

The 2020 Food System Dashboard is divided into four sections based around our values and it is centered in equity, because in order to achieve a truly Good Food system, it must be good for all people. To distinguish disparities across demographic groups, the data is disaggregated wherever possible, specifically by race, ethnicity, and nationality; age; socioeconomic status; and neighborhoods of Los Angeles. In the following sections of the Dashboard, you will see where we are seeing positive and negative trends, or where we are staying stagnant.

### HEALTHY

In terms of our health, we see that while rates of people who are overweight are decreasing, obesity rates and incidence of diabetes continue to increase across racial groups. Similarly, consumption of fruits and vegetables continues to decline, and many neighborhoods of Los Angeles, particularly in the Valley, Metro, and East area, are seeing an increase in fast food consumption.

### AFFORDABLE

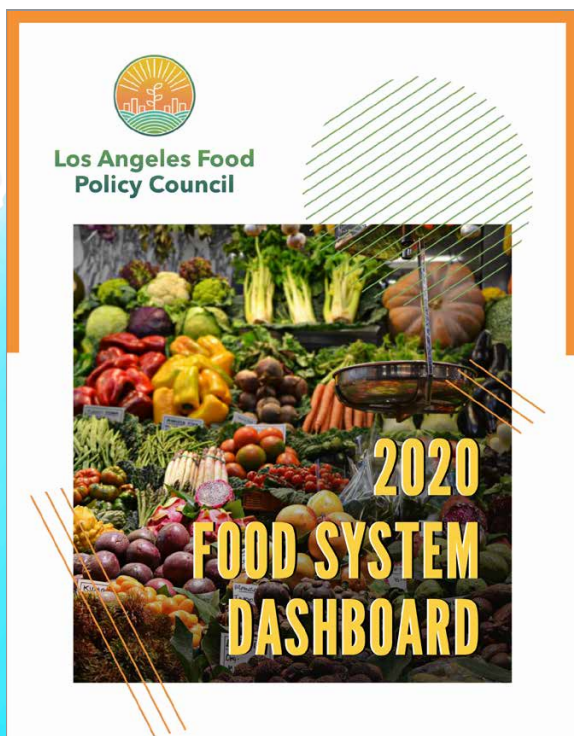
In regard to affordability of our food system, food insecurity is decreasing across the board, but we still see large differences across race and nationality. We also see again that fruit and vegetable consumption is decreasing across income levels, even though adults, regardless of income, agree that produce is becoming more affordable. Finally, we see that participation in school lunches and CalFresh are rising.

### SUSTAINABLE

While micro-farms are on the rise, so are large farms. Mid-sized farms remain stagnant in number and percentage, and small farms are rapidly decreasing in acres harvested. We also see that women- and minority-operated farms are increasing in the LA foodshed.

### FAIR

Average hourly wages are significantly increasing, but not fast enough to compete with a living wage in Los Angeles. In fact, the gaps between living wage and the average wage of food system workers continues to increase.



## FRESH IDEAS FOR CALFRESH

This project centers on the voice of community members with CalFresh lived experiences. We partnered with First 5 LA and LA County Department of Public Social Services to deeply listen to families about ways to improve access to CalFresh as well as other strategies to promote access to healthy food in underserved neighborhoods across Los Angeles County.

Families with young children are particularly vulnerable to the negative impacts on health and well-being that comes with food insecurity. CalFresh can be a critical lifeline for low-income families to put food on the table, and yet pre-pandemic, 35% of families who qualify are not utilizing the benefit.

Through our Fresh Ideas for CalFresh project, parents and other community members shared their ideas about ways Los Angeles County can improve CalFresh services, expand access to nutritious food and ensure that no child is hungry in LA County. We held a Listening Tour from July 2019 to June 2020 with over 400 community members. Events were conducted in English, Spanish, Khmer, and American Sign Language. During this time, COVID-19 increased the need for CalFresh. Household enrollment in Los Angeles County jumped 32.8% from 628,409 in July 2019 to 834,828 in June 2020.

In November 2020, we shared the findings and preliminary considerations with community members. A report of the findings and recommendations based on community input will be published in 2021.

“We would like there to be more signs in the streets [about CalFresh]. We need more outreach in the community and schools when there are parent meetings. At the laundromats, at fairs, at the park.”

— **South Los Angeles Community Member**

“Service providers need to have more empathy.”

