



Sonoma County Food System Alliance

DRAFT Results

October 18th, 2011, 10:00 AM to 12:30 PM

Sonoma County Grange Credit Union

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 Chestnut
	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), facilitator, and Helen McGrath (Helen@agininnovations.org) Ag Innovations Network

Action Items

- Find out more re: Pete Price and state-wide Ag land pres. Group being formed

Events

- **10/24:** USDA Coordinator has been hired (Cliff Paulin) meeting scheduled to explore what the role of new coordinator will be, next steps for the project: Jana, Wendy and Linda are attending, members of the steering committee. Great networking for other regional initiatives.
- **11/1:** Farm Bureau event with Karen Ross
<http://www.sonomafb.org/Annual+Events/State+Of+Agriculture.htm>

Alliance Network

- FFSA is focusing on one action-oriented area of F2S, and will engage in deeper dialogues on issues such as workforce, water, etc.

- TEDx Fruitvale event, sponsored by BonApetit. The focus was on labor issues - next front for the consumer. Awareness is growing, larger ag community also focusing on it from a immigration/legislative perspective.
<http://www.tedxfruitvale.org/webcast/>
- YAFA: completed survey of mammal meat producers, for Superior to consider new facility- demand for service looks financially viable. New regs coming up around meat processing
- VAFA: Summit will be held on February 17th 2012 with Sec. Ross as keynote, will follow the design of SC FF!

Info Share

Terry: Sup. McGuire meeting went very well. He was very well informed and enthusiastic. Miriam and Wendy represented the group well. Terry met with him a few weeks before about job creation in the food sector, processing, etc. Sup. McGuire realized investment in food system could lead to economic development, and is also interested in hunger relief.

Lisa: Participated in design and edible food forest at OAEC. Brought up local aspect of growing food at home.

Misti: County Lands is in the community gardens phase at the moment, she will be more involved at the second phase. Regional Parks & UCCE is currently involved. Formally convened an ag Technical Advisory Committee, allowing Ag Pres./OSD to engage with the general ag community when needed. It includes FB Board members, Paul Martin, Joe Pozzi, and Lex McCorvey, and more, with small rancher and large producer input. Will formulate criteria from this group to help decide what projects to focus on. Another meeting will be held this month. County lands selection criteria for farmers will be worked on, as well as survival tools with WA being endangered, i.e. affirmative easement that creates ag land that is renewable.

Amy: Last week was Slow Money gathering. Provided info to share, website. Slow money chapter being developed locally.

Cathryn: Has just attended the BOS meeting, many greats orgs were recognized for Food Day- Ceres, Wendy for iGrow, Paula for FMs, a great event. The editorial drafted has been sent to the Press Democrat to run on Food Day. Lisa and Cathryn attended Bioneers. Cered received a CDFA grant, which will have a huge impact, and the focus will be on tracking process, changing dietary patterns and preferences, etc.

Paul: he is involved in a local pollinator group preservation group, and attended a pollinator conference in DC focused on conservation.

Wendy: BOS is focused on food issues, great opportunity. Community Garden summit- fliers were distributed. Ag zoning ordinance meeting approaching at BOS. Educational farm stay is endangered.

Paula: BOS should provide concrete resources for these initiatives. Vets building rent will be raised, not getting anywhere with BOS.

Membership

- Joe Pozzi- will come when needed, time is difficult

Food Day

- Food Service training 10/25, with 70+ attendees, with 10 producers (9 produce, 1 dairy and Alvarado Bakery attending).
- Cathy LA is hosting, providing food
- Meet your farmer/speed dating and networking opportunities will be provided
- Sodexo, Revolutions Foods, as well business people have signed up
- Recipes to serve to school age children, with tastings, incorporating local ingredients, etc.
- Great place to start and people are self-organizing
- Mike from Buckaloo/People's Harvest (ex. form CAFF Feasibility) will give update and look at how they can play a role

