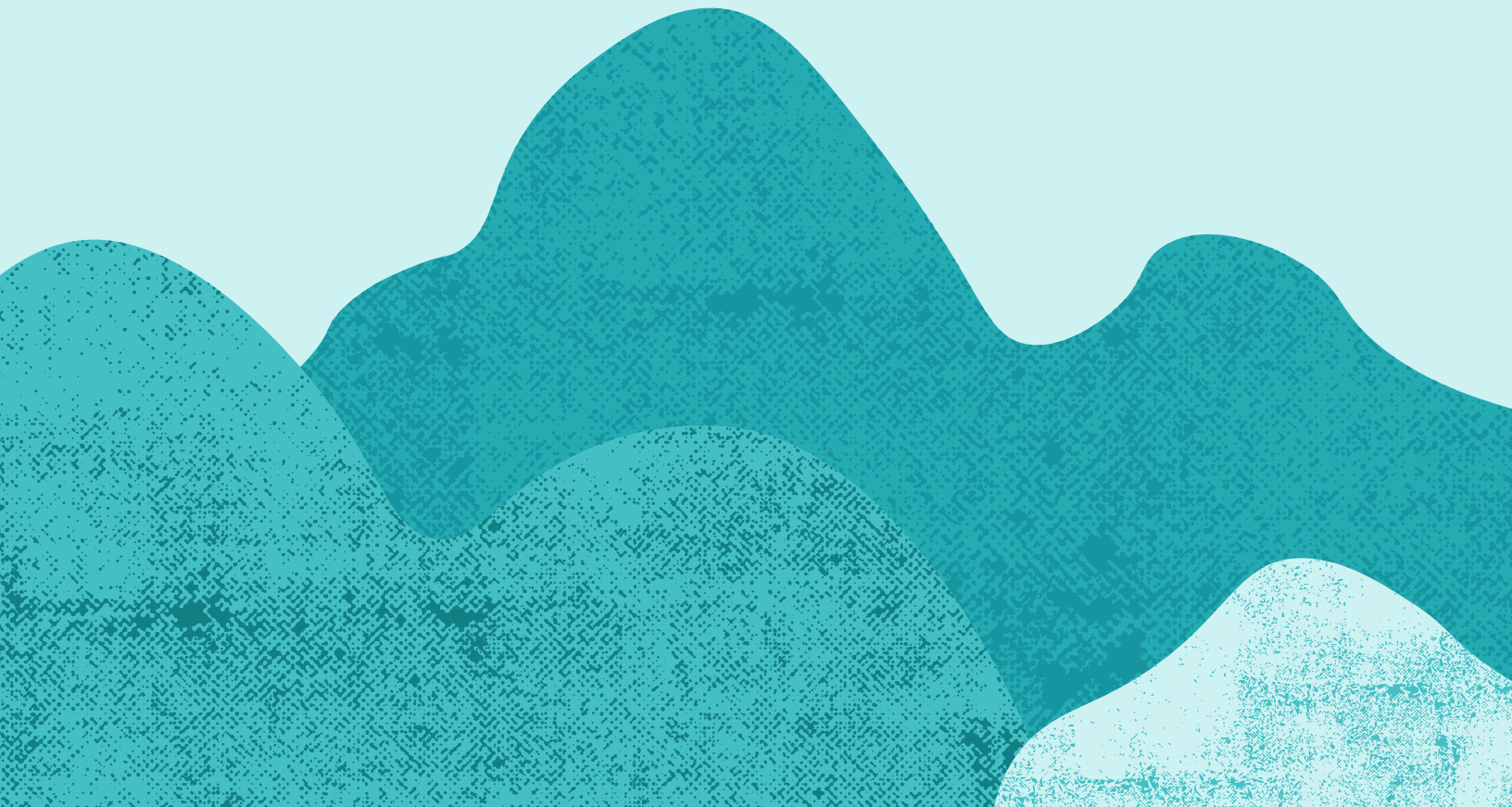


THE GOOD FOOD ZONE

RECOVERY

RESILIENCY &

RACIAL EQUITY

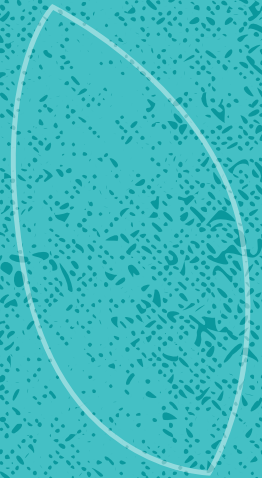


This is the Good Food Zone Policy Implementation Proposal

Prepared by the Los Angeles Food Policy Council Good Food
Economy Working Group

TABLE OF CONTENTS

3	Introduction and Acknowledgements
4	The History & Purpose
6	Progress
8	Proposal of Program Structure
10	Goals
11	The Proposed Budget
13	The People Who Will Benefit
31	The Urgency of Now
32	The Good Food Zone Brief



Introduction & Acknowledgements

A Good Food Economy is one that provides healthy food, jobs and economic opportunity inclusive of historically impacted communities. New business models are needed to ensure all people have access to nutritious food and economic opportunities within the food system (From LAFPC's Good Food For All Agenda).

The Los Angeles Food Policy Council hosts a Working Group on the Good Food Economy to foster cross-sector collaboration, supply-chain partnerships and serve as a “brain and heart trust” for strategic planning for the larger Los Angeles region. We support 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.

The work on this Good Food Zone Policy and suggestions for implementation has been led by Los Angeles Food Policy Council Policy Manager Ronnell Hampton, Claudia Morales (Consultant and Strategic Advisor), Co Chairs Samantha Salmon (LISC LA), Todd Cunningham (LA-CAN), Lyric Kelkar (Inclusive Action), and our amazing dedicated and resilient working group members. This publication is dedicated to the Good Food businesses we have lost since we started this campaign, such as Revolutionario North African Tacos in CD8.

The History & Purpose



Since COVID-19 hit, food access has changed drastically for many of us. Students aren't eating at school and employees are not going to their favorite lunch spots. People are learning, working, and eating remotely. In communities like South LA, there are few businesses that have healthy food options.

Decades of divestments and broken promises have resulted in very few grocery stores. Instead, through policy and design, many Black and Brown communities in Los Angeles are saturated with mini markets, convenience stores, and liquor stores. Research shows that residents with a lack of access to adequate food resources have higher rates of diabetes, obesity, and cardiovascular disease.

The disparity of food options in communities of color is not a new phenomenon. In 2011, FLOTUS Michelle Obama launched the Let's Move campaign to increase healthier food options in food desert communities. This initiative aimed at impacting the 23.5 million Americans that live in low-income urban areas. Around the same time, the Los Angeles Food Policy (LAFPC) was started with the mission to ensure food was affordable, sustainable, and accessible for all. One component of this goal is to ensure fresh produce is accessible within .5 miles of each resident.

Currently, there are only 91 grocery stores in South LA serving nearly 500,000 residents. The most convenient food options for many of these communities are fast food, corner stores, convenience stores, and mini markets.

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 developed to address these challenges in local communities by increasing access to healthy, fresh food and create 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 Councilman 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.

For the past 17 weeks, the Good Food Economy Working Group launched a social media campaign highlighting businesses that can benefit from the Good Food Zone implementation. For these businesses, time is of the essence. They need immediate assistance to continue to serve their communities.

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. Although COVID-19 is novel, food security, economic discrimination, and racial inequity are not. 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.

Progress

Since March 3, 2020, the Good Food Zone (GFZ) Pilot Zones were approved based on GFZ Brief and Chief Legislative Analyst Recommendations.

There was another pilot zone approval with a motion to add Arleta/Pacoima and for the Economic Workforce and Development Department to prepare a feasibility report.

