

Date: May 10, 2022

To: Thomas B. Modica, City Manager



From: Johnny Vallejo, Acting Director of Economic Development



For: Mayor and Members of the City Council

Subject: **Update on Farmer's Market Access Policy Feasibility**

Due to the COVID-19 pandemic, multiple competing priorities, and related limitations to City staff time, the Economic Development Department slowed or postponed planned work on the City Council's request on June 13, 2017, to explore the feasibility of establishing a Farmers Market ordinance that lowers the barriers to their operation in Long Beach. City staff has started this work and anticipates having a response memo completed by June 24, 2022.

Farmer's Market Ordinance

City Staff has completed most of the research to inform a set of recommendations that respond to City Council's original request. For example, City staff reviewed and compared City of Long Beach (City) licensing and permitting fees to other jurisdictions to assess potential barriers for establishing and operating farmer's markets in Long Beach. Additionally, City staff confirmed the percentage and locations of farmers operators that accept CalFresh Electronic Benefits Transfer (EBT) cards. Finally, City staff spoke with local farmers market operators to understand their experience operating farmers markets in Long Beach and inform recommendations that would promote City Council goals to a) reduce barriers to establishing additional farmers markets, and b) increase acceptance of EBT in local farmers markets.

City staff intends to revisit City licensing and permitting fees in comparison to other jurisdictions, re-engage with local farmers market operators to determine if similar operating challenges exist, and determine which farmers markets do not accept EBT and why. The results of additional research will enable City staff to provide a comprehensive response to the City Council. City staff expects to have a set of recommendations to the City Council no later than June 24, 2022.

Conclusion

The additional time requested will allow City staff to provide an appropriate response to the open item. A memorandum may be transmitted before the new due date to keep the City Council informed about any progress made for this item.

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If you have any questions, please contact Johnny Vallejo at (562) 570-5054 or Johnny.Vallejo@longbeach.gov.

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