Farm to Institution Update

- Reviewing the role of the group/committee...There is a role for the district, but what is the best role for the committee
- Is there a tool kit/resources that can be created? Best practices for all interested institutions to refer to?
 - Hard to be universal, discussion around having a pilot program
 - Training incorporates the larger county, and gets players to focus
 - Need to follow-up well with the group/efforts after the training
 - There is a networking capacity that the Alliance has
 - Use success stories, help broker relationships, etc.
 - Make sure to gather info from attendees, what next steps do they need/want?
 - Other models- start with the struggling school, good place to make an example work
 - Opportunity to tie this in to other initiatives: Aggregation, County Lands, farmer viability, etc. There are clear goals

Policy Committee Update and Approach

- Have people embrace an overall framework, then work with cities and county departments to work on specific actions
- Goal of 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 each of the four buckets, that encompass all eight areas/goals that are listed
- Goals and sub-goals, ideally will have example actions for each
- Resolutions with boards and cities, and adaption by non-governmental 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

Policy Committee Proposal for Development of Food Action Plan

- Focus on getting input from the entire Alliance and all stakeholders that are reps on FSA committees
- Draft will be worked on, based on work done in september meeting, and will be vetted with specific, identified stakeholders 1) using FSA members first, 2) then going out to other community members, local officials, potentially stakeholders outside the County
- Members are committed to ensuring there are stakeholders identified for all areas: Healthy Eating, Ag & Environment, Econ Viability, Social Equity
- After this is vetted, reviewed by FSA again
- Committee will come back to the FSA group if there are questions, holes, etc. at all stages

Comments/Questions

- Are there criteria or principles for vetting such initiatives? Project criteria can be used from the charter
- Using the goals can help guide
- Talk to certain officials immediately, right off the bat rather than wait
- Should the doc be sent for review as a whole, or sent pillar by pillar and members could focus their expertise area?
- Need to remember the final outcome/purpose of the document. Based on specific recommendations for local and county departments. Multnomah ex. (send out), have entities formally adapt, business, etc.
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Communication Plan – First Ideas

- Need to consider three different levels
 - FSA and circles of influence: FF participants, own networks, etc.

- General community- editorial, how do we bring these issues to the general public
- Influencers: BOS, key city people, etc.
- Where do other Alliances fit in, other statewide efforts?
- Regular communications coming out of the group, i.e. quarterly newsletters
 - Updating on committees
 - Engaging with local media, and direct them to key events and issues being dealt with: creating news and controlling? i.e. Diane Peterson
- Needs to be collectively done, CC can write, edit and identify opportunities, etc.
- Speaking at BOS, tracking agenda and be there to rep (as well as city councils)

Comments/Questions

- What about creating/writing the news? Would need to be a major initiative/committee, and we currently do not have the bandwidth
- Next Steps: newsletter
 - Needs to be succinct, could announce public meetings, etc?
 - What about annual report? An annual snapshot- January, and mid-year, perhaps twice

Public Participation in Alliance

- Has been closed for the following reasons: discussing sensitive topics, members may not speak freely, etc.
- Group runs on consensus: outside circle does create a different dynamic
- Ideas that have emerged from PC call:
 - Have a set time for public comment
 - Those that want to attend, arrive early to debrief
 - Sharing can happen, but not part of decision making
- Meeting length would need to be extended ½ hour

Comments/Suggestions

- Lack of consistency at Policy Comm. has been difficult
- Time is important to prevent dominating voices
- What is the purpose of opening the meetings? To be relevant, etc?
 - Was inspired by HD process, culturally desirable, as well as BOS

- Agendas would be posted, minutes, etc.
- Why would people want to come?
 - Want to get involved, have something to bring, want to know what is going on
- Spelling out the process before it happens, reminder of ground rules.
- Can be a specific time in the beginning during agenda review
- Communications can better serve this interest- what are we doing? And lead to transparency, relevancy, etc. Put more energy toward communications to serve this purpose.
- If there is an issue that people need to share use, e-mail, guests and 3 min

Idea was brought up to have a longer retreat for the Alliance, perhaps in January

Next Meeting

Includes end of the year social, Tuesday November 15th 10am-12:30pm location TBA