



**SONOMA COUNTY FOOD SYSTEM ALLIANCE  
MEETING NOTES**

**Wednesday, January 15, 2014 • 2:30pm-5:00pm**

Sonoma County Agricultural Commissioner's Office  
133 Aviation Boulevard, Suite 110 • Santa Rosa, CA 95403

	Misti Arias, SC Ag Preservation & Open Space		Paul Kaiser, Singing Frogs Farm
	Phina Borgeson, Interfaith Sustainable Food Collaborative	✓	Wendy Krupnick, CAFF/Community Garden Network
✓	Amy Chestnut, Sonoma Land Trust	✓	Krista Lindley, Gold Ridge Resource Conservation District
✓	Cathryn Couch, Ceres Community Project		Tony Linegar, Sonoma County Ag Commissioner
	Colin Davidson, Whole Foods	✓	Shan Magnuson, Kaiser Santa Rosa
✓	Paula Downing, Sebastopol Farmers Market		Leah Murphy, Department of Health Services
✓	Michelle Dubin, F.E.E.D. Sonoma	✓	Tanya Narath, Leadership Institute for Ecology & Economy
	Darlene Fiscus, United Way of the Wine Country		Tim Page, F.E.E.D. Sonoma
	Gillian Fitch, Singing Frogs & Pocket Creek Farms	✓	Linda Peterson, UC Cooperative Extension
✓	Terry Garrett, Sonoma County Go Local		Nica Poznanovich, Santa Rosa Community Market
✓	Suzanne Grady, Petaluma Bounty		Lisa Preschel, community member
✓	Heather Granahan, CAFF		Jim Shelton, Shelton's Market
✓	Trathan Heckman, Daily Acts		Rick Theis, Leadership Institute for Ecology & Economy
✓	Tucker Hemquist, Spiral Foods Collaborative	✓	Evan Wiig, The Farmers Guilds
✓	Jana Hill, Department of Health Services		

**Guests:**

- **Julia Van Soelen**, UC Cooperative Extension
- **Danielle Rohnsausen**, Department of Health Services

**Ag Innovations Network:**

- **Lisa Badenfort**, Coordinator, [lisa@aginnovations.org](mailto:lisa@aginnovations.org)
- **Katie Pease**, Facilitator, [katie.pease@aginnovations.org](mailto:katie.pease@aginnovations.org)

**Summary of Action Items**

#	Action	Who	When
1	Send link to Member/Alliance Evaluation	AIN	ASAP
2	Send out link to Regs Report + Coordinated Action templates	AIN	When available
3	Craft a proposal/strategy + timeline for the FSA on the FAP endorsement strategy	Trathen, Jana, Lisa	February 12
4	Craft a proposal on GoLocal partnership w/FSA communications	Terry	February 12

**Meeting Objectives**

- Review the amazing accomplishments of 2013 and create a roadmap for 2014 for clarity about the year ahead
- Engage members in next actions of FAP implementation; cities endorsements and communications
- Review and endorse action plans for Healthy Eating Action Team and Farm-to-Institution Committee

**Welcome & Introductions**

- **Thank you to Ag Commissioner Linegar and his fantastic team for hosting the SCFSA meeting!**

- Katie welcomed the group and reviewed the revised agenda – encouraged continued feedback on FSA planning, facilitation, process, etc.

