



SONOMA COUNTY FOOD SYSTEM ALLIANCE

DRAFT MEETING NOTES

May 20, 2015 • 2:30pm-5:00pm

O'Reilly Media • 1005 Gravenstein Highway North • Sebastopol, CA 95472

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

Ag Innovations Network:

- Joseph McIntyre, joseph@aginnovations.org
- Lisa Badenfort, lisa@aginnovations.org
- Brooking Gatewood, brooking@aginnovations.org
- Genevieve Taylor, genevieve@aginnovations.org

Guests:

- None

Action Items

#	Activity	Who	When
1	For next SCFSA meeting: <ul style="list-style-type: none"> • Discuss learning journeys • Communications and policy activities (in relation to the SCFSA's focus areas) • Leadership body discussion continued 		
2	Bring Theory U model/poster to meetings – work from this more intentionally	AIN	Next → SCFSA meetings

Meeting Objectives

- Welcome Genevieve Taylor, Alliance Facilitator
- Hear report-back on Growing Our Farms Forum and Healthy Eating Action Team
- Determine the next Alliance action area
- Learn about Sonoma Compost and consider Alliance response

Member Introductions & Information Share

Share 1 thing about you that will help Genevieve support the FSA and your engagement.

Also (optional) one thing happening in the community we should all know about.

- **Laura, Council on Aging:** Farmgirl, passionate about seniors and localization
- **Erin, LIFT Economy:** Farmgirl, localization, collaboration, starting consulting firm
- **Terry, Go Local:** Communications and connections (food system/Food Action Plan)
 - Emergent Opportunity: Worked with CAFF to get newest Made Local into F2S kits (1000)
- **Evan, Farmers Guild:** Access and equity within the food system (not just food, but the ability to grow food); land availability
- **Suzi, Petaluma Bounty:** Looking at access/equity from the lens of how can we change/improve our food system – addressing shortfalls in food system; systems perspective
- **Phina, Interfaith Sustainable Food Collaborative:** Passionate about advocacy; resolution to go before, just and sustainable food system (social justice groups and science/environmental groups)
 - Will be on Andrea Davis' radio show on Friday
- **Wendy, CAFF, Community Garden Network, SRJC**
- **Leah, Department of Health Services:** Policy work, food and farming education for kids under 5
- **Linda, UC Cooperative Extension:** Training beginning farmers/ranchers; creation of incubator farm
- **Amy, Sonoma Land Trust and Sonoma Wool Company:** Wool, conservation, working lands
- **Brittnay, Gold Ridge Resource Conservation District:** Farmworker, practical, water storage, agriculture; **Healthy Soil Initiative (CA)**
- **Angie, Community Alliance with Family Farmers:** Farm to school
- **Julia, UCCE:** Connecting local consumers to local food, public health
- **Rachel, Food for Thought:** Chef, food gardener; connecting people that need food with locally-grown
- **Shan, Kaiser Santa Rosa Community Benefit:** How healthy food contributes to health
- **Jake, Ceres Community Project:** Providing healthy meals to critically-ill clients
- **Karen, Catholic Charities:** Works with very low/no income individuals; behavioral skills, food choices

INFORMATION SHARE

- **Petaluma Bounty holding May 30th Event:** [Crushers of Comedy](#), will be held at the Petaluma Hatchery; funding match/incentive (CalFresh dollars, market match); received USDA funding for CalFresh/farmers markets program
- **[AB 1321 Market Match \(Ting\)](#)** sponsored by Roots of Change
- CAFF partnering with Lagunitas to raise funds for farm to school

Facilitator Introduction: Genevieve Taylor

Bio: Genevieve is Senior Facilitator at Ag Innovations, where she works with groups addressing the pressing issues of our time including the Food Systems Alliances for San Mateo and Sonoma counties. She also leads the leadership development and capacity building program, and draws from her tenure as an experiential educator and corporate trainer to deliver training that helps leaders collaborate and innovate more effectively.

