



SONOMA COUNTY FOOD SYSTEM ALLIANCE

Meeting Notes

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

O'Reilly Media, Inc. • 1005 Gravenstein Hwy North • Sebastopol, CA 95472

	Misti Arias, SC Ag Preservation & Open Space District		Jana Hill, Department of Health Services
✓	Erin Axelrod, Permaculture Skills Center	✓	Wendy Krupnick, CAFF/Community Garden Network
✓	Phina Borgeson, Interfaith Sustainable Food Collaborative	✓	Krista Lindley, Earthworker Farm
✓	Amy Chestnut, Sonoma Land Trust		Tony Linegar, Sonoma County Ag Commissioner
✓	Laura Colgate, Council on Aging	✓	Shan Magnuson, Kaiser Santa Rosa
✓	Cathryn Couch, Ceres Community Project	✓	Leah Murphy, Department of Health Services
✓	Paula Downing, Sebastopol Farmers Market		Tanya Narath, Leadership Institute for Ecology & Economy
✓	Michelle Dubin, F.E.E.D. Sonoma	✓	Jason Nichols, Workhorse Organic Agriculture
	Rachel Gardner, Food for Thought	✓	Linda Peterson, UC Cooperative Extension
✓	Terry Garrett, Sonoma County Go Local		Lana Russell-Hurd, Greenbelt Alliance
✓	Suzanne Grady, Petaluma Bounty		Karen Shimizu, Catholic Charities
✓	Heather Granahan, CAFF - North Coast	✓	Julia Van Solen Kim, UC Cooperative Extension
	Brittnay Heck, Gold Ridge Resource Conservation District		Evan Wiig, The Farmers Guild
	Trathen Heckman, Daily Acts		
	Tucker Hemquist, Spiral Foods Collaborative		

Ag Innovations Network:

- **Lisa Badenfort**, Coordinator, lisa@aginnovations.org
- **Joseph McIntyre**, Executive Director, joseph@aginnovations.org

#	Action Item	Who	When
1	Resources to share with Alliance: Systems Thinking Resource Guide, Ag Innovations Network http://www.sonomacofsa.org/actions/details/food-system-thinking-resource-guide Places to Intervene in a System, Donella Meadows Institute http://www.donellameadows.org/archives/leverage-points-places-to-intervene-in-a-system/	JM/AIN	ASAP
2	Groups will clean-up/type up their notes and send to Lisa	Phina, Cathryn, Lisa	ASAP; before 10/18

Meeting Objectives

- Determine high leverage opportunities for food system enhancement in Sonoma County
- Determine where the strengths and skills of the Alliance and its members can be used to serve the community in leveraging the opportunities
- Develop scenarios to guide the work of the Sonoma County Food System Alliance in 2015
- Celebrate collaboration!

Welcome & Introductions

Joseph welcomed the group, reviewed group structure/strategy and moderated group introductions

INFORMATION SHARE

- Symphony of the Soil, November 6th, [Thanksgiving Lutheran Church](#), Santa Rosa (Phina)
- Sonoma United Methodist Church – EBT enrollment outreach; developed promotional materials (Phina)
- CAFF street banners – “Everyday is Food Day” – Sonoma County Grown Local; posted on Main Street
- [Board of Supervisors Agenda](#) – Anti-GMO resolution; see Michelle
- UCCE and DHS hosting, “[Taste the Possibilities](#)” on 11/3 Small-Scale Ag Processing; co-sponsored by SCFSA, Joseph moderating (Shan)
- DHS invited to apply for 2 years of HEAL funding (Shan)
- [Community Garden Network Fundraiser](#) – family friendly event at Healdsburg Senior Living; Fall Festival; free food, free wine tasting, \$5 admission; 10/25 at 11:30am-3:30pm in Healdsburg (Wendy)
- [James Beard Food Conference](#) – Joseph facilitating; Is food a prescription for public health? Will be available/live streamed; “Health & Food: Is Better Food the Prescription for a Healthier America?” (Joseph)

Introduction to Overarching Discovery Process

- Last month, we considered... What have we learned, what do we want to bring forward?
- This month, we will consider... Where do we go next?
- Match up – what’s needed – with – where are we going?

GROUP 1: PHINA	GROUP 2: CATHRYN	GROUP 3: TERRY
Erin	Michelle	Linda
Laura	Heather	Wendy
Shan	Paula	Amy
Krista	Jason	Leah
Julia	Suzi	Lisa
Absent in October (added to groups for November)		
Tucker	Lana	Rachel
Misti	Brittnay	Evan
Tanya	Karen	Jana

Group Work

Dialogue #1: What are the top 3 high-leverage opportunities for food system enhancement in Sonoma County and why?

Dialogue #2: With what opportunity do the strengths of the Alliance and skills of Alliance members best align and why?

