



# Sonoma County Healthy and Sustainable Food Action Plan

A guide to local action on food production, land and natural resource stewardship, job development, public health and equity in our food system

*County of Sonoma Department of Health Services*

*Sonoma County Food System Alliance*

OCTOBER 2012



**sonomacounty**  
DEPARTMENT OF HEALTH SERVICES



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# Declaration of Support

All residents of Sonoma County have a voice in the future of our food system - every eater, backyard gardener, home cook and professional chef, urban and rural farmer, food processor and distributor, emergency food provider, grocer, and market vendor. It is critical that we combine efforts to make effective change in food system policy, practice, and programs.

We, the undersigned, support the vision and principles of the Sonoma County Healthy and Sustainable Food Action Plan.

## VISION

We envision a county in which everyone has access to affordable, nutritious food. Local farms and operations play a primary role in producing that food. Each part of the food system, from seed to table and back to soil, is environmentally regenerative, economically viable, and supports a healthy life for all members of our community.

### Therefore, we believe:

1. All people in our community should have access to enough affordable, healthful, fresh and culturally appropriate food.
2. Residents should not be inundated with unhealthy food choices like sugary drinks and junk food.
3. Community members should understand how their food choices impact their own health, and the health of the community and the larger world.
4. Healthy food and agriculture sectors are central to the long-term vitality of the local economy.
5. Farming and food system work should be economically viable and respected occupations.
6. Local agriculture, food production, distribution, consumption and food waste management should work in a way that regenerates nature.

First Name:

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Last Name:

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I am signing on...

As an individual supporter

For my organization at large

Both

Name of Organization (if applicable)

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Title/Position

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City/County

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Phone Number

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Email Address

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**I/This organization will commit to do the following:**

Choose the goals you support within the Action Plan  
[insert goals]

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Please detail which strategies (within goals) of the Sonoma County Healthy and Sustainable Food Action Plan you support.  
(Example: Action 1.2 - ...)

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Comments:

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Local governments are invited to use this template as they develop a resolution supporting the Sonoma County Healthy and Sustainable Food Action Plan and committing to action. Jurisdictions are encouraged to use their own wording and their own resolution format as appropriate.

**Sonoma County Healthy and Sustainable Food Action Plan Resolution**

Resolution No:

Resolution of [jurisdiction]

The following sample WHEREAS statements can be used in whole or in part depending on which parts of the Healthy and Sustainable Food Action Plan aligns best with the jurisdiction and what commitments are made.

WHEREAS, the [jurisdiction] declares its commitment to increasing the amount of healthy and sustainable food in order to achieve access to safe, nutritious, and culturally acceptable food, essential to human health; and

WHEREAS, the [jurisdiction] recognizes that supporting a local sustainable food system makes farming more economically viable keeping farmers in business and ensuring the preservation of farmland; and

WHEREAS, the [jurisdiction] recognizes that hunger, food insecurity, and poor nutrition are pressing health issues that require action; and

WHEREAS, the [jurisdiction] recognizes that sustainable food systems ensure nutritious food for all people, protect workers health and welfare, minimize environment impacts, and strengthen connections between urban and rural communities; and

WHEREAS, the following principles guide this Resolution on Healthy and Sustainable Food:

- All people in our community should have access to enough affordable, healthful, fresh, and culturally appropriate food.
- Residents should not be inundated with unhealthy food choices like sugary drinks and junk food.
- Community members should understand how their food choices impact their own health, and the health of the community and the larger world.
- Healthy food and agriculture sectors are central to the long-term vitality of the local economy.
- Farming and food system work should be economically viable and respected occupations.
- Local agriculture, food production, distribution, consumption, and food waste management should work in a way that regenerates nature.

WHEREAS, the [jurisdiction] shall advance the Sonoma County Healthy and Sustainable Food Action Plan by supporting the following goal(s) of the Action Plan:

- [insert goals jurisdiction commits to advance or align with]

NOW, THEREFORE, BE IT RESOLVED that the [jurisdiction] agrees to support and advance the Sonoma County Healthy and Sustainable Food Action Plan.

The following appendix provides additional policies, programs, and toolkits for each sub-goal of the Sonoma County Healthy and Sustainable Food Action Plan. This section is intended to provide a larger library of resources for local governments, organizations, businesses, and individuals to advance the Sonoma County Healthy and Sustainable Action Plan. This is not an exhaustive archive, but rather a diverse array of existing efforts for stakeholders to learn from, explore, and potentially adapt at the local level.

## Agriculture & Natural Resources

### Protect and Enhance Agricultural Land Base, Farms and Ranches

GOAL 1	Sub-goal	Policy, Program, Toolkit, or Resource
I.1	<p><b>Protect permanent farm and ranch land</b></p>	<p>American Farmland Trust is committed to protecting the nation’s farm and ranch land, keeping it healthy and improving the economic viability of agriculture. <a href="http://www.farmland.org">www.farmland.org</a></p> <p>Greenbelt Alliance brings people together to protect what people love about the Bay Area and to make it an even better place to live by defending the Bay Area’s natural and agricultural landscape from development and helping create great cities and neighborhoods – healthy places where people can walk and bike, communities with parks and shops, transportation options, and homes that are affordable <a href="http://www.greenbelt.org">www.greenbelt.org</a></p> <p>Sonoma County Agricultural Preservation and Open Space District permanently protects the diverse agricultural, natural resource, and scenic open space land of Sonoma County for future generations. <a href="http://www.sonomaopenspace.org">www.sonomaopenspace.org</a></p>

<p>1.2</p>	<p><b>Promote the use of public land for food production</b></p>	<p>City of Portland Diggible Cities: An inventory of vacant, publicly-owned land in the Portland area to identify how land could be used to support urban agriculture. <a href="http://www.diggablecity.org">www.diggablecity.org</a></p> <p>City of Oakland, Cultivating the Commons: This 2009 report examines the potential for urban agriculture on Oakland's public land. <a href="http://oaklandfood.org/home/cultivating_the_commons">http://oaklandfood.org/home/cultivating_the_commons</a></p> <p>Cleveland Urban Agriculture Zoning and Public Land Leasing. The City of Cleveland grew 40 new community gardens and 15 market gardens in 2009 following radical changes to the zoning code and city land use practices. <a href="http://planning.city.cleveland.oh.us/zoning/cpc.php">http://planning.city.cleveland.oh.us/zoning/cpc.php</a></p> <p>Seeding the City: Land Use Policies to Promote Urban Agriculture. This toolkit provides a framework and model language for land use policies that local policymakers can tailor to promote and sustain urban agriculture in their communities. <a href="http://changelabsolutions.org/publications/seeding-city">http://changelabsolutions.org/publications/seeding-city</a></p> <p>Public Harvest: Expanding the Use of Public Land for Urban Agriculture in San Francisco provides recommendations and an overview of urban gardening efforts in San Francisco. <a href="http://www.spur.org/files/event-attachments/SPUR_Public_Harvest.pdf">www.spur.org/files/event-attachments/SPUR_Public_Harvest.pdf</a></p>
<p>1.3</p>	<p><b>Promote educational opportunities on farms and ranches</b></p>	<p>The Center for Agroecology and Sustainable Food Systems in a research, education, and public service program at the University of California, Santa Cruz, dedicated to increasing ecological sustainability and social justice in the food and agriculture system. <a href="http://casfs.ucsc.edu/">http://casfs.ucsc.edu/</a></p> <p>Washington Small Farm Internship Pilot Program. The 2010 Legislature authorized Labor &amp; Industries (L&amp;I) to establish a Small Farm Internship Pilot Program The purpose of this pilot program is for small farms to hire individuals who are interested in learning about farming practices. Participating farms are exempt from the wage requirements under the Minimum Wage Act, chapter 49.46 RCW, and interns are not required to receive pay or other type of compensation. <a href="http://wsffn.org/small-farm-internship-pilot-program/small-farm-internship-pilot-program">http://wsffn.org/small-farm-internship-pilot-program/small-farm-internship-pilot-program</a></p> <p>The Michigan Skills Alliance (MiSA) Food System Economic Partnership was awarded \$90,000 for the development of the Agri-Food Regional Skills Alliance in Southeast Michigan. <a href="http://www.michigan.gov/lara/0,1607,7-154-10573_11472-204613--,00.html">www.michigan.gov/lara/0,1607,7-154-10573_11472-204613--,00.html</a></p>

<p><b>I.4</b></p>	<p><b>Support public and private incentives for food producing land</b></p>	<p>The Beginning Farmer Tax Credit Program was enacted by the Iowa legislature as an incentive to keep land in production agriculture, by allowing agricultural asset owners to earn tax credit for leasing their land to beginning farmers. The program includes tax credit for the leasing of agricultural land, depreciable machinery or equipment, breeding livestock, and buildings. <a href="http://www.iada.state.ia.us/BFTC/index.htm">www.iada.state.ia.us/BFTC/index.htm</a></p> <p>Nebraska Beginning Farmer Tax Credit provides young farmers and ranchers more incentive to start in the agricultural field. In addition, the Tax Credit Act rewards those agricultural asset owners for their contributions that allow starting farmers and ranchers a promising future. <a href="http://www.agr.state.ne.us/beg_farmer/taxcp.html">www.agr.state.ne.us/beg_farmer/taxcp.html</a></p> <p>Land Trust Alliance: State and Local Tax Incentives resource document details an assessment of the effectiveness of 12 state income tax credits in advancing land conservation, and provides guidance to other states considering such programs. <a href="http://www.landtrustalliance.org/policy/tax-matters/campaigns/state-tax-incentives">www.landtrustalliance.org/policy/tax-matters/campaigns/state-tax-incentives</a></p> <p>USDA Conservation Reserve Program – Transition Incentives Program provides annual rental payments for up to two additional years after the date of the expiration of the Conservation Reserve Program contract, provided the transition is not to a family member. <a href="http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&amp;subject=landing&amp;topic=pub-ps&amp;newstype=prfactsheet&amp;type=detail&amp;item=pf_20100514_distr_en_tip10.html">http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&amp;subject=landing&amp;topic=pub-ps&amp;newstype=prfactsheet&amp;type=detail&amp;item=pf_20100514_distr_en_tip10.html</a></p> <p>Maryland’s House Bill 1062 authorized local governments to provide a five-year property tax credit for property used for urban agriculture purposes <a href="http://www.farmlandinfo.org/index.cfm?function=article_view&amp;articleID=38192">www.farmlandinfo.org/index.cfm?function=article_view&amp;articleID=38192</a></p>
<p><b>I.5</b></p>	<p><b>Ensure regulatory support for food production and processing</b></p>	<p>In 2010, San Francisco introduced a Draft Proposal for Urban Agriculture Zoning Controls and Standards to facilitate the local production and sale of fresh produce throughout all zoning districts. The draft language defines and recognizes neighborhood agriculture and large scale urban agriculture as permitted uses. <a href="http://www.sfuaa.org/original-proposal.htm">http://www.sfuaa.org/original-proposal.htm</a></p> <p>More options for farm stands, and explanation of regulations effective January 2009: a UC Small Farm Program website detailing regulations that took effect Jan. 1, 2009 allow farm stands in California to sell some processed agricultural products, such as jams, preserves, pickles, juices, and cured olives made with ingredients produced on or near the farm. <a href="http://sfp.ucdavis.edu/sfcnews/?article=87">http://sfp.ucdavis.edu/sfcnews/?article=87</a></p> <p>Insights from developers, architects and farmers on integrating agriculture and development. This report reviews practices and issues that landowners, developers, design consultants and public officials might find useful as they consider building or encouraging communities with farms. <a href="http://prairiecrossing.com/libertyprairiefoundation/LPF-Publication9-10.pdf">http://prairiecrossing.com/libertyprairiefoundation/LPF-Publication9-10.pdf</a></p>

