



## SONOMA COUNTY FOOD SYSTEM ALLIANCE

### Meeting Notes

Wednesday, March 19, 2014 • 2:30pm-5:00pm

Sonoma County Ag Commissioner's Office • 133 Aviation Boulevard • 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		

#### GUESTS:

- **Laura Colgate**, Council on Aging
- **Gretchen Giles**, Made Local Magazine
- **Jen Lewis**, Health Action Program Manager, Department of Health Services
- **Jason Nichols**, Work Horse Organic Agriculture
- **Pamela Swan**, 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	<b>April SCFSA Meeting:</b> <ul style="list-style-type: none"> <li>• Practice pitches/endorsement (Trathen/Michelle/Lisa)</li> <li>• Create storyline and identify members to lead <ul style="list-style-type: none"> <li>○ Pillar Teams updates – select member to draft brief updates/articles</li> </ul> </li> <li>• Farm to Institution update and workplan approval</li> <li>• Endorsement Strategy – 20 minutes</li> <li>• AIN Alliance Network services review</li> </ul>	AIN Team	April meeting
2	<b>(Endorsement)</b> Draft template/boiler plate endorsement request; send to Trathen and Michelle	Cathryn	ASAP
3	<b>(Endorsement)</b> Make outreach lists before April meeting	Tanya, Terry, Shan	April 16
4	<b>(Endorsement)</b> Outreach at Go Local membership event	Wendy	April 3

5	<b>(Endorsement)</b> Send endorsement email reminders (1-2/month)	Trathen/Michelle	Twice monthly
6	<b>(Endorsement)</b> Draft Endorsement FAQ	Lisa, Trathen, Michelle	April 16
7	<b>(Endorsement)</b> Members gathering 5-10 endorsements	Evan, Shan, Tanya, Terry, Suzi, Amy	April 16
8	Website project changes, research, traffic/info	AIN Team	ASAP
9	Endorsement Packet: Reorganize (FSA/FAP) and post	AIN Team	Complete!
10	Distribute backgrounder on Collaborative Leadership Training	AIN Team	Complete!
11	Discuss 2014 and beyond (planning)	AIN, FSA	After April FSA
12	Incorporate Food Action Plan activity/goals into the criteria	Coordinating Committee	

## Meeting Objectives

- Check-in regarding endorsement accomplishments and briefly review the new website's endorsement pages
- Quickly review and agree on cities endorsement packet (please review packet before meeting)
- Discuss the Alliance Criteria for Advocacy and Action as a reminder of the process of bringing new topics to the Alliance for discussion, support, etc.
- Hear updates from each Pillar Team; any action or support needed from Alliance?
- Discuss the possibilities of *The Portrait of Sonoma County* with Jen Lewis, Health Action Program Manager

## Welcome, Introductions and Information Share

- **Thank you to Jen Lewis for presenting the Portrait of Sonoma County project to our group!**
- **Thank you to UCCE and Ag Commissioner Linegar and his team for hosting our SCFSA meetings!**

### INTRODUCTIONS & INFORMATION SHARE

- **Leah Murphy:** Food System Coordinator, Department of Health Services
- **Phina Borgeson:** Interfaith Sustainable Food Collaborative
  - **April 6: Ellen F. Davis Visit on, "Scripture,"** St. John's Episcopal Church at 530 C Street, Petaluma; 1-2:30pm. The interfaith sustainable food collaborative in association with St John's Episcopal Church is proud to present Ellen F. Davis, Amos Ragan Kearns distinguished professor of bible and practical theology at Duke University Divinity School. Dr. Davis has written over eight books and numerous articles with her most recent book, *Scripture, Culture, and Agriculture: An Agrarian Reading of The Bible* (Cambridge University Press, 2009), providing a critique of industrial agriculture and food production through the eyes of scripture. She is a lay Episcopalian who serves as a theological consultant to the Anglican community. Since 2004, she has worked with the episcopal church of Sudan to develop theological education, community health, and sustainable agriculture.
- **Michelle Dubin,** FEED Sonoma
- **Laura Colgate,** Council on Aging
- **Linda Peterson,** UC Cooperative Extension:
  - **April 15: [Beginning Farmer and Rancher Training Program](#);** registration deadline for the 2014 class
- **Jason Nichols,** [Work Horse Organic Agriculture](#) (guest); to understand the broader food, nutrition and agricultural issues in Sonoma County
- **Trathen Heckman,** Daily Acts
  - **March 22: [Sebastopol Library & City Hall Landscape Transformation, Part 1](#)**
  - **April 2: Official launch of [Community Resilience Launch, Sebastopol Grange](#)**  
Mark your calendars, the Community Resilience Challenge is coming! The weekend of May 17th-18th our community comes alive with inspired individuals, schools, organizations, municipalities and businesses taking practical action in creating a more healthy, just and resilient future. We are pleased to introduce to you the Community Resilience Challenge, formerly the '350 Home & Garden Challenge'. This year's Challenge is making more connections, fostering deeper impacts, highlighting other projects already underway, and telling the story of our joint successes. The new name more fully articulates what the Challenge has always been about: our community coming together to build our local resilience and make visible our solidarity.
- **Evan Wiig,** Farmer's Guild

