



Sonoma County Food System Alliance

DRAFT Results

March 15th, 2013 • 2:30PM to 5:00PM

Sonoma County Ag Commissioner's Office • Conference Room

133 Aviation Boulevard, Suite 110 • Santa Rosa 95403

	Craig Anderson	✓	Wendy Krupnick
	Misti Arias	✓	Bill Leland
✓	Phina Borgeson		Jenn Lewis
	Amy Chestnut	✓	Tony Linegar
✓	Cathryn Couch	✓	Alison Malisa
✓	Colin Davidson	✓	Tanya Narath
✓	Paula Downing		Tim Page
✓	Michelle Dubin	✓	Linda Peterson
✓	Darlene Fiscus		Nica Poznanovich
✓	Terry Garrett		Lisa Preschel
	Suzanne Grady		Richard Robinson
✓	Heather Granahan		Jim Shelton
	Brittany Heck	✓	Karen Shimizu
✓	Trathan Heckman	✓	Lynn Silver-Chalfin
✓	Jana Hill		Rick Theis
	Paul Kaiser		

GUESTS: *Karen Giovannini, UC Cooperative Extension - Agriculture Ombudsman*

WITH:

- **Miriam Volat**, *Facilitator*, miriam@aginnovations.org
- **Lisa Badenfort**, *Coordinator, Sonoma County Food System Alliance*, lisa@aginnovations.org

WELCOME

- Ag Innovations Network and SCFSA organizational changes: many new members, new staff, major planning for 2013; thank you for your flexibility

ACTION ITEM REVIEW

- Send out information on Sonoma Valley Food Forum (AIN)
- Organize and contact Ag & Natural Resources and Economic Vitality Forum planning teams (AIN)
- Send SCFSA Charter and introductory documents to all Members (AIN)

INFO SHARE

- **Wendy:** self-identified as now affiliated with the Community Garden Network
- **Heather:** CAFF has hired three new staff and has new offices in Sebastopol. She is working on developing their [Facebook page](#) and is determined to make it a resource for all sides of the food system to engage with the community and know what is happening throughout the county.
- **Terry:** The new GoLocal website has been launched. [GoLocal Sonoma County](#) is working to make “Made Local” content for the site. He is working with the North Coast Regional Food System and promoting the GoLocal branding model throughout Marin, Mendocino and Lake Counties – really picking up momentum.
- **Lynn:** The Community Transformation Grants process is really getting off the ground – grants for County Lands, support for distribution center supported. Lynn is curious to know if this group is involved in state/federal legislative activities and highlighted the following pieces of legislation:
 - **[SB 622 \(Monning\): Soda Tax](#)**
 - Imposes \$0.01 per fluid ounce tax on every distributor; collected
 - Creates the Children's Health Promotion Fund, allocated by the Department of Public Health, funds statewide childhood obesity prevention activities and programs
 - Status: next hearing on April 24 in Senate Governance and Finance Committee
 - **[AB 459 \(Mitchell\): Vending Machines](#)**
 - Would require that at least 50% of the food offered by a vendor in a vending machine on state property, as defined, meet accepted nutritional guidelines by January 1, 2015
 - 75% compliance mandated by January 2015, and 100% compliance by January 2016
 - Would also require that 100% of beverages offered by a vendor in a vending machine on state property also meet the accepted nutritional guidelines
 - Status: no hearing date set, in Assembly Business, Professions and Consumer Protection Committee
 - **[SB 402 \(DeLeon\): Breastfeeding](#)**
 - Would require all general acute care and special hospitals that have a perinatal unit to adopt the "Ten Steps to Successful Breastfeeding" as adopted by Baby Friendly USA, per the Baby-Friendly Hospital Initiative, or an equivalent qualified process
 - Status: next hearing on April 3 in Senate Health Committee
- **Karen (UCCE Ag Ombudsman, guest):** The UCCE Land for Food Production (phase I) RFPs has been sent out. UCCE is currently working with the Sonoma County Permit and Resource Management Department (PRMD) on trying to ease costly use permit requirements for small farmers/producers. They do not anticipate Board opposition and are hopeful that this will be adopted in the near future. Also, the RFPs for Lands for Food Production ([Community Gardens on County Lands](#)) have gone out and the multi-stakeholder initiative is well underway.
- **Miriam** provided an extensive update on the state of other Alliances throughout the network. In Fresno, several complex issues have led to the postponement of the Fresno Food Forum and they are reconsidering their approach. A new approach has recently been adopted to refocus the group, repair, and come back together as a full Alliance. Fresno members will begin with a series of small dinners to bring the leaders back to the table – each stakeholder group will begin work on their own (producers, small farmers, large farmers, health access interests, environmental groups, etc.).

