



SONOMA COUNTY FOOD SYSTEM ALLIANCE Meeting Results

Wednesday, June 19th, 2013 • 2:30pm-5:00pm

Sonoma County Ag Commissioner's Office • Conference Room
133 Aviation Boulevard, Suite 110 • Santa Rosa, CA 95403

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

Guests: Daniele Allion, Farm to School Coordinator, Community Alliance with Family Farmers (North Coast)

- Susan Stover, Aggregation Specialist, Community Alliance with Family Farmers (North Coast)
- Gillian Fitch, Pangea's Promise at Pocket Creek Farm

Ag Innovations Network: Joseph McIntyre, Executive Director and Lisa Badenfort, FSA Coordinator

Sonoma County Department of Health Services:

- Jana Hill, Program Planning Analyst and Angela Entzel, Health Information Specialist

SUMMARY OF ACTION ITEMS

#	ACTION	WHO	WHEN
1	Send links to the following resources <ul style="list-style-type: none"> • Ventura Alliance: A Community of Good Stewards • Ventura Alliance: A Community of Good Stewards (Summit) • Ag Innovations Network Regulatory Project 	Lisa	Distribute with DRAFT Meeting Notes (6/26/13)
2	Each FPT will create a detailed forum planning timeline	FPTs and Lisa	FPT Meetings
3	Distribute document listing links to all endorsement/forum files	Lisa	6/26/13
4	Distribute Harvest of the Month information to the FSA	Lisa	6/26/13

MEETING OBJECTIVES

- Update members on Forum planning progress
- Review FAP endorsements to date
- Update members on farm-to-institution committee progress
- Evaluate Alliance for first half of 2013

NEW MEMBER & GUEST ORIENTATION

- Phina, Wendy, Lisa and Joseph hosted a new member/guest orientation – thank you Phina and Wendy!
 - Reviewed Charter, FSA history and accomplishments, membership structure and current projects
 - Oriented:
 - Daniele Allion, Farm to School Coordinator, Community Alliance with Family Farmers (North Coast)
 - Susan Stover, Aggregation Specialist, Community Alliance with Family Farmers (North Coast)
 - Gillian Fitch, Pangea’s Promise at Pocket Creek Farm
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WELCOME & INTRODUCTIONS

- Joseph welcomed the group and then reviewed the agenda
 - All members and guests introduced themselves and their organizations
 - Thank you to Tony Linegar and Gretchen Melendy for hosting the FSA meeting this month!
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INFORMATION SHARE

- **Joseph, Ag Innovations Network** reviewed the purpose of Information Share:
To share relevant local food system news and events with Alliance members and their networks; to facilitate relationship-building, collaboration and problem-solving

Jana: Sonoma County Department of Health Services’ Community Transformation Grant (CTG) programs are contracting with [CA Human Development Corporation](#) to gather data (labor/workforce, food system). The resulting economic analysis can be shared with the Forum Planning Teams. She will keep the FSA updated.

Gillian, Pangea’s Promise at Pocket Creek Farm: Gillian joined the FSA today as a guest and prospective member. Her organization, [Pangea’s Promise at Pocket Creek Farm](#) exists to create and support an education-based demonstration farm where participants learn, practice, innovate and share sustainable farming and green architecture technologies with the community. Pangea’s Promise supports the community through a host of programs including aquaponics, permaculture, dome greenhouses, grazing livestock management, bee keeping, cheese making and green technologies. Pangea’s Promise attracts entrepreneurs with feasible projects related to the SLO (Sustainable, Local, Organic) food movement to apply for in-kind grants where they are offered a specialized menu of support resources and services. Resulting business models are offered freely to others to emulate and evolve. She has one dairy cow and is raising 36 baby ducklings.

Alison, Southern Sonoma Resource Conversation District: The [FARMS Leadership Program](#) is kicking off – an experiential, community-based educational opportunity for high school students interested in exploring opportunities in science, agriculture and/or the environment. She has been working with a young man from Tanzania for several years – he is due to arrive in Sonoma County (on a J-1 Visa, for one year) soon and she would like to invite him to participate in FSA projects as part of his education in sustainable agriculture.

- **Question: What is the FSA’s policy on guests/visitors?**
- **DECISION:** The group reviewed the Charter and found that the FSA is free to decide whether or not to allow guests, and to what extent. Alison’s student is welcome at FSA meetings and projects.

