

Philadelphia's Urban Agriculture Plan

GROWING FROM THE ROOT



PHILADELPHIA PUBLIC SPACE SUMMIT

February 8, 2020



PHILADELPHIA
PARKS & RECREATION

_INTERFACE STUDIO





SUMMARY OF THE 1ST PUBLIC MEETING



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HUGE TURN OUT! standing room only; people sitting on the floor



WHO CAME OUT TO THE MEETING?

259 sign-ins

135

people said they garden or farm

At least

50

community gardens or farms represented

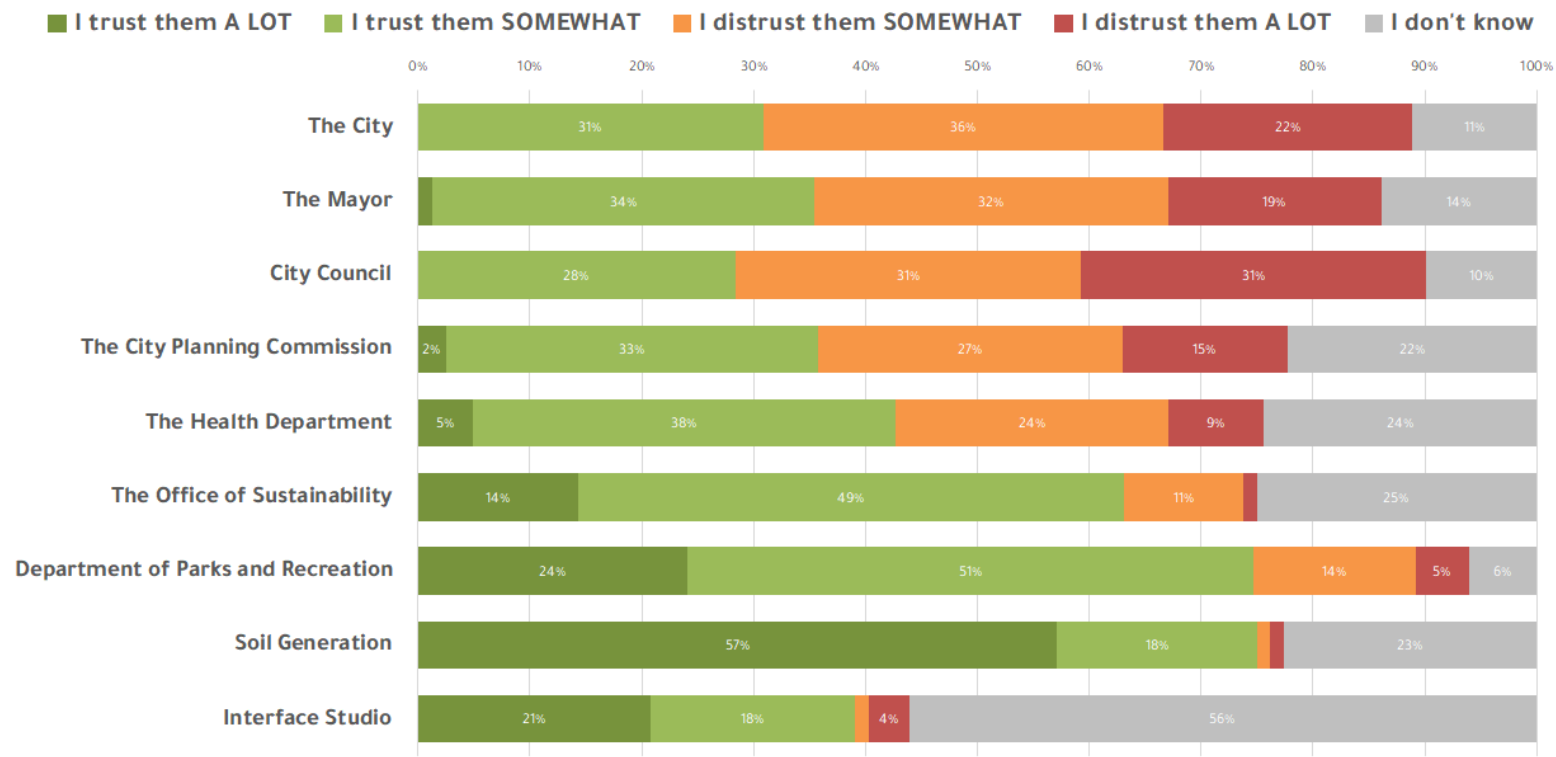
111

other organizations or departments



HOW MUCH TRUST DO MEETING PARTICIPANTS HAVE IN THE PROCESS?

