



Sonoma County Food System Alliance

DRAFT Results

February 20th, 2013 • 2:00PM to 5:00PM
CA Labor Council Meeting Room, Santa Rosa

	Misti Arias		Paul Kaiser
✓	Phina Borgenson	✓	Wendy Krupnick
	Lynn Silver Chaflin	✓	Bill Leland
✓	Amy Chestnut	✓	Tanya Narath
✓	Cathryn Couch	✓	Linda Peterson
✓	Paula Downing		Nica Poznanovich
	Suzanne Doyle		Lisa Preschel
	Terry Garrett		Jim Shelton
✓	Trathen Heckman		Rick Theis
✓	Jana Hill		

NEW MEMBERS PRESENT

Michelle Dubin	FEED Sonoma
Darlene Fiscus	United Way of the Wine Country
Suzanne Grady	Petaluma Bounty
Heather Granahan	CAFF
Brittany Heck	Gold Ridge Resource Conservation District
Bill Leland	Cloverdale Alliance for Financial Education
Jen Lewis	County of Sonoma, Health Action
Alison Malisa	Southern Sonoma RCD
Tim Page	FEED Sonoma
Richard Robinson	Sonoma Organics
Karen Shimizu	Center for Economic Success

WITH: Miriam Volat, Facilitator (miriam@aginnovations.org)

- Lisa Badenfort, Coordinator, Sonoma County Food System Alliance (lisa@aginnovations.org)
- Owen David, Intern, Ag Innovations Network

MEETING OBJECTIVES

- Bring new members into the Alliance
- Decide if SCFSA becomes member of California Food Policy Council (CAFPC)
- 2013 Planning: first larger stakeholder meeting, FAP engagement

ACTION ITEMS

- Distribute meeting schedule to new members (AIN)
- Provide CDFA-related information regarding CSA regulation (AIN)
- Alliance to decide whether or not they would like to join the California Food Policy Council (**vote to be held via email**) (AIN)
 - Determine the role of “minority reports” (super-majority vote structure)
- **Coordination Committee:** will continue designing Ag & Natural Resources/Economic Vitality Forums
- **Coordination Committee:** to determine whether the current meeting time should be changed

ALLIANCE INTRODUCTION FOR NEW MEMBERS (Tanya, Jana and Miriam)

- *Documents distributed: Charter, FAQ, Vision, Purpose and Goals, Roster*
- **Tanya** provided a brief professional history and shared her experience (as a co-founding member) with the SCFSA’s chartering process
 - AIN’s advocacy principles, consensus-based decision-making process
 - Alliance’s model includes: inclusiveness, consensus, collaboration
 - 2013: shift from planning to implementation phase
 - Major activities (Food Forum, Community Assessment, Food Action Plan)
- **Jana**
 - SCFSA Committees: Coordination, Communications, Farm to School
 - Community Alliance with Family Farmers (CAFF) - new grant funding and staff members
- **Miriam**
 - AIN as neutral coordinator, facilitator; process container for multi-stakeholder groups
 - AIN structure: seven other counties, more to come
 - Benefits of information sharing across all programs

INFO SHARE

Brittany Heck, [Gold Ridge Resource Conservation District](#): Provided a brief history of RCDs in California and Sonoma County, their activities working one-on-one with farmers on issues including soil conservation, water resources and quality, wildlife habitat protection, climate change, etc.

Amy Chestnut, [Sonoma Land Trust](#): Attended [Slow Money](#) meeting – encourages everyone to attend. They meet monthly, and address numerous topics relevant to our Alliance.

Jana Hill, **Sonoma County Department of Health Services**: Reported on major organizational changes developing in her department; her new focus will be on economic security, and she will keep the group informed as plans move forward.

Tim Page, [FEED Sonoma](#): Announced that he and his partner (Michelle Dubin) have a good infrastructure in place for a local distribution solution for many local farms. FEED Sonoma is thrilled that the SCFSA is in the implementation phase – they are very pleased to see that the pieces are coming together.

Michelle Dubin, [FEED Sonoma](#): Michelle is a small-scale farmer and a member of the Bohemian Farmers Collective. After participating in the Food Forum, she has been curious to know more about the lack of distribution options throughout Sonoma County.