#### **INTRODUCTIONS** (including 2013 highlights and 2014 aspirations)

- **Tucker** – Opened new space/store
- **Michelle** – FEED is thriving
- **Suzi** – Bounty Hunters gleaning program redistributed approximately 100k lbs. of food in 2013; doing some reorganizing in 2014
- **Jana** – Food Action Plan moving → new role as CTG Manager with DHS (transitioning role)
- **Shan** – Healthy Eating Action Team moving forward
- **Linda** – BFRP produced 85% completed business plans in 2013; looking forward to the 2014 summer session
- **Trathen** – Amazing growth in 350 Challenge and Daily Acts staff, spending time in Cuba and appreciating our local networks and projects; water and more goodness for 2014!
- **Julia** – New position at UCCE (food systems advisor); looking forward to 2014!
- **Terry** – Made Local Magazine launched in 2013, propelled a new business model within GoLocal, working with the City of Santa Rosa to localize investment; 2014 workshops and capital projects planned and maturing
- **Krista** – Began working on a friend's farm in 2013 (new perspective/adventure); looking forward to unexpected good things in 2014
- **Paula** – 2013 was incredibly busy!
- **Amy** – Looking forward to re-engaging with FSA in 2014!
- **Evan** – 3 new Farmers Guilds launched, new and emerging farmers connected, learned and benefited from their participation in the Guild; many seeds being planted in 2014
- **Heather** – Amazing connections have been made throughout the food system, and we have all been able to connect and collaborate; made great traction and impact in local schools (purchasing local food!), took some big steps! 2014 will be great – working to collaborate with GoLocal this year and build collaborative tools for our local farmers!
- **Tanya** – Invest Local Conference partnered with Go Local and SCFSA; new food business/economy emerging; 2014 class recruitment; sustainability research project will be launched in 2014
- **Wendy** - Community Garden Network launched this year – set the stage for critical projects and conversations; praying for rain in 2014!!!
- **Katie** – Looking forward to working together in 2014 – and leveraging our work in the community

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## **Announcements & Information Share**

### **INFORMATION SHARE**

- **Evan:** [February 15th Farmers Guild-Raising Event](#)
  - **1<sup>st</sup> Annual event! Inviting all food system advocates** – usually farmer-to-farmer experience; farmers, ranchers, food artisans of all sizes/levels, chefs, grocers, etc. The event will begin with a showcase of farmer-invented equipment then all can participate in a Speed Dating adventure!
  - **CO-OPETITION AWARD** will be given to an agricultural entrepreneur – for leadership – please submit nominations to [Evan](#)!
  - On Saturday February 15th, join the whole [Farmers Guild community](#) – from Mendocino to Sonoma Valley, Yolo County to Sebastopol—to celebrate the newest wave of farmers, ranchers and local food players here in Northern California. Mingle with fellow Guilds from other regions, meet the veterans of sustainable agricultural and reach out to the wider community of chefs, grocers, and advocates for local food. Then stay for a celebration of food, drinks, music!
- **Amy:** [Sonoma Land Trust](#) is moving to a new site on 5<sup>th</sup> Street in Santa Rosa
- **Wendy:**
  - [CAFF](#) Annual Meeting held January 14<sup>th</sup>, partnering with Farmers Guild on several workshops in 2014
  - CAFF Conservation Burn and Biochar Workshop at Shone Farm on 2/14
  - [Community Garden Network](#) summit on 2/8
- **Linda:** Santa Rosa Farmers Market, [Symphony of the Soil](#) - Thursday, January 30<sup>th</sup> at 6pm (free screening); Shone Farm, Dutton Pavillion
- **Shan:** [Kaiser Santa Rosa Community Benefit grants](#) cycle launched – please email Shan for details!

- **Krista:** [Gold Ridge Resource Conservation District](#) has a new grant to help farmers interested in rainwater catchment (projects/funding) – creating a master list of farmers to fund; rolling deadlines throughout 2014
- **Trathen:**
  - The Daily Acts group that recently spent 3 weeks in Cuba will host a presentation on their trip on 2/27 in the early evening;
  - Daily Acts is hiring for 2 positions for the [350 Challenge](#)
  - Considering changing the name to “Community Resilience Challenge” –send feedback to Trathen
- **Jana:** Local agricultural workers survey (300 surveys complete); seeking employers and employees to interview
- **Michelle:** FEED in the midst of their 2014 strategic planning process – have retail/warehouse space available to donate to those in need of some temporary work space!

#### AG INNOVATIONS NETWORK ANNOUNCEMENTS

- **ACTION: Member Survey** – Please complete the survey by this Friday! Your feedback is so important! We will redistribute link
- **DECISION: Next SCFSA meeting** – we will spend 15+ minutes updating you on Alliance Network changes/enhancements
- **ACTION: Coordinated Action:** Regulatory Project reviewed – we will send out a link to the Regulatory Report and coordinated action letter template when the report is officially launched!
- **Network Salons**
  - January 2013 – Planning and the Food Action Plan (Lisa)
  - February 2013 – Food Action Plan (deeper-dive with Lisa and 2-3 Alliance members)
- **Fundraising Campaign Videos** – Please submit brief iPhone videos/self interviews talking about how the SCFSA has impacted your work, life, etc.

