

FORUM HIGHLIGHTS

- Over 80 stakeholders attended the Forum and
- 3rd District Supervisor Shirlee Zane and 1st District Supervisor Susan Gorin gave remarkable welcome addresses to help launch the inaugural event of the Food Action Plan Forum Series
- **Several key themes emerged, including the need to:**
 - Enhance connectivity between and opportunities for retailers, producers and consumers
 - Promote leadership, empowerment and education while bridging cultural and economic gaps
 - Support/create local food hubs and support mobile vendors
 - Enhance communications and marketing methods to benefit retailers, producers and consumers
 - Support a healthy retailer licensing ordinance to make scalable, lasting change
 - Devise financial incentives for all parts – growers to grow, retailers to buy/sell, consumers to purchase
- The first Food System Alliance Action Team was established to move actionable items forward

FORUM OBJECTIVES

- Build relationships and partnerships with others advancing healthy local food and beverages
- Identify current situation, actions and needs for priority action areas
- Identify challenges and next steps for increasing retail availability and affordability
- Launch Action Team to advance priorities

FOOD ACTION PLAN GOAL 5.5:

Support innovative strategies to increase the retail availability and affordability of healthy local food and beverages and decrease the prominence of unhealthy food and beverages.

Introduction: Sonoma County Food System Alliance & Food Action Plan



Tanya Narath,
Founding SCFSA
Member and
Executive Director
of the Leadership
Institute for Ecology
and the Economy

Founding member, Tanya Narath, gave an overview of the history of the [Sonoma County Food System Alliance \(SCFSA\)](#) and the development of the [Healthy and Sustainable Food Action Plan \(FAP\)](#). Convened in partnership in 2009 by the Sonoma County Board of Supervisors and Ag Innovations Network (AIN), the SCFSA is a volunteer-based forum where food producers and distributors, food security organizations, public health advocates, and other community leaders can work together to envision, advocate for, and create a vibrant local food system. The Alliance is comprised of representatives from over 30 leading Sonoma County organizations and envisions a system in which local growers and processors are economically viable, the physical environment is maintained, and consumers have access to healthy, affordable food.

Project History

- **Sonoma County Food Forum:** In February 2011, the most diverse cross-section of the community ever assembled began a highly-interactive conversation amongst Sonoma County's agriculture, food economy and infrastructure, natural resources and consumer leaders. The resulting goals and recommendations served as part of the foundation for the goals of the FAP.
- **Community Food Assessment (CFA):** July 2011, the SCFSA wrote, reviewed and summarized existing data, trends, and food system issues. The CFA is intended to inform and support the work of not only the SCFSA, but to be used as a tool by all sectors concerned about the condition of the food system.

- **Healthy and Sustainable Food Action Plan:** Having received unanimous support from the Sonoma County Board of Supervisors, the FAP is a roadmap that incorporates the findings from the Food Forum and CFA and provides a shared community vision and goals for our local food system. It serves as a framework to guide collaborative action, integrate the efforts of diverse stakeholders, to catalyze policy change and encourage investment in Sonoma County's food system.

Call to Action: How to Support the Food Action Plan!

- **Endorsement:** To demonstrate broad community support for the FAP, the Food System Alliance encourages stakeholders to endorse the Plan! Should you not be prepared to endorse the FAP as a comprehensive vision for the food system, organizations and individuals may sign-on to 1(+) of the 4 pillars, or 1(+) of the 11 goals.
- **Action Teams:** Each pillar area will host a forum (such as today's event) to take the next step – moving specific solutions into action. At the end of each event, an Action Team – an ad-hoc committee of the Alliance - will be established to advance the recommendations arrived at during the forum. Please contact Lisa Badenfort or Katie Pease at Ag Innovations Network if you are interested.
- **Individual Actions:** Because the FAP aims to engage with all levels and sectors of the system, it includes not only broad, system-level opportunities, but also individual actions that we can all take during our day. These can be found at the end of each pillar chapter (pages 22, 27, 34 and 40 of the FAP)

Welcome Address by 3rd District Supervisor Shirlee Zane

I would like Sonoma County to be known as a county where there are no hungry children – where there are no seniors without nutritious meals – where single mothers do not have to feed their families spaghetti for two weeks out of every month while having no fresh food. That's a high goal, but we can achieve it!