## Encourage Sound Resource Management

GOAL 2	Sub-goal	Policy, Program, Toolkit, or Resource
2.1	<p><b>Support agricultural practices that preserve and increase top soil and its fertility, and that enhance riparian corridors</b></p>	<p>Beyond T: Guiding Sustainable Soil Management. A Report of and Expert Consultation Facilitated by the SWCS. This report provides guidance from experts on sustainable soil management. <a href="http://www.swcs.org/documents/filelibrary/BeyondTreport.pdf">www.swcs.org/documents/filelibrary/BeyondTreport.pdf</a></p> <p>Soil Quality: the Foundation for Natural Resource Quality, Soil Quality Policy in the United States. This website provides an overview and history of national soil quality policies. <a href="http://soilquality.org/resources/swcs_presentations/cox_general_session.html">http://soilquality.org/resources/swcs_presentations/cox_general_session.html</a></p> <p>The Irrigated Lands Regulatory Program (ILRP) regulates discharges from irrigated agricultural lands. Its purpose is to prevent agricultural discharges from impairing the waters that receive the discharges. To protect these waters, Regional Water Boards have issued conditional waivers of waste discharge requirements to growers that contain conditions requiring water quality monitoring of receiving waters and corrective actions when impairments are found.</p> <p><a href="http://www.swrcb.ca.gov/water_issues/programs/agriculture/">www.swrcb.ca.gov/water_issues/programs/agriculture/</a></p>



Photo by Karen Preuss  
[karenpreuss.com](http://karenpreuss.com)

## 2.2

### Work towards Sonoma County sustainable water use and encourage conservation practices to save water and conserve energy

The Sotoyome Resource Conservation District (RCD) is a local non-regulatory organization whose mission is to promote responsible natural resource management through voluntary community stewardship and technical assistance.

[www.sotoyomercd.org/index.html](http://www.sotoyomercd.org/index.html)

The Southern Sonoma Resource Conservation District (RCD) provides technical assistance, education and funding sources to empower landowners to be committed stewards working to improve water quality, prevent soil erosion and improve natural habitat. [www.sscrdd.org/](http://www.sscrdd.org/)

The California Agricultural Water Stewardship Initiative (CAWSI) aims to raise awareness about approaches to agricultural water management that support the viability of agriculture, conserve water, and protect ecological integrity in California.

<http://agwaterstewards.org/>

The STRAW Project coordinates and sustains a network of teachers, students, restoration specialists and other community members to plan and implement watershed studies and restoration projects in Marin, Sonoma, Solano and Napa counties. Its goals are to empower students, support teachers, restore the environment, and reconnect communities. [www.prbo.org/cms/192](http://www.prbo.org/cms/192)

California Farm Water Success Stories: Innovative On-farm Water Management Practices provides an overview of case studies exploring innovative water stewardship methods in California. [http://www.pacinst.org/reports/success\\_stories/index.htm](http://www.pacinst.org/reports/success_stories/index.htm)

City of Santa Rosa Water Rebate Programs and Incentives allow city residents and businesses to save money and conserve water by improving the efficiency of existing irrigation system, and/or by replacing the underutilized grass at your home or business.

<http://www.sonomabea.org/content.aspx?sid=1011&id=1097>

Town of Windsor Water Smart Home Program provides all interested residents free and comprehensive water use assessments with potential rebate opportunities.

<http://www.ci.windsor.ca.us/index.aspx?NID=102>

City of Petaluma Mulch Madness Program offers free mulch, compost, cardboard, an irrigation conversion kit and free native plants from a local native plant nursery to those customers who wish to sheet mulch their existing turf.

<http://cityofpetaluma.net/wrcd/mulch-madness-program.html>

The Monterey Wastewater Reclamation Study for Agriculture (MWRSA) was a 10-year, US \$7.2 million field-scale project designed to evaluate the safety and feasibility of irrigating food crops (many eaten raw) with reclaimed municipal wastewater.

[http://www.sanjoseca.gov/sbwr/PDFs/MontereyCountyRW\\_AG\\_1987.pdf](http://www.sanjoseca.gov/sbwr/PDFs/MontereyCountyRW_AG_1987.pdf)

**2.3****Create resources out of food scraps and agricultural by-products**

Chabot Community College Waste Reduction Program, Hayward, CA now incorporates landscape composting, food scraps composting and other recycling and reduced their garbage bill by \$7,500 annually. [http://www.stopwaste.org/docs/chabot\\_final\\_101305.pdf](http://www.stopwaste.org/docs/chabot_final_101305.pdf)

Clover Flat Landfill is conducting a food-composting program for local restaurants, catering companies, and institutions in Napa County. The food waste includes meat, bones and shells. [www.ediblecommunities.com/marinandwinecountry/spring-2012-issue-13/a-whole-new-compost.htm](http://www.ediblecommunities.com/marinandwinecountry/spring-2012-issue-13/a-whole-new-compost.htm)

The City of Sonoma has recently started a commercial vegetative food scrap program through which almost all of its restaurants are currently participating. [http://www.youtube.com/watch?v=Doe1mePOKYk&feature=player\\_embedded](http://www.youtube.com/watch?v=Doe1mePOKYk&feature=player_embedded)

Sonoma County is already in the forefront in exploring biochar use and production and future development should be carefully followed. The 2012 US BioChar Conference took place July 29 – August 1 2012 at Sonoma State University. <http://2012.biochar.us.com/>

San Francisco Food Runners Program picks up excess perishable and prepared food from businesses such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias, and hotels and delivers it directly to shelters and neighborhood programs that feed the hungry. [www.foodrunners.org](http://www.foodrunners.org)

City of San Francisco Mandatory Recycling & Composting Ordinances requires San Francisco residents and businesses to keep recyclables and compostables out of the trash. <http://sfenvironment.org/zero-waste/overview/zero-waste-faq>

Los Angeles Restaurant Food Waste Recycling Program allows participating restaurants to place food and organic waste into food waste bins that the City will pick up on a regular basis. [http://san.lacity.org/solid\\_resources/pdfs/FoodWaste.pdf](http://san.lacity.org/solid_resources/pdfs/FoodWaste.pdf)

City Slicker Farms in West Oakland has a bicycle compost pick-up program, where it removes compost from local restaurants by bicycle and brings the waste back to their farms to compost. [www.cityslickerfarms.org](http://www.cityslickerfarms.org)

Food waste management publications on the EPA website provide information, toolkits, and best management practices for diverting food waste. <http://www.epa.gov/osw/conserves/materials/organics/food/fd-res.htm#tools>

<p>2.4</p>	<p><b>Educate about and promote environmentally friendly third-party certification for local food producers</b></p>	<p>Salmon Safe offers a series of peer-reviewed certification programs linking land management practices with the protection of agricultural and urban watersheds. Certification requires management practices that protect water quality and restore habitat. Salmon-Safe also is introducing innovative new programs focused on site design and development, as well as an accreditation program for pollution prevention in large-scale construction management. <a href="http://www.salmonsafe.org/">www.salmonsafe.org/</a></p> <p>Fish Friendly Farming is a certification program for agricultural properties that are managed to restore fish and wildlife habitat to improve water quality. <a href="http://www.fishfriendlyfarming.org/">www.fishfriendlyfarming.org/</a></p>
<p>2.5</p>	<p><b>Prioritize the regeneration of local fish and fisheries</b></p>	<p>The County of Sonoma Economic Development Board Regulatory Guide for Water Quality and Water Resources provides information and resources about water rights, appropriation, and use. <a href="http://edb.sonoma-county.org/content.aspx?sid=1033&amp;id=1799">http://edb.sonoma-county.org/content.aspx?sid=1033&amp;id=1799</a></p> <p>Friends of Gualala River is a non-profit, grassroots watershed protection association formed to share common concerns and research regarding the welfare of the Gualala Rivers, its estuary, and habitat with a goal of protecting the watershed and the species that rely on it. <a href="http://gualalariver.org/">http://gualalariver.org/</a></p> <p>Russian Riverkeeper advocates, educates, and upholds environmental laws to ensure the protection and restoration of the Russian River for the health and benefit of all who use and enjoy it. <a href="http://russianriverkeeper.drupalgardens.com/content/welcome-russian-riverkeeper">http://russianriverkeeper.drupalgardens.com/content/welcome-russian-riverkeeper</a></p> <p>Trout Unlimited works for conservation, protection, and the restoration of North America's coldwater fisheries and their watersheds. <a href="http://www.tu.org/">http://www.tu.org/</a></p> <p>Fields of Change: A New Crop of American Farmers Finds Alternative to Pesticides provides case studies on farmers who developed localized, economically viable pest and farm management methods that have led to substantial reductions in the applied volume of synthetic pesticide use, ranging from 10 to 100 percent, depending on the crop and type of pesticide. <a href="http://www.nrdc.org/health/farming/fields/focinx.asp">http://www.nrdc.org/health/farming/fields/focinx.asp</a></p>