Wendy Krupnick, CAFF: Reported on the Community Garden Network’s first meeting (originated with iGrow). 70 people attended, and 40(+) gardens were represented. They have counted approximately 85 throughout the County so far. They are seeking mini-neighborhood networks so those involved can work together and learn from one another. Wendy is helping coordinate the [Climate Solutions](#) Awards Dinner (selling raffle tickets), and will be attending [Climate Action Network’s](#) summit in Davis. She is thrilled to have 3 full-time staff working for CAFF in the Sonoma County region.

Phina Borgeson, [Interfaith Sustainable Food Collaborative](#): Phina would love to see a forum hosted on social equity and food access in the Sonoma Valley, perhaps at the Grange. The Interfaith Sustainable Food Collaborative (Steve Schwartz, Director) is bringing together congregations from Marin and Sonoma (April 7th) to facilitate connectivity between congregations and CSAs – would like to become distribution points. Should anyone know of other congregations that might be receptive, please let her or Steve know.

Cathryn Couch, [Ceres Community Project](#): Would like to bring back the Grow Kitchen project – the facility on Ferguson has a teaching kitchen and several reskilling workshops on butchering and fermenting. Plus they have a background in producing instructional videos on food techniques. They are in conversation with the Peoples' Grocery and City Slicker Farms – would like to be the creator for trainings/demos on cooking and education.

Richard Robinson, [Sonoma Organics](#): Attended the Slow Money meeting – they are seeking to rent a large, refrigerated warehouse in town to service small growers. He is concerned and curious about ever-changing CSA regulations, particularly about farmers using distributors during the winter months. He is working with some local farms to help coordinate a system of direct, farm-to-farm sales. He requested data/analysis on CSA regulations.

Alison Malisa, Southern Sonoma RCD: Would like to expand their Ag leadership training programs (high schools) to incorporate training for new and existing farmers and ranchers, and to connect schools with farming/ranching communities.

Linda Peterson, UCCE: Is coordinating the [Beginning Farmer and Rancher Training Program](#) (in its second year) – expecting to bring in 30 new farmers. They will continue using Shone Farm, and have adjusted their trainings cycle/timeline – 6 months, meeting 3 times per month. Applications will be available online March 1 – the next training begins May 17.

Karen Shimizu, [Community Action Partnership of Sonoma County](#): Works for the Center for Economic Success – microenterprise business development program. CAP offers free/sliding-scale classes – 15-week course, 3 hours/week, offered in Spanish and English. Next course begins mid-March. If people are interested in value-added food products, food service delivery, they could be a good fit. Graduates have access to mentors, coaches, and a federally matched savings program that provides match funds for homeownership, microenterprise, education, etc.

Bill Leland, Cloverdale Alliance for Financial Education: Has been working with the Latino community in Northern Sonoma County (37% of Cloverdale's population, underrepresented in City Council and public affairs). They have been hosting community meetings in conjunction with CAP and United Way of the Wine Country – expanding. Now in their 4th year of providing volunteer tax assistance services.

Darlene Fiscus, [United Way of the Wine Country](#): UW shifted their focus to education, income and health over the past few years. Their Volunteer Income Tax Assistance (VITA) program now has 20 Sonoma County partners –promotes poverty alleviation programs, free service provided to low-income workers (partners with CAP and Cloverdale Alliance for Financial Education).

Suzanne Grady, [Petaluma Bountly](#): Petaluma People Services Center is now their parent organization. Suzi serves as Program Director, and is also a farmer/food producer. Her focus has been on access, education, and bridging food producers and low-income consumers. PPSC is aligned with healthcare agencies and are working more on behavior change through farm and nutrition education – receiving a lot of questions about AB 1616 (Gatto)/Cottage Foods Act.

Trathen Heckman, [Daily Acts](#): Upcoming events – Windsor Waterwise tour this weekend at two permaculture sites, and the 350 Home and Garden Challenge on May 18-19th (communities nationwide reaching out to Daily Acts, looking to replicate their event).

Jen Lewis, [Sonoma County Department of Health Services](#): Is the new Health Action Program Manager. Figuring out how the County Health Department can facilitate actionable items from Food Action Plan.

Paula Downing, [Santa Rosa Farmers' Markets](#): The Apple Fair will happen this year – status was unknown until this week – big step toward survival for Farm Trails.

