



# **2012 Annual Conference**

## **Food Justice**

*Friday, February 24, 2012*

*Saint Joseph's University*

*Campion Student Center*



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PHENND would like to thank the following individuals and organizations for helping make this conference a success.

- Learn and Serve America, the Pennsylvania Horticultural Society, and the CJ McNutt Chair in Food Marketing at Saint Joseph's University for their financial support of this conference;
- Dr. Virginia Johnson, the Faith-Justice Institute, and the entire Saint Joseph's University community;
- Keynote speaker Malik Yakini; and
- All of our many workshop presenters.



## PHENND

The Philadelphia Higher Education Network for Neighborhood Development (PHENND) is a consortium of 33 colleges and universities in the greater Philadelphia area. PHENND works to **build the capacity** of its member institutions to develop mutually beneficial, sustained, and democratic community-based service-learning partnerships. The consortium actively seeks to **revitalize local communities and schools** and **foster civic responsibility** among the region's colleges and universities.

Higher educational institutions can function as permanent anchors and partners for community improvement. Moreover it is deeply in their interests to do so; their futures are intertwined with that of their neighborhoods. PHENND provides a vehicle for coordinating and, where appropriate, combining the efforts of higher eds so that they can make a significant contribution to improving the entire Philadelphia region.

## Service Leaders Summit 2012

Saturday, March 17, 2012

9:30AM to 4PM

Location: Drexel University

Presented by PHENND and the Center for Civic Engagement at Drexel University

The 2012 Service Leaders Summit will bring together students, nonprofit professionals and community organizers to share passionate ideas and practical skills. Whether you're a volunteer-a-holic or a service novice, the Service Leaders Summit can help you improve your toolbox for building a better Philadelphia! The day will have different break-out sessions focusing on social issues and nonprofit skills building.





## **Malik Kenyatta Yakini**

Malik Kenyatta Yakini is an activist and educator who is committed to freedom and justice for African people in particular and humanity in general. Yakini is a founder and the Executive Director of the Detroit Black Community Food Security Network, which operates a four acre farm in Detroit and spearheaded efforts to establish the Detroit Food Policy Council, which he chairs. He served as a member of the Michigan Food Policy Council from 2008 - 2010. He serves on the facilitation team of Undoing Racism in the Detroit Food System.

From 1990 – 2011 he served as Executive Director of Nsoroma Institute Public School Academy, one of Detroit’s leading African-centered schools. In 2006 he was honored as “Administrator of the Year” by the Michigan Association of Public School Academies. He served as a member of the Board of Directors of Timbuktu Academy of Science and Technology from 2004 - 2011. He is C.E.O. of Black Star Educational Management.

He is dedicated to working to identify and alleviate the impact of racism and white privilege on the food system. He has an intense interest in contributing to the development of an international food sovereignty movement that embraces Blacks farmers in the Americas, the Caribbean and Africa. He views the “good food revolution” as part of the larger movement for freedom, justice and equality.



**Alison Hastings**

Senior Environmental Planner, Delaware Valley Regional Planning Commission

Alison Hastings is the Senior Environmental Planner at the Delaware Valley Regional Planning Commission, the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region. She is the lead author of the DVRPC report, *Eating Here: Greater Philadelphia's Food System Plan*, which won an award from the Pennsylvania Chapter of the American Planning Association.

**John Weidman**

Deputy Executive Director, The Food Trust

John Weidman is the Deputy Executive Director of The Food Trust, a Philadelphia-based nonprofit working to ensure that everyone has access to affordable, nutritious food. He advocates for public policy change at the local, state and federal levels, and educates policy makers about the factors impacting the nutrition of lower-income people. John provides oversight for the organization's national supermarket campaign and its regional farmers' markets program, and led the effort to open Philadelphia's Headhouse Farmers' Market. John has 18 years of experience in public policy advocacy and nonprofit communications. He holds a Master's degree in Political Science from the University of Pennsylvania and serves on the Pennsylvania Emergency Food Assistance Advisory Committee and the Board of Directors for the Pennsylvania Public Interest Research Group.