Supervisor Zane reflected on the **2011 Food Forum** and the resulting vision for a strong, sustainable Sonoma County food system. In renewing her commitment to the FAP and Food System Alliance, she expressed tremendous pride and gratitude for the project. Supervisor Zane fervently emphasized the importance of food access and nutrition, stating, "At the end of the day, you can have health care, but if you do not have good nutrition or sufficient food, you will not have good health – and that is why what we do here today is so important."

Supervisor Zane called special attention to **HR 3102** and the imminent threat of billions of dollars in reductions to the **Supplemental Nutrition Assistance Program (SNAP)**. She encouraged participants to recognize that all politics is local, and that we must work together to ensure that our county's most vulnerable residents are protected. In addition, she highlighted the work of **Council on Aging** and their critical work in providing 1,500+ hot, nutritious meals to seniors across the county every day. Due to shifting financial requirements, the meals services at the **Bennett Valley Senior Center** have been halted. She implored the audience to make their voices heard, and to advocate at the city level to reverse these new requirements – to be passionate, be advocates, be outraged, and always maintain the vision!

Welcome Address by 1st District Supervisor Susan Gorin



By the year 2020, Sonoma County will be the healthiest county in California – the county will be a healthy place to live work and play... a place where people thrive and achieve their life potential – and overall health is improved.

Supervisor Gorin applauded the vision, momentum and the work of the FSA and all of those who have worked so diligently to develop and implement the Food Action Plan. She acknowledged her predecessor, **Supervisor Valerie Brown's** instrumental support and vision for the Food Action Plan project, and highlighted that we have the support, momentum, expertise and now (with the FAP), the vision to drive forward a united, prosperous food system.

As the Board representative to the **Health Action Council**, Supervisor Gorin is on the forefront of county health policy, and is one of a handful of leaders working to advance the well-being and success of every resident in Sonoma County. Within the goals of **Health Action 2020** lies the county's commitment to the food system. She eloquently described the food system as a "core system," one that encompasses food production, processing, natural resources, public health and economic resilience. Therefore, there is a role for every organization, business, government and individual to play in building a system that creates health and prosperity for our county. She stressed that we can be on the forefront of a growing movement to support and enhance a healthy and viable food system for all people and for future generations – and the Food Action Plan is the guiding framework for to achieve that goal. Supervisor Gorin echoed her strong support for the Food Action Plan and her enormous appreciation to all who are working to implement the vision!

Sonoma County's Healthy Eating Landscape, Dr. Lynn Silver-Chaflin



As Sonoma County's Health Officer, **Dr. Lynn Silver-Chaflin MD**, provides leadership for the public health protection, health policy development and serves as an advisor to elected and appointed officials, members of the medical profession, and the public on matters affecting public health and safety.

Dr. Silver's presentation, *Healthy Food Access: A Public Health Perspective*, guided participants through a systemic examination of public health in Sonoma County and presented several innovative, multi-level solutions to the challenging local foodscape.

HEALTH OUTCOMES

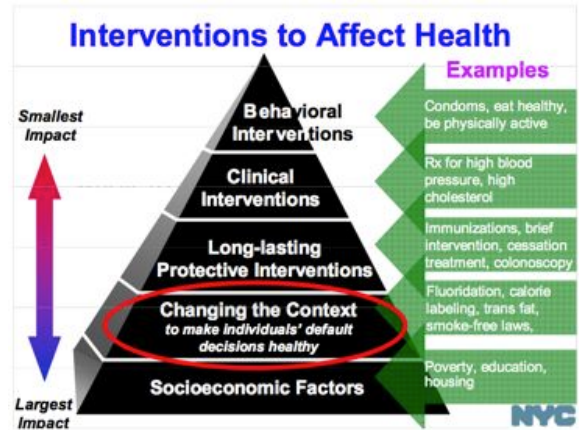
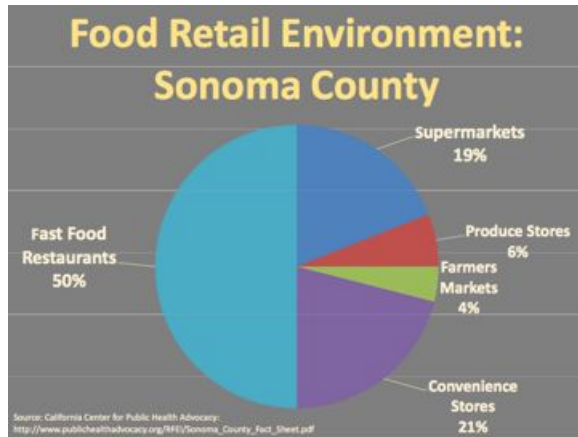
- Dietary risk is now the primary risk factor (deaths and percentage of disability-adjusted life-years related to the 17 leading risk factors in the united states in 2010)
- **Leading Causes of Death in Sonoma County (2009-2011)**
 - Cancer (25%): Nearly ½ of cancers can be prevented through nutrition education and physical activity
 - Heart disease (23.9%)
 - All other causes (>6.4%)