Dialogue #3: Develop a scenario to guide the Alliance in 2015

GROUP #1: PHINA

- **Proposal/Scenarios (need more time)**
- **Top 3 Opportunities**
 - Using FSA strengths to bring some coherence to the food movement in Sonoma County - this included promoting a common language around the FAP and subsumed goal #2
 - Getting more municipality endorsements of the FAP with teeth (commitment to specific related actions)
 - Our third, which we thought would be a good topic for an educational meeting for the FSA, was bringing together interested and disparate parties in the food system to talk about immigration reform.
- **Notes**
 - Communications – need cohesive communications plan; engage and outreach planning
 - How to get the message out about the plan? More organizational endorsements?
 - What is my “food-print”
 - Thorn – not all individuals have access/ability to make different choices to improve the food system

- Score card = thorny, imbalanced access and ability to contribute and/or change behavior
 - Individual level vs. systems level
 - Not all individuals have opportunity to engage

• **Assets**

Internal

Health Dept. funding through July 1, 2015
 Gusto and passion
 A good FAP
 Massive amount of "tribal knowledge" via our various representations
 AIN, Coordinator's political skills/history
 FSA members skilled in communications and strategic planning
 FSA members well connected via represented networks
 FAP endorsers
 Good attendance (? debatable)
 Continuity in several FSA "elders" who have been around from the beginning
 New members
 FSA members are doers
 Information sharing network (during meetings)
 History with Sonoma County supervisors, local governmental bodies
 Leadership skills and potential among members
 Network of FSA's throughout the state
 Health Action Network

External

Sonoma County itself- food culture, support for ag community, many are environmentally conscious

GROUP #2: CATHRYN

• **Top 3 Opportunities**

- **10-year plan to transform school nutrition education;** coordinated efforts to institutionalize what's working in schools to create foundation for nutrition education/healthy school lunch for all Sonoma County youth. Project would address all four pillars.
- **Policy change to create a Regional Farm Bill** that would address the gap between wholesale prices needed by farmers and what institutional purchasers are able to pay; soda tax, CalFresh match funds/local purchasing
- **Seasonal themed communication campaign** that would leverage work being done across the FSA membership and allow us to tell a coordinated and cohesive story about food system change. What is needed to support all Sonoma County residents to choose healthy fresh organic and local food?

• **Assets**

Internal

Multi-stakeholder collaborative; everyone in the room
 Strong Alliance with growers
 Media connections
 Credibility
 Expertise
 Influence (6 degrees)
 Passion
 Trust of community

External

Beautiful place
 National food businesses
 Commitments to healthy food (local organizations)
 Influence (political)
 Year-round growing season
 Winery, retail (other business) connections
 Chefs
 Local history/legacy of leadership and innovation (food)
 School food programs

• **Proposal/Scenario**

- 5-10 year long-term strategic plan with specific 1 – 2 year projects identified
- Projects chosen would cut across all pillars, and show how the pillars express themselves in the real world and in a way that the average person can wrap their head around
- Projects would have measurable, achievable results and would be designed to continue on after being "launched" in some way by the FSA Would give us a way to communicate to the community in a way that the community can understand Full FSA focuses on these projects in 1-2-year cycles Leverages cross-jurisdictional/issues and experience – projects that would be hard to do without the cross-sector perspective, experience and resources of the FSA
- Cross-sectorial series of projects – mapped out; leverages cross-jurisdictional/issues and experience
- Focus on programs/issue areas that touch on all 4 pillars – with measurable, achievable results

- Communicate to the community in a way that the community can understand

GROUP #3: TERRY

- **Opportunities**

- Voice of local ag – leverage and incorporate (badly needed); missing voices around our table + loss of conservation/open space
- Supply chain study – identify gaps, better coordinate solutions, drive policy, use to measure success, use to communicate food system needs with community and decision-makers
- Policy change
- Wendy/AGNR proposal

- **Assets**

- Internal**

- Endorsers
 - Member organizations
 - Network and influence
 - Member skills/specialties
 - Go Local/communications
 - Food system knowledge
 - Political network/influence
 - Connection with growers
 - Collaborative model

- External**

- Political climate
 - Higher consciousness of community
 - Community involvement
 - Proximity to markets
 - Santa Rosa JC/sustainable ag program
 - Ag education (youth)

- **Proposal/Scenarios (need more time)**

- **Communications**

- **Wendy/AGNR communications proposal** – discussion; how to leverage a network to channel a message; this project can be chosen and integrated alongside others
 - **Issues:** Coordination/staffing; how to do that – support in concept, but not as a singular/major FSA project – should be a communications activity/system, rather than a project

- **Policy**

- Implementing the Food Action Plan
 - Leverage assets to “do” state and federal policy work – participate, observe and monitor existing efforts + focus on a local issue to really “work on”
 - Influence city and county General Plans

- **Identify gaps in policy framework**

- **Take FAP** – create a food system model – start mapping out and re-communicating the food system needs, opportunities and gaps
 - Use as a tool to improve communication about the FSA and FAP
 - Use to promote policy change
 - Seeking more clarity around the food system and FAP – what are we doing? What can/should we do?
 - Need system of measurement

DISCUSSION: Need scorecard, snapshot, new framework to talk about and take action on food system/FAP

- Need to articulate the needs and gaps in the food system
- Need to articulate our vision and new projects
- Need new way to talk about the FAP and food system
- Need research to inform our work
- Need better programs
- Need ongoing measurement system

- **SUMMARY: FSA needs/wants...**

- **COMMUNICATIONS** platform, **RESEARCH** platform, **ACTION** platform (topic areas/collective areas for action), **MEASUREMENT** platform/mechanism (metrics/objectives)

- **ACTION:** AIN will distribute links to the [Ag Innovations Network Systems Thinking Resource Guide](#) and “Where to Intervene in a System”...

NEXT ALLIANCE MEETING: November 19th, 2:30-5pm, location TBD

2015 Meeting Schedule (meetings always held the 3rd Wednesday of each month at 2:30pm)

- January 21
 - February 18
 - March 18
 - April 15
 - May 20
 - June 17
- Late 2015 schedule may change:*
- July 15
 - September 16
 - October 21
 - November 18