The Good Food Economy Working Group has been identifying businesses in the named pilot areas (CD 7, 8, 9, and 15) and speaking to Council Offices. Research on what is needed for the GFZ Policy has been completed and was led by UCLA Graduate, Deja Thomas.

The Working Group has strategized an implementation plan that is reflective of a collective responsibility model, where the technical assistance is provided by reputable partners to provide wrap around services to the healthy food businesses in the Pilot.

THE PROCESS SO FAR

POLICY PASSED!

In March 2020, the policy was passed with recommendations from GFZ Policy Brief and CLA Recommendations.

01

02

ADDED ARLETA/PACOIMA

The pilot area was expanded to include these two neighborhoods. Now it is off to EWDD

IDENTIFYING BUSINESSES & MAKING CONNECTIONS

We are currently talking to potential businesses and connecting with Council Offices to get ready to implementation. We have already spoken with CDs 7, 8, 9, & 15.

03

04

STRATEGIZING FOR THE FUTURE

We are strategizing implementation that is reflective of a collective responsibility model.

Proposal of Program Structure

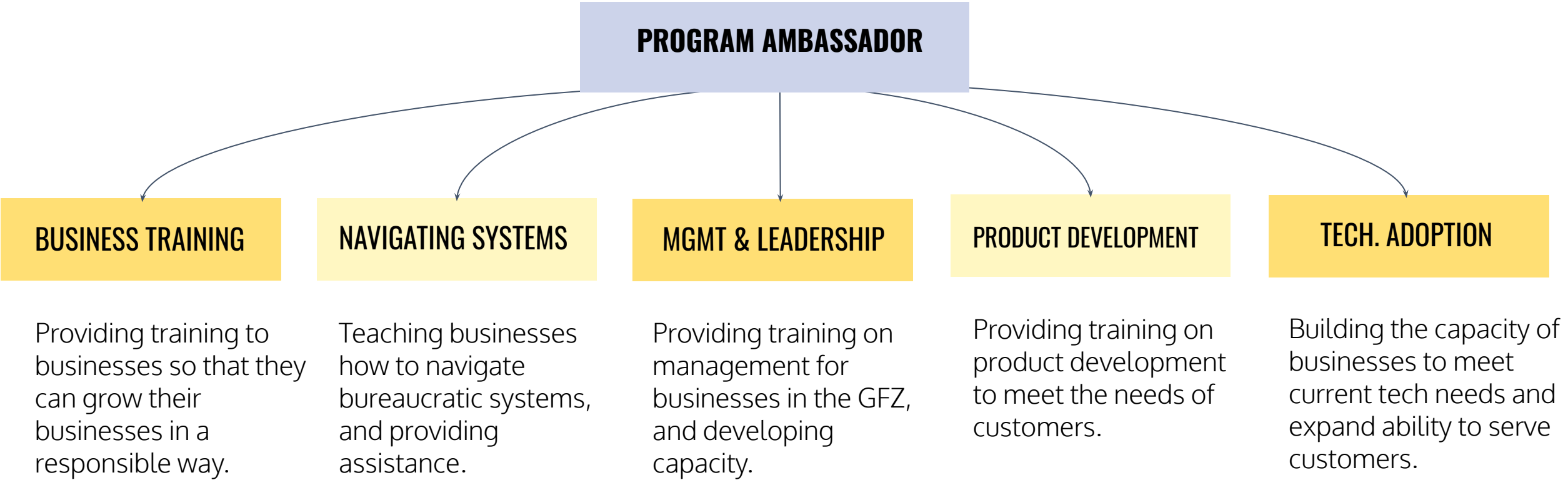
The program is structured to include technical assistance for the businesses as follows:

- Business Training
- Navigating Systems
- Management & Leadership
- Product Development
- Technology Adoption

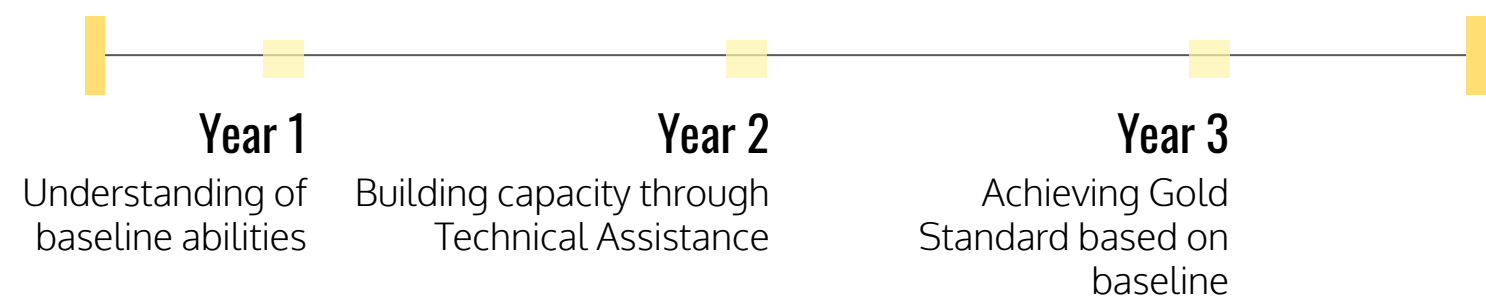
This was determined to be the needs of healthy food businesses during our business outreach, where we surveyed healthy food businesses in the GFZ pilot areas.

All of these technical assistance needs and other funding and financing opportunities as slayed out in the GFZ policy brief will be facilitated by the Program Ambassador or the GFZ liason, which is a salaried position.

PROGRAM STRUCTURE



ASSESSMENT & EVALUATION



Goals



INCREASE ACCESS & DEMAND FOR HEALTHY FOOD IN FOOD DESERT COMMUNITIES

- Increase options for healthy food
- Build demand for healthy food through culturally relevant practices



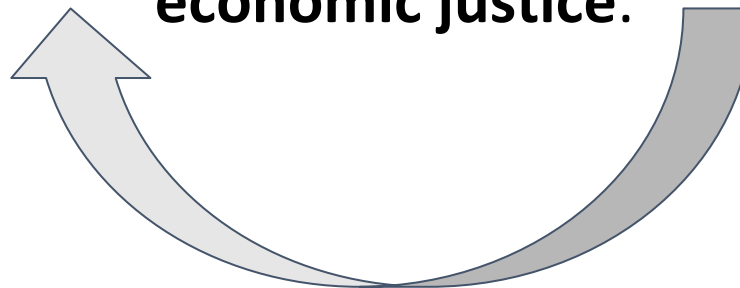
Fostering a
healthy supply
and demand
balance



PROMOTE ECONOMIC DEVELOPMENT THROUGH FOOD ENTREPRENEURSHIP

- Help healthy food business owners develop strong business acumen
- Scale micro and small healthy food business operations

GFZ sits at the
intersection of
**racial, health, and
economic justice.**



The Proposed Budget

Food is a powerful driver for community economic development. Food-oriented development can also drive toward equitable distribution of resources that accounts for historic under-investment in communities of color. Close to 20% of Los Angeles County jobs are in the food sector-- including production, processing, manufacturing, distribution, retail and service. With few barriers to entry, business ownership in the food sector is accessible to a diverse array of Angelenos across ethnic backgrounds, education levels, skill set, language preference and citizenship status.

The Good Food Zone is intended to serve the dual purpose of expanding access to healthy food in 'food desert' neighborhoods with limited access, and offer economic opportunity and jobs for low-income residents. Good Food Zones is a place-based strategy, recognizing that historic divestment in specific neighborhoods requires targeted investment in those neighborhoods.

Below is a budget and 3 year implementation plan that has been developed and vetted by the Los Angeles Food Policy Council Good Food Economy Working Group. This will address the many needs that healthy food businesses were facing prior to COVID-19 and have only been exacerbated by the pandemic and related reopening plans.