Survey Respondents' Level of Trust in Select Plan Stakeholders



CROWD-SOURCED DEFINITION

HELP US

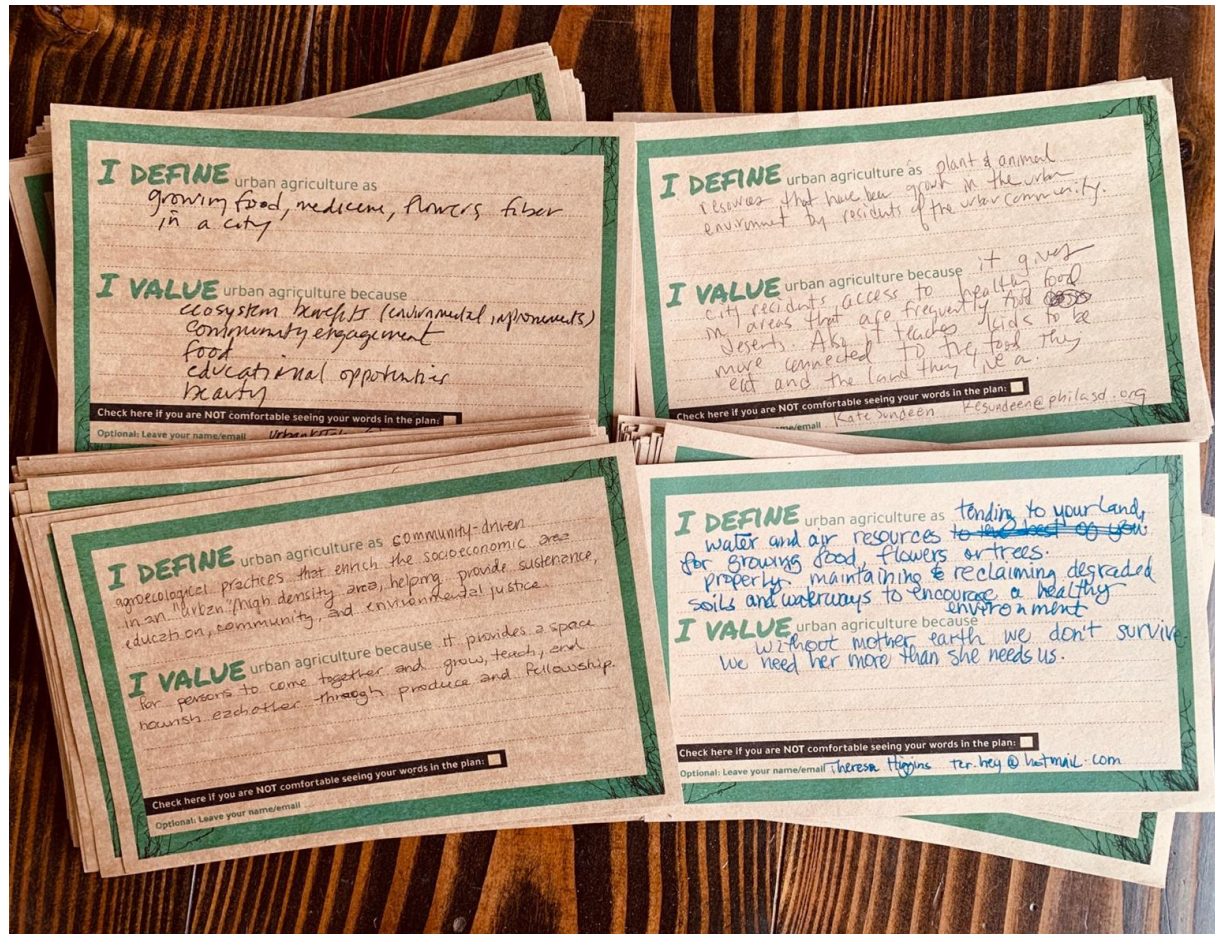
DEFINE URBAN AGRICULTURE

by describing it in your own words on the cards

[1] HOW DO YOU DEFINE URBAN AGRICULTURE?

