



Sonoma County Food System Alliance

DRAFT Results

February 21st, 2011, 10:00 AM to 12:30 PM

Sonoma County Grange Credit Union

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

With Miriam Volat (Miriam@aginnovations.org), facilitator, and Helen McGrath (Helen@aginnovations.org) Ag Innovations Network

Guest: Beth Wyatt from Morgan Stanley Smith & Barney

Action Items- FSA

- Nica/Community Market to bring snacks to March meeting
- Communications Committee to meet Friday, 3/2, Members: Terry, Linda, Phina and Cathryn
- Jana to circulate FAP stakeholder spreadsheet for members to thoroughly review

Action Items- AIN

- Miriam to connect with Wendy re: FSA involvement in Heirloom Festival
- AIN to calendar/schedule upcoming meetings for Emerging Issues, as defined below to be presented at March meeting

Events

- 2/25: Slow Money event in Petaluma <http://slowmoneynocal.org/>

- 3/3: 35th Annual Environmental Awards Dinner, register now. [website](#)

Alliance Network

- FFSA: Focus on F2S, county-wide, and will hold a series of dialogues to focus on fresh v. frozen/processed food, water, labor etc. Began this month with a dialogue around food/diet and its connection to chronic health issues in Fresno County, statewide.

Info Share

Nica Poznanovich: New rep from Community Market, and she will continue to attend on their behalf.

Tanya: Leadership Institute is starting the application process for next class of leaders: <http://ecoleader.org/drupal/node/122>

Linda: Now with UCCE Beginning Farmer training program: <https://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=7958>

Beth Wyatt: Morgan Stanley Smith & Barney, financial advisor and has a personal interest in local food.

Wendy: 36th Annual Environmental Awards Dinner on 3/3, Lisa Preschel is nominated! CAFF Farm Diversity event to be held 6/21 at Front Porch Farm, more info to follow. Wendy and several other Alliance members met with Tony Linegar, the new Ag Commissioner for Sonoma County. Discussed the proposed moratorium on tree removal for grape vines, forum will be held soon and will be presented to BOD on 4/24. iGrow beginning gardener program, geared toward low-income but anyone is welcome beginning in Petaluma. <http://www.igrowsonoma.org/content/backyard-farming-workshop> Great article came out from UC Berkeley about what it will take to feed the world: http://nature.berkeley.edu/breakthroughs/breakthroughs_masthead.php

Wendy has engaged with Tim of Terra Sonoma and he is working hard to build a foundation for the distribution business. The Alliance may want to approach and bring on board when they are further along.

Jana: School Food Service Directors Training will take place May, 17th. The five-county regional meeting was successful, Terry presented as well. Discussed meeting with Tony Linegar, and he may address approved source process for school gardens. Regs are in place that do not allow using/receiving of products, even as donation or purchase, unless it is an "approved source". The FSA can support this effort. Jana will send link to Napa site.

Cathryn: Currently interviewing teens and clients on healthy eating habits for the CERES USDA grant. Sarah McKenna has been brought on board to manage new community garden/farm for the project.

Ellen: New Health Officer and Environmental Health director will come on board the FSA shortly.

Lisa: Looking for a new person at OAEC to replace her, as she is departing. She will post opening and circulate.

Food Action Plan

Review of the FAP by caucused stakeholder groups to provide feedback, as well as examine what other stakeholders need to be involved in reviewing it. Not all groups thoroughly reviewed the stakeholder spreadsheet so Jana will circulate for further input.

Business Cluster:

- Defining local and regional, having a two-tiered perspective might be helpful for implementation
- Inserting examples throughout would be helpful
- Having the “econ multiplier effect” perhaps be pulled out, be its own goal with explanation

Health/Access Cluster:

- Including/lifting out more the “you are what you eat”, consumer education
- Some goals are policy related, and some are goals for the food system, perhaps separate them and label
- Another round of editing is needed before sending out to stakeholders

Agriculture Cluster:

- Biggest emphasis is that small parcels have value for production, importance/emphasis on ecological ag practices
- Special events, etc. should be secondary, food production should be the focus
- Brining in climate change, eco-health connected to climate change- conservation of ag land and open/space

Environment Cluster:

- Re-number them, 6 should be first (land), then resource stewardship, #5 re-worked to be energy-use
- 5.2 moved to econ-viability section, which was done in the matrix
- Resource stewardship 7.0 new sub-goal around water conservation and county-wide water budget
 - Other stakeholders should be brought in to review that goal
- Added re-generation of salmon population- re: water use, riparian conservation, etc.
- Smart-water was crossed out

Overall Feedback

- Perhaps too vague, perhaps have more targeted and directed language
- Too much overlap, focus on what goals go in what section, but also keep the cross-referencing happening

- An introduction explaining the scope- “food touches everything”
- Structurally- many of the goals are addressing multiple strategies- i.e. marketing affects demand, etc.
- The logical layout of the goals- i.e. Multnomah starts with production and moves from there

Next Steps

- Social equity will be reviewed by Policy Committee at next meeting, edits will be incorporated, new version be circulated to FSA with first stakeholder, FSA members to complete interview questions, then begin creating stakeholder calendar
- The stakeholder review: the google doc. Will be available for all members to add contacts, and everyone at meeting was willing to conduct the stakeholder reviews, make contacts and walk-through the document

Communication and Outreach Committee

- Responsible for press releases, event calendar for FSA to track so we are involved in certain events, involved in the release of any publications, craft language- editorial, facebook post, etc. around emerging issues within the Alliance
- The committee can decide their role and have different stakeholders represented so that they can fairly cover the scope of the Alliance’s work
- What would be the role of that committee that the committees can’t do themselves?
- What is the purpose for communications for this group? Beyond press releases, what is the FSA trying to share with the greater community?
- Committee formed- Terry, Linda, Phina and Cathryn- Helen to attend first meeting

Priority Issues/Strategies

- Timely issues should be considered, to best utilize the FSA’s time
- Rather than vote to undertake an entirely new issue, focus on what issues need to be discussed and have consensus on in order for existing work (F2S, FAP) to move forward
 1. Local/Regional marketing- have as a brief agenda item to review what is happening in the County
 2. Define Local- why is local good? Date points for the FSA to work from, rather than from assumption
 3. Highlight of best practices and wins within the FSA: Communications Committee can address in the future
 4. Climate Change/Water: Use a meeting to review potentially with CalCAN, etc. what the Alliance can do move these pieces forward, have a future

Forum focused on water? Can spell out role and next steps at meeting when on agenda

5. Access/Social Equity: Review as a group during meeting to educate, lack of representation in the room
6. Meat-processing, cost of production, ag land preservation (affirmative easements, what are the threats?): need to track, potentially have an educational meeting later in the year
7. Farm Bill: Policy committee will review, education is needed for the entire FSA

Next Meeting

Tuesday 3/20 at Sebastopol Grange 10am-12:30pm