Good Food Zone Pilot Program Budget				
Program	Description	Cost Per Year	Years	Amount Requesting
Operations	Liaison - salary + benefits	\$100,000	3	\$300,000
Technical Assistance	Grant funding for partners to provide mentorship, legal support, financial planning for sustainability and government contracts, and capacity building (including human resource management training and nutrition training) for participating small businesses	\$500,000	3	\$1,500,000
Education/Outreach	Marketing of the Good Food Zone Program to attract qualified businesses	\$120,000	3	\$360,000
Small Business Grants	Grant funding for participating small businesses so that they can hire more staff needed to meet current demand, purchase equipment and supplies needed, market their services/products, and reach gold standard requirements set forth in the policy and be able to sustain it for an additional 5 years post the program	\$500,000	3	\$1,500,000
		Total		\$3,660,000

The People Who Will Benefit



The People Who Will Benefit

“

"We started the South LA Cafe because, after decades of living in a food desert, we wanted fresh, affordable and healthy food options for ourselves and our neighbors. Instead of waiting for it to arrive, we decided to take a leap of faith and provide it ourselves."

-Celia & Joe Ward-Wallace, South LA Cafe

#INTHEGOODFOODZONE



“

Comenzamos el South LA Cafe porque, después de décadas de vivir en un desierto de comida, queríamos opciones de comida fresca, asequible y saludable para nosotros y nuestros vecinos. En lugar de esperar a que llegara, decidimos dar un salto de fe y proporcionárnoslo nosotros mismos.

- Celia & Joe Ward-Wallace, South LA Cafe

#INTHEGOODFOODZONE



South LA Cafe has injected serious energy into the community since opening in late 2019. Owners **Celia** and **Joe Ward-Wallace** believe in access to fresh, healthy, affordable food, especially for the growing community of color. As a small business leader for South LA, they want to make sure the cafe has equity, and access to good, wholesale vendors with reasonably fresh food. They're especially interested in a city-subsidized meal program for the community. They want to educate the community about healthy eating habits and vegan food options. Celia and Joe learned of the Good Food Zones policy recently approved by the Los Angeles City Council and believes it will further help them grow South LA Cafe while helping the community address food justice issues. Let's give support to South LA Cafe for showing incredible heart and compassion for the community!

The People Who Will Benefit

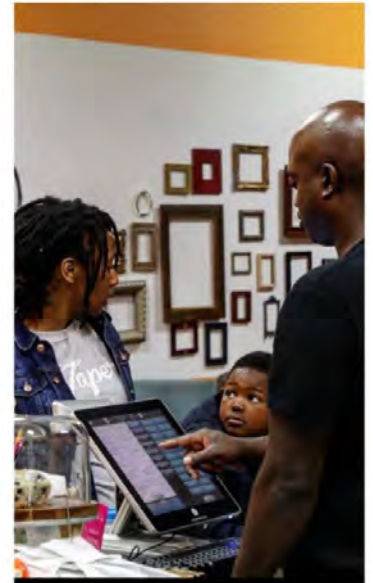
Hot and Cool Cafe owner **Tony Jolly** has worked with coffee for two decades, moving to Los Angeles from the East Coast where he used to work at Starbucks. Once he arrived in Leimert Park and saw the need for healthy food options in the community, he got right to it. COVID-19 has added constraints to his workforce but they muscle onward this 2020. Hot and Cool Cafe is also a part of LA City Councilmember Marqueece Harris-Dawson's senior food program, where they provide 200 meals a week. Jolly says he wants this program to be a part of his business model from now on. The Good Food Zones policy perfectly aligns with Jolly's mission. "A lot of people are moving towards healthier food options, especially now during the COVID-19 crisis and that is why we are here. Healthier food is a breath of fresh air for the seniors we service and for our community demographic."

“

"The Good Food Zone is exactly what is needed right now. A lot of people are moving towards healthier food options, especially now during the COVID-19 crisis and that is why we are here. Healthier food is breath of fresh air for our community."

- TONY
JOLLY, HOT
AND COOL
CAFE

#INTHEGOODFOODZONE



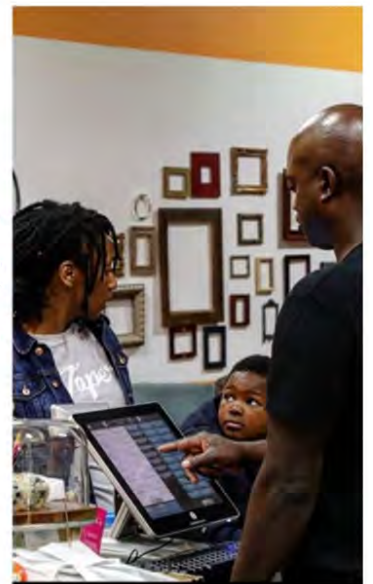
“

The Good Food zone es exactamente lo que se necesita en este momento.

Mucha gente se está moviendo hacia opciones de alimentos más saludables, especialmente ahora durante la crisis de COVID-19 y es por eso que estamos aquí. La comida más saludable es un soplo de aire fresco para nuestra comunidad.

- Tony Jolly,
Hot and Cool Cafe

#INTHEGOODFOODZONE



The People Who Will Benefit

“

"My mission is to serve my community and bring them healthy food, and bring them products that are grown out of the country, not processed. It's basically food that's healthy for you, and to the Caribbean culture."



Sophia Harvey, Right Choice Caribbean Market

#INTHEGOODFOODZONE

“

Mi misión es servir a mi comunidad y traerles alimentos saludables, y llevarles productos que se cultivan fuera del país, no procesados. Es básicamente comida que es saludable para ti y para la cultura caribeña.

– Sophia Harvey,
Right Choice Caribbean Market



#INTHEGOODFOODZONE

Back in 2000, **Right Choice Caribbean Market** opened its doors in the Crenshaw District. Thanks to the support of the community, they've been able to grow into one of the leading Caribbean markets in Los Angeles. They offer a variety of premium ingredients and fresh produce. "What we strove to do is have everything that was acceptable to our Caribbean people in our store," says **Sophia Harvey**, co-owner. Since COVID-19 hit the area, things have slowed down at the store. It is now the same struggle they had when they started. After learning about the Good Food Zones policy recently approved by the Los Angeles City Council, Harvey is interested in how it could help Right Choice. They are trying to lower their electricity bill, and they are pinching numbers to survive. What's worse, Harvey said they applied for a Paycheck Protection Program loan in April and still have not heard back. The baseline of support and incentives outlined in the Good Food Zones could really benefit Harvey's business today.

The People Who Will Benefit

The Good Food Zone has two main goals for business like **Tacos Sin Karma**: the first is to increase access and demand for healthy food in communities experiencing food apartheid through culturally relevant food practices; the second is to promote economic development through food entrepreneurship by helping healthy food business owners develop strong business acumen and scale their micro and small business operations.

“

“Tacos Sin Karma was born out of the need to have healthier food options in my community. We want to expand the perspective and possibilities of plant based living through culturally authentic and nostalgic flavors. From our carne asnada tacos to our vegan pozole, you can't go wrong with anything on the menu.”

- Joaquin Flores -
Tacos Sin Karma



INTHEGOODFOODZONE

“

Tacos Sin Karma nació de la necesidad de tener opciones de alimentos más saludables en mi comunidad. Queremos expandir la perspectiva y las posibilidades de la vida basada en plantas a través de sabores nostálgicos y culturalmente auténticos. Desde nuestros tacos de carne asnada hasta nuestro pozole vegano, no puedes equivocarte con nada en el menú.