FOOD RELATED HEALTH RISKS

- **Obesity Trends:** Sonoma County has made substantial progress over the past 5 years
 - Between 1985-2010, California's obesity rate grew from 10-14% to 20-24%
 - Sonoma County teens (15-19 years old)
 - Over 40% are obese or overweight – higher than the State's average (approximately 39%)
 - Children ages 5-19 (by race)
 - White/non- Hispanic = approximately 35% are obese or overweight (16.7% obese, 18.3% overweight)
 - Hispanic = approximately 45% are obese or overweight (24.8% obese, 20.3% overweight)
 - In Sonoma County, obesity rates peaked at 27.6% in 2007
 - 21.5% in 2011-12
 - **15% = Health Action 2020 Vision's target**
 - Obesity strikes Latinos and the poor most heavily
 - White = 18.4% • Hispanic = 28%
 - <200% FPL = 23.9% versus 200+ %FPL = 19.4%
- **Effects of Obesity:** Pulmonary disease, nonalcoholic fatty liver disease, gall bladder disease, gynecologic abnormalities, osteoarthritis, skin, gout, idiopathic intracranial hypertension, stroke, cataracts, coronary heart disease, diabetes, dyslipidemia, hypertension, severe pancreatitis, cancer, phlebitis
- **Other Big Food-Related Health Issues**
 - Salt intake and hypertension and heart disease
 - Fat type (saturated and trans) and caloric intake and cholesterol levels
 - Fiber intake
 - Bottom Line: Most off these can be improved by a whole foods, less processed food approach

CONTRIBUTING FACTORS

- Increasing snacks, sugary drinks and manipulation of processed foods to create addiction
- Growing portions and volume of cheap sugar
- Largest contributors to weight gain are sugary drinks and potato products
- Good stuff more expensive and less ubiquitous



ACTION FOR CHANGE

- Socioeconomic factors are of the largest impact to food choices; we cannot easily revolutionize our society
- How do we make the healthy choice the easy choice when environmental cues contradict what kids are told – education is not sufficient
- How do we reach ½ million people? How do we identify sustainable solutions?
- We have made progress on obesity and environmental conditions, but still need to shift the face of our food system in Sonoma County

APPROACHES TO CHANGE

Education – some local examples

- Rethink your drink
- Ceres project hands on cooking
- Healthy Eating Active Living (HEAL)
- KRCB soda ad
- Limitations: Expensive, hard to reach and sustain
- Advantages: A needed part of changing social norms

Changing Environments

- Schools (USDA & local policy)
- Healthy food for hospitals
- Public vending and food procurement standards
- Healthy food outlets
- National Salt reduction initiative
- Community gardens
- Farm to school
- Advantages: Often far reaching sustainable
- Food standards in Day care
- Limitations: Sustainability and reach can be limited when voluntary

Seeking Synergies

- Between local food and healthy food
- Between less-processed foods and healthy food

Changing Economic Incentives

- Williamson Act
- Soda taxes
- Differential pricing
- CalFresh incentives at farmer's markets
- Advantages: Sustainable and highly effective when laws, can generate revenue (sin taxes)
- Limitations: Expensive to maintain voluntary incentives

Regulation

- New USDA school food and competitive food regulations
- Menu labeling
- Trans fat restrictions
- Idea: Healthy retail proposals (Change Lab)
- Disadvantages: Can be perceived as heavy handed
- Advantages: Sustainable. Equitable, broad reach, can approach scales similar to marketing efforts of industry, often low cost, level playing field

Challenges

- **Business**: How do you decrease the ubiquity of junk and increase access to affordable healthy foods -

- Between active transportation or less transportation and reduced pollution
- Sonoma County Food Action Plan

and stay profitable as a small or large business? How do we get buy in? This is the largest challenge.

