



**SONOMA COUNTY FOOD SYSTEM ALLIANCE
MEETING NOTES**

Wednesday, February 19, 2014 • 2:30pm-5:00pm
Catholic Charities • 987 Airway Court, Santa Rosa

	Misti Arias, Ag Preservation & Open Space District		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, Agricultural 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 - North Coast		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		27 members

Guests:

- **Autumn Buss**, Community Garden Network
- **Pamela Swan**, Department of Health Services

Ag Innovations Network:

- **Lisa Badenfort**, Coordinator, lisa@aginnovations.org
- **Katie Pease**, Facilitator, katie.pease@aginnovations.org

Summary of Action Items

#	Action	Who	When
1	<p>Items for the March Meeting:</p> <ul style="list-style-type: none"> • Newsletter proposal • Events plan • Endorsement Strategy – pitching training and check-in • Review new website – endorsement form/results grid • Criteria for Advocacy/Action <p>Items for March or April:</p> <ul style="list-style-type: none"> • Create FAP storyline for 2014 newsletter/website articles • Portrait of Sonoma County presentation (Jen) 	<p>AIN Team Katie, Lisa, Terry Michelle, Trathen Lisa/Katie Lisa/Katie</p> <p>SCFSA Jen Lewis</p>	<p>March 19th SCFSA meeting</p>
2	<p>2014 Events (Members leading/coordinating each event):</p> <ul style="list-style-type: none"> • Heirloom Expo – Wendy • CA Small Farm Conference – Linda • Sonoma Business Expo – Phina 	<p>Wendy Linda Phina</p>	<p>2014</p>
3	<p>Cities Outreach (members signed up):</p> <ul style="list-style-type: none"> • Santa Rosa = Tanya and Terry 	<p>Tanya, Terry</p>	<p>2014</p>

	<ul style="list-style-type: none"> • Sonoma = Phina • Petaluma = Suzi and Trathen • Windsor = Trathen (maybe) • Healdsburg = Linda and Lisa 	Phina Trathen, Suzi Trathen Linda, Lisa	
4	Evan and Heather will draft an editorial on the importance of local meat processing, then route to Coordinator and FSA for feedback/approval	Evan, Heather, Lisa	
5	Sustainable Enterprise Conference 2014 <ul style="list-style-type: none"> • Planning underway... Terry and Lisa will meet with Joseph and Oren and report back • The team will work on this as their 2014 project • Promotion (by SCFSA members, approved) - Terry and Tanya will distribute a template for members to post/send 	Terry, Lisa Terry, Tanya	

Meeting Objectives

- Review and continue 2014 planning and priority setting
- Review and confirm membership agreements and commitments to gauge capacity
- Discuss and finalize 2014 communications plan and endorsement strategy
- Discuss Pillar Team ideas and direction to help determine success and next steps

Welcome & Introductions

- **Thank you to Karen Shimizu and the team at Catholic Charities for hosting our meeting this month!**
- Katie welcomed the group and reviewed the revised agenda
- Introductions completed by members and guests

2014 Planning and Priority Setting

The group reviewed the SCFSA 2014 Roadmap - Communications, Endorsements, Pillar Teams

COMMUNICATIONS PLAN

Newsletter (SCFSA & Go Local Partnership) (see handout/attachment)

- At the January 2014 Alliance meeting, members from the Communication Planning breakout group voiced support for a joint newsletter project between Sonoma County Go Local and the FSA. The FSA Coordinator and Go Local Manager agreed to meet and bring back a report and/or proposal
- **Discussion**
 - **What concerns are there about quality control?**
 - Go Local would need to have professional staff do final editing prior to production. The FSA members writing the stories would curate and edit content as “far down the road” as possible; final editing/consistency checks to be completed by Go Local
 - How complex will this partnership get for both Go Local and the FSA?
 - Community Media is working with Go Local on projects
 - A number of FSA member organizations already produce their own newsletters – can we utilize some of that content?
 - Need executive summaries – which is less complex than creating new content
 - Aggregated content – collect the best content from member organizations and stakeholders
 - **There will be a lot of layers on how this will work out?**
 - **How does this work with/fit in with our communications plan?**
- **DECISION:** Does the FSA want to continue with an independent newsletter, or partner/participate in a Go Local publication? **YES:** Let’s partner with Go Local. AIN and Go Local will return in March with a more formal plan.
 - **SCFSA will plan to partner on 3-4 editions in 2014, then increase to 6-8 in 2015**
 - May is the earliest the newsletter would be launched – depending on how intricate
 - May, August, November (tentative publishing months): Go Local will work on the first edition, then consider feedback/lessons, then commit to more editions
 - We will create a storyline/plan at the March or April FSA meeting

Website: The new site/pages will be launched in a matter of days – we will alert the FSA when the pages go live, then review the new site at the March meeting

Events: In 2013, events were not made a priority because of the hefty workplan – does the FSA want to participate community events this year?

