

NYC Food & Agriculture Timeline

Government Policy, Programs, Initiatives



2005

Health Bucks Program

Health Bucks, worth \$2 each, is a consumer incentive program launched by the NYC Department of Health & Mental Hygiene (DOHMH) and can be used to purchase fresh fruits & vegetables at participating farmers markets that accept food stamps (Electronic Benefit Cards/EBT). One Health Buck coupon (worth \$2) is given to each customer for every \$5 spent using food stamps.

2006

Healthy Bodegas Initiative

Launched in 2006 by the Bloomberg administration, the Healthy Bodega Initiative is administered by the NYC DOHMH with the goal to make fruits, vegetables and low-fat milk more accessible in bodegas in Harlem, the South Bronx and Central Brooklyn, in an effort to stifle the epidemics of diabetes and obesity - diseases directly associated with diet. The program works with bodega owners to improve provision of healthier items, and works with community groups to increase consumer demand for these products.

2007

PlaNYC 2030

PlaNYC is touted as the comprehensive sustainability plan for the City's future. It was introduced by Mayor Bloomberg in 2007, and provides city officials with specific targets in the areas of land, water, transportation, energy, air and climate change. Targets implemented collectively aim to reduce the city's greenhouse gas emissions by 30% by 2030, while improving infrastructure to meet the needs of a growing population. In its current version, food and agriculture are not included in PlaNYC.

2008

Green Carts Program

The Green Cart Program aims to increase availability of fresh fruit and vegetables in NYC neighborhoods so that more New Yorkers can buy fresh fruit and vegetables close to home. Green Carts are mobile food carts that offer fresh produce in certain NYC areas. Local Law 9, signed by Mayor Bloomberg in 2008, establishes 1,000 permits for Green Carts.

Politics of Food Conference, Nov2008—convened by Manhattan Borough President Stringer, addressed challenges in various areas of our food system.

2009

FRESH—Food Retail Expansion to Support Health

Neighborhoods across the city are underserved by grocery stores. The resulting lack of nutritious, affordable fresh food in these neighborhoods has been linked to higher rates of diet-related diseases, including heart disease, diabetes and obesity. FRESH provides zoning and financial incentives for the establishment and retention of neighborhood grocery stores in underserved communities in Northern Manhattan, the South Bronx, Central Brooklyn and Jamaica, Queens. It was initiated by NYC Department of Planning and the NYC Economic Development Corp.

NYC Food & Climate Summit, December 2009—convened by Manhattan Borough President Stringer and Just Food

2010

FoodNYC

The Manhattan Borough President's 10-point blueprint for a sustainable food system, released in February 2010, a result of the NYC Food & Climate Summit two months prior. While not a policy itself, it provides policy proposals that could be advanced by local or state elected officials.

Bronx Food Summit, May 2010—in collaboration with Bronx Borough President Diaz

Mayor and Yum-o! school garden, cooking and nutrition initiatives

In May 2010, Mayor Bloomberg announced new efforts to help schools build a garden or connect them to an existing garden and provide cooking and nutrition instruction to young New Yorkers. These initiatives include mini-grants for fall 2009, expanding "Garden to Café" pilot from 25 to more than 50 schools in the 2010 school year, starting a teen intern program to take care of school gardens during the summer months, and creating a website for schools with technical and educational information to assist schools in garden, cooking and nutrition education.

FoodWorks

"FoodWorks: A Vision to Improve NYC's Food System" is the NY City Council's first ever comprehensive food system plan to create jobs, improve health, and protect the environment. Council Speaker Quinn's office released the plan in November 2010. To help implement FoodWorks, City Council has begun and will continue to introduce proposed legislation in throughout 2011. Other proposals will require partnerships with other entities such as that State, Mayor, city agencies, organizations and private sector.

2011

PlaNYC 2030

An update of the plan is mandated by April 22, 2011, and many advocates are pushing for food and urban agriculture issues to be included in the revised plan, as well as its public education counterpart—GreenNYC.