



## Sonoma County Food System Alliance

### DRAFT Results

September 20th, 2011, 10:00 AM to 12:30 PM

Sonoma County Health Department

*In Attendance:*

	Debora Hammond	√	Jana Hill	√	Lisa Preschel
	Craig Anderson	√	Trathen Heckman	√	Linda Peterson
	Misti Arias	√	Grayson James		Mark Netherda
	Doug Baretta		Stephanie Larson	√	Jim Shelton
√	Ellen Bauer	√	Wendy Krupnick	√	Susan Stover
√	Phina Borgeson	√	Cathy Luellen-Aflague	√	Amy Chesnut
	Davin Cardenas		Lisa Correia		Rick Theis
√	Cathryn Couch		Melissa Minton		Amanda Bornstein
√	Paula Downing	√	Tanya Narath		Marion Deeds
√	Suzanne Doyle	√	Jim Canterbury		Lisa Andresen
	Talmadge Savage		Paul Kaiser		Walt Kruse
√	Terry Garrett				

With Miriam Volat ([Miriam@agininnovations.org](mailto:Miriam@agininnovations.org)), facilitator, and Helen McGrath ([Helen@agininnovations.org](mailto:Helen@agininnovations.org)) Ag Innovations Network

#### Events

- 10/2 Harvest of the Heart: Ceres Community Fundraiser
- 10/30 Ceres Community Project- A Day of Healing  
<http://www.ceresproject.org/index.html> - eventListing
- 11/5: Leader In Sustainability Awards with Leadership Institute for Ecology and the Economy <http://ecoleader.org/drupal/>
- 10/15: Petaluma Bouny Harvest Festival: <http://www.petalumabounty.org/>
- 11/3: Ripple the World Fundraiser for Daily Acts:  
<http://www.facebook.com/event.php?eid=169508087175&ref=mf>

#### Alliance Network

- FFSA is focusing on two tracks: one action-oriented through F2I/F2S, then initiate a process to address complex issues such as food system workers
- Continue to explore how to create region-based approach in Southern CA and Yolo/Solano?

- Heirloom Festival panel was a huge success! Many thanks to those that helped organize and attended

### **Info Share**

Cathy L-A: Santa Rosa City School Board requested presentation about local produce procurement, a major step and were very interested in her work.

Jim Canterbury: Sales Dir. Alvarado Street Bakery, will be attending member for Alvarado

Keala Peterson: SSU student rep, wants to have the university represent what the county represents, and have more local interaction between the institution.

Phina: She is continuing her work with Trinity in Sonoma, working on greening projects and community engagement/food justice. Additionally, Phina is working with church networks through the dioces and nationally- on Food Day, specifically

Wendy: Heirloom Expo was great- CAFF, CA Farmlink and Farm Trails had a joint exhibit, which was successful. Aggregation center seems to be moving forward with Buckaloo in Petaluma (<http://www.buckelew.org/jobs/index.php>). Natural Resources Conservation Service (NRCS) has organic transition funds available. Ag Zoning, planning commission with look at suggestions made by CAFF this Thursday, outcome is unknown and could have a huge impact. Wendy will update the Alliance next month.

Paula: Sebastopol market is year round this year, at the same site. Santa Rosa is dealing with vet building privatization, trying to get the rent grandfathered in.

Cathryn: CERES new building is going to be completed in November and is located in Sebastopol with a commercial kitchen, etc. CERES community garden behind O'Reilly, as an extension of teen program acre.

Tanya: Looking for a project for the new class and also planning awards on 11/5 (see above), winners will be announced soon

Amy: Would like to engage in any efforts around meat processing.

Linda: Farmlink has had a busy season, farm succession conference:

<http://www.californiafarmlink.org/joomla/index.php>

Terry: *Go Local Made Local* campaign is being kicking off. Oliver's, Pacific Markets, and Andy's Produce are joining- 25 local producers highlighted, i.e. Alvarado. Large marketing campaigning that has been tested at Oliver's.