[2] WHAT DO YOU VALUE ABOUT URBAN AGRICULTURE?





173 RECEIVED! plus 8 online



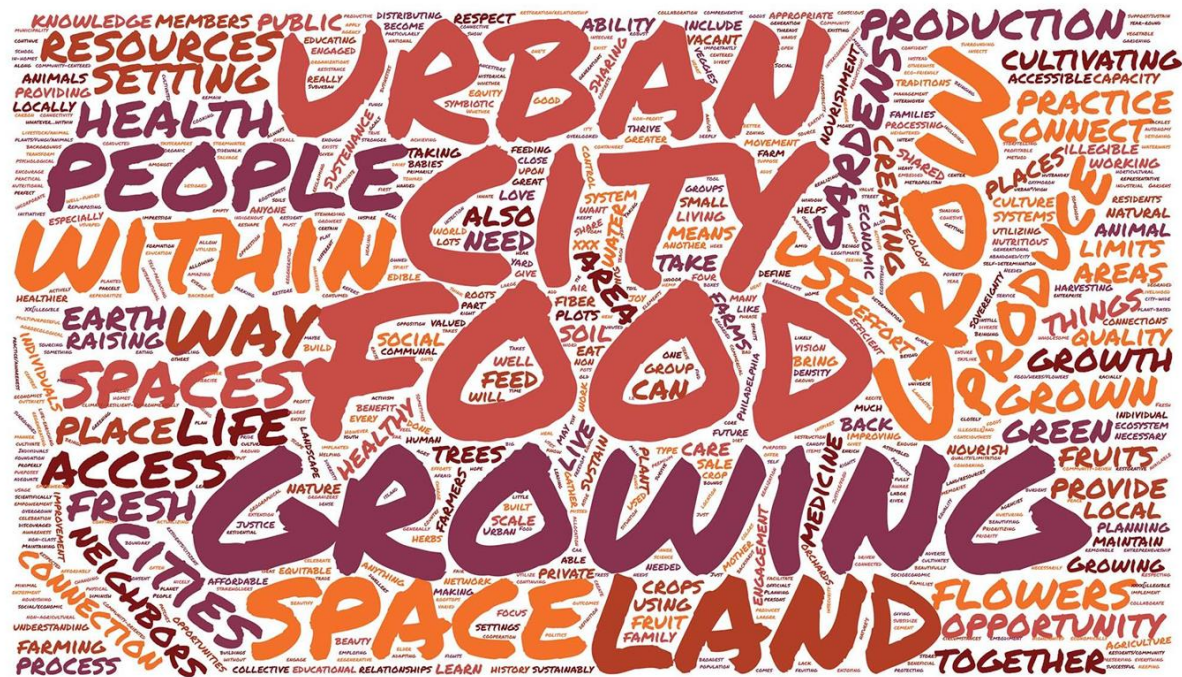
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HOW DO PEOPLE DEFINE URBAN AG?

I DEFINE URBAN AGRICULTURE AS...



HOW DO PEOPLE DEFINE URBAN AG?