- **Political:** How do you build support for deep-seated and sustainable change?
- **Scale and Equity:** How do you take change to scale and sustain on a countywide, equitable level?

Current Work

- Healthy Food Outlet Project
- Healthy Beverage Campaign
- Local Produce Aggregation and Marketing
- Farm to School/Institution
- Water Access at Schools
- Increasing CalFresh and WIC Uptake
- Food Mapping Project
- County Land for Food Production
- Public Vending and Food Standards

Conclusions

- We have made some progress on obesity, food risks and environmental change
- We are building awareness and support for further action – we still have a lot to do
- Continued need to scale and sustain action to truly shift the local population and health of Sonoma County

Contact: Dr. Lynn Silver, Public Health Officer
lynn.silver@sonoma-county.org • 707-565-4806

Panel: Opportunities for Change Throughout the Food System

Three levels of action, advocacy and potential were identified for exploration – community, retail, policy – each of which encompass challenges, solutions and models of success specific to their area of impact.

Presentation 1. Community-Level Solutions: Agents of Change Training in Our Neighborhoods (ACTION)

Teresa Lopez, St. Joseph Health System Community Organizer

- **Mission:** To build grassroots capacity for social change and quality of life improvements in local communities by increasing shared goals and developing sustainable leadership with community members and the agencies that serve them.
- **Current Strategies**
 - Resident-led Community Projects
 - Community Garden Projects
 - Create Farmer’s Markets
 - Support Food Outlets



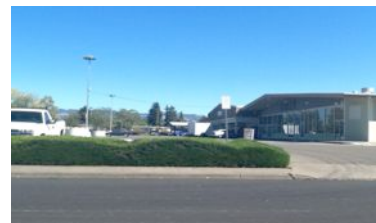
Healthy Food Outlet Project

- Getting commitments to supply healthy options
- Engages Latino businesses – ensuring healthy food availability; connecting consumers and retailers so both know what is desired, needed and provided



Farmer’s Market, Roseland Shopping Center

- Completing preliminary research – seeking producers to participate and working with City



Farmer’s Market, Rohnert Park

- Project currently underway (2014)
- Many low-income housing units and families



McDowell Community Garden, Petaluma

- 18 families involved – growing, working together
- Provides healthy food access, education, a true family and community-based project



Sonoma Charter Community Garden, Boyes Hot Springs

- 5 mothers (Warrior Moms) – doing extensive community outreach, nutrition education, teaching other mothers, working for increased access to healthy food

Presentation 2. The Potential of Retailers in Healthy Eating: Sonoma County Healthy Food Outlet Project

Laurie Hiatt, Sonoma County Department of Health Services



The **Healthy Food Outlet Project** was created to help food outlets (grocery stores, supermarkets, and small markets) provide customers with healthy food options while at the same time helping stores to increase

customer loyalty and store profits. The project seeks to establish a standard store quality threshold based on the availability and quality of fresh produce, healthy food, and advertising in stores.

History

- Started in 2008 with Kaiser HEAL funding – has expanded to incorporate County and State funds
- Funding includes USDA, Snap-Ed/CX3, and CTG
- **Goal: Assist stores to provide healthy food options in their neighborhoods, while helping them increase customer loyalty and store profits.**

Basic Process

- Assessment (documentation) → data entered
- Agreement
- Pre-post store assessment
- Scorecard (reflects stock, marketing, promotions, etc.); work with owners to raise this score
- Technical assistance
- Relationship building – the core of the project
- Overcome challenges
- Recognition for reaching standard

Healthy Changes

- Improve quantity/quality of fresh produce
- Increase availability of other healthy foods
- Healthier items in checkout area
- Accept WIC/Snap Ed
- Increase healthy advertising ↓ unhealthy advertising
- Place healthy merchandising materials
- Store events, such as tastings

How Do We Make This Happen?