Lisa Badenfort, Ag Innovations Network: Has been on staff as the SCFSA Coordinator since February 11th, and is working through the on-boarding process. Will be working on mapping local food system, surveying FAP participants on priorities for 2013; will begin working with Coordination Committee.

Miriam Volat, Ag Innovations Network: Provided statewide AIN update – Fresno summits, modeled on urban/rural roundtables; working with local government, USDA, CDFA staff (working with Cal Ag Vision as a potential statewide model); reviewed differences between Fresno and Sonoma Alliance processes.

CALIFORNIA FOOD POLICY COUNCIL

- SCFSA to decide whether or not to join the Council as a formal member – CAFPC documentation distributed to all members
- **ACTION:** regarding the 2/3 vote threshold – are minority reports considered/valued?
- **ACTION:** since we have so many new members this month, everyone should review the principles/documentation and AIN will facilitate an email voting process

- **Discussion:** Jana and Linda have attended these meetings thus far – their reports include:
 - 28 groups are represented/members thus far
 - Two-tier membership structure:
 - Voting: funding for one representative's travel expenses, voting rights
 - Consulting: limits on voting rights, limits on meeting attendance
 - Members can reduce their status from "voting" to "consulting"
 - CAFPC holds four meetings per year; members must attend at least three
 - Participating could be a good means by which to address priorities and get involved with other California stakeholders in related issue areas
 - **SCFSA's representative:** Lisa and/or Jana? Sending an Alliance member (in addition) would be preferable (Linda willing to continue attending) – consistency will be important
 - Only funding for one staff's travel expenses
 - **Capacity:** SCFSA's consensus-based model vs. CAFPC's 2/3-majority model
 - Concern: how much time will the SCFSA need to develop consensus on CAFPC matters – would need to schedule special online meetings, delegate members, ad hoc committee to make recommendations
 - Three statewide meetings have been held: tilted toward urban food policy, with the voice for rural areas being less significant – some issues may not resonate with SCFSA's needs/agenda; this topic discussed at length
- **Major items discussed:**
 - The speed at which a committee such as CAFPC can operate
 - Size of the tent – SCFSA prefers large, inclusive groups to identify sustainable solutions
 - SCFSA's desire to leverage support and involvement at the state level

- **Questions to consider before deciding/voting:**
 - What are the reasons not to join?
 - Are the CAFPC's principles in alignment with the SCFSA?
 - What are the negative aspects of membership?
 - Does it have value? Does joining the CAFPC benefit the SCFSA or statewide incentives designed to support food system development? If so, how?
 - Capacity/commitment? Do we have them? Does the SCFSA have the capacity (staff and membership time and resource) to dedicate to this undertaking?

2013 PLANNING ♦ PILLAR FORUMS/STAKEHOLDER FORUMS

OVERVIEW

- ♦ Planning four forums for 2013 – one for each pillar in the Food Action Plan (FAP)
- ♦ These will replace our full Alliance meetings for those months
- ♦ Forums will include people beyond the FSA
- ♦ Each forum to be centered around a select few goals from FAP (SCFSA determined in January 2013)
 - Each priority selected satisfies all criteria for advocacy and action; not necessarily the most critical, but the most likely projects to be achieved in 2013
- ♦ **Coordination Committee** will consider details and return to the full Alliance with a proposal
 - The SCFSA will work on the other forums/summits later in the year; will learn a tremendous amount from the first two
- ♦ **Preliminary suggestions:**
 - Ag & Natural Resources forum to be held in April?
 - Concerned we won't be ready – but May will be too late (not ideal season for producers); will there be other months to engage those stakeholders?
 - Economic Vitality forum to be held in May?
- ♦ **Questions for each group to consider (Ag & Natural Resources and Economic Vitality):**
 - **Objectives:** desired outcomes, what do we want to take away from the forum?
 - **Timing:** what should the order of the forums/summits be?
 - **Flow:** what will the structure of the forum/summit look like?
 - **Invitees:** who should be at the table; more than just those that worked on the FAP?
 - **Prep-work:** what will we need to do to make this a successful meeting?
 - **Details:** location, food, etc.

