

**Exhibit A: City of Portland Food System Goals**  
**June 2012**

| <b>Program Areas</b>  | <b>Indicator</b>   | <b>2002</b> | <b>2007</b>                 | <b>2008</b>     | <b>2009</b>        | <b>2010</b>      | <b>2011</b>     | <b>2014 Goal</b> |
|---|--|-------------|-----------------------------|-----------------|--------------------|------------------|-----------------|------------------|
| <b>Access to an affordable supply of healthful, nutritious food</b>   | <b>Geographic distribution of food supply locations in Portland</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Portland households within a half-mile from full-service grocery store   |             |                             |                 |                    | 34.8%            |                 | 40%              |
|   | <b>Consumption of healthful food</b>   |             |                             |                 |                    |                  |                 |                  |
|   | Proportion of Multnomah County adults consuming five portions of fruits and vegetables per day   |             | 29.6% <sup>1</sup>          |                 | 30.0% <sup>2</sup> |                  |                 | 35%              |
|   | <b>Affordability of food choices</b>   |             |                             |                 |                    |                  |                 |                  |
|   | Average Portland consumer expenditures on fruits and vegetables as a proportion of median household income <sup>3</sup>  |             |                             |                 |                    | 1.4%             |                 | 1.5%             |
| <b>Urban food production in the City of Portland.</b>                 | <b>Community food production: Total acreage</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Portland Parks and Rec Community Gardens   |             |                             | 16 <sup>4</sup> |                    |                  | 19              | 21               |
|   | Selected Market Gardens <sup>5</sup>   |             |                             |                 |                    |                  | 62              | 100              |
| <b>Farm and direct-market support within the three-county region.</b> | <b>Protect Rural Land</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Acres of farmland (three-county region) <sup>6</sup>   | 380,222     | 339,233                     |                 |                    |                  |                 | 340,000          |
|   | Number of direct-market farms (three-county region)  |             | 133 <sup>7</sup>            |                 |                    |                  |                 | 150              |
|   | <b>Promote Urban Markets</b>   |             |                             |                 |                    |                  |                 |                  |
|   | Farmers Market sales (Portland)  |             | \$11.2 million <sup>8</sup> |                 |                    |                  | \$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 membership (number of people)   |             |                             |                 |                    |                  |                 |                  |
| <b>Activity in the non-production portion of the food system</b>      | <b>Food Manufacturers</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Number of Portland food manufacturers <sup>9</sup>   |             |                             | 151             |                    | 166              |                 | 185              |
|   | Number of Portland food manufacturing jobs <sup>10</sup>   |             |                             | 4,734           |                    | 5,325            |                 | 5,965            |
| <b>Hunger and food-related disease</b>                                | <b>Hunger</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Number of Multnomah County residents receiving SNAP benefits <sup>11</sup>   |             | 91,698                      | 96,856          | 122,933            | 143,196          | 156,292         | 140,000          |
|   | SNAP Participation rate  |             |                             |                 |                    | 85%              |                 | 88%              |
|   | Percentage of students eligible for Free and Reduced Lunch <sup>12</sup> (Portland school districts: Centennial, David Douglas, Parkrose, Portland, Riverdale) |             | 48.2%                       | 50.6%           | 62.2%              | 53.9%            | 55.5%           | 50%              |
|   | <b>Food-Related Disease</b>  |             |                             |                 |                    |                  |                 |                  |
|   | Multnomah County obesity rate <sup>13</sup>  |             | 23.9%                       | 24.4%           | 20.5%              | 26.3%            |                 | 25%              |
| Multnomah County diabetes rate <sup>14</sup>                          |  |             | 6.3%                        | 6.0%            | 6.7%               |                  | 6.0%            |                  |
| <b>Residents' knowledge of healthy eating.</b>                        | <b>Number of residents taking food education courses</b>   |             |                             |                 |                    |                  |                 |                  |
|   | City of Portland + five institutions   |             |                             | 3,700           | 4,000              | 4,700            |                 | 5,000            |
|   | Portland Public Schools with garden educational programs   |             |                             |                 |                    | 40 <sup>15</sup> |                 | 45               |

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