

**INCLUSIVE**

**HEALTHY**

**VIBRANT**

**RESILIENT**

# Denver Food Vision

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*Prepared by:*

Blake Angelo, Manager of Food Systems Development  
Department of Environmental Health, Community Health Division

<https://www.denvergov.org/foodplan>



THE DENVER  
VISION + ACTION  
FOOD PLAN

# Food Vision Process

BASELINE REPORT



COMMUNITY LISTENING SESSIONS  
+ INDUSTRY FOCUS GROUPS



ANALYSIS + FEEDBACK



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# Food Vision Process

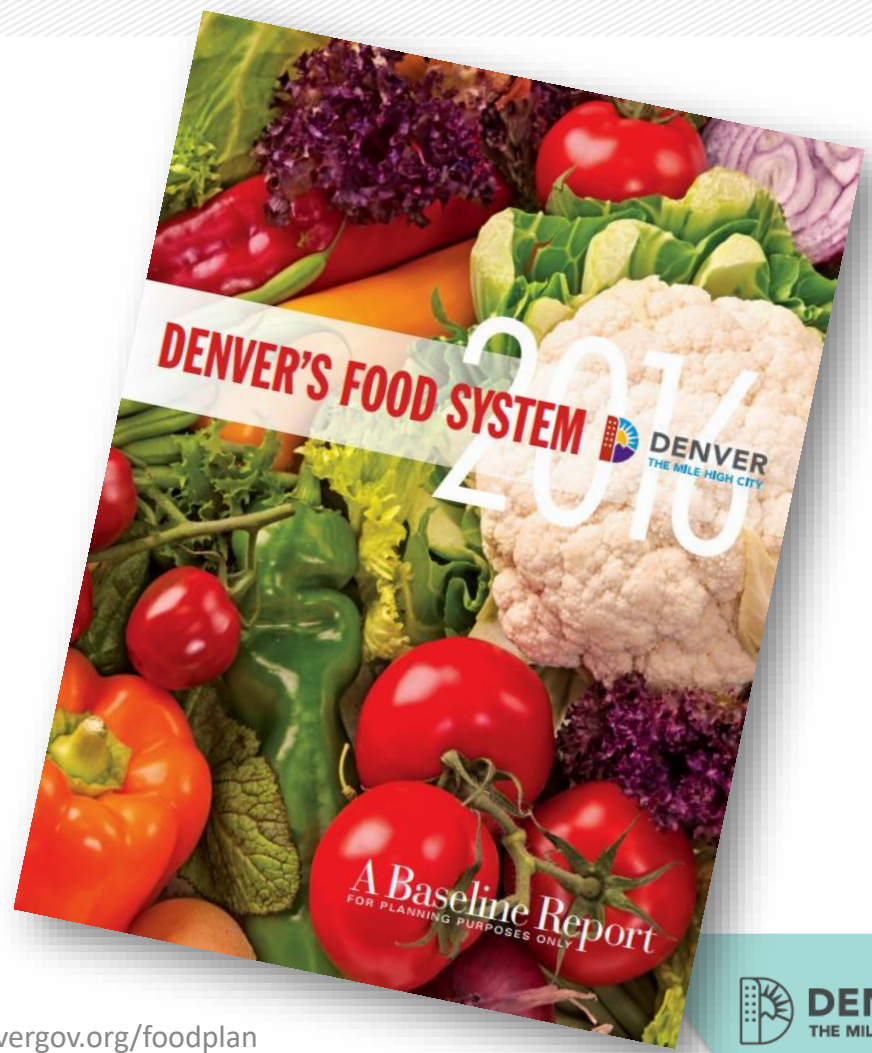
BASELINE REPORT



<https://www.denvergov.org/foodplan>

# Baseline Assessment

## DENVER'S FOOD SYSTEM



<https://www.denvergov.org/foodplan>

# Baseline Assessment

## Economy

**\$7B** per year industry

**\$312M** in tax revenues

**56,000+** workers in the

Denver Food System **10% of  
all Denver jobs**

## Health

More than **1 in 3** children in Denver are overweight or obese

**33.2%** of Denver families consume

**<1** serving of fruits and vegetables per day

Obesity-related diseases cost Denver

**\$284M** per year

## Community

**49%** of Denver low and moderate income neighborhoods lack convenient access to grocery stores

**69.7%** of DPS students qualify for free or reduced priced lunch

**1 in 4** children/youth in are food insecurity or hungry

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<https://www.denvergov.org/foodplan>