- **What are we hoping to get out of tabling at events?** Do we want to get endorsements? How can we be more strategic in our purpose? Will bring this back to discuss at the March meeting
- **Harvest Fair** - No
- **Heirloom Expo** (\$300/booth shared amongst how ever many organizations are participating) – Do we want to have a booth this year? FSA partnered with CAFF and FarmLink last year. **Wendy will coordinate.**
- **Food Day** – No formal event; several entities hold events
- **CA Small Farm Conference** is next week – do we want to share a booth with UCCE? **Linda will coordinate.**
- **Sonoma Business Expo** – **Phina will coordinate.**

Endorsement Strategy (Trathen, Michelle, Jana and Lisa)

- Endorsements to Date: 30 organizations and 30-40 individuals
 - There is a huge opportunity here – staff cannot drive this piece - **Trathen and Michelle will lead**
- **PROPOSING a 2-pronged approach** – Individuals and organizations + cities outreach
 - **Recommending 100 organizations and 1000 individuals endorsed in 2014** (total, not including cities)
 - **Cities** - Need members to sign up to commit to 4-8 hours/month; 2 members per city
 - Those members focusing on major endorsements pieces will not work on Pillar Teams
- **Accountability/Checking-In**
 - Each meeting we will take 30 minutes to work on endorsements, check-in on commitments
 - Each month Michelle and Trathen will check in with the FSA via email to get feedback on how the process is going, and we will check in at the meeting; consistency needed each month
- **2 Endorsement Case Studies** (Michelle)
 - FEED sent out an email to 60 farmers, requesting endorsements = 1 farmer endorsed
 - Tabled at Guild-Raising event and brought 20 hard copies = all 20 endorsements
 - “Hey, go to our website” will not work – we need to talk to people and prepare to make multiple attempts
- **Discussion** (endorsement goals)
 - **What do we do with the endorsement forms?** How do we get the information into the system?
 - **Members, bring your laptop and enter in the information with them/on their behalf!**
 - (To Michelle) **What made getting so many endorsements possible? What was helpful? How do we set ourselves up for success?** → My personal connections, personal emails/conversations
 - **How-to’s of pitching FAP** – let’s hold a mini-training at the March meeting
 - **Challenges:** Organizational endorsements require board approval, which can be slow
 - **Do we know how to pitch the FAP?**
 - Do we need some training, to take some time to learn how to talk about the FAP?
 - Follow up on endorsements with thank yous
 - How do we plug people into action – even if endorsement doesn’t happen
 - How do we promote the endorsements? How do we use the endorsements to leverage food system change and influence?
 - How do we get wind in our political sails (via the FAP)?
- **Cities** - We want to do 2 cities – we could do 5; small “fires” started already in several cities
 - Santa Rosa = Tanya and Terry
 - Sonoma = Phina
 - Petaluma = Suzi and Trathen
 - Windsor = Trathen
 - Healdsburg = Linda and Wendy