**Dr. Marty Meloche**

Department of Food Marketing, Saint Joseph's University

From 1965-1984 Dr. Marty Meloche was employed with Chatham Supermarkets, a supermarket and drug store chain in Detroit, Michigan, where he held various middle and upper management positions. He left the food industry to go into academics and received his doctorate from the University of Kentucky in 1988. Prior to coming to Saint Joseph's Marty taught at East Carolina University, and Western Michigan University. More recently, he served as Chairman of the Food Marketing Department at Saint Joseph's University. He has presented research at The American Collegiate Retailing Assn., Academy of Marketing Science, and American Marketing Assn., and is published in journals such as R&D Management, The Journal of Marketing Management, The Journal of Food Products Marketing, and The Journal of Pharmaceutical Marketing and Management. He has consulted with the Private Label Manufacturers Association, The Pennsylvania Department of Agriculture, and the USAID, where he spent two months working with farmers in Ghana, and is a member of the Board of Directors of Philabundance, the Philadelphia Food Bank.

**Mary Summers**

Senior Fellow, Fox Leadership Program, University of Pennsylvania

Mary Summers is a senior fellow in the Fox Leadership Program and a lecturer in Political Science at the University of Pennsylvania. She teaches academically based community service courses on the Politics of Food and Agriculture and Healthy Schools. Some of the service projects developed in these courses include: the Philadelphia Coalition Against Hunger's Food Stamp (now SNAP) Enrollment Campaign; the West Philadelphia Recess Initiative; and a partnership with Bon Appetit that sponsors Food Week at Penn and efforts to promote healthy, local food on campus. Summers' students also work with Penn's Urban Nutrition Initiative, Community School Student Partnerships, the Fair Food Farmstand, the Food Trust and Playworks. Summers research interests include the politics of food, hunger, and agriculture, and the history and politics of farmers' movements, the USDA, and the land grant universities. She has published articles in *Urban Affairs Quarterly*, *PS: Political Science and Politics*, *Agricultural History*, *The Nation*, *The Michigan Journal of Community Service Learning* and several edited volumes.



**8:15 AM Registration & Continental Breakfast (Doyle Banquet Hall North)**

**9:00 AM Welcome and Opening (Doyle Banquet Hall North)**

**9:20 AM Opening Panel (Doyle Banquet Hall North)**

**Understanding the US Food System**

- Alison Hastings, Delaware Valley Regional Planning Commission
- John Weidman, The Food Trust
- Dr. Marty Meloche, Department of Food Marketing, Saint Joseph's University
- Mary Summers, University of Pennsylvania Fox Leadership Program, Moderator

**10:20 AM Break**

**10:30 AM Workshop Series I**

- Building Land Tenure for Philadelphia Gardeners and Farmers
- The Center for Culinary Enterprises: An Engine for Food Business Development
- Fitness Leadership at Sayre Health: An Innovative, Community-based Collaboration to Promote Healthy Lifestyle Shifts and Food Justice and Leadership in West Philadelphia
- Student Research Panel
- City Harvest: Growing to Share

**12:00 PM Lunch & Keynote Speaker (Doyle Banquet Hall South)**

Introduction by Eileen Gallagher, Pennsylvania Horticultural Society  
 Malik Yakini, Detroit Black Food Security Network

**1:45 PM Workshop Series II**

- Food Justice and an Aging Philadelphia
- The Chester Food Desert: A New Retail Model Coming to Chester City
- Community Food Writers
- Food In and Food Out: Campus Kitchens & Real Food Challenge
- Special Affinity Meeting: Campus Wellness Collaborative

**3:00 PM Break**

**3:15 PM Workshop Series III**

- Assessing and treating nutritional risk in a community setting
- Learning to End Hunger: Lessons from Food Stamp Outreach in New Jersey
- Building a Student Food Justice Council
- Food Is Change

**4:45 PM Wrap-Up (Doyle Banquet Hall South)**



**Workshop Series I: 10:30-11:45 AM**

*Building Land Tenure for Philadelphia Gardeners and Farmers presented by Amy Laura Cahn, Garden Justice Legal Initiative and Johanna Rosen, Mill Creek Farm (Room: 1st Floor Conference Room)*