Ellen: BOS approved the county-wide campaign, very exciting for the department

Lisa: Attended the international Green Schoolyards Conference

[http://www.realschoolgardens.org/realstories/11-09-](http://www.realschoolgardens.org/realstories/11-09-21/The International Green Schoolyards Conference.aspx)

[21/The International Green Schoolyards Conference.aspx](http://www.realschoolgardens.org/realstories/11-09-21/The International Green Schoolyards Conference.aspx)

Empire College event chose School Garden Network as a recipient of funds from all sales on Saturday 9/24

Grayson: Petaluma Bounty Harvest Festival event coming up (see above)

Jana: Wendy is joining for her for the Windsor Town Council presentation about the forum and upcoming events. Working with F2I folks to develop a food service training- event is in planning and around food day, potentially 10/25

Trathen: 10/1 Permaculture Paradise in downtown Sebastopol. Ripple the World breakfast fundraiser is also coming up (see above).

## Alliance Business

- November Social on 11/15 for the FSA will be a potluck
- Membership: Farmer representation, Linda will conduct outreach to more farmers, as well as appoint point people to engage with members at their convenience.
- Charter addendum: how to we open up the FSA meetings to the public, but maintain the trust and privacy needed to address complex issues.
  - Committees are often ways to engage the public
  - Health action has an open/public format, there is a way to manage engagement
  - Slow food, certain meetings are open during the year
  - Closed discussion, with an open comment period. Certain, targeted invitees can be brought in, too.
  - The structure and facilitation can allow for input in a clear, structured way
  - Perhaps have it be a 2.5 hour meeting, or have a public meeting held seasonally, once a year, etc.

## Food Day

- Draft an editorial? In press/democratic (close to home)
  - Cathryn will take the lead, with the support of Tanya, Phina, & Trathen
- Poster for outreach can be created- Jana & Helen
- BOS is going to create a resolution to support? The day, can be incorporated into the editorial
- Radio (Cathryn and Paula will team up and engage with contacts)
- Newsletter to greater Ag community? Quarterly, semi-annual to food forum list?
- Agenda in October will include communication dialogue

## Process Committee

- Tanya/Jana/Ellen/Grayson all meet to create next months agenda
- Folks can join at anytime
- As far as communications is concerned, Cathryn can monitor and track a communication plan
  - Can always be brought back to the group so there is greater input and all networks are engaged

## Farm to Institution

- Review of current assets
- Questionnaire sent to farmers about barriers, successes, etc. with F2I initiatives
- Food service survey, and issue around price came up
  - How to get around that barrier
  - The training may be the perfect venue to capture a lot of this info
  - Getting schools in the pike for new aggregation hub coming down the line
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## BOS Meeting

### Policy Committee update and approach

- Have people embrace and overall framework, then work with city/departments to work on specific actions
- Overall alignment across all cities and departments
- From businesses to individuals, as well
- Model from Multnomah County, OR is being used as a reference
  - Create categories in four buckets, that encompass all eight areas/goals that are listed as
  - Goals and sub-goals, ideally will have example actions for each
  - Committee has worked hard to ensure all in included
  - Resolutions with boards and cities, and adaption by non-gov entities
- Certain orgs will need to be enlisted to support certain goals, i.e. ensure awareness food assistance programs
- The process is still ongoing and will include other drafts, stakeholder engaged

## Sonoma County Healthy and Sustainable Action Plan

### *Actions at a Glance \*\*DRAFT\*\* (10.11.2011)*

*Red text indicates feedback from Food System Alliance on Sept. 20, 2011*

#### HEALTHY EATING

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##### **Goal 1: Increase awareness of food and nutrition assistance programs**

- 1.1 Promote enrollment in food assistance programs
- 1.2 Increase acceptance of CalFresh/WIC
- 1.3 Connect surplus food with need

##### **Goal 2: Create environments that support health and quality of life**

- 2.1 Make healthy food more affordable and accessible
- 2.2 Implement wellness policies
- 2.3 Identify healthy food and agriculture as an area for local government plans
- 2.4 Develop coordinated food policy