— **San Fernando Valley Community Member**



## FOOD JUSTICE & RESTORATIVE RE-ENTRY IN LA

Our Food Justice & Restorative Re-entry project examines the role of economic development in the food sector for those “reentering” society following incarceration. Developing more opportunities to understand this intersectional issue is particularly important during this COVID-19 pandemic recession, a time in which there are reduced services and fewer job opportunities. We conducted a preliminary landscape to learn about these issues more closely and learned that:

- There are very few workforce development programs focused on both the food sector and supporting the re-entry population.
- The reentry population has unique needs that require skilled attention from service providers and programs that are attuned to their needs. Supportive systems in place can greatly support the socioeconomic challenges with re-entry

- By supporting the re-entry populations, we support the formerly incarcerated and the community in which they reside in.
- Increased workforce development opportunities for the previously incarcerated will foster community-based opportunities while increasing a skilled workforce, which in turn will actively contribute to the local economy.

In Spring 2021, LAFPC will work with the Community Data Initiative, a National Science Foundation partnership between Community Partners, Cal State LA, and the City of Los Angeles. We will use data to map out issues related to the re-entry population such as community health and food access data to support decision-making and resource allocation.



# 2020 GOOD FOOD CHAMPIONS

From feeding frontline workers to organizing food distributions, across Los Angeles we have amazing food heroes who are going above and beyond for our communities, especially during this difficult time. Join us alongside LA County Supervisors, LA City Council Members, and their districts in celebrating some of the many heroes making a difference in our communities this year!

## **ROOT OF LIFE JUICERY**

Supervisory District 1  
SUPERVISOR HILDA SOLIS

## **HOT AND COOL CAFE**

Supervisory District 2  
SUPERVISOR HOLLY MITCHELL

## **SEE-LA**

Supervisory District 3  
SUPERVISOR SHEILA KUEHL

## **AIDS FOOD STORE OF LONG BEACH**

Supervisory District 4  
SUPERVISOR JANICE HAHN

## **GROCERY OUTLET ALTADENA**

Supervisory District 5  
SUPERVISOR KATHRYN BARGER

## **PARK'S FINEST BBQ**

Council District 1  
COUNCILMEMBER GIL CEDILLO

## **APLA HEALTH'S NOLP FOOD PANTRIES**

Council District 2  
COUNCILMEMBER PAUL KREKORIAN

## **MORT'S DELI**

Council District 3  
COUNCILMEMBER BOB BLUMENFIELD

## **HOLLYWOOD FOOD COALITION**

Council District 4  
COUNCILMEMBER NITHYA RAMAN

## **CROSSROADS KITCHEN**

Council District 5  
COUNCILMEMBER PAUL KORETZ

## **EL COCINERO**

Council District 6  
COUNCIL PRESIDENT NURY MARTINEZ

## **EL NIDO'S FAMILY CENTER**

Council District 7  
COUNCILMEMBER MONICA RODRIGUEZ

## **SWIFT CAFE**

Council District 8  
COUNCILMEMBER MARQUEECE HARRIS-DAWSON

## **TOSS IT UP SALADS**

Council District 9  
COUNCILMEMBER CURREN PRICE

## **HAROLD & BELLE'S**

Council District 10  
COUNCILMEMBER MARK RIDLEY-THOMAS

## **MAR VISTA FARMERS MARKET**

Council District 11  
COUNCILMEMBER MIKE BONIN

## **SUPER KING MARKETS**

Council District 12  
COUNCILMEMBER JOHN LEE

## **RICK'S PRODUCE**

Council District 13  
COUNCILMEMBER MITCH O'FARRELL

## **NO US WITHOUT YOU**

Council District 14  
COUNCILMEMBER KEVIN DE LEON

## **WATTS COMMUNITY CORE**

Council District 15  
COUNCILMEMBER JOE BUSCIANO

# GET TO KNOW SOME OF OUR 2020 GOOD FOOD CHAMPIONS!

## ROOT OF LIFE JUICERY

Root of Life is a family owned-local Juicery, that specializes in creating superfood base juices, smoothies and açai bowls: "Everything we create follows a basic principle: local and raw. Because sourcing directly from Nature makes all the difference" Established in 2013, Root of Life began as a small idea. The idea was simple, to provide their community with the finest and freshest fruits and vegetables available to them. What began as an experiment turned out to be a complete success. Through the years, this idea has grown in the heart of local residents. They believe that by educating themselves, and the community they can create a more suitable environment for future generations to follow. As a result, Root of Life recently opened their doors in the heart of the city that shaped them into the adults they are today: Huntington Park.