<p>2.6</p>	<p><b>Support and encourage crop and species diversity and heirloom livestock</b></p>	<p>Fair Food Philly Heritage Breed Education Project raises consumer awareness about heritage breed animals by identifying the meat, dairy, and eggs from heritage breed products animals available at the Fair Food Farmstand.  <a href="http://www.fairfoodphilly.org/our-work/heritage-breed/">www.fairfoodphilly.org/our-work/heritage-breed/</a></p> <p>SVF Foundation preserves germplasm (semen and embryos) from rare and endangered breeds of food and fiber livestock. SVF also offers numerous educational programs and opportunities. <a href="http://svffoundation.org/">http://svffoundation.org/</a></p> <p>American Livestock Breeds Conservancy is working to protect over 180 breeds of livestock and poultry from extinction. <a href="http://albc-usa.org/">http://albc-usa.org/</a></p> <p>Heritage Foods USA is an independent company based in New York that sells heritage animals to consumers, including pork, beef, poultry, lamb, and cured meats.  <a href="http://www.heritagefoodsusa.com">www.heritagefoodsusa.com</a></p> <p>Frank Reese and Good Shepherd Poultry Ranch produces historically authentic Heritage Poultry for sale. <a href="http://www.goodshepherdpoultryranch.com">www.goodshepherdpoultryranch.com</a></p> <p>New England Heritage Breeds Conservancy works to conserve historic and endangered breeds of livestock and poultry by offering breeding programs, farmer assistance and educational programs and initiatives. <a href="http://www.nehbc.org">www.nehbc.org</a></p> <p>Seed Savers Exchange is a member supported organization that saves and shares heirloom seeds. <a href="http://www.seedsavers.org">www.seedsavers.org</a></p> <p>Mobile slaughterhouse Case Studies. This website provides case studies of mobile processing units throughout the United States. <a href="http://www.extension.org/pages/33160/mobile-slaughter-unit-case-studies">www.extension.org/pages/33160/mobile-slaughter-unit-case-studies</a></p>
<p>2.7</p>	<p><b>Enhance agricultural potential to mitigate and adapt to climate change</b></p>	<p>California Climate and Agriculture Network is a coalition that advances policy solutions at the nexus of climate change and sustainable agriculture.  <a href="http://calclimateag.org/">http://calclimateag.org/</a></p> <p>In August 2012 CDFA Secretary Karen Ross announced the establishment of a consortium of growers, educators, and technical experts in California to study and make recommendations on strategies for climate change adaptation.  <a href="http://www.cdfa.ca.gov/egov/Press_Releases/Press_Release.asp?PRnum=12-029">http://www.cdfa.ca.gov/egov/Press_Releases/Press_Release.asp?PRnum=12-029</a></p>

2.8	<b>Promote wildlife-friendly agricultural practices</b>	<p>Wild Farm Alliance serves to promote a healthy, viable agriculture that helps protect and restore wild nature by providing resources, case studies, and conducting policy and advocacy work. <a href="http://www.wildfarmalliance.org">www.wildfarmalliance.org</a></p> <p>Community Alliance with Family Farmers' Farmscaping Program assists growers and ranchers to plan and install hedgerows, windbreaks, filter strips, and other conservation plantings. <a href="http://caff.org/programs/bio-ag/hedgerows/">http://caff.org/programs/bio-ag/hedgerows/</a></p> <p>Future Friendly Farming: Seven Agricultural Practices to Sustain People and the Environment – a report by the National Wildlife Federation that highlights practices to increase wildlife habitat. <a href="http://www.nwf.org/News-and-Magazines/Media-Center/Reports/Archive/2011/~media/54D87336A358404084B1F0B0A2D9A03B.ashx">http://www.nwf.org/News-and-Magazines/Media-Center/Reports/Archive/2011/~media/54D87336A358404084B1F0B0A2D9A03B.ashx</a></p> <p>The Fish Friendly Farming program offers farmers access to expertise on such problems as erosion and soil loss, stream bank failure, and water quality degradation. <a href="http://www.fishfriendlyfarming.org/reasons.html">www.fishfriendlyfarming.org/reasons.html</a></p> <p>Hedgerows for California Agriculture: A Resource Guide provides information, resources, information on the benefits of hedgerows and the process for planting a hedgerow. <a href="http://caff.org/wp-content/uploads/2010/07/Hedgerow_manual.pdf">http://caff.org/wp-content/uploads/2010/07/Hedgerow_manual.pdf</a></p>
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## Economic Vitality

### Support Local Food System Jobs and Commerce

GOAL 3	Sub-goal	Policy, Program, Toolkit, or Resource
3.1	<b>Develop, support, implement and fund “local foods” marketing efforts in order to increase demand for healthy local food</b>	<p>Sonoma County Farm Trails supports agricultural diversity in Sonoma County by promoting member products and services through the annual Map &amp; Guide, on-site sales, and the internet. <a href="http://www.farmtrails.org/">www.farmtrails.org/</a></p> <p>The Sonoma County Innovation Action Council conducted a year-long project to determine the needs of local businesses and a plan to support and grow local business, increasing employment opportunities for county residents. Sonoma Specialty Goods was identified as one of five industry clusters for the study. <a href="http://www.sonoma-county.org/edb/pdf/innovation/clusters_of_opportunity_201109.pdf">http://www.sonoma-county.org/edb/pdf/innovation/clusters_of_opportunity_201109.pdf</a></p> <p>Agritourism overview website by UC Small Farm Program provides resources for agritourism operators and hosts California’s statewide directory on or agritourism operations. <a href="http://sfp.ucdavis.edu/agritourism/">http://sfp.ucdavis.edu/agritourism/</a></p> <p>The Buy Fresh Buy Local marketing and educational program works to increase consumer demand for and access to fresh, local produce. <a href="http://caff.org/programs/local-food-systems/">http://caff.org/programs/local-food-systems/</a></p> <p>The West Michigan Guide to Local Fresh Food provides a model guide for an overarching community guide to food in the area. <a href="http://www.foodshed.net/foodguide/0809lfg.pdf">http://www.foodshed.net/foodguide/0809lfg.pdf</a></p>

<p>3.2</p>	<p><b>Identify and support funding and resources for existing and new farmers and ranchers</b></p>	<p>The Agriculture and Land-Based Training Association (ALBA) provides educational and business opportunities for farm workers and aspiring farmers to grow and sell crops grown on two organic farms in Monterey County, California. <a href="http://www.albapartners.org">www.albapartners.org</a></p> <p>Small Farm Handbook from UC Small Farm Program provides resources for both the business side and the farming side of operating a small-scale farm. <a href="http://sfp.ucdavis.edu/sfcnews/?article=108">http://sfp.ucdavis.edu/sfcnews/?article=108</a></p> <p>Financing Farming in the US: Opportunities to Improve the Financial and Business Environment for Small and Midsized Farms through Strategic Financing. This report provides an overview of six working sessions to discuss innovative methods for small and midsized farmers to gain capital. <a href="http://thecarrotproject.org/yahoo_site_admin/assets/docs/FINAL_July_2010_2.20883625.pdf">http://thecarrotproject.org/yahoo_site_admin/assets/docs/FINAL_July_2010_2.20883625.pdf</a></p> <p>Farm Commons is a start-up nonprofit organization dedicated to providing farmers with the proactive legal counsel they need to become the stable and resilient base of a healthy and local food system. <a href="http://farmcommons.org/">http://farmcommons.org/</a></p> <p>ShadeFund provides small loans to promising green entrepreneurs across America. <a href="http://www.shadefund.org/home.htm">www.shadefund.org/home.htm</a></p>
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Photo by Karen Preuss  
[karenpreuss.com](http://karenpreuss.com)

3.3

**Expand the capacity of the local food supply chain to create more jobs in Sonoma County**

Cultivating Commerce is the key initiative for the North Coast Resource Conservation & Development Council, and focuses on promoting entrepreneurship in sustainable agriculture and natural resources. Its mission is to foster entrepreneurship through sustainable use of agricultural and natural resources within Marin, Sonoma, Mendocino, and Lake counties of California. [www.cultivatingcommerce.org/](http://www.cultivatingcommerce.org/)

The Santa Rosa Small Business Development Center is a valuable resource for the small business communities in Marin and Sonoma counties. Its mission is to provide quality management and technical assistance for existing and potential small businesses, resulting in success for the entrepreneur, sustainable economic growth, and prosperity for our local communities. <http://santarosasbdc.org/>

Industrial Retention Policy, Oakland. Zoning protections that retain remaining industrial areas of Oakland to prevent land conversions. [www.urbanhabitat.org/node/1744](http://www.urbanhabitat.org/node/1744)

NC Choices is a Center for Environmental Farming Systems' initiative that promotes the advancement of local, niche, and pasture-based meat supply chains by facilitating educational and networking experiences, providing technical and business assistance to commercial meat processors, assisting supply chain participants in navigating the regulatory environment, and developing innovative partnership to explore market opportunities. [www.ncchoices.com/](http://www.ncchoices.com/)

The health and wealth of US counties: how the small business environment impacts alternative measures of development. This paper evaluates the prospects of small business-driven job creation by assessing the link between small business and population health, an alternative measure of economic development. <http://cjres.oxfordjournals.org/content/early/2011/12/14/cjres.rsr034.short?rss=1>

Building Louisville's Local Food Economy: Strategies for increasing Kentucky farm income through expanded food sales in Louisville a report highlighting potential strategies for enhance local food system opportunities. <http://www.marketventuresinc.com/download/Exec-Sum-Louisville-Food-Strategy.pdf>

Coming soon: market analysis for grass fed beef and grains for the North Coast Regional Food System Network by SSU

Del Norte County Meat Processing and Retail Feasibility Assessment provides an overview of the feasibility of developing meat processing in Del Norte County. <http://www.jirwinconsulting.com/Del%20Norte%20Meat%20Processing%20and%20Retail%20Facility%20Feasibility%20Assessment-%20report.pdf>

3.3		<p>Meat Industry Capacity and Feasibility Study of the North Coast Region of California discusses the economic and agricultural impacts of a proposed meat processing center in Mendocino County. <a href="http://cemendocino.ucdavis.edu/files/44389.pdf">http://cemendocino.ucdavis.edu/files/44389.pdf</a></p> <p>Scaling Up Local Food: Investing in Farm &amp; Food Systems Infrastructure for the Pioneer Valley is a report that provides real-life, local examples of the successes, challenges and opportunities in the Pioneer Valley, Massachusetts food system. <a href="http://buylocalfood.org/upload/resource/ScalingUp10-17-11lrwithLinks.pdf">http://buylocalfood.org/upload/resource/ScalingUp10-17-11lrwithLinks.pdf</a></p>
3.4	<p><b>Support the cultivation of culturally appropriate crops</b></p>	<p>Small Farm Ethnic Crops &amp; Livestock Opportunities is a report highlighting opportunities and case studies for new or expanding markets based on population changes and food preferences. <a href="http://sfp.ucdavis.edu/sfcnews/?article=99">http://sfp.ucdavis.edu/sfcnews/?article=99</a></p> <p>The New Culture of Food: Marketing Opportunities from Ethnic, Religious, and Cultural Diversity is a publication on the opportunities that the changing landscapes of ethnic, religious and cultural populations present for businesses and marketers within the food system. <a href="http://www.gowerpublishing.com/default.aspx?page=641&amp;calcTitle=1&amp;isbn=9780566088131&amp;lang=cy-GB">http://www.gowerpublishing.com/default.aspx?page=641&amp;calcTitle=1&amp;isbn=9780566088131&amp;lang=cy-GB</a></p> <p>Consumer-driven Agriculture highlights economic research data outlining projected demographic trends predicted to shape future food markets. <a href="http://nationalatlas.gov/articles/agriculture/a_consumerAg.html">http://nationalatlas.gov/articles/agriculture/a_consumerAg.html</a></p> <p>The Impact of Population Shifts on the Food System in California in 2030 explores the expected population shifts and the impacts on food and farming related to parts of the food system. <a href="http://www.vividpicture.net/documents/7_Impact_of%20Pop_Shifts.pdf">http://www.vividpicture.net/documents/7_Impact_of%20Pop_Shifts.pdf</a></p> <p>The Sonoma County Herb Exchange is a local clearinghouse dedicated to providing the highest quality locally-grown herbs to our community while connecting herb growers with medicine makers in Sonoma county and beyond. <a href="http://www.sonomaherbs.org/herbalexchange.html">www.sonomaherbs.org/herbalexchange.html</a></p>