Wendy: Wendy is now the [Gravenstein Apple Fair](#) Volunteer Coordinator! She is seeking volunteers – please contact her for more information. Event will be held August 10-11th in Sebastopol – tickets on sale now.

- **Heirloom Expo:** Will be held September 10-12th, 2013 at the Sonoma County Fairgrounds in Santa Rosa. Krista and Wendy submitted an application on behalf of the FSA for a booth and covered the fee for now – they are seeking participation and contributions from the Alliance and member organizations that would like to share the space. The FSA has participated in this event for the past two years; it is a great opportunity to promote the food system and the FSA. Please contact Wendy or Krista for more information.
- **California Small Farm Conference:** Will be held in Rohnert Park in March 2014. It is a statewide gathering of small farmers, agricultural students, farmers’ market managers and others involved in the small farm industry. The three-day educational conference includes daylong short courses and on-farm tours, workshops, keynote addresses and networking opportunities.
 - Can the Alliance be a part of that somehow? Wendy and Linda are on the planning committee. Lisa was invited as well but missed the first meeting – she will attend future planning meetings.

Heather: [Community Alliance with Family Farmers \(CAFF\)](#) is seeking support for their candidacy in the [Whole Foods Market \(Sebastopol Store\) Nickels for Nonprofits](#) donation program. When customers bring in their own bags for groceries they have the option of receiving five cents credit (per bag) or donating the money to a selected charity. It is a very competitive program and would be a great help to local agriculture. Proceeds will go to the North Coast region during July, August and September. Please go into the Sebastopol store and vote that CAFF be selected to receive these donations. Voting starts June 20th through June 24th.

Terry: [Go Local Sonoma County](#) is working with [Local Orbit](#) – Local Orbit has developed virtual aggregation hub software/suite and is contacting food system advocates throughout the state. Their system allows farmers to upload inventory and prices into the system and aims to be a full suite (transportation, logistics) – looking to work with multiple producers, distributors, etc.

- **Question:** Is this similar to [EcoTrust and Food-Hub.org](#) – how well is our movement served by splitting this function? There have been tremendous efforts to establish these types of platforms.
 - Diversity of development is good; having multiple platforms can be a positive thing
- **EB-5 Visa Program:** Go Local is partnering with the City of Santa Rosa – seeking a food system candidate. **Does the FSA know any companies to nominate?** Potential residents who can prove they can afford a \$500,000 business investment – invest at least a half million in a business, promise to add at least 10 full-time jobs in the first 2 years → get a permanent green card. The business must be located in a targeted employment (TEA) zone (rural area, with a population of 20k(+), and an unemployment rate of at least 150% of the national average).¹

Trathen: On behalf of [Daily Acts](#) and the FSA, Trathen has been making numerous presentations throughout Sonoma and Marin – including the [Marin Food Policy Council](#) and [North Bay Watershed Association](#).

- Daily Acts has launched permaculture demonstration center and several other education and training programs. Information on upcoming tours and workshops on composting, greywater, harvesting, etc. can be found [here](#).

Suzi: Announced the [2nd Annual Brews and Bites for Bounty](#). The event will be held July 16th, 5:30pm-8:30pm at Lagunitas Beer Sanctuary. This fundraiser for [Petaluma Bounty](#) will feature entertainment by [The Highway Poets](#), raffle, pizza and farm-grown food.

- **Northern California Gleaning Conference:** Suzi attended the first conference gathering of Northern California harvesting/gleaning organizations (with over 30 organizations) last weekend in San Jose. She will distribute more information when it becomes available.

Tucker: [Spiral Foods Cooperative](#) has found a new location (beginning August 16th) – **885 Gravenstein Hwy North**. It is located across the street from the Analy Veterinary Hospital, right next to the O'Reilly Center. It is currently a 1600 ft² warehouse, have permit to build an additional 4900 ft² space in the future; will be announcing membership fees, trying to let producers know that Spiral Foods is expanding.