Most recently, Genevieve was Vice President at Global Genesis, an organizational development consulting firm based in Sonoma County, CA, where along with facilitating inventive group processes, she worked with organizations around teambuilding, strategic planning, mission and vision development, and developing leadership. She has also trained leaders in conflict resolution, negotiations, as well as facilitating 360 processes (internal feedback structure implementation), mediation of workplace disputes, and coaching. She has had the pleasure of working with businesses, not-for-profits, academic institutions, and government agencies spanning a variety of sectors, including food, hospitality, construction, natural resources, social services, and others. She has worked and traveled in almost 20 countries, most recently to teach an MBA course in Bangkok, Thailand. As a volunteer and social entrepreneur, she co-founded the annual Sustainable Enterprise Conference in 2005, the San Francisco Urban Alliance for Sustainability in 2003, and CircadiaOne in 2009, a change management firm dedicated to guiding enterprises towards sustainability.

Genevieve received her bachelor's degree in Political Science with an emphasis on International Relations, and a minor in Geography at the University of California, Berkeley. She is proud to be an alumna of Leadership Santa Rosa (Class XXI), and a fellow of the Leadership Institute of Ecology & The Economy (Class 2008). She is certified to facilitate 360 benchmarks through the Center for Creative Leadership, and Globesmart Profiles (a cross-cultural profile system) through Aperian Global. She loves working with different cultures, and learned to speak Spanish while studying abroad in Chile.

Growing up in both Fresno and Sonoma County in California, Genevieve has developed a great appreciation for food and how it's grown: some of her favorite moments have been at farmers markets in California and other parts of the world. Her agricultural roots are intergenerational as her mother picked grapes in the Central Valley when she was a teenager, and her father grew up on a ranch. These days in addition to her food-related work at Ag Innovations, Genevieve spends her days running after her young son, cooking, canning, preserving and pickling, and even occasionally camping.

Reconnecting With Our Roadmap

WHY ARE WE HERE? (reviewed SCFSA Purpose & Vision, Charter)

- **PURPOSE:** The Sonoma County Food System Alliance engages diverse stakeholders: food producers and distributors, food security organizations, public health advocates, and other community stakeholders. These stakeholders work collaboratively to envision, advocate for, and create a vibrant local food system in Sonoma County that increases the viability of agriculture and access to healthy food in our community.
- **VISION:** The Sonoma County Food System Alliance envisions 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.

SCFSA AS A LEADERSHIP BODY: What is our role? What are we supposed to do?

- Brief history of SCFSA activities:
 - Phase I: Convening SCFSA, building organizational foundation
 - Phase II: Food Action Plan (development and initial implementation)
 - Phase III: Next!
- Sonoma County needed a concrete vision and plan that would lead us toward a more sustainable food system.
- Leadership is risky, and pushes us toward our ambitions and values
- We work in concert with our group and community
- We are on ongoing learning experiment – the SCFSA structure must change along with it
- Changing from 4 Pillar Teams, our funding, our staffing, our activities
- We must learn how to be effective now, under these conditions
- The times also call for this – a more focused, in-depth analysis and action
- Citizen-led, morally-driven initiatives

Discussion: Clarity needed around the current process design; confusing (committees, activities)

- **Coordinating Committee:** What is this body, who is on it, what does it do?
- **Pillar Teams**
 - There has not been a formal decision about the Pillar Teams – only light references
 - There are members that would like to continue them
 - AGNR has enough momentum and membership to continue
 - **To discuss in June – what is/will the relationship between the committees and SCFSA be after June 30**
- **ACTION:** Bring Theory U model/poster to meetings – work from this more intentionally

OVERVIEW: FOCUS AREA PROCESS

- **September 2014:** What have we learned, and what do we want to bring forward?

- FSA reviewed Phase I of Food Action Plan implementation structure and activities
 - Pillar Teams, endorsements, communications
 - Considered what worked, where there is room for improvement
 - **October 2014: Where do we go next?**
 - Ad hoc groups formed to consider Alliance assets, strengths, gaps and needs
 - Alliance decides to select 1 focus area to work on to increase impact (12-24 months)
 - **November 2014: Focus Area Identification**
 - Alliance asked, "What is deeply needed in the Sonoma County food system?"
 - **January-February 2014: Focus Area Selection**
 - (revisited) FSA considered responses; polled members to identify 1 area/issue
 - ***Selection: Using a systems perspective (supply chain) to work on a targeted issue (food access); build and integrate communications and policy functions***
 - **March-April 2015: Learning & Capacity-Building**
 - Alliance exploring focus area topics to better understand them from a systems perspective, and identify gaps and leverage points. Invited presenters: local experts and proprietors in production, processing, distribution, retail, civic, ag support, urban food, access/justice, workforce
 - **May-June 2015: Action Planning**
 - Dialogue to determine specific leverage points for Alliance activities, and on food system leadership
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Act III: Focus Area Dialogue & Decision

What is it about the supply chain in our community that enables and disables food access/equity?