- **April 25: [A Farmer-to-Table Dinner: Supporting the Farmers Guild Scholarship Fund](#)**  
We invite you to the Healdsburg SHED to eat, drink, mingle, and dance at this unique farmer-to-table fundraiser for the new Farmers Guild Scholarship Fund. Learn more about the evolving landscape of local food, meet the farmers themselves, and savor the very finest of our springtime harvest. Find out what YOU can do to support these critical educational opportunities for today's farmers and ranchers, and generations beyond them. Chef Matthew Elias of Saltwater Oyster Depot will prepare an incredible family style dinner, showcasing the organic ingredients grown and raised by local members of The Farmers Guild. Then stick around for a post-dinner concert with Sonoma County's funkiest barn-hopping rockers, Whiskey & Circumstance and fellow farmer/musicians.
- **Shan Magnuson**, Kaiser Community Benefit
- **Jen Lewis**, Health Action Program Manager – Here to present on the [Portrait of Sonoma County](#)
- **Cathryn Couch**, Ceres Community Project
- **Tanya Narath**, Leadership Institute for Ecology and Economy
- **Terry Garrett**, Sonoma County Go Local
  - **April 3: [5th Annual Go Local Member Gathering](#)**, 5-7pm, Redwood Credit Union, 3033 Cleveland Avenue, Santa Rosa - KRSO live remote broadcast + C-Media will film a mini-documentary + Michael Woolsey photobooth, mix and mingle, food and drink!
- **Gretchen Giles**, Editor, Made Local Magazine – Here to learn and connect with the FSA
- **Amy Chesnut**, Sonoma Land Trust
- **Heather Granahan**, CAFF North Coast
- **Wendy Krupnick**, CAFF and Community Garden Network of Sonoma County
  - **April 16: [Drip Smart: Improving Irrigation Efficiency using Economical Moisture Sensors, Timers and Controllers](#)**, April 16, 8:30-11am; Row crop, fruit trees and berries often require regular irrigation for successful crops. Save water and money by irrigating wisely!
  - **[Sonoma County Environmental Awards Dinner](#)** was a great success; Joseph McIntyre keynoted
- **Jana Hill**, Department of Health Services – [Marin IJ article](#) on food waste to energy diversion program

## Endorsement Strategy (Trathen & Michelle)

### 2014 GOAL = 1000 Individuals, 100 Organizations, 2 Cities

- **Who has made an ask? How did endorsements go in March?**
  - Phina and Lisa are working with the Sonoma City Council
  - Shan = Made list of groups to outreach to
  - Terry = Prepared to distribute an ask to his membership, but needs email language
  - **ACTION:** Cathryn will draft a 50-word (max) boiler plate/template for members to use
- **City of Sebastopol Endorsement (resolution attached)**
  - On March 18<sup>th</sup>, Cathryn, Michelle and Lisa presented to the Sebastopol City Council, who became the first Sonoma County city to endorse the Food Action Plan! Councilmember Sarah Glade Gurney sponsored the agenda item and was a great leader on this effort. Each councilmember had excellent questions for the FSA and expressed their support and appreciation for the work of the FSA.
- **What would help you get endorsements?**
  - Have hardcopy endorsement forms on-hand
  - Blocking out specific endorsements time
  - 1-2 reminders each month (**ACTION:** Trathen and Michelle will send reminders)
- **What challenges/barriers are you encountering? What is preventing you from moving from idea to action?**
  - **NEEDS:** FAQ and speaking points
  - Some organizations “cool” to the idea of the Food Action Plan – endorsements not always simple
- **For April**
  - **Members preparing outreach Lists** - Shan, Tanya, Terry
  - **Members committing to gathering 5-10 endorsements:** (completed before next FSA meeting)
    - Evan, Shan, Tanya, Terry, Suzi, Amy