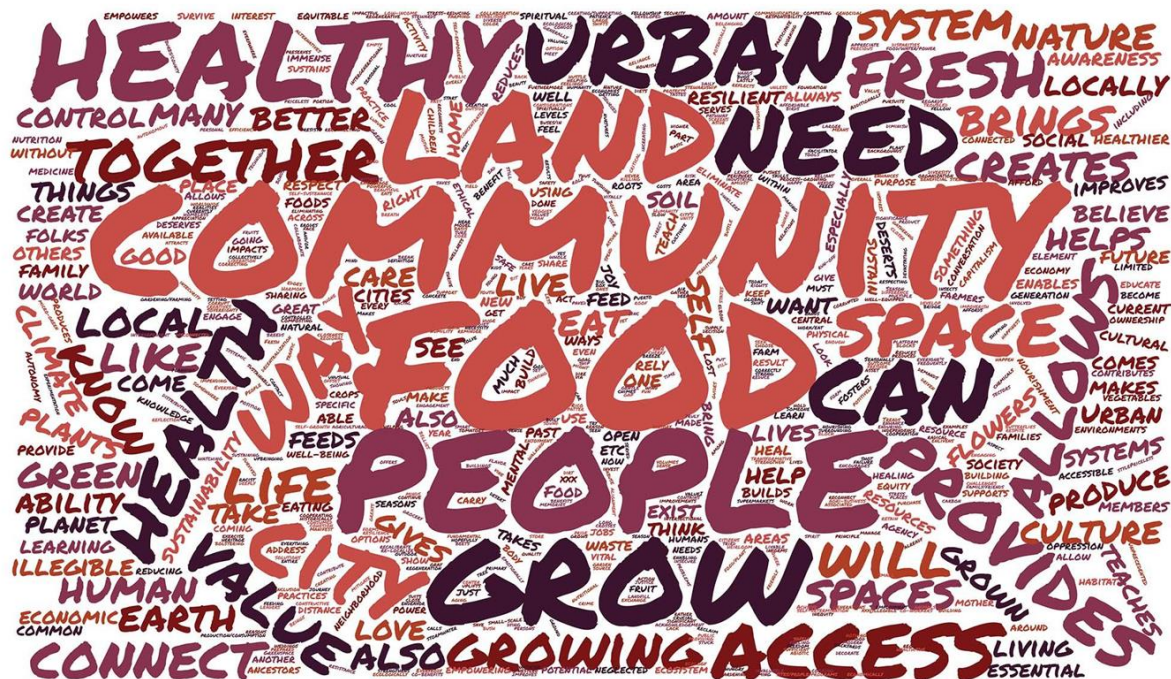
*“Agriculture that is accessible
to anyone in the city”*

*“greenspace that’s permanent, protected and public.
For growing and gathering/building community.
A space to produce food for neighbors, a place to
learn together. A place where nature is valued and
respected”*

*“The cultural, economic, historical, educational,
intergenerational practice of growing food, preserving
food, cooking food, sharing food in a city.”*

WHAT DO PEOPLE VALUE ABOUT URBAN AG?

I VALUE URBAN AGRICULTURE BECAUSE...



WHAT DO PEOPLE VALUE ABOUT URBAN AG?

“it promotes community building, healing, and pushes us to think about our position as environmental stewards, and lastly our social responsibility to one another”

“It breeds resistance through community control of our backyards and the open green spaces that still exist under capitalism”

“It gives agency to individuals over their lives, health, and well-being. It also helps people to understand what it takes to grow food and put a higher value on the food they purchase. It roots us in our past and the lived experience that many of us have had and want to keep with us in urban environments”



REMEMBERING GARDENS, LOST OR THREATENED



12 DIFFERENT GARDENS



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REMEMBERING GARDENS, LOST OR THREATENED

PRESSED FLOWERS FOR

LOST + THREATENED GARDENS

Lost Garden:

"I remember the joy of eating fresh snow peas off the vine, snacking on fresh raspberries, and making my freezer full of fresh pesto to last all winter. My toddler loved watering the garden. I miss it so much.... A developer from NYC bought [the land]."



