



## SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING NOTES

**Wednesday, February 18, 2014 • 2:30pm-5:00pm**

O'Reilly Media Conference Room • 1005 Gravenstein Hwy North • Sebastopol, CA

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

### Ag Innovations Network:

- Lisa Badenfort, [lisa@aginnovations.org](mailto:lisa@aginnovations.org)
- Joseph McIntyre, [joseph@aginnovations.org](mailto:joseph@aginnovations.org)
- Katie Pease, [katie.pease@aginnovations.org](mailto:katie.pease@aginnovations.org)

### Guests:

- Lucas Patzek, Ag Innovations Network, Water & Land Program Director
- Jake Blum, Ceres Community Project

### Action Items

| # | Activity   | Who   | When |
|---|--|-------|------|
| 1 | For March SCFSA meeting – members email speaker suggestions to Katie | SCFSA | ASAP |
| 2 |  |       |      |
| 3 |  |       |      |

### Meeting Objectives

- Create a shared sense of direction by understanding the Roadmap for 2015, including all the elements the Alliance is currently navigating
- Select a focus area, that can incorporate an aspect of all pillars, for the Alliance to direct its learning and possible action in 2015
- Final confirmation of membership language changes in Charter
- Hear from Pillar teams about their work

### Welcome • Information Share

- ♦ **Agenda Review**
- ♦ **Welcome**
  - Lucas Patzek, Ag Innovations Network, Water & Land Program Director
    - AIN working with SCAPOSD on Sustainable Ag Lands Conservation Program Grant; General Plan development funds
  - Tim Tesconi, Sonoma County Farm Bureau (returning member), Executive Director
  - Jake Blum, Ceres Community Project, Administrative Manager

#### INFORMATION SHARE

- ♦ **Cathryn:** Nutritional meals support, upstream investment in healthcare model – working on state and federal policy projects; recent board member for Meals on Wheels California; Jake will be taking over Cathryn’s seat
    - Working on a project – potential for Sustainability Manager within SCOE; working with AIN, OAEC, SCOE; who can hold all of the sustainability work happening in Sonoma County?
  - ♦ **Tim:** Leads ag education programs, serving as Executive Director; SCFB is glad to be back on the FSA
    - FB sponsoring Ag Days, Sonoma County Fairgrounds – please join us!
  - ♦ **Shan:** CAN-C and Healthy Eating Action Team working on healthy retail licensing project in Town of Windsor
  - ♦ **Lisa:** Hunger Index Forum tomorrow
  - ♦ **Linda:** AGNR Team planning ag land access event, **April 23<sup>rd</sup> at Sonoma County Fairgrounds**, Showcase Café
  - ♦ **Trathen:** Community Resilience Challenge launching next month
  - ♦ **Laura:** Council on Aging designing/providing meal at Hunger Index Forum – launching vegetarian senior meal
  - ♦ **Evan:** Guildraising was a great success! Explored/tackled several issues and had a spectacular evening
    - **Coordinating land access events in Marin and Mendocino Counties**
    - **March 23 event** – farmer-buyer mixer event, partnership with CAFF, Sebastopol
  - ♦ **Terry:** Economic Vitality Team progressing; 1<sup>st</sup> of 4 Chow Down Hoe Down events held at Sonoma Mountain Village; 900 attendees, vendors swamped, local farmers, restaurants, business – expecting 300 on a sunny day
    - **Next one will be May 3<sup>rd</sup>** – partnering with Sustainable Enterprise Conference (will be day 3 of SEC)
  - ♦ **Misti:** Incubator Farm event held last month; very successful! SCAPOSD and UCCE will be partnering on the project – Board of Supervisors update March 10
  - ♦ **Joseph:** Launching Alliance in Maricopa County, AZ, and facilitating/designing Food Action Plan development phase in Santa Barbara County
  - ♦ **Phina:** Intergaith
  - ♦ **Brittnay:**
  - ♦ **Krista:** CAFF Chapter, Earthworker
  - ♦ **Suzi:** Petaluma Bounty planning annual plant sale, looking to partner with local CSAs; April 25
  - ♦ **Leah:** Attended the CA Food Policy Council meeting; 26 Alliances/Councils; visited legislators on legislative report, EBT match funds – met with McGuire, Wolk, Levine (Steve Schwartz, Michael Dimock)
  - ♦ **Rachel:** Developing pilot to serve individuals beyond HIV population; in conversation with medical community
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## Draft 2015 Alliance Roadmap