- Appeal to what is most important to store owners:
 - Increasing profits
 - Increasing customer loyalty
 - Improving image
 - Raising score

Challenges and Lessons Learned

- Storeowners are BUSY!
- Communication
- Relationship building takes TIME; but it works
- Distributors/Vendors
- Healthy checkout
- Evaluation

New Directions

- Community involvement
- More stores
- Store employee trainings
- Research & evaluation

Contact: [Laurie Hiatt, MPH](mailto:lauriehiatt@yahoo.com)
lauriehiatt@yahoo.com • (707) 836-1012

Presentation 3. Policy Options for Healthy Eating: San Francisco Healthy Food Retail Incentive Program

Tenderloin Healthy Corner Store Coalition & Southeast Food Access (SEFA) Working Group

Jessica Estrada, Vietnamese Youth Development Center • <http://southeastfoodaccess.org>

The Tenderloin Healthy Corner Store Coalition (TLHCSC) was created in the spring of 2012 when a group of youth from the Vietnamese Youth Development Center (VYDC) expressed concern over the very high number of corner stores in their neighborhood. They decided to conduct corner store assessments and map the quantity and quality of corner stores in the Tenderloin neighborhood. From these results and maps the VYDC youth were determined to make a change in their community, and began meeting with various organizations in the Tenderloin, bringing them together to form the Tenderloin Healthy Corner Store Coalition. The TLHCSC has grown to include tenant groups, health and nutrition organizations, affordable housing agencies, and even the local mosque. Especially since there is no full service grocery store in the Tenderloin, the Coalition strives to improve access to healthy, affordable food in the community by using the network of corner stores as a resource and by empowering residents to advocate on the issue of food justice. Five residents, known as Tenderloin Food Justice Leaders, have been hired and trained to work on building relationships with store owners, assessing store needs, advocating for policy change, and helping with store redesigns.



1. What's the goal of the program?

The goal is to work with small corner store owners and other food retail and provide TA, equipment and other incentives to help them shift their business model to increase healthy and fresh foods and decrease unhealthy influences in a way that benefits the small independent corner stores while also promoting community health.

The program aims to achieve four main objectives: (1) create local jobs, (2) foster entrepreneurship, (3) revitalize commercial districts, and (4) work collaboratively to promote the health of the community.

2. How does the program work?

Stores who voluntarily choose to participate would be assessed by the program and then would be matched

with appropriate incentives and would agree to specific healthy food and other changes in their store. The program is housed in OEWD, and implemented with DPH and community partners. An advisory group composed of community, industry experts, retailers and city department staff will meet periodically to provide TA and guidance as the program develops. This will create a "centralized resource center" for business owners.

- **Establishes Resource Center** through the city that bundles incentives for healthy retail
 - Staffing: OEWD, DPH, Small Business Development Center, Consultants
- **Defines a "Healthy Food Retailer"**
 - Retailer must work towards devoting at least 35% of its selling area to fresh produce, whole grains, lean proteins, and low-fat dairy products to participate in the program.
 - Retailer must work towards devoting no more than 20% of its selling area to tobacco and alcohol
 - The retailer must satisfy the minimum age requirements for employees set forth in the SF's Administrative Code.
- **Process:** Stores apply for funds to complete upgrades – program funded through the City of SF
- **Advisory Group:** Community based organizations, experts, grocers, city staff
- Voluntary Program!