The Santa Clara Alliance will soon be using the Sonoma County Food Action Plan as a model through their own assessment process.

- ♦ **Tony Linegar** (new member): Has begun working on several countywide barriers to small farm production. He highlighted Karen's work with UCCE on their efforts and is working with Jana Hill on Cottage Food law implementation complications.
 - **Approved Produce Gardner Certificate**: allows community gardens to achieved approved source classification by agreeing to 16 principles and submitting their new online form. This program is centered on increasing food safety and production accountability. It's a free certificate program and is posted on the Ag Commissioner's website.
 - April 16th (tentative): 1st outreach event on this new program
 - **Data on local food production**: His office is working to identify good data on local food
 - Looking to determine overall value of local food in Sonoma County
 - The Board of Supervisors and entire community will benefit from this data
 - Created online form for Sonoma County growers/farmers to start tracking process
 - Will be sent out to all available networks: CAFF will post on their site, and Wendy is also working on helping to promote community visibility on this; requesting that the SCFSA spread the word
 - **Farmer's Market Certificates**
 - Farmers keying in their own data on their commodities – incentives in place
- ♦ **Bill**: Has hired two new staff and is very excited that they are coming onboard; will spend this year really reaching out to minority populations throughout northern Sonoma County.
- ♦ **Linda**: Launch this year's [Beginning Rancher & Farmer Program](#)
- ♦ **Phina**: Interfaith Sustainable Food Collaborative is (promoting event) *Feeding Our Soils, Our Soil and Our Communities* – a conference addressing how congregations can strengthen local food systems
 - Scholarship available for those interested
 - Please contact Phina for more information
- ♦ **Jana** will be representing the SCFSA at the [Sonoma Valley Food Forum Expo](#) on Thursday, March 21st. SCFSA should/will want other Alliance members involved (Lisa to send out information).
- ♦ **Tucker**: [Spiral Foods](#); cooperative in the formation stage
- ♦ **Alison**: Southern Sonoma RCD and Sotoyome RCD are merging

ALLIANCE BUSINESS

- ♦ **New Member Introduction and Member Reorientation**
 - The question was posed to the Alliance: "Do we want to schedule a meeting where new members can have a more extensive introduction, especially because of how long the SCFSA has been working together, as well as the current, major planning activities we are in the midst of?"
 - The Alliance members agreed they would like to have some kind of new member background orientation; we can combine it with a "reorientation/review" for active

members. The group decided that the April agenda would include an activity to build relationships with new members.

- **ACTION:**
 - April Agenda: new member, getting to know each other
 - Review structure, history, formal SCFSA documents
 - New members to prepare some of their own info and submit to SCFSA

JOINING THE CALIFORNIA FOOD POLICY COUNCIL

- **Discussion**
 - Provisional (consulting) membership status: recommendation
 - Linda, Jana, Lisa representing the SCFSA at quarterly meetings, though only one representative's travel expenses are covered
 - Full membership pending. Issues raised:
 - Our capacity to engage
 - We can sign on as a consulting member and see how it goes
 - The SCFSA can decide to step down from the CAFPC at any point if that is determined appropriate
 - Considering how much staff time this commitment will require of limited staff time; this will unfold as the CAFPC's activities get underway
 - Response/clarification regarding minority opinions (2/3 majority vote structure)
 - We know that it is not a consensus-based model
 - We do not have enough information on this issue. The CAFPC does not employ a consensus-based model as does the SCFSA – members are interested in learning how the Council will (if at all) consider minority reports/opinions
- **Decision:** The Alliance agreed to join as provisional member and will revisit membership and ratification of the principles at an upcoming meeting