Working in partnerships with students from area law schools and universities, the Garden Justice Legal Initiative (GJLI) of the Public Interest Law Center of Philadelphia provides legal and advocacy support to community gardens and urban farms in low income communities of color and immigrant communities. Mill Creek Farm is an educational urban farm located in West Philadelphia that is dedicated to improving local access to fresh produce, building a healthy community and environment, and promoting a just and sustainable food system. In this workshop, GJLI Skadden Fellow Amy Laura Cahn, GJLI Penn Urban Studies intern Gabrielle Alcino, and Johanna Rosen from Mill Creek Farm will discuss some of the barriers starting and preserving gardening and farming projects in Philadelphia and strategies employed by other cities, and those emerging here, to dismantle these barriers. The workshop will then move into visioning with workshop participants about how we develop new policies and partnerships that prioritize land and food sovereignty and put at the center the voices of those communities with the most at stake in this conversation.

*The Center for Culinary Enterprises: An Engine for Food Business Development presented by Gregory Heller, Enterprise Center CDC (Room: Banquet Hall North)*

Philadelphia has a fast-growing culinary and hospitality sector, famous for top-name chefs, and an impressive array of farmer's markets, urban farms, and sustainable culinary businesses. However, Philadelphia also has a high poverty rate, and a critical need for jobs and economic development. The Enterprise Center Community Development Corporation plans to connect the powerful regional food economy to the emerging green jobs sector, creating employment and building healthy communities through a new initiative: The Center for Culinary Enterprises. This project is under construction now, and will be open in summer 2012. This session will review the market research involved in planning the center, and discuss the barriers to entry for food entrepreneurs that the Center will address. It will also provide an overview of the facilities and programs that will be available at the Center.





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*Fitness Leadership at Sayre Health: An Innovative, Community-based Collaboration to Promote Healthy Lifestyle Shifts and Food Justice and Leadership in West Philadelphia presented by Gillian Bazelon & Christopher Sha, Sayre Health Center (Room: Sunroom 1)*

In November 2011, SHC launched a one-month pilot of the FLASH (Fitness Leadership at Sayre Health) program, with three communities of faith partners. FLASH aims to develop a community leadership cohort. It simultaneously supports participants in adopting healthier lifestyles by increasing access to healthy foods and fitness options, through a four level health challenge model. A mutually beneficial partnership between SHC and West Phillie Produce, a local community produce business that provided a subsidized fruit kiosk, simultaneously encouraged healthy eating habits among program participants and also promoted strong local food systems. Furthermore, the pilot was a collaboration between SHC, the Wharton –Netter Center Community Partnership, the Netter Center Penn Program for Public Service, the Penn School of Nursing Science, and the Agatston Urban Nutrition Initiative.

*Student Research Panel featuring Clarissa Brown, Lafayette College; Erin Verrier, Haverford College; and Samantha Shain, Haverford College (Room: Banquet Hall South)*

Clarissa Brown: Factors that contribute to a child's BMI; the role of food, family and exercise

Erin Verrier: Accessing children's perspectives of their school food environments: An anthropological approach

Samantha Shain: Food Cooperatives: Empowerment in Action

*City Harvest: Growing to Share presented by Eileen Gallagher and Suzanna Urminska, Pennsylvania Horticultural Society; Sarvelia Peralta Duran, Greenfield Intercultural Center at Penn; Joseph Revlock, Summer-Winter Garden; Susan McLaughlin, Penn & Greene Garden; and Lynne Snyder, Health Promotion Council (Room: Sunroom 2)*

Join community gardeners and entrepreneurial growers as we discuss the City Harvest project, a collaborative partnership that works to build food security in Philadelphia. Through City Harvest, participating gardens and urban farms have donated organically grown produce to local food cupboards and increased access through affordable farmstands. Learn more about how to volunteer with



these neighborhood-led greening projects to promote healthy choices, share skills and increase resources. Enjoy hands-on activities designed to help you make the most of your volunteer opportunity.