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#### Review Alliance Timeline (2009-14)

- Jana reviewed the early history of the Food System Alliance and Food Action Plan
- Trathen highlighted the strong foundation and process that Ag Innovations Network provided throughout the FSA development stage + the commitment of the County leadership and Department of Health Services

#### 2013 ACCOMPLISHMENTS (see attachment)

- **What were the highlights of the list**
  - Build an ambitious FAP implementation plan – pillar forums + endorsement process
  - Watching the Healthy Eating team process move all the way through to a project and Action Team
  - DHS has used the Food Action Plan to secure funding
  - Economic Vitality Workshop
  - The investment itself – the investment of the FAP, into the
  - Cleaning up and documenting the internal to external
  - We have a purpose-driven organization that can survive challenges, stumbling, and major successes – there is something here that keeps us coming back, attracting new folks; the FSA has helped fuel the community with energy and connectivity! We did something right!

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#### 2014 Priorities Review

##### GENERAL PRIORITIES – Do We Agree On These?

- Membership (review)
- Communications
- Pillar Teams
- Endorsement Strategy

##### Discussion and comments prior to breakouts...

- How can we better stack functions and streamline what we are doing?
- How do we balance our resources with our goals?
- How can we partner with existing projects to maximize our impact – 350 Challenge, other major projects

- We bit off a lot – be okay with scaling back, cancelling ideas
- Can we set higher-level goals before we breakout (i.e. we want to be a household name)...
- Want action on specifics – the teams is where the action happens
  - Maybe one group can look at communications, and the other looking at pillar teams
- Lack of clarity in the process – hard to take action
- Have we even organized ourselves well enough to take new action
- We set these goals in 2013 and have had a really hard time completing things
- We want critical conversations around these major actions
- I don't feel we have consensus in the teams
- We want/need to re-vision a little – let's still do it around the communications and endorsements process
- There are many other opportunities and actions to be worked on (that are not endorsements/forums)
- We must consider goals and resources – capacity

### **BREAKOUT GROUPS: Endorsements & Communications**

- **Questions to consider**
  - What does success look like?
  - How do we get there?
- **Communications Team**
  - **What does success look like?**
    - **Partner w/GoLocal on newsletter** project with FAP section/department
      - Who are we trying to reach? Would like to look into this more
      - Funding piece needs to be addressed – to fund staff
      - A series of articles that depict the trajectory, goals, purpose, actions of the FSA
      - Help people engage
    - (Newsletter articles) ties into the FSA website – more in-depth information
- **Endorsements Team**
  - **Had a good discussion around how high to set the goals** – aim to reach out to 2-3 cities vs. all 9
  - **Led us into a conversation about the usefulness of the cities/endorsement strategy** – is it a good use of so much of our volunteer and staff hours? What does it get us? Are we even in agreement about the importance of the endorsements?
  - **If we continue with a cities strategy, success would look like:**
    - **All 9 cities contacted with a plan for endorsement investigated**
      - Set bar at 9, pilot 2 cities, see how it goes, be OKAY with not getting all endorsements
      - Pilot 2 cities – reevaluate after
    - Uncertainty – is this even an effective thing to do? Let's try with a few cities and reevaluate.
    - Is this where we want to spend our time and why is it important?
    - There IS low-hanging fruit – other organizations – and we shouldn't let go of getting endorsements from other organizations.
      - We didn't do this – we didn't dedicate ourselves – we recommitted several times and it didn't move forward – so we consolidated our efforts into a cities strategy
      - Many didn't see the point – incentives issue with the process

### **Does the room understand why the endorsement process is important?**

- Generally - most
- Cities – mostly (fewer than generally)
- Might want to revisit
- It's not whether it's important, it's whether or not we should put our energy (and our staff's energy on it)
- **Are we in agreement that a cities strategy is a priority for the FSA** (to dedicate a lot of our and staff's time)?
  - Is it possible to hire someone? Is there funding for it?
  - We haven't even talked about how we could effectively do it – we haven't done good testing/planning around it...