"Throughout the years, they have served as a community hub, providing free access to literature and helping to inform residents about safety net services and resources,"

— SUPERVISOR HILDA SOLIS

## HOT & COOL CAFE

Hot & Cool Cafe has been a cornerstone of Leimert Park Village since 2018. It is all at once a healthy food destination, a community center, an artist's venue, and a creative space. Open to all in a time of rapid gentrification, Hot & Cool has committed itself to represent and unify Leimert Park in a time of change, while prioritizing their most vulnerable populations: "The current climate has made even more evident the food inequities and scarcity in our community. It has given us all pause and we are committed to take leadership in our Community to eradicate obvious food scarcity." During the COVID-19 pandemic, they helped establish the Leimert Park Community Fridge, which provides 24 hour free food to anyone in need. They have a Community Meal Program and have served over 5,000 meals to seniors and are providing free lunch meals three days a week. In addition, they were also a voting center during the election.



"Tony has made Hot and Cool Cafe an indispensable part of the Leimert Park community, as a place to access healthy food, get voter information and learn about local resources,"

— SUPERVISOR HOLLY MITCHELL



## THE PARK'S FINEST

The Park's Finest was founded in 2009 as a catering company. They officially established their brick and mortar location on the corner of Edgeware and Temple Street in 2012 and has become a destination for national and international guests visiting Los Angeles. Since the COVID-19 crisis, they have been closed to the public and are serving essential workers exclusively. To date, The Park's Finest's Feed the Frontliners Project has fed over 35,000 healthcare personnel and firefighters throughout Los Angeles County. With support from The Umami Fund and the greater Los Angeles community, The Park's Finest continues to advocate for the health, well-being, and needs of the people of Los Angeles in defeating COVID-19, to address systemic racism, and to move us all forward into a just and a better world.



"Small business is the backbone of the economy of the First Council District. In fact, over 30 local restaurants in CD 1 stepped up to provide over 70,000 meals to families in need since the pandemic began in March. I greatly appreciate and thank The Park's Finest for feeding families and essential workers throughout Los Angeles,"

— **COUNCILMEMBER GIL CEDILLO**

## EL NIDO FAMILY CENTERS

El Nido Family Centers has a mission is to empower families in low-income communities of Los Angeles County to break the cycle of poverty, child abuse, violence, academic failure, and teen pregnancy through outstanding educational, youth development, health, and therapeutic services. El Nido has built a learning kitchen to provide pathways to success for the next generation! Their culinary job training kitchen is a crucial source of support for Pacoima. Budding chefs learn healthy nutrition and how to prepare fresh, wholesome foods on a budget. El Nido's "Garden to Table" Culinary Arts classes emphasize health focus and horticulture skills, and trains clients in the culinary and business aspects of restaurant management. Classes offer certifications for employment while students master culinary arts, kitchen hygiene and food safety. Their Business Academy students use the kitchen to teach youth skills in finance, marketing, product development, nutrition, and entrepreneurship.



"Nowadays, there is a great need for crucial resources of support for our community and through this culinary job training, members of our community have the ability to learn hands-on about healthy nutrition and how to prepare fresh, wholesome food, family/ethnic favorites, and new recipes on a budget,"

— **COUNCILMEMBER MONICA RODRIGUEZ**

## SUPER KING

Super King is an immigrant-owned independent, multigenerational family business with a small chain of supermarkets in the region. "The company prides itself on providing fresh quality produce, foods and products at affordable prices to a diverse customer base," says Councilmember Lee. They started in 1993 and have since grown to 8 locations. During the pandemic, Super King Markets provided \$125,000 worth of grocery gift cards in \$300 increments through a partnership with Councilmember John Lee and philanthropic non-profit The Change Reaction. They distributed the grocery gift cards to local residents experiencing food insecurity. During a time of economic uncertainty and challenges for many, these gift cards go a long way toward ensuring that people have a source of fresh, affordable food: "We are a family-owned business and we consider our customers family."