Strategies

- Supporting Small Business
- Incentive-based vs. Restrictions

- Arab American Grocers Association Involvement
- Importance of Community & Resident Involvement and Advocacy
- Community Investment
- Creates Demand/Marketing
- Youth/Resident Empowerment

Post-Panel Q&A

- **What are the consumption patterns of Sonoma County consumers – in terms of where they get their food? Convenience stores, farmers’ markets, grocery stores, etc.**
 - Dr. Lynn Silver-Chaflin: We do not have a population-base survey that says where people get their food – only on what people eat, what commerce exists – even the larger commercial entities do not have this data, but the County would very much support this research.
- **Have any requests/inquiries about where the new, fresh food is coming from?**
 - Sonoma County: Some retailers have switched to local distributors, prompting questions and relationship-building, but I have not had many inquiries about where the produce is coming from.
 - SF: This program is still in the pilot phase. The farmers’ market is 5 blocks away from the Tenderloin and we are currently seeking a representative to work with our project as a liaison to the local retailers.
- **Legal aspects of licensing; are there any policies to reduce tobacco retail/sales?**
 - The Youth Leadership Institute is currently advocating for a city-wide ordinance regulating tobacco outlets
 - This will likely provoke more political and economic conflict than the healthy foods program due to the nature of the regulation itself – but is very worthwhile
- **Northern California Center for Well-Being** staff introduced members of the **Promotores de Salud** project
 - Promotores de Salud/Lay Health Workers are an essential resource for disseminating information amongst community members. The Promotores de Salud from the Center for Well-Being are actively involved in the Sonoma County community providing presentations on nutrition, asthma, tobacco, childhood obesity and iron-deficiency anemia prevention.

Opportunities for Change: Group Discussion



Participants spent the rest of the session working in small groups and considering two questions designed to embolden each group to work collaboratively and co-create a list of at least three strategies to improve the healthy eating landscape in Sonoma County.

Each group of 8 spent 15 minutes discussing what most resonated with them throughout the presentations and panel discussions, the retail availability of healthy, local food, and the innovative organizations working to promote solutions throughout the state. Following that discussion, participants spent 25 minutes devising strategies to share with the larger group.

Group Discussion Questions

- 1. Given what we heard today, what resonated with you?**
 - Existing actions we can scale up? Innovative strategies we can import, etc.?
- 2. What are specific opportunities that support innovative strategies to increase the retail availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options in Sonoma County?**
 - Within your organizations? At the community-level? At the retail and policy level? Forming/leveraging partnerships?

Highlights: Strategies with Broad Support

Participants' feedback incorporated inclusive solutions, most of which called for enhanced assistance and connectivity between retailers, producers, consumers and institution

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 to increase the visibility of local products to consumers

Group Reports: Community-Level Solutions

Community Organizing

- Supporting community in their own ideas of what they feel needs to change
- Engaging youth in this work
- Engage/target employees
- Linking all community parts
- Bridge cultural and economic gap by conversations in crossover arenas (churches, schools, non-partisan)
- Minorities: More Latino leaders engaged and present
- Leadership, Health, Education
- Child care part of this effort
- Connect consumers with grocers

Education

- Nutrition education targeting adults
- Clear information on nutrition and health
- Empower people
- Increase food literacy through multiple channels (food banks, cooking lessons)
- Educate consumers about where produce is grown
- The power of parents
- Education in school – all ages

Communications

- Communications – expand and improve communication methods and opportunities
- Public Service Announcements for Harvest of the Month programs and general press/articles
- Visible signage for local food at retail outlets
- Marketing: Encourage stores to market produce grown nearby
- Public campaigns
- Use of media

Projects, Initiatives and Ideas

- **Community Gardens**
 - Community gardens (education on how to grow and prepare)
 - Community partnerships with community gardens and related groups – to sustain produce stands
 - Community gardens in every low-income neighborhood, every school – teach residents how to grow their own produce
- **Other Projects and Ideas**
 - Keep food out of the trash and on the plate
 - Foster food education and demand a business-farm-school connection

- Community kitchens in every neighborhood in a food desert
- Gleaned food into cooked food

Group Reports: The Potential of Retailers in Healthy Eating

Connectivity

- More involvement of residents and consumers with store work
- Easier access to the marketplace for farmers
- Connect consumers with grocers
- Develop support for small farmers to grow more of what we need locally

Projects, Initiatives and Ideas

- **Local food hub** for retailers to purchase locally-grown/processed food
 - Information hub where consumers can sign-up for CSAs and choose farmers, markets, businesses
- **Regional food trucks**
 - Have markets sponsor trucks, which increases their ratings
 - Education and training at truck/store (videos, recipes, demos, samples)
 - Fresh food hub for food trucks with a giant commercial kitchen for transforming fresh food to preserved products
 - “Solar Food” delivery service (trucks)
 - Accepts food stamps, works with, CSAs, community gardens, gleaners
 - Trucks concept – bring food to consumers
- Businesses like Locastore and CropMobster (2)