## Encourage Institutional Purchasing that Supports the Local Food System

GOAL 4	Sub-goal	Policy, Program, Toolkit, or Resource
4.1	<p><b>Build in preference for purchasing Sonoma County and regional products</b></p>	<p>Local Food Procurement Policies: A literature review examines the environmental, economic and social benefits of local food, showcases existing procurement policies in Italy, Britain, the United States, and Canada, and examines lessons learned in other jurisdictions. <a href="http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf">http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf</a></p> <p>National Policy &amp; Legal Analysis Network to Prevent Childhood Obesity (NPLAN), Understanding Healthy Procurement: Using Government’s Purchasing Power to Increase Access to Healthy Food a resource document. <a href="http://www.nplanonline.org/childhood-obesity/products/procurement">http://www.nplanonline.org/childhood-obesity/products/procurement</a></p> <p>Building a successful local food model – tips for institutional buyers provides a toolkit for purchases to buy local food. <a href="http://eatbettermovemore.org/sa/enact/workplace/BUILDING_Local_Food_Networks_Toolkit.pdf">http://eatbettermovemore.org/sa/enact/workplace/BUILDING_Local_Food_Networks_Toolkit.pdf</a></p> <p>A guide to developing a sustainable food purchasing policy provides a step-by-step approach to developing a local food purchasing policy. <a href="http://www.aashe.org/documents/resources/pdf/food_policy_guide.pdf">http://www.aashe.org/documents/resources/pdf/food_policy_guide.pdf</a></p> <p>Cabarrus County Local Food Purchasing Policy provides a model local food purchasing policy aimed at sourcing at least 10% of all food served at county catered events and meeting from food producers within North Carolina. <a href="http://www.cabarruscounty.us/government/departments/sustainability/local%20food/Pages/Local-Food-Purchasing-Policy.aspx">http://www.cabarruscounty.us/government/departments/sustainability/local%20food/Pages/Local-Food-Purchasing-Policy.aspx</a></p> <p>Albany County Local Food Purchasing Policy Resolution provides model resolution language for a countywide purchasing policy. <a href="http://www.farmlandinfo.org/documents/37953/Buy_Local_Law_Albany_County_(3).pdf">http://www.farmlandinfo.org/documents/37953/Buy_Local_Law_Albany_County_(3).pdf</a></p> <p>Local Food Procurement Policies: A literature review provides a literature review of national and global local food procurement policies. <a href="http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf">http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf</a></p> <p>New York City’s set of guidelines encouraging City agencies to procure more food products grown, produced or harvested in New York State and to work with vendors to track current purchasing of NYS food where information available. <a href="http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&amp;catID=1194&amp;doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr211-12.html&amp;cc=unused1978&amp;rc=1194&amp;ndi=1">http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&amp;catID=1194&amp;doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr211-12.html&amp;cc=unused1978&amp;rc=1194&amp;ndi=1</a></p>

<p>4.1</p>		<p>Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? Provides an explanation about the legal authority of cities and counties to enact retail food related policies. <a href="http://www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf">www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf</a></p> <p>Buy Fresh Buy Local. When can governments give preference to locally grown food? A guide that provides an overview of the factors affecting whether a state or local agency may procure locally produced food and agricultural products. <a href="http://changelabsolutions.org/publications/local-food-local-government">http://changelabsolutions.org/publications/local-food-local-government</a></p> <p>Law to require purchase of locally grown food and constitutional limits on state and local government: Suggestions for policymakers and advocates. This publication offers guidelines for drafting policies that favor locally grown food without violating constitutional restrictions on state and local laws that discriminate against products derived out-of-state. <a href="http://changelabsolutions.org/news/local-food-and-law-help-advocates-and-policymakers">http://changelabsolutions.org/news/local-food-and-law-help-advocates-and-policymakers</a></p> <p>Food for the Parks: A Roadmap to Success is a toolkit for parks to identify how to develop healthy food procurement and green operations. <a href="http://parkshealthguide.org/images/uploads/files/FoodforParksRoadmapReport_FINAL.pdf">http://parkshealthguide.org/images/uploads/files/FoodforParksRoadmapReport_FINAL.pdf</a></p>
<p>4.2</p>	<p><b>Support and encourage a regional food hub to serve as an aggregation and distribution center to increase the market for products and stimulate more supply</b></p>	<p>The Intervale Food Hub is the leader in the national movement to establish successful, farmer-focused food hubs and has seen an 80% annual growth in sales for farmers over a two year period. <a href="http://www.intervale.org/what-we-do/intervale-food-hub/food-hub-impacts/">http://www.intervale.org/what-we-do/intervale-food-hub/food-hub-impacts/</a></p> <p>Increasing farm income and local food access: A case study of a collaborative aggregation, marketing, and distribution strategy that links farmers to markets is a recently published article from the Journal of Agriculture, Food Systems, and Community Development that provides a case study on food hub models. <a href="http://www.agdevjournal.com/attachments/article/189/JAFSCD_Collaborative_Aggregation_August-2011.pdf">http://www.agdevjournal.com/attachments/article/189/JAFSCD_Collaborative_Aggregation_August-2011.pdf</a></p> <p>The Regional Food Hub Resource Guide provides a collection of information, resources, and background on everything needed to develop or participate in a regional food hub. The guide presents a series of key questions about the current state of food hub development and examples from operating food hubs. <a href="http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957">http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957</a></p> <p>The NGFN Food Hub Collaboration is a partnership between Wallace Center at Winrock International, USDA, National Good Food Network, and others. The Collaboration is working to ensure the success of existing and emerging food hubs in the US by building capacity through connection, outreach, research, technical assistance and partnerships. <a href="http://www.wallacecenter.org/our-work/current-initiatives/food-hub-collaboration">http://www.wallacecenter.org/our-work/current-initiatives/food-hub-collaboration</a></p>

4.3	<b>Support and encourage a regional alliance of institutional food purchasers to buy from local producers in order to stimulate more supply</b>	<p>Farm Fresh for ME is a newly established initiative of the Maine Department of Agriculture in collaboration with Western Mountains Alliance and other for-profit and NGO's who are supporting development of food buying clubs throughout Maine. Funding from USDA and the Maine Department of Agriculture helped Farm Fresh for ME pilot an innovative buying club model in Readfield where Maranacook Area School's support enabled student involvement in the project and a distribution site at Maranacook Middle School. <a href="http://fffme.com/">http://fffme.com/</a></p> <p>Cooperative Food Buying Club Primer is an article providing background information on food buying clubs. <a href="http://www.vegfamily.com/articles/coop-food-buying.htm">http://www.vegfamily.com/articles/coop-food-buying.htm</a></p>
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## Healthy Eating

### Increase Equitable Access to Healthy, Affordable, Safe and Culturally Appropriate Food and Beverage Choices, While Decreasing Availability of Unhealthy Food and Beverage Choices in Neighborhoods, Schools and Work Places

GOAL 5	Sub-goal	Policy, Program, Toolkit, or Resource
5.1	<b>Include increasing access to healthy food and beverage choices and decreasing availability of unhealthy food and beverage choices as a goal in local general plans</b>	<p>City of Dillingham Comprehensive Plan Update and Waterfront Plan addresses food related goals, strategies, implementation timeline, and responsible entity within the energy section of the plan. <a href="http://www.agnewbeck.com/pdf/bristolbay/Dillingham_Comp_Plan/Comp_Plan/DLG_Comp_Plan_Ch_1.pdf">http://www.agnewbeck.com/pdf/bristolbay/Dillingham_Comp_Plan/Comp_Plan/DLG_Comp_Plan_Ch_1.pdf</a></p> <p>The 2030 Harrison County Comprehensive Plan addresses food in a section dedicated to public health including goals, strategies, and actions to increase access to healthy food options. <a href="http://www.planharrisoncounty.org/index.htm">http://www.planharrisoncounty.org/index.htm</a></p> <p>Cassidy A, &amp; Patterson, B. The Planner's Guide to the Urban Food System is meant to help planners better understand the food system and how food affects and if affected by urban planning. <a href="http://postcarboncities.net/files/PlannersGuidetotheFoodSystem.pdf">http://postcarboncities.net/files/PlannersGuidetotheFoodSystem.pdf</a></p> <p>American Planning Association. Policy Guide on Community and Regional Food Planning presents seven general policies, each divided into several specific policies. For each specific policy, a number of roles planners can play are suggested. <a href="http://www.planning.org/policy/guides/pdf/foodplanning.pdf">http://www.planning.org/policy/guides/pdf/foodplanning.pdf</a></p> <p>City of Hartford Bus Route Creation for Supermarket Accessibility provides an article on the accomplishments of creating a bus route directly connecting north Hartford residents to affordable food stores, cutting their travel time in half. <a href="http://www.whyhunger.org/frontend.php/overlay/simpleIndex?id=113">http://www.whyhunger.org/frontend.php/overlay/simpleIndex?id=113</a></p> <p>How to Create and Implement Healthy General Plans is a toolkit that details a wide range of strategies for incorporating health in a general plan. Model health language is included to provide specific ideas for how to address health concerns through general plan policies. <a href="http://changelabsolutions.org/publications/toolkit-how-create-and-implement-healthy-general-plans">http://changelabsolutions.org/publications/toolkit-how-create-and-implement-healthy-general-plans</a></p>