"The company prides itself on providing fresh quality produce, foods and products at affordable prices to a diverse customer base,"

— COUNCILMEMBER JOHN LEE



## SEE-LA

SEE-LA is a leading Southern California nonprofit that operates the largest network of mission-driven farmers' markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive. "[Through] great Farmer's Markets and other programs, many families can access fresh healthy food that comes straight from our local farms and small businesses," says Supervisor Kuehl. "That makes for good nutrition, good business, and good food!" At the start of the pandemic, SEE-LA began bulk-purchasing produce directly from the regional family farms in our network to provide fresh farm boxes to families facing food insecurity. Since March, we have raised over \$2.5 million to provide more than 72,000 boxes at more than 150 separate events. They have also partnered with Cedars Sinai Hospital to distribute food to families. By doing so, they provided healthy options for families and support farmers who would have otherwise had to throw away unused produce and food goods. In 2021, SEE-LA will open a new farmers' market in South LA, expand incentive programs for low-income market customers, launch a digital platform connecting healthy retail outlets and nonprofit partners to the independent family farms in our network, and expand participation by South LA entrepreneurs in their food business accelerator.



"[Through] great Farmer's Markets and other programs, many families can access fresh healthy food that comes straight from our local farms and small businesses,"

— SUPERVISOR SHEILA KUEHL



# 2021: A TIME FOR TRANSFORMATIVE MAGIC

BY CHRISTINE TRAN, EXECUTIVE DIRECTOR, LOS ANGELES FOOD POLICY COUNCIL

When I was a LAUSD teacher, I used to tell my students that they are the leaders of their own lives. I would remind them: “You can’t hit pause, skip, or fast-forward on life. You have to keep moving with it.” I would often tell students this when they appeared “stuck” by life. From not understanding something in class to challenges with friends and family, avoidance was often the easiest choice. Over the past year and these few weeks, how many times have you wished for a magic wand, an easy button, or a fairy godparent?

2021 is not about starting over, but rather pushing forward. The complexities of what we are facing are not easy to take on, but we are not doing so alone. We must not forget this.

I was reminded of our interconnectedness during a trip I took exactly one year ago. My former high school student, Qui’chi Patlan, is a Ph.D. student studying linguistic anthropology. I traveled to Otavalo, Ecuador to support his field project of convening an indigenous cultural exchange of the Americas. Among peoples of Runa (Kichwa), Xinka, Purépecha, Diné (Navajo), Wixárika (Huichol), Dakota, Seneca, and Mohawk descent, we broke bread, shared music, danced, practiced ceremonies, and played Uno. A big component of the gathering was sharing stories between cultures and generations. While there, I learned the Kichwa word, “ayllupura,” which means community. More specifically, families co-existing. It represents harmony and geographical diversity. It acknowledges that a community is a collective.

I share this moment of my life to remind myself (and hopefully you) that there is transformative magic

when we work together. At The Los Angeles Food Policy Council, our work is a transformative process. Through community, we work to create space in order to address trauma and oppressions, by being present while not forgetting the past. We are committed to being present with our communities at all stages of the work, especially during this time.

In my Teochew culture, we greet each other by saying, “Gaginang” (we are one). Promptly followed by, “Have you eaten yet?”

Let’s eat!



# OUR TEAM

**CHRISTINE TRAN**  
Executive Director

**ALBA VELASQUEZ**  
Director Of Operation

**RONNELL HAMPTON**  
Policy Manager

**NICK FOX ROBBINS**  
Development & Operations Manager

**JANET RODRIGUEZ**  
Senior Program Associate

**CHRISTOPHER TEMBLADOR**  
Business Counselor/Program Associate

**DÉJÀ THOMAS**  
Development & Policy Associate

**CLAUDIA MORALES**  
Consultant

**JASMINE ZOZAYA-JOUVET**  
Operations Manager

**JAIRI SANCHEZ**  
Senior Business Counselor/Program Associate

**AMBER OROZCO**  
Senior Contracts & Operations Associate

**CHLOE GREEN**  
Bill Emerson National Hunger Fellow

**JIAN HUANG**  
Social Media Consultant

**HOLLY PETERS**  
Graphic Designer

**ANGEL TRAZO**  
Illustrator



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Founder and Chair Emeritus  
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**BRYCE FLUELLEN**  
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*Executive Director of Social  
Equity Franchise's, Everytable*





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### EMELIO CASTAÑEDA

President, Field Fresh Foods

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Author & Former Policy Director, Community Health Councils

### RAY GARCIA

Chef, Broken Spanish & B.S. Taqueria

### JOHN GRANT

President, United Food & Commercial Workers Local 770

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Recycling Specialist, Burbank Recycle Center