- Joaquin Flores,
Tacos Sin Karma



#INTHEGOODFOODZONE

The People Who Will Benefit

“

"Fresh food access is not simply a nice idea, it is a right, and necessity. Leaving our neighborhoods to get healthy ingredients and meals is a challenge millions of Angelenos no longer need to face.

We founded SÜPRMARKT so that this subtle form of discrimination, which leads to millions of US deaths each year, will cease to exist."

- Olympia Auset
founder @ SÜPRMARKT

#INTHEGOODFOODZONE



“

El acceso a alimentos frescos no es simplemente una buena idea, es un derecho y una necesidad. Dejar nuestros vecindarios para obtener ingredientes y comidas saludables es un desafío que millones de angelinos ya no necesitan enfrentar. Fundamos SÜPRMARKT para que esta forma sutil de discriminación, que causa millones de muertes en Estados Unidos cada año, deje de existir.

- Olympia Auset, founder
SÜPRMARKT

#INTHEGOODFOODZONE



SÜPRMARKT is a low cost organic pop-grocer servicing low income communities in LA. It operates weekly, providing 100% organic produce to make great health and healing available to the communities which need it most. SÜPRMARKT believes everyone deserves to eat well!

The People Who Will Benefit

Misha's Kind Foods is a plant-based, dairy alternative co-founded by **Chef Ian Martin** and Aaron "Butch" Bullock in 2018. Quickly, this South LA-headquartered business grew to one of the best dairy-free cheeses on the market, and today their products can be found in over 35 stores in the region. "Our products are priced to allow more people to have access to good holistically healthy food," said **Bullock**. "At Misha's we understand that a company is all of the people involved in its operation and everyone is equally important. A big challenge for Misha's is that LA is an expensive place to build and grow a business. "Our kitchen is in South LA and we look to hire employees from the neighborhood," said Bullock. "It is expensive to do business in LA and we often have difficulty finding exceptional talent." Bullock talks a lot about food apartheid and redlining and, when hearing about the Good Food Zones policy, he's excited about how it can help move the ball forward for Misha's. "We are selling our vegan cheese in upscale Erewhon and going into Whole Foods in the next few weeks," he said. "I hope the policy can help bring products to everyday folks and get healthy food at an affordable cost. We would like our product to be accessible—funding and other help could benefit us!"

“

"We understand that our reason is to help our Earthly neighbors and the planet we live on to thrive and we believe the best way we can do that is to contribute to education wherever we can."



Aaron Bullock, Misha's Kind Foods
#INTHEGOODFOODZONE

“

Entendemos que nuestra razón es ayudar a nuestros vecinos terrestres y al planeta en el que vivimos a prosperar y creemos que la mejor manera de hacerlo es contribuyendo a la educación donde sea posible.



- Aaron Bullock
Misha's Kind Foods

#INTHEGOODFOODZONE

The People Who Will Benefit

“

"We believe in helping out our community because they are the reason we are here."



Nadia Romero, Morenita Market

#INTHEGOODFOODZONE

“

Creemos en ayudar a nuestra comunidad porque ellos son la razón por la que estamos aquí.

— Nadia Romero
Morenita Market

#INTHEGOODFOODZONE



Morenita Market has been in South LA for almost two decades and wants to better the health of their neighbors by incorporating more fresh products and healthier options that are affordable to all. "We believe in helping out our community because they are the reason we are here," said owner **Nadia Romero**. "We provide fresh produce, rice, beans, meat, and canned goods. Romero is hoping that the Good Food Zone can help improve support around SBA loans for small businesses. They also hope this program helps find more merchandise at good prices. "We would like to sell more organic produce and products, but we need help," she said. After learning of Good Food Zones, Romero is excited of the possibilities.

The People Who Will Benefit

“

"We do our best to service isolated low income people. We deliver door to door and specialize in finding the underserved."



Susan Park, Revolutionario North African Tacos

#INTHEGOODFOODZONE



“

Hacemos nuestro mejor esfuerzo para brindar servicios a personas aisladas de bajos ingresos. Entregamos puerta a puerta y nos especializamos en encontrar a los desatendidos.

- Susan Park
Revolutionario
North African Tacos



#INTHEGOODFOODZONE

In 2015, **Susan Park** and her husband opened **Revolutionario LA** on Jefferson Boulevard in Exposition Park with the goal of vertical diversity—to have affluent customers sit next to our low-income community of customers. "To provide an accepting, warm environment for all to get to know each other around a joy of homemade, fresh delicious meals," said Park. "We believe everyone should be able to have a fresh, homemade meal." **Revolutionario** takes pride as the only North African taco restaurant in the world. Park's husband and French-Algerian **chef Farid Zadi** created a mouth-watering reintroduction to cross cultural cuisines of North African and Mexican street food. They've also been hit very hard due to the COVID-19 pandemic. "We rely on USC students and there are few customers," she said. Some of their businesses services have been impacted. Revolutionario maintains its unique neighborhood appeal and a very loyal group of customers. Park says in order to survive they are pivoting into a small healthy grocery store. Also during the pandemic, Park says they've been serving and delivering meals to Skid Row through a non-profit. The Good Food Zones policy would greatly help Revolutionario. The policy would support the identification and administration of funding applications. Park says they can add more juices and healthy options, as well as sell more vegetables, fruit and produce." I feel with some help to add shelving and grab and go, we can continue to provide a healthier alternative in this area," said Park. Funding opportunities can help businesses like Park's make upgrades, and accommodation to facilitate resilience during and post COVID.

The People Who Will Benefit

“

“Fresh foods are a right, not a privilege.”



Venus Nari, LaRayia's Bodega

#INTHEGOODFOODZONE



“

Los alimentos frescos son un derecho, no un privilegio



– Venus Nari
LaRayia's Bodega

#INTHEGOODFOODZONE

LaRayia's Bodega is a vegan cafe and shop started in August 2019 in Westlake with the purpose of providing healthy, affordable and safe food for under \$5. "We provide healthy plant based food in the community, which lacks healthy, affordable food," said **Venus Nari**, co-owner. LaRayia's Bodega is affiliated with Lunch On Me where they feed, engage with and distribute healthy vegetarian meals. Their biggest challenge has been financing and COVID-19. Nari says the Good Food Zones policy is needed. Generations of neglect and systemic racism in urban development in Los Angeles led to unequal food environments for people of color and low-income communities, and Good Food Zones is a meaningful step forward. "We are on board because we are focused on bringing affordable, healthy food to underserved communities while adding jobs and opportunities for positive urban development," she said.

The People Who Will Benefit

With Love LA has been in business in the Pico Union neighborhood since 2016. They sell local, organic and affordable products for their customers that they would not be able to get elsewhere in the community, says manager Andrew McDowell. "This makes it easier for the community to eat healthier, tastier food every day," he said. "Residents need healthy, accessible food and a safe space. "A portion of the profits from their market help to support community programs. With Love Market and Cafe commits to local hiring and to having 75% or more of their staff from the community. Also being located near USC, McDowell says the area has been changing and finding staff has been challenging. "The community seems to change every two years or so," he said. "Students leave and rent becomes too unaffordable. Meeting the needs of the neighborhood has been challenging. "A Los Angeles Good Food Zones policy could greatly benefit this neighborhood staple. "Our city's food deserts must be addressed and this looks like a good start," said McDowell, who previously worked on a Los Angeles Food Policy Council healthy food working group. He says With Love Market and Cafe is already buying at least 50% local produce and has 22 community investors that include women and people of color. "We believe that good food helps make life better and we offer a safe, warm environment for the community with yoga and classes," McDowell added. "We want everyone to have access to healthy life and choices."

“

"We believe that good food helps make life better and we offer a safe, warm environment for the community."