Group Reports: Policy Options for Healthy Eating

Healthy Retailer Ordinance Models

- Healthy Retailer Licensing Ordinance to make changes mandatory
- Business scores (retail ordinance)
- Implementation of score cards (retail ordinance)
- Create Healthy Retailer Ordinance (MN model)
- Voluntary retailer policy (e.g. Jessica Estrada’s model)
- Yelp review system setup to publicize healthy stores with high ratings (retail ordinance)

Incentivization

- Financial incentives program for customers to purchase produce (e.g. CalFresh)
- Incentives to buy healthier food
- Policy-driven incentives – licensing for mobile and stationary markets
- EBT match (Cal Fresh?)
- Incentives to sell
- Incentives to go back to growing farm food
- Farmers market incentives from the County to make pricing more competitive and to make farmers more successful – needs sustainable funding
- Promote farm stands rather than farmers markets – markets to benefit the farmer, as farmers markets are often oversaturated

Other Policy-Related Responses

- Healthy businesses rec program
- Leverage partnerships with EDB
- Facilitate **mobile markets** and regulations
- Support zoning that allows food producing animals in urban communities
- As much as community gardens were advocated for today, there is not much (or any) attention paid to them in the Food Action Plan
- Mandating community gardens, food forests
- Mandate 1 food garden for every 2500 households

- Financing - create adequate funding
- Clean water education throughout county – no bottled H2O, only filtered

System-Wide

- Scale efforts to build demand
 - Invest in community-based strategies
 - Build on success in local communities
- Match local demand to the rise in new production
- Data on profitability

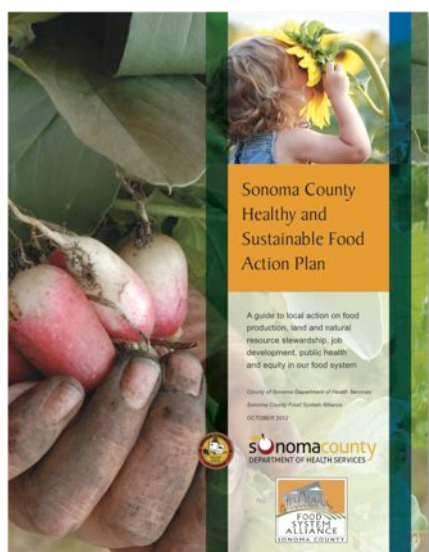
Next Steps: Healthy Eating Action Team

The Healthy Eating Action Team was established and guests adjourned to a lively reception with local food donated by Whole Foods – Sebastopol and prepared by Ceres Community Project. This Team will, based on today's discussion, prioritize and lead implementation of high-leverage actions to improve health outcomes and the retail availability of healthy food and beverages in Sonoma County neighborhoods. The Sonoma County Food System Alliance will compile the information gleaned throughout the event, draft and distribute a forum report, and begin work with the Healthy Eating Action Team in November 2013.

Addendum:

Having synthesized and tallied all strategies and solutions presented during the group discussion/reporting process, the Alliance has identified the following five strategies with the broadest support. These strategies will serve as the jumping off point for the Action Team as they work together to craft next steps for FAP action!

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5. **Communications enhancements** to educate consumers about the food system, encourage retailers to purchase local produce, and to increase the visibility of local products to consumers



Healthy Eating Action Team

- Nora Bulloch, Northern California Center for Well-Being
- Rob Cary, Community Member
- Laura Colgate, Council on Aging
- Karen Giovannini, UC Cooperative Extension
- Suzanne Grady, Petaluma Bountly
- Jensyn Hallett, Network for a Healthy California
- Jana Hill, Department of Health Services
- Erin Hawkins, Petaluma Health Care District
- Teresa Lopez, St. Joseph Health System
- Shan Magnuson, Kaiser Permanente
- Danielle Ronshausen, Department of Health Services
- Cheryl Scholar, Windsor Wellness Partnership
- Angela Wootton, Foodies Project