5.1		<p>General Plans and Zoning: A toolkit for building healthy, vibrant communities provides an introductory understanding of how land use decisions are made and how advocates can participate in those decisions.  <a href="http://changelabsolutions.org/publications/toolkit-general-plans-and-zoning">http://changelabsolutions.org/publications/toolkit-general-plans-and-zoning</a></p> <p>Laying a Foundation for a Local Food System in California: A Survey of Policy and Legal Impacts. This publication provides an overview of legal considerations when developing policies to support a local food system.  <a href="http://www.vividpicture.net/documents/18_Laying_Foundation.pdf">http://www.vividpicture.net/documents/18_Laying_Foundation.pdf</a></p> <p>Incorporating policies for a healthy food system into land use planning: The Case of Waterloo Region, Canada. This case study discusses the region of Waterloo, Ontario, Canada, where recent revisions to the Regional Official Plan now include a suite of specific land use policies related to food. <a href="http://www.agdevjournal.com/volume-2-issue-1/203-incorporating-policies-for-a-healthy-food-system-into-land-use-planning.html?catid=87%3Afood-system-planning-papers">http://www.agdevjournal.com/volume-2-issue-1/203-incorporating-policies-for-a-healthy-food-system-into-land-use-planning.html?catid=87%3Afood-system-planning-papers</a></p>
5.2	<p><b>Incorporate Health Impact Assessments in the review process for all projects and policies</b></p>	<p>Zoning for a Healthy Baltimore: A Health Impact Assessment of the Transform, Baltimore Comprehensive Zoning Code Rewrite evaluated the potential health effects of Baltimore City’s comprehensive zoning code rewrite (known as TransForm Baltimore). <a href="http://www.healthimpactproject.org/resources/document/Baltimore-City-Comprehensive-Zoning-Code-Rewrite.pdf">http://www.healthimpactproject.org/resources/document/Baltimore-City-Comprehensive-Zoning-Code-Rewrite.pdf</a></p> <p>Planning for Healthy Neighborhoods: Include Food Infrastructure in The City’s Environmental Review was a 2009 proposal by Manhattan Borough President Scott M. Stringer to ensure that decision-makers were fully informed about potential unanticipated consequences of planning on local food systems. <a href="http://mbpo.org/uploads/Food%20CEQR.pdf">http://mbpo.org/uploads/Food%20CEQR.pdf</a></p>
5.3	<p><b>Support the implementation of wellness policies</b></p>	<p>New York City Food Standards was developed by Executive Order to establish nutritional standards for meals/snacks purchased and served standards for beverage vending machines.  <a href="http://www.nyc.gov/html/doh/html/cardio/cardio-vend-nutrition-standard.shtml">http://www.nyc.gov/html/doh/html/cardio/cardio-vend-nutrition-standard.shtml</a></p> <p>School Nutrition Association Sample Wellness &amp; Nutrition Policies provides a number of sample policies from school districts across the country.  <a href="http://www.schoolnutrition.org/Content.aspx?id=2166">http://www.schoolnutrition.org/Content.aspx?id=2166</a></p>

<p>5.4</p>	<p><b>Support the implementation of policies for publicly purchased food, food available on public premises, and food obtained via public contracts to make healthy food and beverage choices standard in these settings</b></p>	<p>Examples of State and Local Food Procurement Policies is a Center for Science in the Public Interest document outlining state and local procurement policies as a guide to other national models. <a href="http://www.cspinet.org/new/pdf/state_policy_descriptions.pdf">www.cspinet.org/new/pdf/state_policy_descriptions.pdf</a></p> <p>The Boston Public Health Commission’s Healthy Beverage Toolkit is intended to help municipal agencies, healthcare institutions, colleges and universities, community-based organizations, retail establishments and other organizations implement policies and practices that encourage healthy lifestyles for their employees, clients, students and visitors. <a href="http://www.bphc.org/programs/cib/chronicdisease/healthybeverages/Forms%20%20Documents/toolkit/HealthyBeverageToolkitFinal.pdf">http://www.bphc.org/programs/cib/chronicdisease/healthybeverages/Forms%20%20Documents/toolkit/HealthyBeverageToolkitFinal.pdf</a></p> <p>Public Health Law Center Fact sheet entitled Healthy Vending and the Randolph Sheppard Act. Legally blind vendors can be particularly influential in what is sold in vending facilities located on government property because of the Randolph Sheppard Act. This fact sheet discusses the Randolph Sheppard Act and what the law means for healthy vending efforts. <a href="http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC%20Healthy%20Vending%20and%20the%20Randolph%20Sheppard%20Act%208.21.2012.pdf">http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC%20Healthy%20Vending%20and%20the%20Randolph%20Sheppard%20Act%208.21.2012.pdf</a></p>
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5.5

**Support innovative strategies to increase the availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options**

Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods is a toolkit to help advocates and public health agencies coordinate and leverage the tools available through local government and other organizations to bring grocery stores into low-income communities. <http://changelabsolutions.org/publications/getting-grocery>

New York Green Carts Program provides the opportunity for mobile food carts that offer fresh produce in certain New York City areas. Local Law 9, signed by Mayor Bloomberg on March 13, 2008, establishes 1,000 permits for Green Carts. [http://www.nyc.gov/html/doh/html/cdp/cdp\\_pan\\_green\\_carts.shtml](http://www.nyc.gov/html/doh/html/cdp/cdp_pan_green_carts.shtml)

Healthy Food Financing Initiative National Information supports projects that increase access to healthy, affordable food in communities that currently lack these options. HFFI attracts investment in underserved communities by providing critical loan and grant financing. [http://www.acf.hhs.gov/programs/ocs/ocs\\_food.html](http://www.acf.hhs.gov/programs/ocs/ocs_food.html)

A Healthy Food Financing Initiative: An Innovative Approach to Improve Health and Spark Economic Development. A report from PolicyLink. This two page fact sheet outlines HFFI and other promising strategies to improve access to fresh, healthy food. [www.policylink.org/site/apps/nlnet/content2.aspx?c=IkIXLbMNJrE&b=5136581&ct=8047759](http://www.policylink.org/site/apps/nlnet/content2.aspx?c=IkIXLbMNJrE&b=5136581&ct=8047759)

Rethink Your Drink is a California Department of Public Health Education Campaign to promote drinking water flavored with fresh fruit, vegetables, and herbs. <http://www.cdph.ca.gov/programs/wicworks/Pages/WICRethinkYourDrink.aspx>

California FreshWorks Fund. A public-private partnership loan fund created to increase access to healthy food in underserved communities; spur economic development that supports healthy communities; and inspire innovation in healthy food retailing. [http://www.policylink.org/site/c.IkIXLbMNJrE/b.7718759/k.684E/California\\_FreshWorks\\_Fund.htm](http://www.policylink.org/site/c.IkIXLbMNJrE/b.7718759/k.684E/California_FreshWorks_Fund.htm)

National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), Establishing Land Use Protections for Farmers' Markets These policies include our "Model Comprehensive Plan Language to Protect and Expand Farmers' Markets" and "Model Zoning Ordinance Establishing Farmers' Markets as Permitted Use," which can be used to remove policy barriers, protect and optimize farmers' markets, and increase access for low-income customers. <http://nplanonline.org/products/establishing-land-use-protections-farmers-markets>

PolicyLink Farmers' Market Tool provides resources and case studies for developing successful farmers' markets in low-income neighborhoods.

Policy Link Grocery Store Development Tool provides a toolkit for developing grocery stores in underserved neighborhoods. [http://www.policylink.org/site/c.lkIXLbMNJrE/b.7677113/k.84E6/Grocery\\_Store\\_Development.htm](http://www.policylink.org/site/c.lkIXLbMNJrE/b.7677113/k.84E6/Grocery_Store_Development.htm)

PolicyLink Corner Store Tool provides a toolkit and case studies for developing healthy corner stores in underserved neighborhoods. [http://www.policylink.org/site/c.lkIXLbMNJrE/b.7676977/k.9E6C/Corner\\_Stores.htm](http://www.policylink.org/site/c.lkIXLbMNJrE/b.7676977/k.9E6C/Corner_Stores.htm)

Michigan Neighborhood Food Movers Collaborative provides supportive services to local entrepreneurs engaged in making healthy food accessible locally. <http://www.cityconnectdetroit.org/collaboratives/michigan-neighborhood-food-movers-collaborative>

Model Healthy Food Zone Ordinance, Public Health Law & Policy provides model policy language for creating healthy food zones around schools. <http://changelabsolutions.org/node/3207>

Model Produce Cart Ordinance provides a sample ordinance detailing model vendor requirements and rules, as well as a range of possible incentives (for example, priority consideration during the permit application process, discount permit fees, lower interest rate small business loans, and small business counseling and technical assistance) a local government may provide to encourage vendors to sell in neighborhoods that lack other sources of fresh produce. <http://changelabsolutions.org/node/3216>

Green for Greens: Finding Public Financing for Healthy Food Retail. This guide provides a general overview of economic development and ideas for how to approach economic development agencies with healthy food retail proposals. It also provides a comprehensive overview of local, state, and federal economic development programs that have been or could be used for healthy food retail projects. <http://changelabsolutions.org/publications/green-greens-finding-public-financing-healthy-food-retail>

ENACT is an online resource of local policies that provide strategies for healthy eating and activity. <http://eatbettermovemore.org/sa/policies/>

Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? Provides an explanation about the legal authority of cities and counties to enact retail food related policies. [www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf](http://www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf)

Buy Fresh Buy Local. When can governments give preference to locally grown food? A guide that provides an overview of the factors affecting whether a state or local agency may procure locally produced food and agricultural products.

<http://changelabsolutions.org/publications/local-food-local-government>

Putting Business to Work for Health: Incentive Policies for the Private Sector. This paper provides an overview of possible business incentive-based policies to enhance access to healthy food and public health. <http://changelabsolutions.org/publications/putting-business-work-health>

Evaluating the Impact of a Connecticut Program to Reduce Availability of Unhealthy Competitive Food in Schools provides an evaluation study to inform state and local food policies. <http://www.ncbi.nlm.nih.gov/pubmed/20840657>

District Policy Establishing a Healthy Vending Program provides model language for healthy vending standards. <http://changelabsolutions.org/publications/district-policy-establishing-healthy-vending-program>

County of Monterey, Healthy Vending Machine Policy provides model policy language for Monterey's healthy vending machine policy. <http://www.co.monterey.ca.us/admin/pdfs/HealthyVendingPolicy.pdf>

New York Mayor Michael Bloomberg intends to restrict sales of sugary soft drinks to no more than 16 ounces a cup in city restaurants, movie theaters, stadiums and arenas, administration officials said. <http://www.bloomberg.com/news/2012-05-31/nyc-mayor-bloomberg-seeks-ban-on-super-size-soft-drinks.html>

LA Moratorium on fast-food restaurants is an article discussing the moratorium on fast food within a specified low income in Los Angeles. <http://www.nytimes.com/2008/08/13/dining/13calo.html?pagewanted=all><http://www.nytimes.com/2008/08/13/dining/13calo.html?pagewanted=all>

Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience. This paper studies the effect of banning fast food advertising targeting children. [http://works.bepress.com/kathy\\_baylis/33/](http://works.bepress.com/kathy_baylis/33/)

Banning Toys from Unhealthy Kids' Meals: San Francisco. <http://content.usatoday.com/communities/ondeadline/post/2010/11/san-francisco-bans-toys-from-unhealthy-kids-meals/1>