Andrew McDowell, With Love Market and Cafe

#INTHEGOODFOODZONE



“

Creemos que la buena comida ayuda a mejorar la vida y ofrecemos un ambiente cálido y seguro para la comunidad.

- Andrew McDowell
With Love Market and Cafe

#INTHEGOODFOODZONE



The People Who Will Benefit

“

"We want to help our customers and community learn about how fresh and healthy eating is empowering."

Weni and Ze,
Ranch Side Cafe

#INTHEGOODFOODZONE



Sisters **Weni** and **Ze** have owned and operated **Ranch Side Cafe** in Lake View Terrace since 1998, offering American, Mexican and Ethiopian food, including all fresh vegan and vegetarian options. They sell farmers' vegetables and fruit and make fresh, whole food, not

processed. Weni has a nutrition degree and says she wants to focus more on education and nutrition for their customers. "We want to share our love of healthy fresh food," said Ze. "Also now with COVID-19, people need to eat fresh and healthy more than ever. "Ranch Side Cafe is in a unique LA neighborhood northeast of the San Fernando Valley, and most of their customers are working class and low income. Ze says since the start of COVID-19, customers are nervous and have less income to spend on takeout. The sisters opened a little store at the start of the pandemic, but since larger grocery chains nearby re-stocked their necessity items, they are seeing less customers to their market, and are brainstorming ideas to market their restaurant and healthy foods section. A Good Food Zone policy would help Weni and Ze broaden their plans to bring more attention to Ranch Side Cafe and their new store section, and keep customers healthy! "Weni loves preparing new fresh healthy and delicious favorites," said Ze. "Please come in and visit us! We can't wait to meet you!"

The People Who Will Benefit

Located near USC near Jefferson Park **Himalayan House** prepares high quality Nepalese, Tibetan and Indian cuisine. Since the start of COVID-19 they have not seen the regular influx of students and customers seeking healthier food options, which is lacking in their immediate area. A Good Food Zones policy would help Himalayan House offer more fresh choices on their menu and bring more attention to healthier eating options. "We have not many healthy places and we know our customers like our fresh food," said **Renu**, owner and manager. "We do not sell everything vegetarian, but we can sell more because a lot sells."

“

"We offer a fresh meal in a warm and welcoming place. Fifty percent or more is vegetarian."

Renu,
Himalayan
House

#INTHEGOODFOODZONE



“

Ofrecemos una comida fresca en un lugar cálido y acogedor. El cincuenta por ciento o más es vegetariano.

- Renu
Himalayan House

#INTHEGOODFOODZONE



The People Who Will Benefit

“

Aunque no pueda hacer mucho, espero ayudar a mi comunidad. Continuaré trabajando duro para mantener mis puertas abiertas para ellos.

– Sonya Dimea
Pinchinte Market

#INTHEGOODFOODZONE



“

“Even though I might not be able to do much, I hope to help my community. I will continue to work hard to keep my doors open for them.”

Sonya Dimea,
Pinchinte
Market

#INTHEGOODFOODZONE



Sonya Dimea, owner of **Pinchinte Market** in South Los Angeles, wants to give everyone a welcoming experience and hopes to continue to have her doors open for the community, which she wants to help. One of the main challenges she experiences is the ability to pay rent. She has made little profit since she barely opened at the start of 2020 and the pandemic started. She says her store is small and only disadvantaged people from her community shop there. Once she read about Good Food Zones, Dimea said it is hard to sell healthy products at her store, and she loses money in the process. "My customers do not want to buy healthy products," she said. "They like soda and candy. I wish it were a different way." Dimea believes that any help from the Good Food Zones policy would be great, even to put herself on the map, such as advertising.

The People Who Will Benefit

Edgar Lopez of **Delicious Juices** says that in his neighborhood of Pacoima, there are not a lot of healthy food options. He's been in business for six years and his customers want fast, healthy juices and smoothies. "Now, with COVID-19, many people are trying to be healthier," he said. "I think it is important to give people the chance to find healthy choices, like our fresh juices and smoothies." His business has a lot of regular and repeat customers. However, the pandemic brought a dip from seeing familiar faces because those customers' jobs are affected. Lopez added that he and his wife ran into issues applying for business assistance and feel helpless. After learning about Good Food Zones, Lopez would be able to promote Delicious Juices even more and improve his ingredients. "We are very healthy already, with mostly organic and fresh fruits and vegetables," he said. "We would need to maybe hold off on some of our sweet toppings."

“

"We like to help our customers get healthier and stay healthy with our fresh, organic juices and smoothies."

Edgar Lopez,
Delicious
Juices

#INTHEGOODFOODZONE



“

Nos gusta ayudar a nuestros clientes a estar más saludables y mantenerse saludables con nuestros jugos y batidos orgánicos frescos.

– Edgar Lopez
Delicious Juices

#INTHEGOODFOODZONE



The People Who Will Benefit

“

"In Wilmington we do not have too many healthy options. I think we can have even more healthy choices."

Javier,
Estela's
Restaurant

#INTHEGOODFOODZONE



Estela Restaurant has been in business for 15 years in Wilmington. They are family-owned and offer fresh, healthy options alongside their specialty Salvadorian and Mexican fare, such as pupusas. "We never use lard and we sell our fresh juices and fruits daily," said **Javier**, owner. About a year ago, the City of Los Angeles let street vendors set up anywhere in Wilmington, says Javier. He wants to support them, and knows they are good people, but some were selling food in front of Estela Restaurant. "They do not have my expenses for rent, health insurance, health inspection standards etc.," he said. Since COVID-19 began, business has been down, and Javier says he had to close his other business Mi Cafecito. Asking for assistance from the city during the pandemic has been difficult. He still manages his adjacent business Tea Lovers next to Estela. A Good Food Zones policy would help promote Javier's business to reach new customers, and he says he would consider selling less packaged snacks and focus more on homemade food. His menu already has strong salad and vegan options. "Today, with COVID, many customers are trying to lose weight and eat better, healthier," he said. "I think it is important. In Wilmington we do not have too many healthy options. I think we can have even more healthy choices."

The People Who Will Benefit

Sylmar's Fix specializes in Italian gourmet paninis and wraps in the eastern San Fernando Valley and offers healthy, fresh juices and smoothies. It is a brother-owned, family business and co-owner, **Min**, acknowledges that the neighborhood does not offer many healthy places to eat. "We love our customers," he said. "As we say, Fresh or Nothing!" It's a tough business and COVID-19 has strained operations even more, a common scenario facing many small business owners right now. Min says they are hanging in there and do mostly delivery right now. Min liked hearing about the Good Food Zones policy. "We know our customers love our fresh salads and healthy menu," said Min. "We are open to new ideas and selling even healthier items. We need to improve our Instagram."

“

"The Sylmar neighborhood has very limited healthy restaurants. Sometimes customers need something healthy, fresh and fast. We care about health and freshness."

Min, Sylmar's Fix



#INTHEGOODFOODZONE

The People Who Will Benefit

“

We want to promote good health and healthy lifestyle in LA's food desert.”

Kynsley Adams, Okie! Vegan



#INTHEGOODFOODZONE

Vegan community pop-up **Okie Vegan** has been operating for two years in South LA. Owner **Kynsley Adams** runs it with her two sisters. She says at their heart, they want people to be healthy and they want to promote healthy options that change the way people think about eating well. “We are a South LA project making plant-based eating easy and accessible,” she said. “We want to promote cell regeneration and help people to change to feel good and eat for wellness and longevity.” Adams says COVID-19 has been tough but they are pulling through, and appreciates her loyal customers. Okie Vegan works with various community health fairs in Leimert Park, Compton and elsewhere, and they would appreciate any added attention to their mission. “We need more kitchen space as we grow,” she said. The Good Food Zones policy excites Adams, mainly because it means more people embracing healthy eating and living. “I hope it will bring more attention to our mission to help promote healthy eating and share how important healthy food is to our wellness,” she said. “Any other help would be great!”