Threatened Garden:

"Skillful farm managers imparted knowledge & experience to a solid group of resident participants. Solid experience of self-determination for 25+ years"

PLEASE CONTRIBUTE!

KNOW OF ANY GARDENS THAT ARE UNDER THREAT OF CLOSURE OR THAT HAVE ALREADY BEEN LOST?
GRAB A (PRESSED FLOWER CARD) AND MAKE IT KNOWN HERE!

PRESSING FLOWERS AND HERBS IS CRAFT PRACTICED ACROSS THE WORLD. PEOPLE USE THIS CRAFT AS A MEANS OF PRESERVING CONNECTIONS TO A PARTICULAR TIME & PLACE.

WE WOULD LIKE THOSE WHO ARE FAMILIAR WITH LOST AND THREATENED GARDENS AND FARMS TO SHARE THEIR KNOWLEDGE AND MEMORY OF THESE SPACES. DOING SO WILL HELP THE PLAN DESCRIBE THE NEED FOR POLICY BETTER DIRECTED TO PHILADELPHIA'S URBAN AGRICULTURE COMMUNITY.

KNOW A LOST GARDEN?

NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

DATE: _____

ILL OF PLACE: _____

THESE FLOWERS AND HERBS ARE A MEANS OF PRESERVING CONNECTIONS TO A PARTICULAR TIME & PLACE.

19 FACILITATED DISCUSSIONS

FOR EACH TOPIC:



ACCESSING
NOURISHING FOOD



GROWING
LOCALLY



COMMUNITY BUILDING
AND HEALING



LEARNING
TO GROW



SEEDING ECONOMIC
OPPORTUNITIES



REDUCING
FOOD WASTE

HEALTH

RACIAL + ECONOMIC EQUITY

CULTURE

SUSTAINABILITY

HISTORY

PLAN FOUNDATIONS



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SOIL
Generation

19 FACILITATED DISCUSSIONS: WHAT DID WE LEARN?

COMMUNITY BUILDING & HEALING

This topic is about:

- Supporting communities to reconnect to land and practice self-determination, especially among communities that have experienced trauma through displacement and dispossession of land
- Practicing, preserving, and honoring cultures

GROWING IN PHILLY

This topic is about:

- Preserving the places where people are growing now
- Expanding the footprint of urban agriculture, especially in communities where people are food insecure
- Ensuring that growers have access to the resources they need to grow successfully (e.g. land, water, tools, etc.)

LEARNING TO GROW

This topic is about:

- Sharing information about growing and gardening
- Educating and learning intergenerationally
- Uplifting and valuing the knowledge of the people

ACCESSING NOURISHING FOOD

This topic is about:

- Ensuring all Philadelphians have access to the food they want and need
- Ensuring Philadelphians have greater choice in the food they eat

REDUCING WASTE

This topic is about:

- Reducing the amount of food that is wasted
- Collecting and reusing waste (e.g. compost)
- Creating a food system that is more efficient and sustainable (e.g. uses less energy and waste, recycles water)

SEEDING ECONOMIC OPPORTUNITIES

This topic is about:

- Supporting workforce development, job training, and job creation through farming and gardening
- Creating pathways for people to make a livelihood from farming in Philadelphia
- How communities can benefit economically from farming in Philadelphia

WHAT IS WORKING?

WHAT IS NOT WORKING?

WHAT DO YOU WANT?

WHAT IS WORKING?
WHAT IS NOT WORKING?
WHAT DO YOU WANT?