- **ACTION:** Trathen, Lisa and Jana will craft a proposal/strategy + a timeline for the FSA – to see how an endorsement effort could look, what resources/capacity would be needed
- **Many folks want to return to the individual endorsement process; why didn't that work?**
  - Is it a lack of clarity around the endorsement process? Or is there a lack of buy-in?
  - It's an idea that we really like – but we don't succeed in getting more endorsements
  - **DECISION:** Trathen, Lisa and Jana will work up a proposal

**DECISION:** Do we want to take a deeper dive into the Pillar Teams strategy at our next meeting? Yes.

- **We need to REVISIT** the comprehensive vision – how the components are interrelated (pillar teams, endorsements)

**DECISION:** Agenda planning for February meeting; agreement to take a deeper dive into endorsement strategy + pillar teams + next steps/future direction + AIN Alliance Network projects

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## Healthy Eating Action Team

Danielle Ronshausen, Healthy Eating Active Living + SNAP-Ed program and Shan Magnuson, Co-Chairs

- Healthy Eating Forum (September 2013) was centered around:
  - **FAP Goal 5.5:** *Support innovative strategies to increase the retail availability and affordability of healthy local food and beverages, decrease the prominence of unhealthy food and beverages.*

### Top 5 Strategies with Broadest Support:

1. Healthy retailer ordinance models that employ score cards/incentive programs to encourage retailers to purchase and feature healthy, local products
  2. Policy/financial incentives for all components; producers to produce, consumers to purchase, retailers to buy and sell, institutions to market/promote healthy, local food
  3. Multi-purpose regional food hubs to connect local producers with retailers and consumers; to provide nutrition and cooking education; mobile/truck hubs to pick up and deliver
  4. Community gardens to educate, feed and connect communities
  5. Communications enhancements to educate consumers about the food system, encourage retailers to purchase local produce, and increase the visibility of local products to consumers
- **HEAT PROPOSAL:** Combine nutrition, alcohol and tobacco into an integrated **healthy retailer licensing project, ordinance, or similar institutional-level program**
    - The existing Healthy Retail Outlet Project is a very successful, incentive-based project; very popular – difficult to institutionalize – the team is considering models and next steps.
    - **Question: Is this an incentives-based only project?**
      - The project is in its infancy, and there is no existing language. The HEAT will hold its 2<sup>nd</sup> meeting on January 22<sup>nd</sup>, and will begin reviewing current models and lay out next steps.
  - **DECISION: AGREEMENT** – The full SCFSA approves the HEAT project idea; the HEAT will report progress as the project moves forward, and will incorporate full FSA into upcoming trainings and learning opportunities.

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## Meeting & Process Check-In

- *Each meeting, we will do a brief check-in to consider how the format/process of our meetings are going, what changes we would like to see incorporated, and what positive components to encourage. We will also take time throughout the meeting to build the major features of the next meeting agenda together.*
- **HOW DID THIS MEETING GO?**
  - **Plus – What did you like about today's meeting?**
    - Small group discussion – breakouts

- Safe space/container provided to talk and work
  - Good facilitation and shepparding
  - Creating the next agenda in the meeting
  - **Delta – What improvements/changes could be incorporated?**
    - More time for breakouts
    - More distinct asks for the group
    - Lighter agendas
    - Making space to access the knowledge of the membership – there are a lot of agencies/representatives in the room with a lot of information and support to share
    - More clarity around topics – give more quick summaries as we move through the agenda
    - Provide more framing at the beginning of each agenda item/topic
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### Next SCFSA Meetings:

#### Confirmed...

- **Wednesday, February 19, 2014 • 2:30-5pm**  
Sonoma County Ag Commissioner's Office  
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#### Tentative...

- **Wednesday, March 19, 2014 • 2:30-5pm**  
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