The Urgency of Now



Food access in the built environment is in a state of emergency! The Good Food Zone, when implemented, will be a step towards addressing generations of public policy that allowed for food apartheid to exist in our communities. For too long, race-based practices like red-lining have impacted food access. This lack of food access is deliberately and strategically

created within our built environment and has resulted in our communities' food deserts today.

The solutions needed to address food apartheid must be just as deliberate and strategic. We hope that the Los Angeles City Council and the Economic Workforce Development Department will connect past wrongs to make many BIPOC (Black, Indigenous, and People of Color) communities more vulnerable to food insecurity during the pandemic. The City of Los Angeles funding and implementing the Good Food Zone will take a step towards addressing the systemic impacts of food divestment and food insecurity.

We urge our local government to take action by:

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

The time to implement the Good Food Zone is now. Food Justice is Racial Justice!

The Good Food Zone Brief





Los Angeles Food Policy Council

A GOOD FOOD ZONES POLICY FOR THE CITY OF LOS ANGELES: INVESTING IN FOOD EQUITY

INTRODUCTION

The Need

In Los Angeles, residents in low-income communities report difficulty in accessing healthy food and experience food insecurity at higher rates compared to higher-income neighborhoods.¹ Food access disparities impact Angelenos' health, life expectancy, academic performance and job productivity.² These disparities are most prolific in Los Angeles' communities of color, such as South Los Angeles-- where there are few grocery stores, high rates of obesity and nutrition-related chronic disease and the life expectancy is 12 years less than that of West Los Angeles residents.³ More than any other social factor, poverty is associated with disparities in food access and related health inequities. Strategies for building healthy communities in Los Angeles require more economic opportunities for low-income Angelenos.

Furthermore, when considering uneven access to fresh food across Los Angeles, we also acknowledge an extreme racial wealth disparity resulting from decades of underinvestment and explicitly racist government and banking policies, also commonly referred to as "redlining" practices that denied communities of color access to capital essential for basic services. The racial wealth gap is most pronounced between white households and racial minorities.⁴ When it comes to African-American and Latinos particularly, studies found that the wealth of Black and Latino households decreased by 75% and 50% respectively while the median White household rose by 14% between 1983 to 2013. It is projected that by 2024, median Black and Latino households will own 60%-80% less wealth than they did in 1983. Research tells us that as a nation we will never close the racial wealth gap without concerted, sustained effort to transfer and invest capital resources into communities of color.

¹ Key Indicators of Health By Service Planning Area. January 2017. Los Angeles County Department of Public Health. http://publichealth.lacounty.gov/ha/docs/2015LACHS/KeyIndicator/PH-KIH_2017-sec%20UPDATED.pdf

² Food Insecurity in Los Angeles County. September 2017. Los Angeles County Department of Public Health. http://www.publichealth.lacounty.gov/ha/docs/2015LACHS/LA_HEALTH_BRIEFS_2017/LA%20Health_FoodInsecurity_finalB_09282017.pdf

³ The Plan for a Healthy Los Angeles: A Health and Wellness Element of the General Plan. March 2015. Los Angeles Department of City Planning. <https://planning.lacity.org/odocument/7f065983-ff10-4e76-81e5-e166c9b78a9e/Plan%20for%20a%20Healthy%20Los%20Angeles.pdf>

⁴ The Road to Zero Wealth, 2017
https://prosperitynow.org/sites/default/files/PDFs/road_to_zero_wealth.pdf

The Opportunity

Food is a powerful driver for community economic development. Food-oriented development can also drive toward equitable distribution of resources that accounts for historic under-investment in communities of color. Close to 20% of Los Angeles County jobs are in the food sector-- including production, processing, manufacturing, distribution, retail and service.⁵ With few barriers to entry, business ownership in the food sector is accessible to a diverse array of Angelenos across ethnic backgrounds, education levels, skill set, language preference and citizenship status. The Good Food Zone policy is intended to serve the dual purpose of expanding access to healthy food in ‘food desert’ neighborhoods with limited access, and offer economic opportunity and jobs for low-income residents. The policy establishes a programmatic framework to direct the City of Los Angeles’s economic development resources and investments toward food entrepreneurship. Good Food Zones is a place-based strategy, recognizing that historic divestment in specific neighborhoods required targeted investment in those neighborhoods.

POLICY OVERVIEW

According to Council Motion #18-1007, introduced by Councilmember Curren Price in October 2018, the Good Food Zone policy would create “strategies for including food-centered community economic development initiatives in the existing and emerging economic development incentive programs” in the Economic and Workforce Development Department. The following overview reflects the recommendations of the Los Angeles Food Policy Council and the input of over 50 key stakeholders representing community residents, food equity advocates, and business development service providers.

Geographic Scope

The same communities in the City that suffer from poor health outcomes also suffer from the highest rates of poverty, unemployment and environmental injustice. According to the Los Angeles City Planning Department, the following areas ranked amongst the lowest in the City on the Community Health and Equity Index and should thus be prioritized for community health planning interventions:

- a. Southeast Los Angeles Community Plan Area
- b. South Los Angeles Community Plan Area
- c. West Adams-Leimert Park-Baldwin Hills Community Plan Area
- d. Skid Row- Downtown LA
- e. Boyle Heights Community Plan Area
- f. Arleta-Pacoima Community Plan Area
- g. Sylmar Community Plan Area

⁵ Bureau of Labor Statistics 2015.

Additionally, the City of Los Angeles Health Atlas created through the [Plan for a Healthy LA](#) (2011) provides maps of the City that identify areas with disproportionately high rates of diet-related disease, such as diabetes and heart disease, and poor access according to the Modified Retail Environment Index. Currently, the City of Los Angeles is assessing leveraged opportunities for investment and anti-poverty measures through federally enacted Promise Zones, Opportunity Zones and locally devised Jobs and Economic Development Incentive (JEDI) zones. We recommend assessing existing tools and geographical initiatives to identify specific geographies in the City for the first phase of the Good Food Zone initiative.

Intended Beneficiaries

The intended beneficiaries for the Good Food Zone policy are primarily current residents and entrepreneurs in underserved neighborhoods. Small businesses and low and moderate income entrepreneurs face the greatest barriers to success due to lack of capital, limited business experience, lack of familiarity or difficulty navigating local government, and other barriers to business development opportunities. For this reason, the Good Food Zone concept primarily focuses on under-resourced and small businesses who have the greatest need for support. Additionally, Good Food Zones could also be utilized as a grocery attraction program, or provide incentives to larger food businesses. LAFPC recommends a focus on small businesses for a pilot, with an eye toward how incentives could also meet the needs of larger businesses, such as grocery stores.

Size of Business

Businesses will vary in needs and capacity, and the Good Food Zone initiative can be designed to meet different needs and apply different requirements based on the size of the business. We recommend two categories of eligible business: Micro-Enterprise and Other Business. Micro-Enterprise Businesses are defined by the City of Los Angeles as having 1 to 5 employees. Micro-Enterprises have unique vulnerabilities and needs that larger (even “small businesses” with more employees) do not. Therefore, we recommend that Micro-Enterprise is isolated as a category and all other businesses are aggregated into another category. Requirements for eligibility, and incentives, will be tailored to these two categories.

Type of Business

Food businesses across the supply chain can contribute to the health, food access and economic needs of a community, not only retail. Innovation and growth in food production, manufacturing and distribution offer other areas for job creation and entrepreneurship, while also demonstrating social, health and environmental benefit. Requirements to demonstrate access to fresh food in a community will look different than that of traditional retail, but should not exclude non-retail businesses from participation in the Good Food Zone program. Below is an outline of the types of businesses that may be included in Good Food Zones.