### HOP HOPKINS

Director of Strategic Partnerships, Sierra Club, Co-Founder, Panther Ridge Farms

### EVAN KLEIMAN

Chef and Radio Host, KCRW Good Food

### VERONICA FLORES

CEO, Community Health Councils

### AMY KNOLL FRASER

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Director | Division of Chronic Disease and Injury Prevention, Department of Public Health

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Executive Director, Urban & Environmental Policy Institute

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Farmer, McGrath Family Farms

### RICK NAHMIA

Founder/Executive Director, Food Forward

### SAM POLK

Founder, Everytable

### JOCELYN RAMIREZ

Founder, Todo Verde

### LILLY ROCHA

CEO of the Latino Restaurant Association

### LEAH ROSS

Retail Marketing Coordinator, Brookfield Properties

## D'ARTAGNAN SCORZA

Founder/Executive Director, Social Justice Learning Institute

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Associate Vice Provost of the Healthy Campus Initiative, Health Sciences Clinical Professor, UCLA Schools of Medicine and Public Health

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Director of Marketing, LA-SF Speciality

### GOETZ WOLFF

Professor of Urban Planning, UCLA Luskin School of Public Affairs

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Executive Director (Emeritus), Urban & Environmental Policy Institute at Occidental College

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Vice President of Agriculture and Natural Resources at University of California, Former California State Director, US Department of Agriculture

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Farmer and Former California Secretary of Agriculture, California Department of Agriculture

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Chef/Co-Owner, Border Grill

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## DR. PAUL SIMON

Chief Science Officer, Los Angeles County Department of Public Health

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CALIFORNIA DEPARTMENT OF  
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EAT THE CHANGE

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GENTIFY

HANK'S MINI MARKET

HOT & COOL CAFE

HUNGER ACTION LA

INCLUSIVE ACTION

KVARØY ARCTIC

LA CAN

LA COUNTY FOOD SECURITY  
TASKFORCE

LA MÁS

LA SANITATION &  
ENVIRONMENT (LASAN)

LET'S BE WHOLE

LISC-LA

LONG BEACH FRESH

LOS ANGELES COUNTY  
DEPARTMENT OF PUBLIC SOCIAL  
SERVICES

LOS ANGELES COUNTY OFFICE  
OF SUSTAINABILITY

LOS ANGELES REGIONAL FOOD  
BANK

LUPITA'S CORNER MARKET

METRO MART

MG MEAT MARKET

MOONWATER FARM

NATIONAL HEALTH  
FOUNDATION

NATIONAL YOUNG  
FARMERS COALITION

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OUR PLACE

PALOMA MARKET

PARTNERSHIP FOR A HEALTHIER  
AMERICA

PICKFORD MARKET

PLACITA MARKET LA  
OAXAQUEÑA

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HEALTHY, EQUITABLE, ACTIVE  
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ROOTS OF CHANGE

SAM'S CORNER STORE

SBCC

SEE-LA

SEEDS OF HOPE

SKID ROW PEOPLE'S MARKET

SOCIAL JUSTICE LEARNING  
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SOUTH CENTRAL FARMS

SOUTH LA MARKET & CAFE

SOUTHEAST ASIAN COMMUNITY  
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THE CENTER FOR GOOD FOOD  
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TRUST SOUTH LA

URBAN & ENVIRONMENTAL  
POLICY INSTITUTE AT  
OCCIDENTAL COLLEGE

VILLAGE MART & DELI

WATTS RISING

WITH LOVE CAFE

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AMERICAN COMMUNITY  
GARDEN ASSOCIATION

AMERICAN HEART ASSOCIATION

API FORWARD MOVEMENT

BAD ROBOT PRODUCTIONS

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CALIFORNIA FOOD AND FARM  
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COUNCIL