FORUM PLANNING TEAMS UPDATES

Economic Vitality (Karen)

- **June 6th Meeting Report:** With Joseph facilitating, this FPT dug in deep and drafted an agenda.
- This forum will focus on **Goal 3.3: Expand the capacity of the local food supply chain to create more jobs in Sonoma County** – and center around the goal of reducing imports and exports while shifting 10% of purchasing to local food over the next 10 years (**10% in 10 Years**)
 - **Approach:** Evaluating the infrastructure needed to achieve this goal (land use, education, labor, value/supply chain, capital). FPT will invite local and out-of-county speakers.
- **Discussion: Timing and Schedule**
 - The Economic Vitality pillar/subject is deeply complex. This forum was originally slated for July 19th, but the FPT has decided to move it to September. There is a scheduling conflict with the Healthy Eating FPT's plans and commitments to SCDHS/SNAP-Ed partners.
 - **Question: Why was September chosen?** This forum was supposed to be the kick-off/pilot project.
 - **Question: Can two forums be held in September? Will one detract from the other? Will there be too much overlap? Do AIN/staff and the FSA have the capacity for two forums?**

¹ http://en.wikipedia.org/wiki/EB-5_visa

- The Healthy Eating FPT is working in conjunction with the County SNAP-Ed program and they are required to host a healthy eating forum before the end of September. The Healthy Eating FPT agrees that this forum should remain in September.
- September is a extremely busy month for food system workers/stakeholders
- **Idea:** Hold a 2-day event and hold both forums together as one event.
- **Idea:** Terry is working with Tanya and the Leadership Institute for Ecology and the Economy on an economic development/vitality forum – to take place at the Flamingo Hotel in Santa Rosa in September. **Can/should the Economic Vitality FPT partner with this event?** The agendas could be compared and the two could work in conjunction.
- **Question: Why was the current schedule set as it was?** To allow target audiences to participate; farm and food system workers, producers, government, families, businesses, etc.
- **In Summary:** The FPTs are all at different stages of development/planning. The agenda-setting and priority identification process has proved lengthy and more complicated than originally thought. The reputation of the SCFSA will be endangered if forums are put on before we are ready. It is very important to honor the commitments that the Alliance has made regarding timing and implementation activities.

Healthy Eating (Alison)

- **June 13th Meeting Report:** Forum will focus on **Goal 5.5: Support innovative strategies to increase the retail availability and affordability of healthy, local food & beverages to decrease the prominence of unhealthy options.**
 - Venue (potential): Sonoma County Fairgrounds or at a Roseland school auditorium
 - Have a draft list of speakers and planning to have an opening panel to introduce the current situation, major barriers, opportunities and successes.
 - **SNAP-Ed Partnership:** This FPT is partnering with the Sonoma County Department of Health Services; their grant requires that they hold a healthy eating forum before the end of September.
 - The Supplemental Nutrition Assistance Program-Education (SNAP-Ed) is a comprehensive public health nutrition program to promote the 2010 Dietary Guidelines.

Social Equity (Phina)

- The next Social Equity FPT meeting will be held **June 28th, 9:30-11am** at Ag Innovations Network
- Phina has secured/held the Sonoma Valley Grange for November 14th-16th – thank you Phina!

Agriculture and Natural Resources (Alison)

- **May 15th Meeting Report:** FPT trying to hit several targets by addressing regulation; highlighting best practices at different scales (home, school garden, bigger ag); what is working (and not) at each level
 - Cottage Foods law and approved source programs to be highlighted as positive
- Joseph shared about the **AIN Regulatory Project** where stakeholders are working to co-create workable regulatory outcomes, rather than looking at regulation as rules about what you “can’t” do.
 - AIN can offer some content support for this topic/forum
- Natural Resources: Members discussed the potential neglect of the environment piece of the forum
 - Can we address both pieces in one forum?
 - How do we engage the environmental community?
 - There is a growing concern that environmental movement is not a part of the burgeoning food movement. The food justice piece has been incorporated, but the environmental piece is lacking. Environmental regulation is seen as constraining to business and economic development – the political and ideological divide has widened.
- Joseph referred the FSA to the **Ventura Ag Futures Alliance** publications
 - **ACTION: Distribute links to the following resources:**
 - * **A Community of Good Stewards: Building Sustainable Agriculture in Ventura County**
http://aginnovations.org/images/uploads/A_Community_of_Good_Stewards.pdf
 - * **Building a Community of Good Stewards** (Summit)
 - Large file with Appendices = 2.3 MB
http://aginnovations.org/images/uploads/VAFA_Report_5_Summit.pdf
 - Small file without Appendices = 152 KB

http://aginnovations.org/images/uploads/VAFA_Report_5_Summit_Printable.pdf

- **ACTION:** Distribute link to the AIN Regulatory Project <http://aginnovations.org/regulations/>