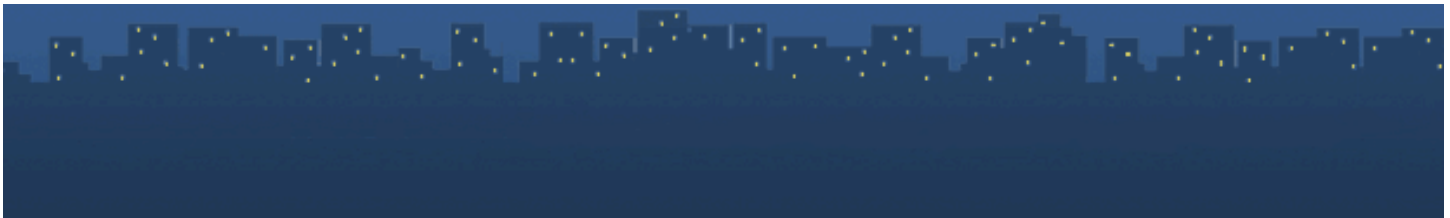
**Workshop Series II – 1:45-3:00 PM**

*Food Justice and an Aging Philadelphia presented by Margaret Ernst, Mayor’s Commission on Aging and Kate Clark, Philadelphia Corporation for Aging (Room: Sunroom 1)*

Of the ten largest cities in the United States, Philadelphia has the highest proportion of persons over 60, and over the next decade, that proportion will increase even more. Thus, central to conversations about food justice in Philadelphia should be consideration of what food justice looks like for an older population. This workshop will share perspectives from older Philadelphians about food access as it relates to their neighborhoods, their budgets, and their bodies. We will also brainstorm solutions. How can campus- community partnerships that address food access and security engage the unique needs of an aging city? How do older adults’ needs overlap with the food justice issues relevant to youth and other populations in the city? We will highlight current urban planning processes underway at the Philadelphia Corporation for Aging, current resources that address senior hunger and food access, and emphasize opportunities to get involved.

*The Chester Food Desert: A New Retail Model Coming to Chester City presented by Noah Langnas and Kelly Hile, Philabundance and Latifah Griffin, University of Pennsylvania (Room: Banquet Hall North)*

The city of Chester lies within the 4th hungriest congressional district in the United States, and there has not been a supermarket in the city for over ten years. Philabundance is working to establish a not-for-profit food market in Chester that, while not of the scale of a supermarket, will provide food staples on a dependable and reliable basis at the lowest prices possible, as well as some food free of charge. With support from researchers from Widener University and the University of Pennsylvania who are providing community impact assessments, we hope to establish a new model that can be replicated in this region and beyond to provide ready access to nutritious, adequate and affordable food.



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*Community Food Writers presented by Jenny Chen, Marissa Finn, and Dr. Jane Kauer; University of Pennsylvania (Room: Banquet Room South)*

Writing is an important tool that can empower students to address the food, health, and nutrition problems they witness in their schools and neighborhoods. Food journalism allows students to explore these topics. However, in many school settings, writing is taught in a very prescriptive way and can fail to effectively engage students. In response to this, students, professors, and community members affiliated with the University of Pennsylvania have developed the Community Food Writers Workshop in order to introduce other educators to more activities-based and participatory lesson plans focusing on food writing and journalism. Workshop attendees will directly engage in the games and activities and then have an opportunity to discuss with each other the goals of each lesson and how they might be best applied in their own classrooms.

*Food In and Food Out: Campus Kitchens & Real Food Challenge presented by Jon Berger and Nina Mukherji, Real Food Challenge; Chelsey Bennett, East Carolina University; and Carter McClintock and Emily Miano, Gettysburg College (Room: Sunroom 2)*

**Food In:** Students, faculty, cafeteria workers, and administrators across the nation are working to bring in more healthy and ethical food into their dining halls. The Real Food Challenge works to unite and support these efforts toward creating a \$1 billion shift in university purchasing towards Real Food -- local/regional/community-based, sustainably-grown, fair trade & living wage, humane towards animals -- by the year 2020. Come to this workshop to learn more about the corporate institutional food service industry, and what you can do at your school to build towards positive change.