CITY OF LOS ANGELES OFFICE  
OF SUSTAINABILITY

COMMUNITY COALITION

COMMUNITY PARTNERS

COMMUNITY HEALTH COUNCILS

CONAXION

CORONA RANCH MARKET





# ROOTS OF A GOOD FOOD MOVEMENT

RECOGNIZING EARLY AND PAST CULTIVATORS OF LAFPC

A.G. Kawamura	Clare Fox	Holly Calhoun	Lauren Ahkian	Neelam Sharma
Abby Klein	Colleen McKinney	Hop Hopkins	Lauren Bon	Omar Brownson
Adriana Alcaraz	Cyndi Hubach	Jackie Cornejo	Leah Ross	Paul Simon
AG Kawamura	D'Artagnan Scorza	Jackie Rivera-Krouse	Lilly Rocha	Paula Daniels
Aisha Mustafa	Daniel Rizik-Baer	Jean Tremaine	Linus Shentu	Phil McGrath
Alba Velasquez	Daniel Tellalian	Jeanalee Obergfell	Maribel Garcia	Rachel Surls
Alex Tarr	David Binkle	Jeff Biddle	Marie Alise Recasner-De Marco	Ray Garcia
Alex Weiser	David Lee	Jenna Gulager	Mark Glassock	Renee Guilbault
Alexa Delwiche	Derek Steele	Jill Overdorf	Mark Vallianatos	Rick Nahmias
Amy Hammes	Elliott Petty	Jin Ju Wilder	Martha Matsuoka	Rishi Kumar
Amy Knoll Fraser	Ellyn Quigg	Joann Lo	Martin Anenberg	Robert Baird
Andrea Azuma	Emelio Castañeda	Jocelyn Ramirez	Mary Lee	Robert Egger
Andrew Douglas	Eric Ares	John Grant	Mary Sue Milliken	Robert Gottlieb
Andy Shrader	Evan Kleiman	Jonathan Gold	Matthew Dodson	Robert Tse
Angelo Bellomo	Francesca de la Rosa	Judith Gerber	Matthew Sharp	Roman Pinal
Anisha Hingorani	Frank Tamborello	Julia Mande	Mia Lehrer	Rosana Carranza Franco
Azusena Favela	Garrett Broad	Juliette Bellocq	Michael Dimock	Rudy Espinoza
Breanna Hawkins	Gina Quattrochi	Justin Cram	Michael Flood	Sam Polk
Bruce Saito	Glen Dake	Karen Schmidt	Michael Martinez	Scott Chan
Bryce Fluellen	Glenda Humiston	Karly Katona	Michael Powell	Steph Gomez
Calla Rose Ostrander	Goetz Wolff	Kateri Gutierrez	Michael Roberts	Taylor Henry
Camille De La Vega	Gregg Kettles	Kirby Bumpus	Michael Woo	Tiffany Nurrenbern
Carrie Kommers	Gwendolyn Flynn	Kyle Tsukahira	Michelle O'Grady	Tony Kuo
Catherine Schneider	Haan-Fawn Chau	Larry Frank	Miguel Luna	Vanessa Zajfen
Cedar Landsman	Hanna Garth	Larry Yee	Miguel Sangalaang	Veronica Flores
Chancee Martorell	Heather Fenney	Laura Avery	Moir Beery	Wendy Slusser
Christine Montes	Hector Gutierrez	Laura Benavidez	Nare Park	Yuju Yeo

“At the local level, we’re experiencing the impact of our broken food system. The work at the local level isn’t going to solve international challenges, but the local work trickles up to the state, it trickles up to the national level and there are so many opportunities for a city to improve the way that our food system operates.”

— ALEXA DELWICHE



FROM THE ARCHIVES:

## LA CITY ADOPTS THE GOOD A FOOD PURCHASING POLICY (OCTOBER, 2012)

From left to right: Joann Lo, Renee Guilbault, Dana Gunders, Alexa Delwiche, Paula Daniels, and Matthew Sharp

# SPECIAL THANKS



Abraham Gomez  
Adelene Bertha  
Alberto Tlatoa  
Alejandra Garcia  
Alejandra Gravier  
Alejandra Marroquin  
Alex Johnson  
Alexandra Ramirez  
Alison Frazzini  
Alison Simard  
Allison Paap  
Amanda Colligan  
Amir Zambrano  
Amy Slehta  
Amy Woehling  
Ana-Alica Carr  
Andrea Reusing  
Andrew Lee  
Andrew McDowell  
Andy Schrader  
Angela McKee-Brown  
Angelina Gonzalez  
Antoinette Andrews  
Antwone Roberts  
Ariana Drummond  
Ashia Aubourg  
Ashley Mashian  
Baani Behniwal  
Barney Santos  
Becca Lucas  
Ben LaZebnik  
Beth Katz  
Beth Spitler  
Betzabel Estudillo  
Bill Hewitt  
Blessie Biglangawa  
Brenda Caloca  
Brian Shobe  
Calli Goldstein  
Callie Ham  
Candace Cross  
Caroline Stockstill  
Carren Jao  
Chad Monk  
Chander Yamini & Sat Singh  
Charity Tran  
Christa Chambers-Price  
Christopher Mejia Argueta  
Cody Broadway  
Conrado TerrazasCross  
Cooper Hefner  
Corey Baron  
Cynthia Gomez  
Dagmar Alvarez-Zaragoza  
Dani Belisle  
Daniel Molina  
Daniella Zapata  
Danny Park  
Dara Cooper  
Debbie Friedman  
Derek Polka