Key takeaways from supply chain and access learning meetings: What from our supply chain and access meetings stands out as an area for us to apply our values and methods to encourage change in Sonoma County?

- **What struck you during the SUPPLY CHAIN presentations?**
 - Opened my mind to so many different possibilities, opportunities and realities (COA now partnering with Petaluma Poultry; Marin Sun Farms now providing chicken); what wasn't/is now possible; group has changed my world
 - Looking at a successful business; seeing relatable, doable, replicable models; seeing the barriers they face/d highlighted the generational split (regs to pricing; everything is different)
 - Seeing different, equitable models of HR, benefits, workforce
 - Considering waste management was important
 - Seeing the global nature of local businesses
 - Vertical integration (the value of it)
 - Successful models showed that we can overcome today's challenges – they can be replicated
 - **False choice between affordable food and triple bottom line**
 - Linegar's presentation = inversion of wine and specialty crop production – what happened?
 - Value of land and buildings = 4x's our gross county product = over-valued land
 - Assumption that the shortest supply chain is best
 - Price point conversation; we are invested in a system where, unless we address the price point issues, our solutions are limited; it's driving the entire system
 - Efficiency of larger business/agriculture
- **What struck you during the ACCESS presentations?**
 - Presenters/groups aren't using a systems model
 - Lots of people holding the pieces/services – but not the innovation or long-term planning
- **Theory U: Downloading → See Our Seeing → See the System (left leg) → the groan zone → prototyping**
 - What is our food system for?
 - Meadows, where to intervene in a system (at the end point)
 - We need more prototyping – **the SCFSA would like to lead development of innovative models and prototypes**

Question/Discussion: Is there something that came out of the last couple of meetings, or the work we have done over the last couple of years, that stands out as an area for us to apply our values and methods?

- **BETTER COMMUNICATION:** Be a voice for the realities of the food system that allows us all to participate in it
 - Creating education/outreach effort, create better understanding of food system, go deeper
 - What happened to the awareness/communications campaign? Was brought to meetings and found traction.
 - The Board of Supervisors never hears from us as an FSA
 - Acknowledge, showcase each member organization – their work, their services, through the FAP/FSA lens
- **GREY SPACES: LEARNING**
 - Focusing on reworking the supply chain – what’s not being done part of the puzzle – no one working on the ‘grey spaces’ of the food system; this is unique, no one is doing it
 - Learn about the grey spaces; the missing level of expertise and consciousness
 - Could we be an organization that learns about/knows about the food system in a deeper way – can truly lead
 - Learning journeys – teaches us, teaches them...
 - Moral authority granted to those working in the best interest of society
- **TOPICAL**
 - Affordable housing, new business creation, enable more social enterprises
 - How to take ownership of the food system/foodie narrative – take advantage of it... it’s been co-opted
 - Major organizations (tourism, business, electeds) all are “using” the narrative (localization, equity, access, beginning farmers, etc.), but we are missing a level of influence and commitment/changes
 - Can we have multiple topics? Members can lead research and planning...
 - Rather than honing in on 1 project, focus on connective tissue

The false choice between the affordable food and the triple bottom line (design from this problem)

Close & Wrap

- **Communications Proposal/Activities**
 - A communications proposal was surfaced in late 2014 – but the discussion or action planning was not carried forward – what happened to it, can we consider it again?
 - How are we deepening our expertise, how are we informing and educating our community?
- **There is an emerging and consistent question around policy** – we want to be more fluent in policy

Sonoma Compost

[Press Democrat Article I](#) • [Press Democrat Article II](#) • [Support Sonoma Compost](#) • [Board of Supervisors Minutes](#)

- **For future discussion...** How does the FSA take up and act on relevant food system policy issues that arise? The group has discussed this several times – as the desire to be more active in local policy increases, so to does our need to elevate our policy process knowledge and outreach.

NEXT ALLIANCE MEETING: June 17, 2015, 2:30-5pm, location TBD

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

June 17	O’Reilly Media, Sebastopol
July 15	Ag Commissioner’s Office, Santa Rosa
September 16	O’Reilly Media, Sebastopol
October 21	Ag Commissioner’s Office, Santa Rosa
November 18	O’Reilly Media, Sebastopol