5.5		<p>Santa Clara County provides articles discussing the policies to ban toys from unhealthy kids' meals in the jurisdictions. <a href="http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/27/MNLA1D5QFV.DTL">http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/27/MNLA1D5QFV.DTL</a></p> <p>Regulating Food Retail for Obesity Prevention: How Far Can Cities Go?, Journal of Law, Medicine &amp; Ethics, Spring 2011. This article seeks to explain the legal authority of cities and counties to enact retail food related policies. <a href="http://www.rwjf.org/coverage/product.jsp?id=72019">http://www.rwjf.org/coverage/product.jsp?id=72019</a></p> <p>City of Novato ordinance to ban mobile vendors within 1,500 feet of any Novato Unified School District schools. Provides actual policy language for ordinance. <a href="http://ci.novato.ca.us/agendas/pdfstaffreports/ord602.pdf">http://ci.novato.ca.us/agendas/pdfstaffreports/ord602.pdf</a></p> <p>The City of Vancouver expanded their street food options through a pilot program to provide more diverse culinary options on Vancouver streets, promote small business growth, increase the availability of healthy and local food choices, and increase activity in the public realm. <a href="http://vancouver.ca/commsvcs/socialplanning/initiatives/foodpolicy/projects/streetfood.htm">http://vancouver.ca/commsvcs/socialplanning/initiatives/foodpolicy/projects/streetfood.htm</a></p> <p>Urban Edible Landscaping, Orchards, and Fruiting Street Trees in the U.S. Summary Including Land Tenure and Liability Arrangements. This report provides a summary of free tree policies and programs in cities and counties across the country. <a href="http://www.madisonfruitsandnuts.org/examples_edible.pdf">http://www.madisonfruitsandnuts.org/examples_edible.pdf</a></p>
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### Promote Awareness and Enrollment in Food Assistance Programs

GOAL 6	Sub-goal	Policy, Program, Toolkit, or Resource
6.1	<p><b>Promote awareness and enrollment in food assistance programs</b></p>	<p>California Food Policy Advocates conducts policy and advocacy efforts at the federal, state, and local levels to strengthen public health nutrition programs. <a href="http://cfpa.net/our-history">http://cfpa.net/our-history</a></p>

<p>6.2</p>	<p><b>Increase point-of-sale acceptance of CalFresh and WIC</b></p>	<p>A Simple Guide for Electronic Benefits Transfer for SNAP benefits at California Farmers' Markets provides information and steps to set up a farmers' market EBT system. <a href="http://www.ecologycenter.org/ebt/pdf/SimpleGuide2010.pdf">http://www.ecologycenter.org/ebt/pdf/SimpleGuide2010.pdf</a></p> <p>Real Food, Real Choice: Connecting SNAP Recipients with Farmers' Markets provides research and recommendations to increase farmers' market participation by SNAP recipients and low-income communities. <a href="http://www.foodsecurity.org/pub/RealFoodRealChoice_SNAP_FarmersMarkets.pdf">http://www.foodsecurity.org/pub/RealFoodRealChoice_SNAP_FarmersMarkets.pdf</a></p> <p>Ecology Center's Farmers' Market EBT project provides resources and information on the utilization of EBT at farmers' markets. <a href="http://www.ecologycenter.org/ebt/">http://www.ecologycenter.org/ebt/</a></p> <p>USDA grant program for EBT at farmers' markets details a potential funding source for farmers' market promotion. <a href="http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&amp;contentid=2009/09/0451.xml">http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&amp;contentid=2009/09/0451.xml</a></p> <p>Zenger Farm Begins Pilot CSA for Food Stamp Users discusses a pilot project for a CSA in Portland to accept food stamps that allow lower-income participants to make weekly payments rather than paying upfront. <a href="http://www.neighborhoodnotes.com/news/2011/04/zenger_farm_begins_pilot_csa_for_food_stamp_users/">http://www.neighborhoodnotes.com/news/2011/04/zenger_farm_begins_pilot_csa_for_food_stamp_users/</a></p> <p>Prospect Park CSA, tiered prices based on combined income. This article details the breakdown of payments based on combined household income. <a href="http://prospectparkcsa.org/post/4526071428/sign-ups-are-open">http://prospectparkcsa.org/post/4526071428/sign-ups-are-open</a></p> <p>CSA Today Resource and Workshops to connect CSAs and low-income communities. This website provides resourced and information for CSAs to develop flexible payment options for low-income members. <a href="http://justfood.org/csa/csa-everyone">http://justfood.org/csa/csa-everyone</a></p> <p>Changes in the WIC Food Packages: A Toolkit for Partnering with Neighborhood Stores provides a range of tools and strategies to identify and work with prospective WIC vendors, and to help these retailers upgrade their offerings in accordance with the new, healthier WIC food packages. <a href="http://changelabsolutions.org/news/toolkit-released-changes-wic-food-package">http://changelabsolutions.org/news/toolkit-released-changes-wic-food-package</a></p>
<p>6.3</p>	<p><b>Connect Surplus Food with Need</b></p>	<p>Waste not, want not: feeding the hungry and reducing solid waste through food recovery. This guide helps explain how any state or municipality, as well as any private business that deals with food, can reduce its solid waste by facilitating the donation of wholesome surplus food according to the food hierarchy. <a href="http://www.epa.gov/wastes/conserve/materials/organics/pubs/wast_not.pdf">http://www.epa.gov/wastes/conserve/materials/organics/pubs/wast_not.pdf</a></p> <p>Other existing Sonoma County gleaning programs include Petaluma Bounty, Slow Harvest, and Waste Not Want Not.</p> <p><a href="http://www.petalumabounty.org">www.petalumabounty.org</a></p> <p><a href="http://www.slowharvest.org">www.slowharvest.org</a></p> <p><a href="http://igrowsonoma.org/local_org">http://igrowsonoma.org/local_org</a></p>

Increase Education About Local Agriculture, Nutrition, and the Impact of Food and Beverage Choices

GOAL 7	Sub-goal	Policy, Program, Toolkit, or Resource
7.1	<p><b>Promote food growing in home, neighborhood and school settings</b></p>	<p>The Sonoma County Community Garden Network (SCCGN) is an effort to create a viable and sustainable regional network of community gardens to increase community engagement in creating a vibrant, resilient, and sustainable food system. The Network will be a coalition of partners working collectively to provide access to resources, gardening assistance, fund development support, leadership training, and facilitate communication among community garden organizers, network members, and the larger community. <a href="http://goo.gl/O5tPT">http://goo.gl/O5tPT</a></p> <p>Establishing Land Use Protections for Community Gardens. Publication that provides model general plan and zoning language for protecting and establishing community gardens. <a href="http://nplanonline.org/products/establishing-land-use-protections-community-gardens">http://nplanonline.org/products/establishing-land-use-protections-community-gardens</a></p> <p>Gardening Matters: Community Garden Public Policies is a compellation of public policies supporting community gardens. <a href="http://www.gardeningmatters.org/community-garden-public-policies">http://www.gardeningmatters.org/community-garden-public-policies</a></p> <p>Model Joint Use Agreement Resources provides model language for establishing joint use agreements. <a href="http://changelabsolutions.org/publications/model-joint-use-agreement-resources">http://changelabsolutions.org/publications/model-joint-use-agreement-resources</a></p> <p>GATHER IT! How to Organize an Urban Fruit Harvest. This step-by-step guide is packed with information to help communities start their own volunteer-based fruit harvest projects. <a href="http://www.solidground.org/Programs/Nutrition/FruitTree/Documents/FruitHarvestHandbook8-09-ONLINE.pdf">http://www.solidground.org/Programs/Nutrition/FruitTree/Documents/FruitHarvestHandbook8-09-ONLINE.pdf</a></p>
7.2	<p><b>Establish and expand affordable and accessible education and training programs for basic cooking, food preservation, nutrition skills and green practices</b></p>	<p>Bauman College, a non-profit corporation, aims to create a sustainable culture of wellness in individuals, in the community, and in our health care delivery systems by promoting a comprehensive and integrative approach to Holistic Nutrition and the Culinary Arts. <a href="http://www.baumancollege.org/">http://www.baumancollege.org/</a></p> <p>Developing Shared Use Food and Agricultural Facilities. This report discusses and highlights model shared use food and agricultural facilities in North Carolina. <a href="http://www.smithsonmills.com/ncshareduse.pdf">http://www.smithsonmills.com/ncshareduse.pdf</a></p> <p>The Food Project engages young people in personal and social change through sustainable agriculture. <a href="http://thefoodproject.org/what-we-do">http://thefoodproject.org/what-we-do</a></p> <p>The Stop Community Food Centre provides frontline services to the community, including a drop-in, food bank, perinatal program, community action program, bake ovens and markets, community cooking, community advocacy, sustainable food systems education, and urban agriculture. <a href="http://www.thestop.org/home">http://www.thestop.org/home</a></p>

7.3	<b>Promote farm trips and know-your-farmer programs</b>	<p>USDA Know Your Farmer Know Your Food website provides grants, tools, and resources for connecting communities and farming. <a href="http://www.usda.gov/wps/portal/usda/usdahome?navid=KNOWYOURFARMER">http://www.usda.gov/wps/portal/usda/usdahome?navid=KNOWYOURFARMER</a></p> <p>The University of California provides California Agricultural Tourism Directory and resources for operators. <a href="http://www.calagtour.org/">http://www.calagtour.org/</a></p> <p>The UC Small Farm Program also provides agritourism information and resources. <a href="http://sfp.ucdavis.edu/agritourism/">http://sfp.ucdavis.edu/agritourism/</a></p> <p>The UC Cooperative Extension Sonoma County and Sonoma County FarmTrails hosted two agritourism workshops. Presentations from both workshops can be found on their website. <a href="http://cesonoma.ucdavis.edu/Agritourism/Agritourism_Workshop_1/">http://cesonoma.ucdavis.edu/Agritourism/Agritourism_Workshop_1/</a></p>
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## Social Equity

### Address Root Causes of Hunger and Food Insecurity

GOAL 8	Sub-goal	Policy, Program, Toolkit, or Resource
8.1	<b>Identify and support opportunities for affordable living conditions</b>	<p>Living Wage Coalition of Sonoma County is a broad-based coalition endorsed by over sixty labor, religious, and community-based organizations in the North Bay to address the problem of growing income inequality and working poverty in our community. <a href="http://www.livingwagesonoma.org/">http://www.livingwagesonoma.org/</a></p> <p>City &amp; County of San Francisco Minimum Wage Ordinance, passed in 2003, requires the city to increase the minimum wage each year, using a formula tied to inflation and the cost of living. <a href="http://sfgsa.org/index.aspx?page=411">http://sfgsa.org/index.aspx?page=411</a></p> <p>Sonoma County Paratransit website provides information on paratransit systems within Sonoma County. <a href="http://sonoma.networkofcare.org/aging/services/subcategory.aspx?tax=BT-4500.6500">http://sonoma.networkofcare.org/aging/services/subcategory.aspx?tax=BT-4500.6500</a></p> <p>Access to Healthy Food- Food Transport and Public Transit provides information, resources, and sample transportation policies to enhance food access. <a href="http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx">http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx</a></p> <p>City of Petaluma Living Wage Ordinance, passed in 2006, assures that City employees, employees of City service contractors, subcontractors, and employees of recipients of City financial assistance earn a sufficient hourly wage. <a href="http://www.livingwagesonoma.org/pdf/PetalumaLivingWageOrdinance.pdf">http://www.livingwagesonoma.org/pdf/PetalumaLivingWageOrdinance.pdf</a></p>