Discussion: Forum Schedule

- **Current Schedule:**
 - Healthy Eating: September
 - Economic Vitality: Unknown
 - Agriculture and Natural Resources: January
 - Social Equity: November
- **Proposal: Move Economic Vitality to February 2014** and allow time to make that forum spectacular. The fall is enormously busy for food system stakeholders (farmers, distributors, families). People can help more, attend more, work more, plan more, if the forum is held in February. We want this forum to be successful – then take time to plan and execute the best forum possible.
 - **Amended Proposal:** Have a panel at Terry/Tanya's event to create a February forum agenda
- **Question: Why does Economic Vitality need to go first?**
 - **Discussion:** Local (political) initiatives may be in the works, we could capitalize on the season and work of other food system leaders in the county. The Board of Supervisors is heavily invested in job creation – it is on the forefront of their agenda and this forum could complement this energy.
 - **Discussion:** Though politics is important to consider, we could also do this too fast and put something before elected officials that isn't up to par
- **Question: Should an FSA member/team work with BOS on our priorities – to match up activities?**
- **Question: Does the Economic Vitality FPT want to work with Terry/Tanya's event –** put out key questions to their audience, then follow-up with a robust forum – the capstone of the series – bringing in everything from all other forums? This can be held in February 2014, right after the Agriculture and Natural Resources forum.
 - We should partner with that conference. We should look at other events throughout the community and see what opportunities for partnership emerge.
- **Logistics and efficiency:** Is there a way to combine any of these processes?
 - Let's figure out a way to plan forums more efficiently – find a pattern; what can we learn as we go along? How can we make each/next forum easier?
 - **ACTION:** Each FPT will create a detailed forum planning timeline

DECISION: The Economic Vitality forum will be held in February and will collaborate with Terry/Tanya's event

- Healthy Eating forum will remain in September
- Agriculture and Natural Resources forum will be held in January 2014
- Social Equity forum will be in November 2013

FOOD ACTION PLAN ENDORSEMENT STRATEGY

- All endorsement documents are complete and have been emailed to the FSA. Lisa has posted them on Google Drive and sent links. Forms available include:
 - Declaration of Support form
 - Food Action Plan Summary handout
 - FAP Endorsement Letter; sample letter to potential supporters
 - FAP Introduction Presentation (PowerPoint and PDF versions)
 - FAP Endorsement Grids (shared document, lives online, all can edit)
 - Forum Invitation Lists (shared document, lives online, all can edit)
- **ACTION:** Lisa will send a document listing links to each file (if members have any issues with the documents or Google Drive, please contact Lisa).
- **What is the function of the endorsement process? Why are we asking for FAP Endorsements?**
 - List on Website: Demonstrate that there is a broad group of people in the community that support the Food Action Plan
 - Data Collection: Identify opportunities to collaborate and the work currently being done
 - Mobilize Partners
 - Create a Shared Understanding

- Spur Action: Endorsement means committing to action
- Political Influence
- Illustrate the Big Picture: People can see their work, how it fits into the whole
- Metrics: Allows the FSA to go after funding; legitimacy
- Template: Allows us to say “X people/organizations support Y” while seeking funding/support
- This is one of the most impactful things that Alliances can do
- Provides Cover for the Hesitant: Many in the agricultural community are on the fence and not sure if they want to align with the FSA. Having a list of supporters allows them to participate in the FAP. One strategy is to get key supporters in communities before reaching out to challenging populations or groups; galvanizing, powerful
- **Legal Definitions/Differences**
 - Declaration of Support: Gathers support rather than endorsement (where different commitments and responsibilities can be implicated)
 - FAP Resolution Template: Designed for governments to utilize when signing on – this is the traditional city/county/state format.
- **Is there a timing/strategy to this endorsement process?**
 - **Group 1: FAP Reviewers and FSA Members** (and their organizations)
 - Getting these endorsements will provide the list/group of respected supporters – will make sign-on easier for future supporters
 - **Group 2: Major Entities** (governments, major organizations, businesses, individuals)
 - This list needs to be populated further (Google Doc)
 - **Then... Health Action** (Includes representatives from each City Council)
 - Steering Committee meets monthly
 - Full Committee meets quarterly (September)
 - Representatives from each City Council; can do a blanket ask to this committee
 - **DECISION**: Get FAP endorsement request/presentation on their agenda for September – **Shoot for Food Day (October)**
 - **Food Forum lists/Salesforce list**
 - **Other organizations**
- **Proposal**: Each FPT allocate 1 member to help roll out endorsement process
- **Proposal**: Add Health Action to “right after Group 1”
- **Proposal**: Target – Members will get all organizations to sign Declaration of Support by July 30th
- **ACTION**: AIN will have a simple endorsement form online in the next couple of weeks (Google/WooFu)