19 FACILITATED DISCUSSIONS: WHAT DID WE LEARN?

1. **The Urban Ag community is broad, diverse, and passionate:**
 - a. Includes people from across the city and in different communities
 - b. Framed Urban Ag as a movement, or an activity adjacent to different/wider movements aiming to reduce the harm of inequity, poverty, speculative capitalism, and more
2. **Urban Ag is about much more than produce:**
 - a. Gardening is linked to self-determination, resistance and healing
 - b. Urban Ag can be seen as a space for cultural connections to occur and thrive
 - c. Losing a garden or farm to development can be a traumatic experience
3. **Urban Ag is a manifestation of collective pasts, present and future:**
 - a. Tied uniquely to community histories of resilience
 - b. Urban agriculture confronts some of the big challenges our city faces today, including access to nourishing/culturally relevant food into systematically disadvantaged communities, to reduce food waste, and confront gentrification

19 FACILITATED DISCUSSIONS: WHAT DID WE LEARN?

1. **Participants expressed a desire for better ways to share growing knowledge and collaborate**
 - a. Some notable examples of knowledge-sharing orgs are Soil Generation and the Philadelphia Urban Farm Network online forum.
2. **Participants expressed an interest in greater educational opportunities especially for youth:**
 - a. Youth and intergenerational programming are essential to the future of urban agriculture.
 - b. Participants expressed a desire to see more school gardens, more agricultural curriculum in schools, more opportunities to get youth into existing gardens.
 - c. Adult educational opportunities to learn how to grow, cook, and preserve their own food.
3. **Participants expressed an interest in greater opportunities for economic advancement through urban agriculture experiences:**
 - a. Template business models, technical assistance, financing, and for selling their products.
 - b. People spoke about the burden of taxes and bills on small agricultural operations in the city and a desire for programs to provide assistance or to reduce those costs.
 - c. People spoke to a desire process their goods and selling/preparing them in community kitchens and markets.

OTHER UPDATES & NEXT STEPS



NEXT STEPS: PLANNING FOR 2nd PUBLIC MEETING

MID-MARCH / Vernal Equinox

- **Two meetings, same content**
 - **NORTH PHILLY** - likely Lillian Marrero Library at 601 W Lehigh Ave / **Thursday, March 19, 2020**
 - **WEST PHILLY** - TBD - likely a Rec Center or Church in Kingsessing / **Date TBD**
- **4PM - 8PM** - Drop in / Open House format, with mini-presentation every hour on the hour
- **Goals for meeting**
 - Report back on what we heard and learned from the first public meeting
 - Share draft goals and concepts, and get people's feedback... **Are we heading in the right direction?**

THOUGHTS ON THIS APPROACH?
IDEAS FOR HOW TO GET OUT THE WORD?



NEXT STEPS: CONVENE FOCUS GROUPS

TOPIC SPECIFIC

- Community Gardens & Farms
- Market Farms & Enterprise
- Education & Innovation (Youth)
- Workforce
- Land & Cultural Resilience
- Environmental Justice & Sustainability
- Health Justice

WANT TO NOMINATE SOMEONE TO PARTICIPATE?

Name

Why you are nominating them?

Best way to contact them (email address or phone number)

WANT TO SUGGEST A QUESTION?

NEXT STEPS: MEET WITH CITY AGENCIES & ELECTED OFFICIALS

CITY AGENCIES

- Department of Public Health
- Division of Planning & Development
- Philadelphia Housing Development Corporation
- Quasi-City Agencies
 - PIDC, PHL
- Department of Commerce
- Philadelphia School District
- Free Library of Philadelphia
- Philadelphia Housing Authority
- Department of Prisons
- Rebuild
- Revenue / Budget / Finance / Law
- Inspection & Maintenance
 - L&I, CLIP

- Office of Sustainability
- Department of Streets and Sanitation
- Philadelphia Water Department
- Arts, Culture, Creative Economy + Community Empowerment and Opportunity
- Office of Immigrant Affairs
- Office of Diversity, Equity and Inclusion
- Department of Human Services
- Mayor's Office of Policy

ELECTEDS

- City Council
- State Reps

THANK YOU



QUESTIONS / COMMENTS:

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