## WEBSITE REVIEW

- **Items for follow-up**

- Error message = “not authorized” (Laura, Michelle)
- Affiliation: Should we list affiliation?
- Add Board of Supervisors endorsement
- Split lists: Municipalities needs a section
  - Level of endorsement – Those that endorse a pillar/goals
- Alphabetize lists – 1 hour for programmer/contract

#### ENDORSEMENT PACKET

- **DECISION:** Do not distribute widely, but strategically as we reach out to each council
  - **DECISION:** Extend timeline to 2014-2020 – will consider/work on after April 2014 meeting
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#### Criteria for Advocacy and Action

- **Discussion: How has this been used?**
    - Criteria were used while working on the Food Action Plan and considering the goals
    - Criteria were developed prior to the Food Action Plan – the FAP is not reflected
    - Timing – Items need to be brought forward in a timely fashion; the group must have adequate time to consider action as a group
    - How do we define, “significant”?
      - Symbolic vs. percentage
      - Anything that makes a difference
  - **DECISION: Coordinating Committee will incorporate Food Action Plan activity/goals into the criteria**
    - Criteria could/should be used as a guideline when we craft/build projects and do annual planning
    - Criteria to be posted on 2014 Roadmap
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#### Pillar Team Updates

##### AGRICULTURE & NATURAL RESOURCES

Next Meeting: March 28<sup>th</sup> – Team meeting with Ag Commissioner Tony Linegar and Agricultural Ombudsman Karen Giovannini to discuss Urban Agriculture Zones and explore project partnership. Many cities and counties are looking into the viability of [Urban Ag Zones](#) since [AB 551](#) was signed. Should UAZs become a formal project/effort locally, much work and support will be needed. The Team will meet with local ag leaders to learn more about UAZs, current efforts, and what is needed moving forward.

##### ECONOMIC VITALITY

This Team is organizing 2 major sessions at the Sustainable Enterprise Conference for their 2014 convening/project – focusing on the Local Food Economy; a partnership between Go Local and Food System Alliance. Session 1 is expected to be an indoor, more traditional presentation, whereas session 2 will be built out into a larger, outdoor “event.” Planning is underway and the SCFSA Coordinator is liaising with the Conference Director.

- **Participating:**
  - Economic Vitality Team: Terry, Paula, Tucker
  - FSA Members: Heather, Evan, Trathen
  - DHS Staff: Leah Murphy, Pamela Swan

##### HEALTHY EATING

**Healthy Retail Programs/Policies:** HEAT working on building in capacity – researching healthy retail program/policy models and options. Team taking care to ensure food production and local sourcing remains a primary focus of the committee’s project.

##### SOCIAL EQUITY

**Department of Health Services Worker Wellness Survey Project** hit unanticipated delays, so the Team is in a holding pattern. At the February 2014 FSA meeting, the Team decided to hold off on selecting a new project – and to wait for the **Portrait of Sonoma County project** to move forward. This project will create ample opportunities to collaborate on local

food system efforts. Coordinator serving on Portrait Leadership Team and will liaise with Team. Jana will keep the FSA updated on the progress of the Worker Wellness Survey Project.

- The [CTG Worksite Wellness Project](#) will include an assessment of agricultural worker health in Sonoma County and the development of recommendations for a model program for Sonoma County workers that works to promote healthy behaviors, support healthy work environments, and improve access to health care.
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## Farm to Institution Committee

- The Committee is meeting and making progress – crafting a structure proposal and will return in April for signoff on the 2014 workplan. Coordinator and Committee Facilitator meeting regularly.
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## April Food System Alliance Meeting

- **Communications/Newsletter**
    - Create storyline and identify members to lead
    - Pillar Teams updates – select member to draft brief updates/articles
  - Farm to Institution Committee update and workplan approval
  - Endorsement Strategy – 20 minutes
  - AIN Alliance Network services review
  