Retail - all food (other than restaurants) purchased by consumers and consumed off-premise

- ☐ Grocery Stores
- ☐ Corner Stores and Neighborhood Markets
- ☐ Ecommerce: (e.g. meal prep, produce delivery, etc.)
- ☐ Mobile (e.g. food trucks, sidewalk vending)

Restaurants - prepared food consumed on or off-site

- ☐ Restaurants - traditional sit-down, fast casual

Production - Urban Agriculture, Technology-based

- ☐ Micro-gardens, Community Farms
- ☐ Hydroponics/Aquaponics

Supply Chain - Processing, Manufacturing, Distribution, Accelerators, Research & Development (R&D)

- ☐ Accelerators/Share Kitchen Campus
- ☐ Produce distribution
- ☐ Food Innovation and Product Development (e.g. plant-based meat products)

Basic Eligibility and Owner Profile

The Good Food Zones program can assist small and emerging entrepreneurs, but a minimum viability should be demonstrated to ensure the intended impact of fresh food access and economic opportunity is achieved. Business should be in operation for a minimum of three years, and already have a food handlers permit, State of California seller's permit and City of Los Angeles Business Tax Registration Certificate. The following sections go into greater detail on the eligibility and application process.

PROGRAM STRUCTURE

The structure of the program requirements and incentives needs to reflect the two main goals of Good Food Zones: (1) expand healthy food access and (2) increase economic opportunity for historically underserved communities. The proposed structure is designed to meet community perspectives on quality, the differing needs of small and large businesses, and improvements to business services over time.

The "Baseline" level reflects the minimum requirements a business must demonstrate to be eligible for incentives in the program. A business needs to achieve the Baseline within the first year of the program to continue in the program.

The "Gold Standard" reflects standards that can either be met upon eligibility (qualifying for higher levels of incentives) or over time by year 3 in the program.

Currently, requirements and incentives are designed primarily around small business and retail. We suggest outlining requirements specific to non-retail food businesses that ensure that health and food access needs of community are being addressed, as well as non-retail related incentives.

LEVEL	MICRO-ENTERPRISE BUSINESS (1-5 employees)	OTHER BUSINESS (More than 5 employees)
REQUIREMENTS Baseline (Required in Year 1)	<ul style="list-style-type: none"> ● Written Mission Statement expressing commitment to community health ● Written Customer Service Policy statement that promotes diversity and inclusion ● Meets California Retail Food Code ● Satisfactory Food Official Inspection Report (FOIR) ● Department of Public Health Letter Grade prominently displayed ● CalFresh/WIC accepted (or business is in the process of applying - if eligible) ● Implements Healthy Checkout practices by prominently featuring healthy food at front of business; vending fresh and dried fruits and vegetables, nuts, and beverages with no added sugar ● Floor Space - 30% of retail space to be dedicated to perishable foods that may include dairy, fresh produce, fresh meats, poultry, fish, and frozen foods; demonstrates that healthy food product is core to business ● Nutrition guidelines - Non-retail businesses commit to 30% of product offerings using LA County Department of Public Health (LADPH) Guidelines Vending Machine Nutrition Policy for CPG, restaurants or caterers should adhere to LACDPH Choose Health LA guidelines, mobile food operators and sidewalk vendors to using Healthy Food Vending guidelines (forthcoming with City of LA sidewalk vending permit program.) ● Maintains soda in designated soda aisle and tobacco products behind check out; this includes Sugary drinks (defined as beverages with added caloric sweetener), not just soda, to be sold in a designated beverage aisle 	<p>All Baseline Standards for Micro-Enterprise Business must be met by Other Businesses, plus:</p> <ul style="list-style-type: none"> ● Pays employees Living Wages (i.e. \$15/hr by 2020, to be adjusted annually) ● Commitment to 40% local hire for new employees or replacements. (See Metro's Construction Careers policy for standard) ● Perform annual energy efficiency and food waste audits and set goals ● Practice source separation of waste and enrolling organic waste recycling per state law (AB 1826 Mandatory Commercial Organics Recycling) ● Adequate lighting within the business premises, throughout the parking lot, and at all entrances and exits

	<ul style="list-style-type: none"> ● Food businesses that are not full-service grocery and sell alcohol are not eligible for incentives. 	
REQUIREMENTS Gold Standard (Required for Year 3)	<ul style="list-style-type: none"> ● 15% of total food spend sourced verified local, sustainable, fair trade or organic products (modeled after Good Food Purchasing Program) ● Increase floor space or product portfolio to 50% following LA County Department of Public Health standards for CPG or Choose Health LA restaurants ● Incorporate plant-based entree option. ● Source from verified minority and women-owned business OR is minority/woman-owned business 	<p><i>All Gold Standards for Micro Business must be met by Other Businesses, plus:</i></p> <ul style="list-style-type: none"> ● Commitment to Employee Retention through Full Time benefits (i.e. minimum 35 hours/week and health insurance) ● Collective bargaining agreement or Labor Peace Agreement in place, as relevant to industry ● Commitment of 10% hire to people with barriers to employment (e.g. transitional age youth, formerly homeless, formerly incarcerated.) (See “disadvantaged worker” category in Metro’s Construction Careers policy for standard) ● Education/outreach program (e.g. cooking demonstrations, workshops, frequent produce sampling) ● Sustainable buildings and facilities management as demonstrated by DWP energy efficiency audit or LEED Certification ● If retail, in store signage to clearly mark healthy food products ● Proactive zero waste program ● Annual or bi-annual give-back to community; Community benefit can be in-kind ● Meaningful community engagement such as providing programs and <u>opportunities</u> for career development

INCENTIVES Baseline	<ul style="list-style-type: none"> ● Food Business Liaison to connect client to City incentives and services, troubleshooting challenges for enrolled businesses and assisting in navigating permit processes to allow for ease of establishing or growing the business. This individual should be familiar with the unique needs of food businesses, and able to develop a action plan for each participant. The action plan would include referrals to technical assistance providers. The Food Business Liaison would not be a primary technical assistance provider, but will be an internal advocate and navigator for program participants. ● Technical assistance from service providers (coordinated through Food Business Liaison). Needs identified include: city and county permit requirements, legal assistance (predatory lenders, contractors and landlord/lease issues), access to capital, recruiting and training employees, understanding labor law, relationship building opportunities with elected representatives. BusinessSource and WorkSource centers can be included in the list of resources. ● Official Seal/ Public Recognition/ Advertising - Place businesses on map as part of cultural tourism strategy. ● Participation in Business Promotion Bill Credit Program ● Local Hiring Tax Credit for businesses that locate within priority areas (i.e. Work Opportunity Tax Credit - WOTC) ● Participate in City of Los Angeles Energy-Efficiency Rebate Programs ● Receive services from the Los Angeles Department of Water & Power (i.e. assessments & upgrades) ● Ecommerce Income Tax Abatement ● Small Business Healthcare Tax Credit ● Waiver on business license renewal
INCENTIVES Gold Standard	<p><i>All Baseline level incentives, plus:</i></p> <ul style="list-style-type: none"> ● Signage and Equipment, if CDBG eligible ● Priority points for Healthy Food Financing Initiatives or other funding opportunities, as supported by official recognition and letter from the City ● Sales & Use Tax Exclusion for equipment purchases of companies who adopt cutting-edge technology ● Workforce Development Support - Connection to WorkSource for specialized food service job training ● Access to incentives through LADWP & SoCalGas' Food Service Program and New Construction Program ● Potential for New Market Credits ● Potential for Opportunity Zone investment <p>EXAMPLES OF OTHER KINDS OF INDUSTRY INCENTIVES TO CONSIDER:</p> <ul style="list-style-type: none"> ● Other related Targeted Industry Incentives (e.g. manufacturing, technology) ● Workforce Training Incentives ● Rehabilitation Tax Credit