**Food Out:** The average American eats five pounds of food a day, that's over 1,800 pounds a year. Each year there are 96million pounds of food thrown away in America. That could feed over 52,000 people! In Philadelphia alone over 300,000 people are food insecure. The Campus Kitchen Project is addressing both of these issues. Housed in over 30 universities across the country, the Campus Kitchen Project is a student powered hunger relief program. The focus is on using recovered surplus food from dining halls, restaurants, and grocery stores to create healthy, balanced meals that are served free of charge to community members in need. Learn about operations at Gettysburg College and East Carolina University, and how you can help alleviate hunger in your community.



*Special Affinity Meeting: Campus Wellness Collaborative with Amanda Wagner and Jennifer Aquilante, City of Philadelphia Department of Public Health (Room: 1st Floor Conference Room)*

This meeting is for Student Health and overall Campus Wellness professionals at area colleges to continue conversations about making our campuses healthier places for everyone – students, faculty, staff and administrators. This session will be facilitated by Amanda Wagner of the City of Philadelphia’s Health Department and will focus on ways large employers, like colleges and universities, can positively impact the health and nutrition of their workforce (and students!).

**Workshop Series III – 3:15-4:30 PM**

*Assessing and treating nutritional risk in a community setting presented by Cyndi Dinger, MANNA (Room: Sunroom 1)*

This session will focus on power of nourishment to improve the health and quality of life of people in the Greater Philadelphia Area. Participants will understand how MANNA works in collaboration with health care systems and other food security agencies around the city. The roles of volunteers and their participation and will be provided so participants can walk away with a greater understanding of how they can get involved in promoting food justice for everyone.

*Learning to End Hunger: Lessons from Food Stamp Outreach in New Jersey presented by Mehreen Ismail, Rutgers University (Room: Banquet Hall South)*

The New Jersey Learning to End Hunger (LTEH) Campaign – Food Stamp Enrollment Project was modeled after PHENND’s participation in the Greater Philadelphia Coalition Against Hunger’s Food Stamp Enrollment Campaign. Backed by Rutgers University Civic Engagement and Service Education Partnerships Program, the Bonner Foundation, and the New Jersey Anti-Hunger Coalition, LTEH draws on existing resources from colleges/universities and community organizations. This workshop demonstrates how campus-community partnerships, along with support from AmeriCorps, can sustain a statewide outreach campaign. By discussing successes and challenges, the presentation



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elaborates on how LTEH's model for service-learning can be adapted to other areas during difficult economic times.

*Building a Student Food Justice Council presented by David Chiles, Philabundance and Julie Zaebst, Greater Philadelphia Coalition Against Hunger (Room: Banquet Hall North)*

The Greater Philadelphia Coalition Against Hunger and Philabundance are working together to convene a Food Justice Council comprised of student leaders from regional colleges and universities. The current economic crisis is hitting our communities hard, with over 900,000 of our neighbors in the Delaware Valley at risk for hunger. We need a multi-pronged response to this crisis, responding to the immediate needs of those who are struggling while also addressing long-term solutions to hunger, raising our voices as advocates for a more just and compassionate society. Attendees will learn about the Student Food Justice Council and participate in an open discussion about how we can best organize on individual campuses and work collectively to end hunger.

*Food Is Change presented by Carissa McCann, Kayode Oduwaiye, Tiana Alvarado and Siani Woodall, High School of the Future and Urban Nutrition Initiative; and Nellie Catzen, University of Pennsylvania (Room: Sunroom 2)*

Food is a major agent of social change. Our workshop examines five different social movements around the world that brought meaningful change, including the Black Panthers' Free Breakfast Program and the Salt Marches led by Gandhi. Workshop participants will learn about the roots of these different social problems and how people worked together to achieve real reform. We will then discuss the significance of these movements and create our own posters and chants that represent our own interests in spreading food justice throughout our communities.