AG & NATURAL RESOURCES ♦ AG VIABILITY

- ♦ **Group:** *Trathen, Wendy, Tanya, Linda, Amy, Alison, Michelle, Brittany*
- ♦ **Priorities from the Food Action Plan; identified in January 2013**
 - **1.2:** *Promote the use of public land for food production*
 - **1.5:** *Ensure regulatory support for food production and processing*
 - **2.3:** *Create resources out of food scraps and agricultural by-products*
 - **2.7:** *Enhance agricultural potential to mitigate and adapt to climate change*
- ♦ **OBJECTIVES**
 - **#1: group wants good attendance with all factions participating (“Big Tent”)**
 - Environmental groups, growers, producers, regulatory agencies
 - To learn, share with all factions of food industry
 - Get all voices, address gaps, especially those who cannot fully participate
 - Must create an enticing agenda: must be as specific as possible
 - Climate change will not get farmers to a meeting (not urgent enough)
 - **#2: Action Teams creation – to move the FAP forward (multiple groups)**
 - 1st meeting of the newly-created Teams will be held at the end of the first day
 - Possibly create sub-groups/teams to work on specific issue/programs
 - To inform and promote specific public policy goals
 - **How many Action Teams/meetings?**
 - If more than three groups, this will require a new model that does not include the current staffing structure (Lisa/Miriam cannot cover)
 - **#3: create partnerships amongst participants and community organizations**
 - **#4: identify priorities:** take 1.2, 1.5, 2.3, 2.7 and develop them
 - **#5: inform:** educate food community – producers, distributors, farmers

- **INVITEES**
 - **Ideal:** SCFSA wants to develop long-term relationships
 - Not one-time/short-term participation, but deep, lasting engagement
 - Is there a database - group curious to know how invitees will be identified, invited
 - **General/broad list:** farmers, ranchers, landowners, distributors, producers, RCDs, UCCE, major environmental nonprofits and agencies, regulatory agencies, potential farmers, education institutions
 - **Key invitees** – there will be people and organizations who we should be willing to schedule around (because we want their input/guidance specifically) – **who are they?**
 - **What size do we want?**
 - **Agenda:** want real action and accomplishments, not another planning day
 - **Buzz** = must be created; how important is buzz? Very.
 - Need people to leave feeling like “action” happened – therefore, agenda must allow for both “buzz” and “action”
- **PREP-WORK**
 - **What will the event look like?** Information sharing – with panels and presentations by industry experts, versus active, collaborative, more focused breakout sessions
 - **Breakout mode:** possibly three, one-hour sessions; reception before/after
 - Each session addressing a component of the priority being addressed
 - **Panel mode:** transition to breakout groups? – concern this model is ineffective
 - Need to identify speakers/presenters, then build agenda
 - **Need to solicit the 84 FAP participants on “what topics” to include**
 - **Size:** multi-layer approach – early invitations to specific stakeholders, then open to the general public
 - 200(+) participants is ideal; could use Finley Center, Fairgrounds, etc.
 - Solicit input from invitees, FAP participants, AIN contacts, etc.
 - Agenda, topics, group make-up
 - Inquire about “specialists” to contribute/present
 - AIN to make resources available to participants so they can easily plug into FAP process
- **THE NEED FOR FOCUS** - group needs to be as focused as possible, as soon as possible
 - Group feels that they have been “planning” for too long; time for action
 - Perhaps if we get too focused, stakeholders will get overwhelmed, uninterested
 - Too much targeted/specific content may isolate people from process
- **ISSUE:** *want the event to be large enough to create buzz/awareness and get people to attend; want the event to remain small enough to allow some work to get done*
 - **Miriam and Lisa = to present this via email, get consensus electronically**
 - Want a space where participants can dive in deep (ag issues)
 - **Narrow:** can target specific issues that lead to action
 - Concern: too focused will lose stakeholders; must remain inclusive
 - **Broad:** message and audience will be too broad; less action/work can get done
 - Dilution could lead to another “planning” day

ECONOMIC VITALITY

- **Group:** *Jana, Cathryn, Bill, Tim, Darlene, Paula, Suzanne, Jen*
- **Priorities from the Food Action Plan; identified in January 2013**