2013 PLANNING

- **Capacity of SCFSA membership and related staff** – do we have what resources we need to complete four forums and achieve the schedule stated in the original 2013 SCFSA Planning document
- **Sonoma County Food System Alliance Meeting Schedule: 2013**
 - Miriam reworked this document after taking a wide range of input and sought input from the membership - is this a good first step? Does this group have what we need to do this plan as well as we would like and to get the work done?
- **Round Robin Response Group** (discussed at length the following considerations)
 - Slowing down versus keeping the intended schedule; do them well, rather than fast
 - Difficult to make a decision until we know what absent and new members are willing to do
 - Forums will each take much research and prep time/energy
 - Can the schedule be spread out (forums); Forum 1 postponed until May?
 - Can we step up and all make this happen, not just staff, but the SCFSA?
 - Misunderstanding on the scope/size of the forums
 - Some believed they were supposed to be small, then produce action teams
 - If we are hosting hundreds of people, we may not have the capacity
 - We wanted other kinds of pre-work; to get the right people at the table
 - Obtaining endorsements first will make forums easier

- How does the staffing even work? Can the staff even do it?
 - Staff will coordinate the planning teams, who will be guided through the work that they will need to complete to put on a successful forum
- 1st two back to back is too much
- Combining forums: had much discussion about combining two forums, ultimately hosting a total of two (rather than four)
- We have incredible energy and can get it done
- First forum will be a test
- We need clarity; we are trying to plan an unknown
- Viability of Ag & Natural Resources Forum and the delayed timeframe/timeline
- **Summary of Discussion**
 - Significant concerns about capacity and timeline
 - We need to walk away today knowing who is on the planning teams
 - We can walk into the first one as a model forum as a beta, then revisit planning
 - Agriculture and Natural Resources was scheduled first - now we might need to revisit
 - We need clarity of purpose and good planning teams

SAMPLE PROGRAM TEMPLATE FOR FAP FORUMS

- Miriam presented a strawman proposal for FAP forums. There was a positive response from members – agreed to utilize guidelines throughout the forum planning process.
- **Concerns:** looks like planning to make more planning; we need this to not lead to more meetings
- **How do we incorporate members' organizations (i.e. recognition)**
 - Credit to the hosts and sponsors (if obtained)
 - SCFSA Members: several organizations lend their staff to serve on the SCFSA and therefore, spent their funding/resources on our mission

PLANNING GROUP

- We need cohosts for each forum
- Tony has offered to bring help and support
 - Wants to help coordinate, bring people, SCFSA becomes the HUB of the food system – development, the FAP, where to send people that he meets with (a lot)
- **Planning teams**
 - Will there be one consistent planning team, or one for each forum?
 - Division: some prefer one planning team, some prefer separate (4); decided on four
- **Discussion:** How many forums do we have?
 - One choice: have 4 forums still, move Agriculture and Natural Resources to January 2014, keep schedule for the other three
 - Combine some forums and hold two or three total
 - **Decision:** we have four pillars, so we will have four forums
 - Start with Economic Vitality forum in June and go from there
 - Ag & Natural Resources planning team will need to determine whether or not they will be able to achieve a 2013 forum (scheduling of farmers/ranchers is exceedingly difficult after early May of each year)
- **Teams Sign-Up**
 - Lisa will contact those not in attendance to sign up
 - The current list of members is below

<p>Agriculture & Natural Resources</p> <ul style="list-style-type: none"> • Wendy • Tony • Linda • Heather • Trathan • Alison • Tanya 	<p>Healthy Eating</p> <ul style="list-style-type: none"> • Michelle • Jana • Paula • Bill • Terry • Tucker
<p>Economic Vitality</p> <ul style="list-style-type: none"> • Michelle • Jana • Paula • Bill • Terry • Tucker 	<p>Social Equity</p> <ul style="list-style-type: none"> • Phina • Tanya

ENDORSEMENT & IMPLEMENTATION PLANNING

- **Coordination Committee**
 - Will be addressing endorsement and FAP Implementation planning
 - Will be convened next week

SUMMARY OF NEXT STEPS & ACTION ITEMS

- Send out information on Sonoma Valley Food Forum (AIN)
- Organize and contact Ag & Natural Resources and Economic Vitality Forum planning teams to determine timing of forum (AIN)
 - Identify Forum Cohosts
- Send SCFSA Charter and introductory documents to all Members (AIN)
- Convene Coordination Committee (AIN)
- **Snacks for April 17th meeting:** Phina