  - **Collaborative Leadership Training**
    - Ag Innovations Network is offering a training on effective process – this 2.5 hour training would be offered in lieu of a regular FSA meeting
    - **Discussion:**
      - What are the objectives of this training?
      - Are we transitioning/losing facilitation services?
      - We function very well as a group – do we need this?
      - Do not want to exchange a regular FSA meeting for a training – we have much to do this year
    - **ACTION:** Distribute backgrounder for Alliance to consider
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## Portrait of Sonoma County

### Jen Lewis, Health Action Program Manager, Sonoma County Department of Health Services

- Jen provided a detailed overview of the Health Action 2020 Vision and the upcoming Portrait of Sonoma County (“Portrait) project. The SCFSA learned of the project at the February Alliance meeting and requested Jen present so the group could explore ways to partner on place-based, FAP-related projects moving forward.
- **Presentation** (key highlights; presentation attached):
  - [The Measure of America projects; Portrait of Marin and Portrait of California](#)
  - **What influences our health?** Sharp differences in neighborhood/community are seen when comparing different census tracts throughout the state/nation
    - Social and economic opportunities and resources
    - Living and working conditions in homes and communities
    - Medical and social services/personal behavior
  - **How can we influence health?** Changing the context + socioeconomic factors have largest impact
  - **Conceptual Framework:**
    - **Health equity** is when all people have the opportunity to attain their full health potential; no one is disadvantaged because of social position or other socially determined circumstance – it is imperative that we achieve equal opportunity
    - **Health in All Policies** - is a focus on co-benefits and win-win strategies, using health as a linking factor to bring people together from across sectors – lens
    - **Collective Impact Stanford** - Social Innovation framework for aligning community-wide efforts to address systemic societal challenges – a process tool to identify effective partnerships
  - **Health Action Council**
    - 47 local leaders; multi-stakeholder collaborative

- 2020 Vision/Action Plan includes 10 broad goals; define health in the most holistic way possible – aims to address/improve our local health system, and level of educational attainment, economic security
  - **Health Action and food system improvement**
  - **Human Development**
    - Process of improving people’s well-being and enlarging their freedoms and opportunities
    - Puts people at the center of analysis
    - Is expanded by the things we do ourselves and by the conditions and institutions around us
  - **Where did it come from?**
    - Developed at the United Nations in the late 80’s. Annual reports in 160 countries
    - Rooted in Nobel Laureate Amartya Sen’s capabilities framework
    - Seen as the global gold standard for measuring well-being
  - **How is it measured?** 3 Factors = life expectancy, access to knowledge, standard of living
    - Health Action has collected data since 2007 (around the 10 goals); macro/county-level data
    - Portrait project utilizes census data – 99 tracts in Sonoma County = allows for neighborhood-based evaluation and targeted planning
    - Health Action added 22 indicators; 17 at the school district level, 50 at the city level
  - **Results** (data not yet finalized/available): Significant gaps by place, race and ethnicity
    - **Now that we have the data, how do we use it?**
    - **How does it connect with the Food Action Plan?**
    - **How do we create meaningful change?**
  - **Awareness:** Shared understanding of disparity in Sonoma County
  - **Response:** Commitment to coordinated and collaborative place-based strategies to ensure equity
  - **Place-based strategies:**
    - Promise Neighborhoods
    - Choice Neighborhoods
    - Empowerment Zones
    - Building Healthy Communities
  - **Key themes for implementation:**
    - Community engagement
    - Dialogue and empowerment
    - Capacity-building
    - Community-driven priorities
    - Coordination and alignment
    - Multi-agency commitments
    - Public-private partnerships
    - Opportunities for targeted, creative and meaningful investments
  - **Place-Based Opportunities:** Community engagement, Policy and Program Investments, Infrastructure, Alignment, Evaluation
  - **Discussion:** Does this approach resonate? How can we leverage existing FSA efforts and Food Action Plan goals? What is the potential role of the FSA to lead place-based strategic planning, program implementation and policy development?
    - Where does the alignment live (between the FSA and POSC)?
  - ♦ **Members responded with great enthusiasm and interest in partnership moving forward.**
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## Upcoming SCFSA Meetings

**April 16, 2014 ♦ 2:30-5pm**

**Sonoma County Ag Commissioner’s Office  
133 Aviation Boulevard, Suite 110 ♦ Santa Rosa**

**May 21, 2014 ♦ 2:30-5pm**

**Sonoma County Ag Commissioner’s Office  
133 Aviation Boulevard, Suite 110 ♦ Santa Rosa**