- 3.1: Develop, support, implement, and fund local foods marketing efforts in order to increase demand for healthy local food
- 3.3: Expand capacity of local food supply chain to create more jobs in Sonoma County
- 4.2: Support and encourage a regional food hub
- 9.2 (Social equity connection): Promote & support businesses and products that provide opportunities for farmer and food system workers
- ♦ **OBJECTIVES**
 - Identify working groups to move forward on specific FAP goals
 - Identify priorities within these broader goals; gain clearer direction
 - Identify specific things that people can begin to work on
 - Inform participants on the current status of the food system; raise awareness, level of understanding, public education
 - Inform people on how they can plug in, identify some level of commitment
 - Work together on policy, marketing campaigns; things that cannot be done individually
- ♦ **PREP-WORK & BRAINSTORMING SESSION**
 - Identify what some of those possibilities are
 - Find priorities that will speak to people more
 - Create a checklist or flow chart of processes that would address economic vitality; could help connect and mobilize stakeholders – give specific areas where they can plug in
 - Ensure consumers are part of the initiative/solution giving them a tangible step (how can my dollars contribute to my community?)
 - Use large posters where participants can identify top priorities, avenues for action
 - **3.1:** what kind of plan would serve small/medium/large farmers?
 - How to target specific audiences – and give them a step-by-step plan
 - Know your audience; consider targeted messaging
 - Can we leverage already in-place networks (regional food networks)?
 - How to take Go Local brands and promote in other counties
 - **3.3:** obstacles to value-added jobs (meat processing, specifically)
 - Need financing for capital costs
 - Meat producers currently look to central valley areas for butchering
 - Increased grain production needed; job creation
 - Could serve as the topic for the step-by-step plan cited in 3.1
 - **Possible forum goal: to inform community about what is already out there**
 - SCFSA to become the local hub to inform community on food system, goals, issues and opportunities for action (personal behavior and advocacy)
 - **Prep-work:** create informational one-pager discussing the food system conversation’s main points and key issues
 - Highlight successes, marketing innovations, build momentum
 - Field trip: one day prior to the event, to highlight success story
 - Related business advocacy groups, financial institutions, farmers
 - Review case studies/examples of related, successful projects and programs
 - Awareness: does the community know about these issues and current industry practices? (entire food system process)
 - Social media opportunities: “eat seasonal” campaign
- ♦ **FLOW**
 - Lesson from the Food Forum: working sessions are valuable, spurs recommendations
 - Breakout sessions likely – lots of ground to cover, specific topics

- Question: is this designed for people to come and listen to a speaker? Or, only for people who want to do some specific, group-type work?
 - Forum was initially intended to be a space to talk/share; is really about action
- Start with mini success stories – what local business are doing
 - Then, breakout/discussion sessions, then return to group for specific discussion
- Need people to be on the same page, then pitch success stories and opportunities
- Would like even to be less than four hours – no meal (complicated for participants)
- Opening and closing ceremony – invite local leaders (different cultures)
 - Will set ideal tone – community, roots
- ♦ **INVITEES**
 - 100-150 participants; to be held in late May, following Ag & Natural Resources forum
 - **Speakers and potential participants**
 - American Ag Credit (financing component), Oliver’s Market, large producers (processing issues), Amy’s Kitchen (regulatory issues impacting site determination), low-income communities (outreach strategies), grain movement (milling issues), public service agencies, meat producer, successful grower(s), Go Local (Terry)
 - Participants from all sectors, retailers, policymakers, local schools, hospitals, government officials , Career Technical Education interests, Sonoma Select, Richard/SCFSA (distributor), North Coast Regional Food Working Group, Underrepresented groups – low-income populations (relationship-building)
 - Must ensure speakers are on the same page, up to speed
 - Must accommodate participants from a divers range of (levels of) education, culture
 - Would like to present success stories and roadblocks – possibilities and problems
 - Self-selection of topics – maybe this will be a natural process (breakout groups)
 - vs. designing a framework so that participants are ready to engage issues

COORDINATION COMMITTEE

- ♦ Will serve the purpose of Process Committee, and will coordinate the Food Action Plan rollout
 - Four forums will happen this year – one for each of the pillars in the FAP
 - Associated with each of those forums will be Action Teams
- ♦ **Volunteers: Lisa, Jana, Cathryn, Tanya, Terry, Michelle, Phina**
- ♦ **First task:** determine if the current meeting time is best for the group (3rd Wednesdays)

NEXT STEPS

- ♦ Forum planning meetings
- ♦ California Food Policy Council membership (inquiries and answers)