Diana Vargas Avelica  
Diana Zheng  
Diep Tran  
Dipa Shah  
Dominique Hargreaves  
Edgar Campos  
Edith Gonzalez  
Edwin Cordero Rojas  
Elena Guevera  
Elena Sim  
Eli Tizcareño  
Elizabeth Bowman  
Ellah Ronen  
Emilia Lopez  
Emily Ng  
Emmanuel Solis  
Eric Medina  
Eric Washington  
Erika Cuellar  
Esmeralda Bermudez  
Fernando Hurtado  
Gabriela Nunez  
Gabrielle Tilley  
Gary Gero  
Genaro Bugarin  
George Manalo-LeClair  
Gerry Maravilla  
Grace Cotangco  
Grace Song  
Greg Smith  
Griselda Nunez Herrera  
Gustavo Oliveria  
Hagu Solomon-Cary  
Helen Leung  
Heng Lam Foong  
Herlinda Chico  
Jabari Brown  
James Basset  
James Bell  
James Conlon  
James Williams  
Jamie Williams  
Jan Rem  
Janet Valenzuela  
Janine Kleerup  
Janine Lim  
Jaqueline Rodriguez  
Jared Call  
Javier Cabral  
Jenifer Luong  
Jennifer Barraza  
Jennifer Bushman  
Jennifer Gaddis  
Jennifer O'Connor  
Jessica Aldridge  
Jessica Chen  
Jessica McBride  
Jessica Salans  
Jessica Ward-Ramirez  
Joana Reyes  
Joe & Celia Ward-Wallace

Joe Manacmul  
John Haas  
Jonathan Nomachi  
Jordan Grieg  
Jose Oliva  
Joyce Ybarra  
Juan & Irene Vasquez  
Juana Dominguez Salvador  
Judy Harper  
Julie Farkas  
Kailie Snyder  
Karen Schiffer  
Kathleen Blakistone  
Katie Dunham  
Kayla de la Haye  
Kelli Jackson  
Kelvin Garvanne  
Kevin Dieterlie  
Kimberly Ortega  
Kiran Saluja  
Kristine Cajulis  
Kristine Gordon  
Krystal Martinez  
Kyle Tsukahira  
La Shonda Diggs  
Laura Hill  
Lauren Faber-O'connor  
Lavonna Lewis  
Lee Werbel  
Lena Brook  
Li Zhang  
Linda Mejia  
Lisa Cleri Reale  
Lola Gonzalez  
Lorraine Diaz  
Lucy Aparicio  
Lucy Flores  
Luis Yepiz  
Luismiguel Flores  
Luz Arango  
Lyric Kelkar  
Mamie Funahashi  
Mandeep Singh  
Maral Karaccusian  
Maria Aquino  
Maria Colon  
Marina Escobedo  
Marisa Colon  
Matt Sanderson  
May C. Wang  
Mayra Favela  
Melanie Wong  
Melody Ng  
Michael Dimock  
Michelle Bertinelli  
Mike Castillo  
Minh Phan  
Mollie Van Lieu  
Monica Banken  
Nareh Sargsyan  
Nataly Castaño

Natasha Moise  
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Rocio Flores  
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Roobina Gerami  
Rosa Romero  
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Samantha Salmon  
Samir Doshi  
Samuel Monsour  
Seth Goldman  
Shanti Prasad  
Sharon Cech  
Shawn Wallace  
Sissy Trinh  
Stephen Gutwillig  
Steven Trapasso  
Szabina Taylor  
Tamara Hunter  
Taylor Maxwell  
Terence Latimore  
Todd Cunningham  
Tony & Tina Jolly  
Tony Damico  
Vahida Khan  
Veronica Lopez  
Victoria Simon  
William Ayala  
Yassy Faal  
Yvonne Perez





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