Pillar Teams

- **Agriculture & Natural Resources**

- **AB 551 (Urban Ag Zones):** Team will support local efforts to plan/implement Urban Agriculture Zones; will invite Ag Commissioner Linegar and Agriculture Ombudsman Giovannini to the next AGNR meeting to plan next steps
- **Rapid response, how do/can we act?** Considered the drought and Rancho Meat Company closure/recall; impacts to local ranchers and overall food economy
 - What is our role in either issue? There are efforts underway to deal with both. What should/can the FSA do to support the local food system when issues arise? How can we use our collective interest, influence?
 - **Evan and Heather will draft an editorial on the importance of local meat processing, the insecurity of the food system, then route to Coordinator and FSA for feedback/approval**
 - Important to consider the use of funding when making public comment – needs research
 - Criteria for Advocacy/Action – **Distribute to FSA and discuss in March**
- ♦ **Economic Vitality:** The EV Team will participate in the Sustainable Enterprise Conference this year. Lisa and Terry are working with Oren (Conference Manager) and Joseph McIntyre to plan preliminary steps. We will plan two, 1-hour sessions; one will feature speakers and focus on the economics of the local food system, and the other will take place in the outside courtyard and include a larger, more fair-like program. The EV team has selected this presentation as its 2014 convening/forum/project. **Terry and Lisa will meet with Joseph and Oren and report back.**
 - The team will invite the larger farming and distribution interests to bring in all perspectives – to meld ag/food factions together; build bridges between many camps; all members will/should promote SEC – **Terry and Tanya will distribute a template for members to post/send**
- ♦ **Healthy Eating :** Next meeting the first week of March – no update
- ♦ **Social Equity:** This Team was originally planning to partner with the DHS on their Worksite Wellness Survey Project in an effort to collect and enhance much needed data on the employment/workforce needs and challenges of agricultural workers in Sonoma County. DHS has contracted with California Human Development (CAHDC) to complete an extensive survey with agricultural workers and employers – to collect health, wellness, employment data from 300+ workers and 50 employers. DHS staff constructed the survey, focusing on a broad range of areas including employment practices, benefits, worksite safety and health, transportation, housing.
 - Data collection complete = 300 agricultural workers interviewed, but employer survey not complete despite significant outreach
 - **The Portrait of Sonoma County (POSC) project** will be released in late spring –
 - Jen Lewis will present on the Portrait project at the April SCFSA meeting
 - Lisa is serving on the POSC leadership group and will report back
 - SE Team will wait for preliminary POSC findings, then identify a specific project to work on in 2014 (avoiding duplication and maximizing impact); this is a natural role for the FSA and FAP
 - Team will look at how this will/can be incorporated into our communications plan

Information Share

Cathryn Couch, Ceres Community Project, Department of Health Services/Sonoma County Office of Education
Collaborative National Institute of Food and Agriculture (NIFA) Community Food Project Concept

- ♦ **Project Statement/Support Request (Cathryn)**
 - **Project would** develop and scale 5 high school classes; using FAP as core curriculum/teaching about the food system and healthy eating, using the Career Technical Education (CTE) model.

This project will create a sustainable structure for deepening engagement of high school students in healthy eating, sustainable agriculture and food system issues, develop youth leadership and advocacy, and support young people in developing work-ready and career technical education skills in the areas of health and nutrition, whole foods culinary and sustainable agriculture by creating a new Career Technical Education class that can be scaled to high schools across the county.

Students from partner schools will enroll in the class which will be held in Ceres Community Project's organic food production garden and commercial kitchen. Youth will spend four hours each week engaged

directly in growing food and preparing whole foods meals. Using the Sonoma County Food Action Plan, John's Hopkins Center for a Livable Future's curriculum on teaching the food system, and Network for a Healthy California's Youth Participatory Action Research curriculum as the basis for a weekly 2 ½ hour class, youth will research our local food system, identify issues that are important to their school and neighborhood, and then design and implement projects to build food infrastructure at the school site, shift the food environment towards making the healthy choice the easy choice, and increase healthy eating and food access within the local community.

A champion from the partner school will co-teach the weekly 2½ hour class and help mentor students in the design and implementation of their projects. We will then apply to have the class accepted as a CTE offering in that district and the school champion will teach the course on the school campus in subsequent years. Youth projects in year one of the Ceres-school partnership can include installing infrastructure on campus needed to support the class going forward.

- **Discussion:**
 - How do we endorse?
 - This is a consensus-based model, and there is opposition in the room – I don't feel good about needing to endorse things; I need more information on projects, issues, etc. before voting
 - Are there other projects/programs applying for this funding? Does the FSA want to learn about who else is applying/competing? Lets make sure other partners aren't getting railroaded out of the grant process by our support for one application
 - This is an opportunity for the FSA to do good work – it brings funding into the county to do things the FSA supports
- **General read:** High, medium, low hand (to gauge support in the room)
 - Support and move ahead, but we need to revisit our criteria for doing these types of things

Adjourn → Post-Meeting Social (happy hour)

Upcoming SCFSA Meetings:

Confirmed...

- **Wednesday, March 19, 2014 • 2:30-5pm**
Sonoma County Ag Commissioner's Office
133 Aviation Boulevard, Suite 110 • Santa Rosa

Tentative...

- **April, March 16, 2014 • 2:30-5pm**
Sonoma County Ag Commissioner's Office
133 Aviation Boulevard, Suite 110 • Santa Rosa