# Outreach & Engagement

11

Community  
Listening Sessions

made possible by  
64 Community Partners

388  
Residents

11

Industry  
Focus Groups

made possible by  
70+ Community Partners

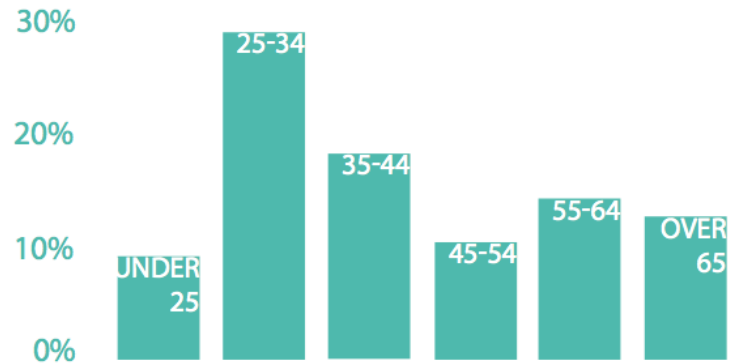
216  
Businesses

## NEW COMMUNITY PARTICIPANTS



24% had not participated  
in civics before

## WIDE RANGE OF AGES



## ECONOMICALLY DIVERSE ATTENDANCE

13%  
Food  
Insecure

Compared to 17% Denver County

## TRANSPORTATION ACCESS TO HEALTHY FOOD



72% Drive

# Outreach & Engagement

4,918

Community Driven  
Ideas & Comments!

## EATING AND PURCHASING BEHAVIOR

75% of participants cook meals at home more than 5 times a week

51% of participants eat meals out once or twice a week

69% of participants grow some of their own food

58% of participants choose locally sourced food most of the time

97% of participants learned something new at the event

95% of participants felt the use of their time was extremely (63%) or somewhat (32%) valuable

90% of participants wanted to be engaged moving forward

"... I thought these were some of the most successful public meetings I have ever seen. Congrats!"





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ANALYSIS + FEEDBACK



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# Feedback on Draft

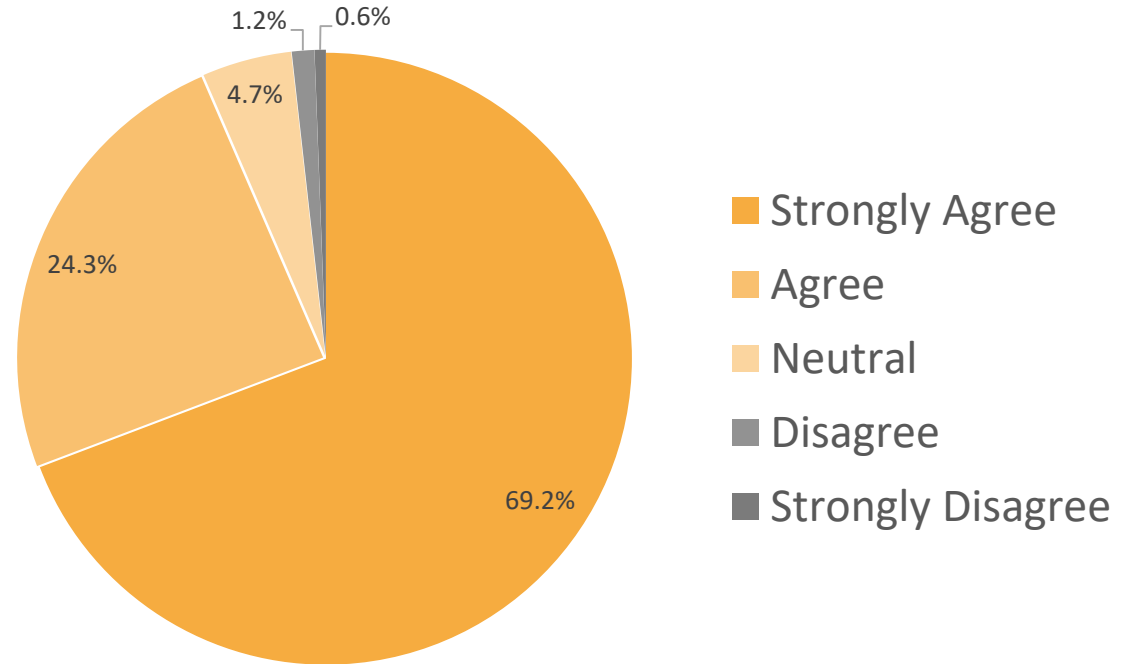
Engaged **1,052** residents and business

Integrated **6,059** comments from email, online surveys, in-person events, and community presentations

Right Vision?

