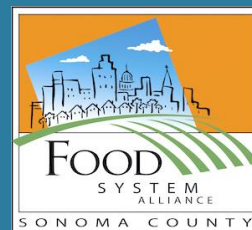


# Sonoma County Food System Alliance

## INITIATIVES & ACTIVITIES



### PUBLICATIONS

[Healthy & Sustainable Food Action Plan](#)  
[Sonoma County Community Food Assessment](#)  
[Food Forum Report to the Community](#)  
[Food Action Plan Webinar](#)  
[Healthy Eating Forum Report](#)  
Farm to Institution, [School Gardens Survey](#)  
Farm to Institution, [Local Produce Survey](#)

### COMMUNITY PARTNERSHIPS

[A Portrait of Sonoma County](#) (leadership team)  
[Health Action Economic Wellness Operations Team](#)  
[Sonoma County Hunger Index](#) (forum, committee)  
[California Food Policy Council](#), Roots of Change  
[Our Food System](#), KRCB  
[Sustainable North Bay](#) Festival Foods Working Group  
Sonoma County Farmer Needs Assessment, [Small Business Development Center \(SBDC\)](#)

### INITIATIVES & RESULTS

Developed in 2012, the Food Action Plan is a road map with a shared community vision for our local food system. The Food Action Plan (FAP) calls out 11 broad goals for food system improvement in 4 action areas (Pillars).

#### FOOD ACTION PLAN INITIATIVES & FORUMS

##### Agriculture & Natural Resources

- [Growing our Farms Summit](#) to explore ag land preservation, connecting emerging farmers with agricultural leaders in April 2015 (~100 select leaders)
- Supported 4 proposals - AB 551 Urban Ag Zones, affirmative easements, ag advisory group, farmer needs assessment

##### Economic Vitality

- Created the “10 in 10” framework; shifting 10% of purchasing to local products in 10 years
- Event: Food system workshop at the [Invest Local Conference](#)
- Event: FAP action phase at the [2013 Sustainable Enterprise Conference](#) and Sessions in 2014, [Session 1](#) | [Session 2](#)

##### Healthy Eating

- Event: [Healthy Eating Forum](#) in September 2013 (~100 select leaders)
- Project: Healthy retail pilot program

##### Social Equity

- Co-hosted [Sonoma County Hunger Index Forum](#) with the collaborative team to co-lead process design, event planning and execution (~250 select leaders)

#### FOOD ACTION PLAN ENDORSEMENT STRATEGY

- Leveraged [~400 endorsements](#) from local organizations, businesses, individuals, and city governments
- FAP adopted as countywide vision for our local food system by the Sonoma County Board of Supervisors
- Resolutions adopted by the cities of Healdsburg, Petaluma, Sebastopol, Sonoma, Cloverdale, Windsor, Rohnert Park

#### ENGAGEMENT & COMMUNICATIONS

- Established website with mechanism for [Food Action Plan endorsement](#) and [community engagement](#)
- Produced newsletter in partnership with Sonoma County Go Local • [Newsletter #1](#) • [Newsletter #2](#)
- Grew stakeholder network from 50 to 900+