Sonoma County Community Development Commission operates a number of programs providing regulatory incentives and financing to promote and assist in the development and preservation of housing that is affordable, available and accessible to the County's low-income residents. <http://www.sonoma-county.org/cdc/cdaffhou.htm>

The Austin, Texas Capital Metro, working with the Austin/Travis County Food Policy Council started a "grocery bus" line in 1996 with the specific intent of providing improved food access to residents of the primarily low-income, Latino Eastside. This bus line links these low-income neighborhoods with two supermarkets. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

Using grant funds awarded by the Washington Small Farm and Direct Marketing Program in 2003, the Pike Place Senior Market Basket Community Supported Agriculture program addressed transportation issues by delivering fresh fruits and vegetables from small farms to low-income seniors in King County. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

The L-Tower Avenue route in Hartford, Connecticut was designed as part of the Jobs Access program to link people who lived in the north end with jobs, shopping and medical service. Grocery shopping was cited as the primary reason to take the bus by 33% of riders. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

Transportation and Food: The Importance of Access. This policy brief by the Center for Food and Justice at the Urban and Environmental Policy Institute details the need for increased transportation and access to high quality food retailers in low-income urban communities. [http://departments.oxy.edu/uepi/cfj/publications/transportation\\_and\\_food.pdf](http://departments.oxy.edu/uepi/cfj/publications/transportation_and_food.pdf)

Homeward Bound: Food-Related Transportation Strategies for Low Income and Transit Dependent Communities. Food access, transportation policy, and innovative transportation programs areas highlighted in this report. <http://www.foodsecurity.org/homewardbound.pdf>

Northern California Community Loan Fund provides financing and expertise to strengthen low-income neighborhoods and enable disadvantaged people to build a better future. <http://www.ncclf.org/>

8.2	<b>Support the definition and implementation of social equity criteria to be used at all levels of public policy creation</b>	Marin Countywide Plan Update 2000–2004 Key Trends, Issues, and Strategies Report. 2007 Chapter IV. <a href="http://www.co.marin.ca.us/depts/cd/main/fm/cwpcodes/Ch4final.pdf">http://www.co.marin.ca.us/depts/cd/main/fm/cwpcodes/Ch4final.pdf</a>
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Create Opportunity and Justice for Farmers, Farm Workers, and Food System Workers

GOAL 9	Sub-goal	Policy, Program, Toolkit, or Resource
9.1	<b>Support policies to address inequities in farm and food system worker employment practices</b>	<p>The California Rural Legal Assistance is a nonprofit legal services program with a mission to strive for economic justice and human rights on behalf of California’s rural poor. <a href="http://www.crla.org/">http://www.crla.org/</a></p> <p>Farmworker Justice is a nonprofit organization that seeks to empower migrant and seasonal farm workers to improve their living and working conditions, immigration status, health, occupational safety, and access to justice. <a href="http://www.farmworkerjustice.org/">http://www.farmworkerjustice.org/</a></p> <p>The Center for Farmworker Families provides awareness about the difficult life circumstances of binational families while proactively inspiring improvement in binational family life both in the United States and in Mexico. <a href="http://www.farmworkerfamily.com/home.html">www.farmworkerfamily.com/home.html</a></p> <p>Beyond Basic Compensation: Using Bonuses, Profit Sharing and Employee Ownership to Motivate and Retain Workers on Your Farm a case study research on effective variable pay systems used among farm employers. Use of incentive pay systems, including bonuses, profit sharing and Employee Stock Ownership Plans (ESOPs), are reported by nearly half of all agricultural employers in California. When implemented properly, these practices can help employers manage risk, incentivize desired behaviors, promote employee satisfaction and retention and increase farmworker incomes. <a href="http://www.cirsinc.org/Documents/Pub0410.1.pdf">http://www.cirsinc.org/Documents/Pub0410.1.pdf</a></p>

<p>9.2</p>	<p><b>Promote and support businesses and products that provide opportunity and justice for farmers and food system workers</b></p>	<p>Bringing Fair Trade Home: An Article by California Institute for Rural Studies. This article discusses the evolution of the Domestic Fair Trade movement. <a href="http://www.cirsinc.org/index.php/rural-california-report/entry/bringing-fair-trade-home.html">www.cirsinc.org/index.php/rural-california-report/entry/bringing-fair-trade-home.html</a></p> <p>Domestic Fair Trade Association’s website outlines the movement and provides resources, policy, and methods to get involved. <a href="http://www.thedfta.org/">http://www.thedfta.org/</a></p> <p>Fair for Life is a brand neutral third party certification program for social accountability and fair trade in agricultural, manufacturing, and trading operations. <a href="http://www.fairforlife.net">www.fairforlife.net</a></p> <p>Student Action with Farmworkers works with farmworkers, students, and advocates in the Southeast and nationwide to create a more just agricultural system. <a href="http://saf-unite.org/">http://saf-unite.org/</a></p> <p>Student/Farmworker Alliance is a national network of students and youth organizing with farmworkers to eliminate sweatshop conditions and modern-day slavery in the fields. <a href="http://www.sfalliance.org/index.html">www.sfalliance.org/index.html</a></p> <p>The Inventory of Farmworker Issues and Protections in the United States compiles and analyzes data from multiple federal, state, and private sources to give the most comprehensive picture yet of the reality faced by America’s least-valued but critically important workforce. <a href="http://www.bamco.com/sustainable-food-service/farmworker-inventory">www.bamco.com/sustainable-food-service/farmworker-inventory</a></p> <p>The Stewardship Index for Specialty Crops is a multi-stakeholder initiative to develop a system for measuring sustainable performance throughout the specialty crop supply chain. <a href="http://www.stewardshipindex.org/">www.stewardshipindex.org/</a></p>
<p>9.3</p>	<p><b>Support new farmers and ranchers from underrepresented groups</b></p>	<p>The National Immigrant Farming Initiative strengthens the capacity of immigrants to farm successfully and to advance sustainable farming and food systems. <a href="http://www.immigrantfarming.org/">www.immigrantfarming.org/</a></p> <p>The Garden Project provides job training and support to former offenders by employing them to learn horticulture skills and grow organic vegetables that feed seniors and families in San Francisco. <a href="http://www.theGardenProject.org">www.theGardenProject.org</a></p> <p>Vivia Farms helps new farmers get started by providing: land, equipment infrastructure, education, training, technical assistance, marketing and distribution support, and start-up loans. <a href="http://www.vivafarms.org/">www.vivafarms.org/</a></p>

9.4	<p><b>Develop systems to gather ongoing accurate data on farm and food system workers in Sonoma County</b></p>	<p>California Institute for Rural Studies works to increase social justice in rural California for all residents, building sustainable communities, based on a healthy agriculture by focusing programs on farm labor, rural health, and food system. <a href="http://www.cirsinc.org/">http://www.cirsinc.org/</a></p> <p>The National Agricultural Workers Survey (NAWS) is an employment-based, random survey of the demographic, employment, and health characteristics of the US crop labor force. The information is obtained directly from farm workers through face-to-face interviews. Since 1988, when the survey began, over 53,000 workers have been interviewed. <a href="http://www.doleta.gov/agworker/naws.cfm">http://www.doleta.gov/agworker/naws.cfm</a></p> <p>Farm Employers Labor Service (FELS) conducts an annual wage and benefit survey of California growers in conjunction with University of California Cooperative Extension and several grower associates, which distribute the survey to their members. <a href="http://www.fels.net">www.fels.net</a></p> <p>The Food Chain Workers Alliance’s report, The Hands That Feed Us: Challenges and Opportunities for Workers Along the Food Chain, looks at wages and working conditions of workers across the entire food chain – a sector that employs 20 million people in the U.S., comprising one-sixth of the nation’s workforce. <a href="http://www.foodfirst.org/en/US+food+workers">http://www.foodfirst.org/en/US+food+workers</a></p>
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**Ensure the Inclusion of Underserved and Underrepresented Communities in Conversations and Policy-Making About Sonoma County’s Food System**

GOAL 10	Sub-goal	Policy, Program, Toolkit, or Resource
10.1	<p><b>Support the development and inclusion of community leaders from underrepresented communities</b></p>	<p>Graton Day Labor Center works to develop a democratic hiring process, support civic engagement and leadership development, provide health access, provide educational opportunities, and ensure occupational health and safety. <a href="http://www.gratondaylabor.org/index.php?option=com_content&amp;view=article&amp;id=46&amp;Itemid=61&amp;lang=en">http://www.gratondaylabor.org/index.php?option=com_content&amp;view=article&amp;id=46&amp;Itemid=61&amp;lang=en</a></p> <p>Coalition of Immokalee Workers is a community-based organization of mainly Latino, Mayan Indian and Haitian immigrants working in low-wage jobs throughout the state of Florida. <a href="http://www.ciw-online.org/">http://www.ciw-online.org/</a></p>
10.2	<p><b>Increase the participation of community members from underrepresented communities</b></p>	<p>University of Virginia developed a 100-question Food Policy Audit to help assess a community’s existing local food policy infrastructure. <a href="http://www.virginia.edu/ien/docs/07FoodClassFINAL%20PAPERS/UVA_FoodPolicyAudit_ExecutiveSummary.pdf">http://www.virginia.edu/ien/docs/07FoodClassFINAL%20PAPERS/UVA_FoodPolicyAudit_ExecutiveSummary.pdf</a></p>