- ♦ We were going to review this month – but new time considerations – decision to jump right into the Focus Area
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## Determine Focus Area

### SURVEY = 20 Respondents

- ♦ **Supply chain and food access = top 2 focus areas to discuss and choose from**
- ♦ Reviewed Charter; Criteria for Determining Action and Advocacy
- ♦ Review these 2 options; view through lens of 4 Pillars
  - How is the lens of (PILLAR) reflected in the supply chain/system
- ♦ **What does SUPPLY CHAIN mean? Discussion...**
  - Value chain, supply chain = what is the difference between? What about food system?

- Production, Distribution, Processing, Retail, Consumption, Waste Management, Regulatory
- Ripe opportunity to define healthy, just, agriculture
- Define what makes it profitable – branding
- Something that’s not very simple/easy to talk about – articulate
- If we have an ideal food system in mind – what are the components of that system?
- Infrastructure, gaps, symbiosis – what is the nature of the regional supply chain? Opportunities?
- How is this different from the Food Action Plan?
- Shift from DHS lens to an agricultural/economic lens – a shift toward this, in this direction
- A guide for economic development and food system improvement
- If agriculture and food production are the major economic drivers/features of Sonoma County – how can we improve that?
- Supply chain vs. value chain – definition or relationship
- Holistic view – we all fit along this chain; pillars are silos
- Opportunity to identify the values behind the supply chain – this is growing – we need a voice
- I didn’t hear anything about social equity/justice in here
- ??? How is a food system different from a supply chain?
- **JOSEPH - Chain begins at farm, cross farm gate, processing, distribution, retail outlets**
  - **Focusing on the supply chain is obvious – we are already doing this in our daily lives; beyond just focusing on it – what do we do as an FSA?**
  - Where are the people in this? Workforce throughout entire system
  - There is a need/opportunity to characterize food/food system/agriculture in Sonoma County – that could shift the way we “do” our food system – the FSA should have a primary role in this
- ♦ **Food Access Discussion:**
  - Unlike the supply chain area, this area is not as comprehensive
  - How could we get the same players/interests involved if the focus is on food access – would business and other non-justice/public entities be interested or able to participate?
  - I hope we don’t have to just choose between these two – a dichotomy – feels a bit contentious

#### **DECISION ON FOCUS AREA**

- ♦ **Using a system/big lens (supply chain) to work on targeted/specific issue (food access)**
- ♦ **What is the most fruitful, more leadership-enabling/inspiring/teaching – what drives the word today – what is exciting to work on? Human, social and intellectual, physical capital – what will allow us to develop all 4 kinds of capital along the way?**
- ♦ **What are the conditions/characteristics of the supply chain that reinforces inequity? What are the opportunities and gaps to address?**
- ♦ **How can we approach stronger food system to increase wealth and wellbeing?**
- ♦ **Integrate a supply chain structure to understand access**

**MEETING AGENDA NOTES:** Explore what is the system (March); Dive into access (April); define as we go; we need more information and context; dig into both of these areas deeper

- ♦ **Revisit food system assessment**
- ♦ **Guest speaker suggestions** – Social economist, Deborah Hammond, farmer (established), Sonoma Marin produce, economic/wage info (Terry can give), Skikos consumers data = what are people buying, for how much?
- ♦ March meeting = speakers come to FSA; april meeting, go to them – learning process
- ♦ **Mirror supply chain?**
- ♦ Can we record/video? **SHAN can help**
- ♦ Email Katie speaker suggestions

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## **Charter Revisions & Pillar Team Updates**

- ♦ Passed
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**NEXT ALLIANCE MEETING: March 18, 2:30-5pm, location TBD**

**2015 Meeting Schedule** (meetings always held the 3<sup>rd</sup> Wednesday of each month at 2:30-5pm)

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