**93.5%** Agree, Strongly Agree

1. Overall, a more inclusive, healthy, vibrant, and resilient Denver is the right vision for Denver's food system.



# Food Vision Process

BASELINE REPORT



COMMUNITY LISTENING SESSIONS  
+ INDUSTRY FOCUS GROUPS



ANALYSIS



VISION  
PILLAR

**INCLUSIVE**

**HEALTHY**

**VIBRANT**

**RESILIENT**

# Vision Overview

VISION  
PILLAR

**INCLUSIVE**

**HEALTHY**

**VIBRANT**

**RESILIENT**

GUIDING  
PRINCIPLE

Inclusive cities  
require strong  
neighborhoods  
that reflect unique  
food cultures

Healthy, productive  
populations require  
food systems that  
promote healthy  
food for everyone

Vibrant economies  
require strong  
regional food  
systems

Resilient cities  
require diverse and  
environmentally  
responsible food  
systems

12 PRIORITIES

12 WINNABLE FOOD GOALS

59 STRATEGIES

<https://www.denvergov.org/foodplan>



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# Denver Food Vision

VISION  
PILLAR

**INCLUSIVE**

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## 12 PRIORITIES

1. Invest in building community-driven complete neighborhood food environments
2. Expand community food production and sharing
3. Improve access to a wide variety of healthy food retail options
4. Ensure that healthy food is affordable for everyone
5. Promote healthy food environments and education for youth
6. Increase community demand for healthy foods
7. Develop Denver as an epicenter for the regional food economy
8. Support the creation, expansion, and economic strength of Denver food businesses
9. Spur innovation and entrepreneurship across food and agricultural industries
10. Expand and preserve regional food system assets and infrastructure
11. Promote environmentally regenerative and climate smart food systems
12. Reduce amount of food going to waste

12 WINNABLE  
GOALS

59 STRATEGIES



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# Denver Food Vision

VISION  
PILLAR

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## 12 WINNABLE FOOD GOALS

### 2030 WINNABLE FOOD GOALS

- 5 low-income or underserved neighborhoods reach self-defined goals for a Complete Food Environment
- 44% increase in number of community and school gardens
- 413% increase in permits for residential sales of fresh produce/cottage foods and food-producing animals

### 2030 WINNABLE FOOD GOALS

- 55% reduction in food insecure households
- 36% increase in SNAP enrollment for eligible populations
- 75% of youth and adults eat at least 1 serving of fruit and vegetables per day
- 57% reduction in the number of children drinking sugary drinks daily

### 2030 WINNABLE FOOD GOALS

- 59% increase in size of the Denver food economy
- \$100M of new capital to Denver food businesses
- 25% of food purchased by public institutions in Denver comes from Colorado

### 2030 WINNABLE FOOD GOALS

- 99.2 acres (0.1% of Denver acres) preserved in active agricultural production
- 57% reduction in tons of residential food waste collected by city

12 PRIORITIES

59 STRATEGIES

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# Implementation

1. INCREMENTAL ACTION PLANNING
2. INTEGRATION OF FOOD INTO CITY PLANS
3. SUPPORTIVE POLICY, REGULATIONS
4. ENHANCED INVESTMENTS
5. ONGOING COMMUNICATION, COORDINATION

Four Plans Working Together to Make One City





# Action Plan Preview



<https://www.denvergov.org/foodplan>



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# Denver Food Vision

Questions ?

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# Denver Food Vision

## Extra Slides - Detail

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# Inclusive

Inclusive cities  
require strong  
neighborhoods  
that reflect unique  
food cultures

## PRIORITIES

Invest in community-driven  
complete neighborhood food  
environments

Expand community food production  
and sharing

A **Complete Food Environment** is a community-defined set of food assets (e.g., grocery stores, farmers markets, school gardens, etc.) that together provide for the food needs of community members, integrating the cultures and values of each community.

<https://www.denvergov.org/foodplan>

## 2030 WINNABLE FOOD GOALS

- 5 low-income or underserved neighborhoods reach self-defined goals for a Complete Food Environment
- 44% increase in number of community and school gardens
- 413% increase in permits for residential sales of fresh produce/ cottage foods and food-producing animals

# Healthy

## PRIORITIES

Healthy, productive populations require food systems that promote healthy food for everyone

Improve access to a wide variety of healthy food retail options

Ensure that healthy food is affordable for everyone

Promote healthy food environments and education for youth

Increase community demand for healthy foods

<https://www.denvergov.org/foodplan>

## 2030 WINNABLE FOOD GOALS

- 55% reduction in food insecure households
- 36% increase in SNAP enrollment for eligible populations
- 75% of youth and adults eat at least 1 serving of fruit and vegetables per day
- 57% reduction in the number of children drinking sugary drinks daily

# Vibrant

**Vibrant economies  
require strong  
regional food  
systems**

## **PRIORITIES**

Promote Denver as an epicenter for the regional food economy

Support the creation, expansion, and success of food businesses in Denver

Spur innovation and entrepreneurship across food and agriculture industries

## **2030 WINNABLE FOOD GOALS**

- 59% increase in size of the Denver food economy
- \$100M of new capital to Denver food businesses
- 25% of food purchased by public institutions in Denver comes from Colorado

# Resilient

Resilient cities  
require diverse and  
environmentally  
responsible food  
systems

## PRIORITIES

Preserve remaining regional food system  
assets and infrastructure

Promote environmentally responsible  
and climate-smart food systems

## 2030 WINNABLE FOOD GOALS

- 99.2 acres (0.1% of Denver acres) preserved in active agricultural production
- 57% reduction in tons of residential food waste collected by city