DECISION: Staged Food Action Plan Roll-Out

1. Member Organizations – July 30
2. FAP Reviewers – July 30
3. Health Action – September
4. Forum 1 – September
5. Cities – September
6. Forum 2 – October
7. Food Day – October
8. Food Day – Public Roll Out!

FARM-TO-INSTITUTION COMMITTEE

Introductions & Updates

- **Angela Entzel** introduced as new Department of Health Services staff and Committee Facilitator
- **Heather Granahan, Regional Food System Manger, CAFF**
 - **Farm to Cafeteria Program** (pilot) will launch in July. CAFF has 8 farmers confirmed (suppliers) for 7 school districts and are focusing on replacing 10% of present level. Soft opening in 100 classrooms, partnering with Redwood Empire Food Bank.

- **Trainings** (launching this month): Food safety training for farmers (on-farm), group training, culinary and knife handling, site visits available
- **Daniele Allion, Farm to School Coordinator, CAFF**
 - **Harvest of the Month Program** launched in March (making monthly deliveries). The program aims to provide nutrition education through in-classroom experience; students can see, taste, touch, learn – sourcing all vegetables and fruits locally. The farmer component of the program highlights each producer – where the food came from that month.
 - To date \$2881 of Sonoma County produce has been distributed to over 400 classrooms. CAFF is receiving great feedback from teachers and students. HOTM is a win-win program and farmers/producers are very pleased to participate
 - **ACTION: Lisa will distribute HOTM information to the FSA**

Discussion: Relationship Between the Committee and SCFSA

- **Angela:** Farm-to-School Committee is in the midst of reorganizing and would like to reconnect with the FSA
- **Name Change:** The Committee’s formal name is “Farm to Institution (F2I).” Because they do not have the capacity to address institutions other than schools at this time, the Committee would like to change their name to “Farm to School (F2S).”
 - **Question: Are other institutions seeking out Committee involvement?**
 - This is one of 2 areas where tons of action is happening: farm to school and farm to hospital
 - Until we can serve the 400+ Sonoma County schools, we should not incorporate hospitals
 - Why not keep the F2I name (so as to maintain uniformity and recognition with the nationwide movement), then stating that schools are your current focus?
 - **DECISION: No consensus**
- **Committee’s Relationship with Food System Alliance**
 - The F2S Committee would like to reestablish a working relationship with the FSA. They are seeking assistance with communications and other projects.
 - Where do they fit? How are they aligned with the FAP?
 - What obligations do both have to each other?
 - What does the FSA want this to look like? The Committee?
 - If the Committee would like to be a FSA Committee, then a proposal for what that arrangement will look like is needed.
 - **DECISION: Formal proposals needed from the Committee on future activities with the FSA. The FSA can consider this relationship and structure as well.**
 - Staff will meet to discuss next steps and work with the Committee and FSA.
 - There is a Charter for this Committee (distributed), which can serve as the jumping off point for this discussion on both ends.
 - **In Summary:** There is a clear desire to be connected. There may be a way for the FSA to serve the Committee. There is a need for F2S to commit and engage with what the FSA is doing.
 - What role in the forums and endorsement process is the Committee expected to play?
 - **Consensus happens with the FSA**

PROGRAM EVALUATION (Did not complete)

NEXT FOOD SYSTEM ALLIANCE MEETING

- **Date/Time:** Wednesday, July 24th, 2:30pm-5pm
- **Location:** Sonoma County Ag Commissioner’s Office
- **Address:** 133 Aviation Boulevard, Suite 110 • Santa Rosa, CA 95403