	<ul style="list-style-type: none"> • Property Tax Exemptions • Community Employment Credit • Research & Development Credits
Compliance and Monitoring	<ul style="list-style-type: none"> ● Client submits documents to EWDD verify determine basic eligibility; upon enrollment, client provides documents to verify status toward Baseline Standards; client provides updated documents upon one year of enrollment in the program to demonstrate achievement of Baseline Standards. ● A Community Task Force comprised of community members within the Good Food Zone offers an opportunity for community concerns about compliance to be discussed and progress to be publicly celebrated. ● An anonymous reporting system for workers to report violations with a protection for workers from retaliation

Eligible Business Activities Within Program

- Formalizing Business:** obtaining permits, certificates, licenses, etc.
- Purchases:** property, equipment
- Construction:** rehabilitation of existing buildings or new buildings
- Scaling:** expansion of operations or establishment of multiple sites
- Sustainability:** environmental, technology, waste reduction

B. Ineligible Activities

- Alcohol Sales:** applicable to NEW businesses (may include tobacco)
- Initial Implementation:** needs to meet minimum requirements prior to applying

PILOT PROGRAM

To effectively learn the needs and impact of food businesses within a targeted geography, we proposed an initial pilot of a Good Food Zone in two or three Community Plan Areas. We suggest the pilot include a minimum of five, but no more than 10 businesses. Due to the barriers and increased need experienced by small businesses, we recommend the pilot focus primarily on Small Business, but for future scoping purposes also include at least one larger business. We also suggest the pilot cohort include retail and other types of food business to test the Good Food Zone model on different types of food businesses.

The following is a proposed process to identify eligible businesses, coordinate service delivery, and assess performance.

PROGRAM WORKFLOW OVERVIEW

I. Application and Basic Eligibility

- A. Any food business within the Good Food Zone can submit an application to participate in the program
- B. Business must have been in operation for a minimum three years and be able to demonstrate service within the Good Food Zone area. Business presence within the Good Food Zone can be either physical location of business operations or demonstrated community presence (e.g. catering, delivery, farmer's markets, participation in health fairs, etc.)
- C. Business must demonstrate minimum viability through evidence of LA County Department of Public Health food handlers permit, State of California seller's permit and City of Los Angeles Business Tax Registration Certificate.
- D. In application, business will be asked to explain how their business plans to meet the goals of the Good Food Zone program to expand access to healthy food and create economic opportunity in low-income communities.
- E. Non-small businesses that are new to the Good Food Zone must commit to 40% local hire and 10% hiring of socially disadvantaged worker.

II. Services & Supports

- A. Program Liaison conducts a needs assessment to identify service gaps and priorities for allocation of resources, resulting in an Action Plan to achieve the baseline requirements and administer incentives.
- B. Program Liaison makes referrals for technical assistance providers and relevant city services/incentives
- C. Program Liaison acts as case manager for navigating government systems when accessing city-run services (i.e. applying for licenses, permits, rebates etc.)

III. Reporting

- A. Annual review of client's progress and consistency with requirements of program conducted by Program Liaison, in conjunction with third party assessors (e.g. community task force, independent certifications, etc.)
- B. Recommendations for continued participation in the program are made on a yearly basis (up to 3 years)

KEY FEEDBACK FROM STAKEHOLDERS

Over fifty stakeholders representing community-based organizations, food and health advocates, business and economic development specialists, and industry have contributed to the development of the Good Food Zone pilot concept. Through a series of stakeholder engagement activities and events, we have developed a program scope based on the needs of communities, the needs of business (particularly micro and small business) and the dual goals of healthy food access and economic opportunity. The following reflect a sampling of the issues discussed in stakeholder

discussions at five meetings of the LAFPC Good Food Economy Working Group between May and October 2019.

A. Health

- a. Businesses need to meet/enforce existing health code regulations and keep facilities clean and sanitary; many grocery stores in low-income neighborhoods have poor lighting, cluttered store environments, perished food items and high prices for basic necessities
- b. There should be a clear standard for what can be sold at checkout such as fresh and dried fruits and vegetables, nuts, and beverages with no added sugar or setting nutrition requirements for checkout and allowing any food or beverage product as long as it meets the standard
- c. Specify that all sugary drinks (defined as beverages with added caloric sweetener), including but not limited to soda, should only be sold in a designated beverage aisle
- d. Be specific about what is meant by “fresh food products”
- e. Health-promoting small businesses should be supported by the City

B. Economic

- a. Concerns about gentrification and displacement of existing residents and small businesses in low-income communities
- b. Need to be specific about who we need to help and how, define “local” investment
- c. Accountability - businesses should not receive incentives without true accountability to the community
- d. Commitment to local hiring and targeting high-need populations (i.e. re-entry, homeless, etc.) and to community wealth building for communities of color, specifically
- e. Good Food Zones should not be subsidizing liquor stores or stores that sell alcohol
- f. Prevent predatory contractors and lenders; create access to alternative, flexible capital and quality, affordable vendors
- g. Define employment and job creation goals to include commitment to fair scheduling and benefits
- h. Affordability - Business can be proactive with making healthy food more affordable, for example by accepting CalFresh/EBT and WIC, offering specials and coupons to loyal customers and partnering with local suppliers that can help reduce costs
- i. Businesses need help navigating government systems; City should provide technical assistance, language accessible services/materials

C. Environmental

- a. Need stricter zoning laws: can’t keep adding more fast food restaurants
- b. Desire to see more local businesses source organic, pesticide free, sustainably farmed and locally made food
- c. Business play a key role in reducing or preventing food waste

D. Social

- a. Promote diversity amongst business owners: minority and women-owned businesses
- b. Meaningful community engagement (e.g. provide internships, mentoring opportunities)
- c. Incorporate a give-back component (e.g. annual donation, partnership with local organizations, in-kind gifts, etc.)
- d. We need to define what we mean by Food Justice: it's also about the experience around shopping (e.g. concerns about how business owners criminalize shoppers)
- e. How to change the economy and get to the root issues: by addressing structural racism, bringing resources to food deserts and changing the landscape

The underlying power of the Good Food Zone initiative lies in improving relationships between the business community and local residents to foster more connection or understanding. Ultimately, more connection and understanding between food businesses and the communities they serve can help improve business health as well as meet the social, economic, environmental and health needs of underserved communities.

CITY OF LOS ANGELES POLICY PRECEDENT

In 2015, the City of Los Angeles adopted its Plan for a Healthy Los Angeles which recommends establishing Healthy Food Zones that prioritize financial incentives, land-use provisions and tax benefits to healthy food businesses located in low-income areas and communities of color. The Mayor's 2019 Sustainable City pLAn Refresh also includes recommendations to establish Good Food Zones in low-income communities throughout the City to support public and private investments in healthy food entrepreneurs and businesses across the supply chain.

CONCLUSION

Generations of neglect and systemic racism in urban development in Los Angeles led to unequal food environments for people of color and low-income communities. It will take a geographically-targeted, intentional and complex policy initiative to address food disparities that contribute to higher rates of diet-related disease, diminished quality of life, and on average, shorter life spans for low-income residents in Los Angeles. The Good Food Zone policy will not be a "silver bullet" to eliminate "food desert" conditions, also referred to as "food apartheid,"⁶ but it is a meaningful step forward. By investing in, supporting and prioritizing small and community-serving businesses that expand access to fresh food and create economic opportunity for current residents in low-income neighborhoods, the City of Los Angeles will show leadership on food equity, supporting community health outcomes while also creating generational wealth opportunities for communities of color.

⁶ Our gratitude to Community Coalition for popularizing this term.