

Exhibit A: City of Portland Food System Goals
June 2012

36933

Program Areas	Indicator	2002	2007	2008	2009	2010	2011	Goal 2014
Access to an affordable supply of healthful, nutritious food	Geographic distribution of food supply locations in Portland							
	Portland households within a half-mile from full-service grocery store					34.8%		40%
	Consumption of healthful food							
	Proportion of Multnomah County adults consuming five portions of fruits and vegetables per day		29.6% ¹		30.0% ²			+5%
	Affordability of food choices							
	Average Portland consumer expenditures on fruits and vegetables as a proportion of median household income ³					1.4%		+5%
Urban food production in the City of Portland.	Community food production: Total acreage							
	Portland Parks and Rec Community Gardens			16 ⁴			19	21
	Selected Market Gardens ⁵						62	100
Farm and direct-market support within the three-county region.	Protect Rural Land							
	Acres of farmland (three-county region) ⁶	380,222	339,233					340,000
	Number of direct-market farms (three-county region)		133 ⁷					150
	Promote Urban Markets							
	Farmers Market sales (Portland)		\$11.2 million ⁸				\$14 mil (est.)	\$15.4 million
	CSA sales to Portland residents			\$1,095,745	\$1,128,591	\$1,242,134		\$1.35 million
	Food Buying Club sales							
Activity in the non-production portion of the food system	Food Manufacturers							
	Number of Portland food manufacturers ⁹			151		166		185
	Number of Portland food manufacturing jobs ¹⁰			4,734		5,325		5,965
Hunger and food-related disease	Hunger							
	Number of Multnomah County residents receiving SNAP benefits ¹¹		91,698	96,856	122,933	143,196	156,292	140,000
	SNAP Participation rate					85%		+3%
	Percentage of students eligible for Free and Reduced Lunch ¹² (Portland School Districts: Centennial, David Douglas, Parkrose, Portland, Riverdale)		48.2%	50.6%	62.2%	53.9%	55.5%	50%
	Food-Related Disease							
	Multnomah County obesity rate ¹³		23.9%	24.4%	20.5%	26.3%		25%
Multnomah County diabetes rate ¹⁴			6.3%	6.0%	6.7%		6.0%	
Residents' knowledge of healthy eating.	Number of residents taking food education courses							
	City of Portland + five institutions			3,700	4,000	4,700		5,000
	Portland Public Schools with garden educational programs					40 ¹⁵		45

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- ¹ Oregon Public Health Adult Behavior Risk Surveillance Survey 04-07
http://public.health.oregon.gov/BirthDeathCertificates/Surveys/AdultBehaviorRisk/county/0407/Documents/aamaps/Table2_04_07.pdf
- ² Oregon Public Health Adult Behavior Risk Surveillance Survey 06-09
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/TableII.pdf>
- ³ ESRI Consumer Expenditure Data 2010
- ⁴ Portland Parks and Recreation
- ⁵ Bureau of Planning and Sustainability
- ⁶ USDA Agricultural Census <http://www.agcensus.usda.gov/Publications/index.php> (265,494 acres designated as Exclusive Farm Use, 2007)
- ⁷ USDA ERS: Food Environment Atlas <http://www.ers.usda.gov/FoodAtlas/>
- ⁸ *ibid*
- ⁹ Oregon Employment Department - QCEW; 2008, 2010 (Jobs and business totals reflect data collected from firms within 311 and 312 3-digit NAICS categories.)
- ¹⁰ *ibid*
- ¹¹ USDA ERS: Food Environment Atlas <http://www.ers.usda.gov/FoodAtlas/>
- ¹² Oregon Department of Education Statistics <http://www.ode.state.or.us/sfda/reports/r0061Select.asp>
- ¹³ CDC Selected Metropolitan/Micropolitan Area Risk Trends from the Behavioral Risk Factor Surveillance System
<http://apps.nccd.cdc.gov/BRFSS-SMART/SelQuickViewChart.asp>
- ¹⁴ *ibid*
- ¹⁵ PPS Nutrition Services: School Gardens <http://www.pps.k12.or.us/departments/nutrition/5598.htm>