**Goal 3: Increase equitable access to healthy, affordable, safe, and culturally appropriate food in all neighborhoods**

- 3.1 Promote healthy food financing initiatives
- 3.2 Reduce unhealthy food availability
- 3.3 Promote and encourage community gardens and urban farms
- 3.4 Establish farmers' markets in low-income neighborhoods

**Goal 4: Increase food and agricultural education and literacy**

- 4.1 Promote school and community gardens
- 4.2 Establish and expand education and training programs for culinary arts and sciences
- 4.3 Establish education programs on green practices **and seasonality**
- 4.4 Support the understanding of public health concepts for healthy food systems

**AGRICULTURE & ENVIRONMENT**

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**Goal 5: Promote local and regional distribution of agricultural products to increase efficiencies and reduce energy use**

- 5.1 Support smart water and energy efficiency use
- 5.2 Establish a regional alliance of institutional purchasers

**Goal 6: Protect and enhance the agricultural land base, **farmers, and ranchers****

- 6.1 Minimize expansion of the Urban Growth Boundary in all 9 cities
- 6.2 Promote the use of public and private land for food production
- 6.3 Promote **diversified** land use
- 6.4 Promote policy education

**6.5 Support diverse farmers and food production**

**Goal 7: Encourage sustainable resource stewardship**

- 7.1 Create resources out of food waste and **agricultural by-products**
- 7.2 Support third-party certification
- 7.3 Develop a regional seed library
- 7.4 Promote community **action on** sustainability issues
- 7.5 Study and track the potential impact of climate change on agriculture
- 7.6 Promote ecosystem health**
- 7.7 Enhance agricultural potential to mitigate and adapt to climate change**
- 7.8 Promote agricultural heritage and sense of place**
- 7.9 Promote as land conservation**

**ECONOMIC VITALITY**

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**Goal 8: Promote local food products and producers (**need to define local**)**

- 8.1 Develop and implement a local food marketing approach
- 8.2 Prefer Sonoma County products in contracts
- 8.3 Ensure regulatory support (**clarify**) for food production and processing

**Goal 9: Support local food system jobs**

- 9.1 Support multi-generational farming and ranching to ensure ongoing economic viability
- 9.2 Identify and support funding and resources for existing and new farmers and ranchers
- 9.3 Support local food businesses
- 9.4 Support manufacturing of products?**

**Goal 10: Provide support for local businesses promoting local food products and producers**

- 10.1 Support local businesses selling healthy local food
- 10.2 Promote food enterprise zones (**clarify**)

### 10.3 Promote local products

#### **Goal 11: Expand local markets for small and mid-scale local producers**

- 11.1 Promote farm to institution programs and policies
- 11.2 Promote farm to restaurant
- 11.3 Expand direct farm to consumer opportunities

#### **SOCIAL EQUITY**

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#### **Goal 12: Address the causes of hunger, food insecurity, and injustice**

- 12.1 Support affordable living conditions
- 12.2 Create/support? social equity criteria
- 12.3 Secure local data on farm and food system workers in Sonoma County
- 12.4 Promote the cultivation of crops based on the changing population and cultural preferences

#### **Goal 13: Create opportunity and justice for farmers and food system workers**

- 13.1 Support federal policies to address inequities
- 13.2 Support business practices that promote opportunity
- 13.3 Support new farmers and ranchers from underrepresented groups

#### **Goal 14: Facilitate equitable community participation and decision-making**

- 14.1 Support community leadership development
- 14.2 Amplify the voice of underrepresented communities
- 14.3 Increase community engagement in the policy process

#### **Goal 15: Increase community resilience**

- 15.1 Reduce dependency on food aid
- 15.2 Support an emergency food system
- 15.3 Strengthen and diversify local food system to better cope with disasters and long-term changes

#### **Notes to consider:**

Make goals more active (i.e. engage versus increase awareness)

Need to define local, food enterprise zones

#### **Next Meeting**

**Sonoma County Grange Credit Union: Tuesday, October 18<sup>th</sup> 10am-12:30pm**