## Increase Community Resilience

GOAL 11	Sub-goal	Policy, Program, Toolkit, or Resource
II.1	<p><b>Improve our ability to feed ourselves from food grown and raised locally</b></p>	<p>Food Sovereignty: Putting People First is a report profiling organizations, individuals, and farms working towards food sovereignty. <a href="https://docs.google.com/a/usfoodsovereigntyalliance.org/viewer?a=v&amp;pid=sites&amp;srcid=dXNmb29kc292ZXJlaWdudHlhbGxpYW5jZS5vcmd8d3d3fGd4OjQ3ODkwYmY0N2I0ZGJmMDQ">https://docs.google.com/a/usfoodsovereigntyalliance.org/viewer?a=v&amp;pid=sites&amp;srcid=dXNmb29kc292ZXJlaWdudHlhbGxpYW5jZS5vcmd8d3d3fGd4OjQ3ODkwYmY0N2I0ZGJmMDQ</a></p> <p>El Dorado County Local Food and Self-Governance Ordinance providing residents to have the right to produce, process, sell, purchase and consume local foods, thus promoting self-reliance, the preservation of family farms and local food traditions <a href="http://eldorado.legistar.com/LegislationDetail.aspx?ID=1045042&amp;GUID=F86799EB-6E99-4798-9EE4-5AA35B1197D1&amp;Options=ID%7CText%7C&amp;Search=local+food">http://eldorado.legistar.com/LegislationDetail.aspx?ID=1045042&amp;GUID=F86799EB-6E99-4798-9EE4-5AA35B1197D1&amp;Options=ID%7CText%7C&amp;Search=local+food</a></p> <p>Article outlining El Dorado differences from Maine ordinance. <a href="http://www.foodsafetynews.com/2012/02/local-food-ordinance-takes-hold-on-west-coast/">http://www.foodsafetynews.com/2012/02/local-food-ordinance-takes-hold-on-west-coast/</a></p>
II.2	<p><b>Support an emergency food system that meets the immediate needs of all food insecure people in Sonoma County</b></p>	<p>The Emergency Food Assistance System—Findings From the Provider Survey provides findings from the first comprehensive government study of the Emergency Food Assistance System. <a href="http://www.ers.usda.gov/publications/fanrr16-1/fanrr16-1.pdf">http://www.ers.usda.gov/publications/fanrr16-1/fanrr16-1.pdf</a></p> <p>California Department of Social Services Emergency Food Assistance Program Policy and Procedure Manual provides a guide to programs and outlines policies and procedures for program compliance. <a href="http://www.dss.cahwnet.gov/efap/res/pdf/ProcedureManual.pdf">http://www.dss.cahwnet.gov/efap/res/pdf/ProcedureManual.pdf</a></p> <p>Cultivating Resilience: A Food System Blueprint that Advances the Health of Iowans, Farms and Communities. This report was published to measure the health of Iowa's food system through a report card leading to recommendations for research, programs and policies to ensure a food system that supports healthier Iowans, communities, economies, and the environment. <a href="http://www.iowafoodscouncil.org/storage/Cultivating%20Resilience%20Executive%20Summary%20Feb2011.pdf">http://www.iowafoodscouncil.org/storage/Cultivating%20Resilience%20Executive%20Summary%20Feb2011.pdf</a></p>

<p>II.3</p>	<p><b>Strengthen and diversify the local food system to better cope with disasters and long-term changes</b></p>	<p>This website provides information and background on methods to create a resilient food system. <a href="http://www.theoil drum.com/node/6140">http://www.theoil drum.com/node/6140</a></p> <p>Sonoma County Hazard Mitigation Plan identifies high hazard areas and assesses vulnerabilities from earthquakes, floods, fires, and landslides. The Plan identifies mitigation strategies the County can take as part of 5-year implementation plan to reduce the level of injury, property loss, and community disruption resulting from such hazards. <a href="http://www.sonoma-county.org/prmd/docs/hmp_2011/index.htm">http://www.sonoma-county.org/prmd/docs/hmp_2011/index.htm</a></p> <p>Food security in complex emergencies: enhancing food system resilience. This paper explores linkages between food security and crisis in different contexts, outlining the policy and institutional conditions needed to manage food security during a crisis and to rebuild the resilience of food systems in periods of relative peace. <a href="ftp://ftp.fao.org/docrep/fao/meeting/009/ae409e.pdf">ftp://ftp.fao.org/docrep/fao/meeting/009/ae409e.pdf</a></p>
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Goal	Indicator(s) for Sonoma County	Rationale	Provided By
<b>Agriculture &amp; Natural Resources</b>			
<b>1. Protect and enhance agricultural land base, farms and ranches</b>	Acres in agricultural production	Indicator of farmland preservation.	USDA Census of Agriculture
	Number of farms	Indicator of trends toward farm viability and retention.	USDA Census of Agriculture
	Number of acres in Williamson Act	Indicator of farmland preservation.	Sonoma County Permit Resources and management Department
	Acres of Important Farmland	Helps track the location and quantity of agricultural lands and their conversion to non-agricultural uses.	California Department of Conservation Farmland Mapping & Monitoring Program
<b>2. Encourage sound resource management</b>	Number of organic growers	More organic growers translate to fewer chemicals, impacting soil health and water quality.	Sonoma County Crop Report
	Tonnage of food composted at Sonoma County Waste Management Agency	Indicator of food waste resource management.	Sonoma County Waste Management Number
<b>Economic Vitality</b>			
<b>3. Support local food system jobs and local food system commerce</b>	Mean annual wages of food system occupations	Provides an average wage figure for food system workers.	Bureau of Labor Statistics
	Annual dollar value for agricultural and food products (exc. wine grapes)	Indicator of value for food products in Sonoma County.	Sonoma County Crop Report 2012
	Number of certified farmers markets	Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels.	Sonoma's Ag Commissioner's Office
	Number of CSAs	Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels.	Local Harvest
<b>4. Encourage institutional purchasing that supports the local food system</b>	Number of school districts with farm to school programs*	The more districts that have farm to school programs, the more broadly the youth population has access to healthy food produced locally.	
	Net farm income	Demonstrates overall profitability of farms.	USDA Census of Agriculture

Healthy Eating			
<b>5. Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy food and beverage choices in neighborhoods, schools and work places</b>	Percent of Sonoma County children who eat 5 or more servings of fruit and vegetables daily**	Daily servings of fruits and vegetables is considered a good proxy for healthy eating.	California Health Interview Survey
	Percent of Sonoma County adults who are obese**	Health Action Indicator and consistent with Healthy People 2020.	California Health Interview Survey
	Percent of Sonoma County children and teens consuming two or more glasses of soda or sugary drinks daily	Consumption of sugary sweetened beverages is one of the biggest contributors to poor health outcomes	California Health Interview Survey
	Number of farmers' markets that accept CalFresh and WIC	Demonstrates how low-income segments of the population with limited access to food can gain access and assistance at public markets.	
<b>6. Connect the food insecure with food and nutrition assistance programs</b>	Percent of CalFresh eligible participating in benefits	Reflects participation rates and potential for outreach.	CA Food Policy Advocates, Sonoma County Profile
	Unduplicated WIC participants	Reflects participation and potential for outreach.	Sonoma County WIC Office
	Percent of eligible students participating in school lunch program	Reflects participation rates and potential for outreach.	CA Food Policy Advocates, Sonoma County Profile
<b>7. Increase education about local agriculture, nutrition and the impact of food and beverage choices</b>	Number of public high schools with food and agricultural literacy programs	Demonstrates available food and agricultural education opportunities.	SCOE Regional Occupation Program
	Number of community, school, and private gardens	Indicator of agricultural literacy and education.	<a href="http://iGROW.org">iGROW.org</a>
Social Equity			
<b>8. Address root causes of hunger and food insecurity</b>	Percent of Sonoma County residents that live in households above 300% of the federal poverty level **	Poverty is a leading driver of food affordability; Health Action indicator	U.S. Census Bureau
	Percent of residents who spend 30% or more of household income on rent**	If residents spend a large percentage of their income on rent, it leaves less money for food; Health Action indicator	U.S. Census Bureau, American Community Survey 1-year Estimates
	Percent of adults in food secure households	Food security is an excellent indicator of food affordability.	

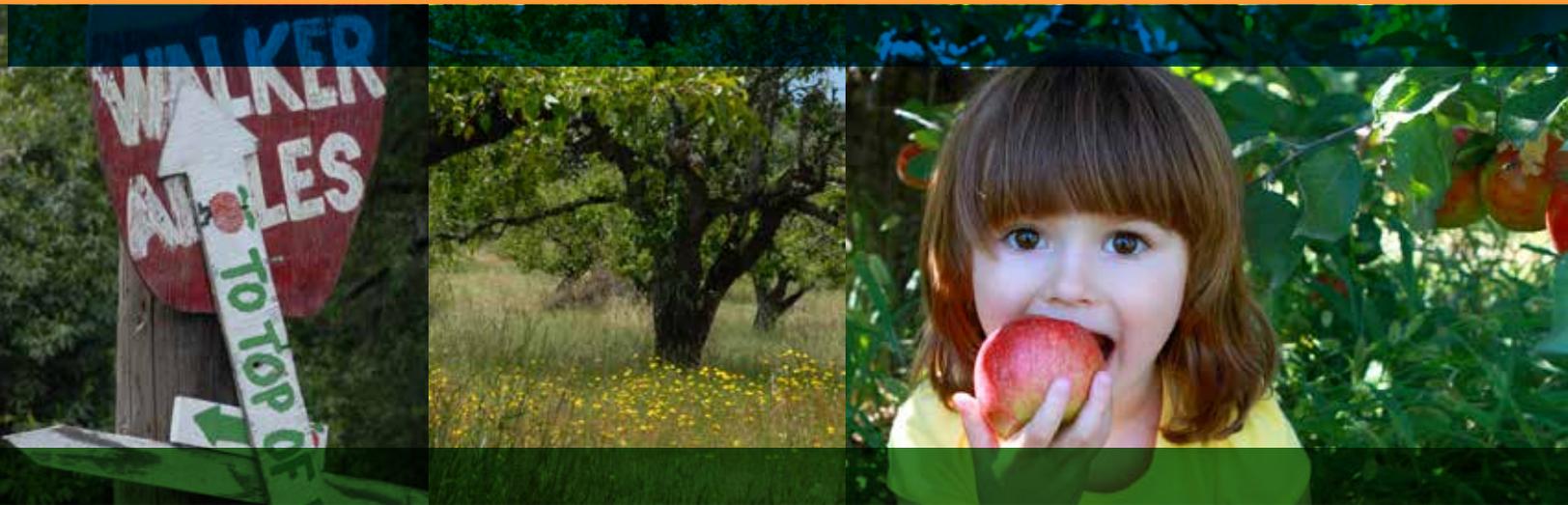
<b>9. Create opportunity and justice for farmers, farm workers and food system workers</b>	Average wage paid to farm workers in California	Reflects the extent to which worker income is making progress toward fair wages	USDA National Agricultural Statistics Service. Farm Labor Reports
	Percent of farms with ethnic minority as principal operator (Hispanic, Asian, African American, American Indian)	Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms	USDA Census of Agriculture
	Percent of farms with women as principal operator	Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms	USDA Census of Agriculture
<b>10. Ensure the inclusion of underserved and underrepresented communities in conversations and policy-making about Sonoma County's food system</b>	***		
<b>11. Increase community resilience</b>	Number of people served by food banks, per month	Indicator of food security and access to services in Sonoma County.	Redwood Empire Food Bank Annual Report

\*Not a number that is tracked, but something that will be tracked with follow-up surveys to school districts

\*\*Reflects a Health Action indicator

\*\*\*Not something that is regularly tracked, but the Food System Alliance hopes to identify a method for tracking this goal and secure resources for implementing an evaluation system





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DEPARTMENT OF HEALTH SERVICES

County of Sonoma Department of Health Services

**[www.sonoma-county.org/health/](http://www.sonoma-county.org/health/)**

Sonoma County Food System Alliance

**[aginnovations.org/alliances/sonoma/](http://aginnovations.org/alliances/sonoma/)**

