



SONOMA COUNTY FOOD SYSTEM ALLIANCE MEETING RESULTS

Wednesday, July 17, 2013 • 2:30pm-5:00pm

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

	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
	Paul Kaiser		

Guests:

- Gillian Fitch, [Pangea's Promise at Pocket Creek Farm](#)
- Evan Wiig, [North Coast Young Farmers' Guild](#)

Ag Innovations Network:

- Katy Mamen, Director of Programs, katy@aginnovations.org
- Katie Pease, Alliance Facilitator, katie.pease@aginnovations.org
- Lisa Badenfort, SCFSA Coordinator, lisa@aginnovations.org

Sonoma County Department of Health Services:

- Jana Hill, Program Planning Analyst
- Angela Entzel, Farm to Institution Committee

SUMMARY OF ACTION ITEMS

#	ACTION	WHO	WHEN
1	Meet with Evan Wiig, North Coast Young Farmers Guild	Lisa, Michelle	August
2	Develop and propose protocol for long-term and rapid response formal advocacy <ul style="list-style-type: none"> • Legislation, projects, proposals, initiatives, etc. 	Lisa, Coordination Committee	August
3	Resend SCFSA Links document	Lisa	July 24
4	Members to submit photos for newsletter: <ul style="list-style-type: none"> • Trathen, Gillian, Linda, Suzi, Cathryn, Terry 	SCFSA Members	Before August 10
5	Distribute Ag Regulatory Summit Final Report	Lisa	When available

6	Distribute link to Google Docs folder	Lisa	July 24
7	Distribute an “email-endorsement packet” to members	Lisa	July 24
8	Draft a brief statement for members’ social media sites	Lisa	July 31
9	Create a SCFSA website page for public endorsement documents and materials	Lisa	Done June
10	Contact Multnomah FAP Administrator • Endorsement process, communications	Lisa/Jana	ASAP
11	Develop strategic membership outreach plan for FPTs	Lisa, Coordination Committee	August
12	Draft and distribute a letter of resignation to the California Food Policy Council	Lisa, Linda	August 30

MEETING OBJECTIVES

- Introduce new Alliance Facilitator
- Decide on CA Food Policy Council membership status
- Update the Alliance on communications activities
- Update the Alliance on all Forum planning
- Review priorities of Farm-to-Institution Committee
- Review endorsement process and targets
- Finalize SCFSA membership and identify next steps on gaps

NEW MEMBER/GUEST ORIENTATION

- **Evan Wiig** attended as a guest and potential member. Due to scheduling constraints, the orientation was not completed - rescheduled for October. **ACTION:** Lisa and Michelle will meet with Evan.
- **Gillian Fitch** was oriented at the June FSA meeting and has joined the Agriculture and Natural Resources Forum Planning team. She is eager to become a full/formal Alliance member.

WELCOME & INTRODUCTIONS

- **A very big thank you to Tony Linegar and Gretchen Melendy for hosting our FSA meetings!**
- Katy welcomed the group and then reviewed the agenda
- Katie Pease was introduced as a new AIN Alliance Facilitator who will be working with the Sonoma, Fresno, San Diego and forthcoming Contra Costa FSAs
- **Guests Welcomed: Gillian Fitch** is attending her second meeting and is hoping to join the FSA as a full member
 - **Evan Wiig:** Founder and convener of the North Coast Young Farmers Guild. Over 100 farmers/producers attended their kickoff event last week and the Guild is gaining momentum.
- All members and guests introduced themselves and their organizations

INFORMATION SHARE

- **Katy 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*

Suzi: [Petaluma People Services Center](#) will be hosting an educational exhibit featuring lawn conversion and gardening projects at the [Sonoma County Fair](#).

- [2nd Annual Breads and Bites for Bounty](#) (Petaluma Bounty) fundraiser was a great success

Jana: In conjunction with local food bank leaders, the county is now working on a hunger index project – looking to reintegrate county and food bank efforts. Several Community Transformation Grant (CTG) projects are underway – Jana will distribute and update to the FSA.

Tucker: To celebrate their new location and welcome new/existing members, [Spiral Foods Cooperative](#) hosting an event on **Saturday, July 27th, 3pm-6pm** at 2185 Hwy 116 South, Sebastopol. Please drop by, learn about the Cooperative, and get involved! \$10 Donation - no one will be turned away for lack of funds.

Wendy: [Gravenstein Apple Fair](#), **August 10-11th**: Sponsored by Sonoma County Farm Trails, a non-profit organization created to support sustainable agricultural diversity through the promotion of its members’ products via on-site sales. Wendy is serving as Volunteer Coordinator this year and is seeking volunteers (planning and day-of help).

- **Cotati Fast Food Ordinance:** The City recently approved a new ordinance – allows for 4 more fast food establishments (12 total). This action is in direct conflict with Food Action Plan goals.
 - **DISCUSSION:** Can we develop a group that does rapid response to policy, ordinances, etc.?
 - **ACTION:** Staff and Coordination Committee to develop and propose a process for considering and publicly responding to policy/program issues happening throughout the county.
- **3rd Annual Heirloom Expo: September 10-12th, 2013** at the Sonoma County Fairgrounds. Community Alliance with Family Farmers (CAFF) and SCFSA are sharing a booth. Krista and Wendy submitted an application on behalf of the FSA 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.
- **Potluck at Spring Lake Regional Park: Saturday, July 27th;** public event

Paula: **CA Small Farm Conference** will be held in California (Rohnert Park) for the first time in several years – **March 9-11, 2014**. Would like the FSA to host a booth and be involved. Linda, Wendy and Lisa have all been invited to sit on the planning committee and will attend the August 12th meeting. Other organizations already hosting a booth include the Sebastopol Farmers Market and Slow Food Russian River.

- *The California Small Farm Conference is the state's premier gathering of small farmers, agricultural students, farmers' market managers and others involved in the small farm industry. The three day educational conference includes day-long short courses and on-farm tours; focused workshops; engaging keynote addresses and numerous networking opportunities.*

COORDINATOR REPORT

- **Reminders**
 - The SCFSA is in the midst of a tremendous planning/implementation phase and there are numerous projects that need attention. Response rates and participation has declined recently.
 - **NEW PROCESS:** Reminders will be sent regularly; will include descriptive subject lines
 - **ACTION:** SCFSA Links Document (resend)
- **Newsletter Update**
 - Vertical Response (platform chosen); planning to have first edition drafted by mid-August
 - **ACTION:** Members to submit photos for newsletter: Trathen, Gillian, Linda, Suzi, Cathryn, Terry

FORUM PLANNING TEAM UPDATES

ECONOMIC VITALITY (Bill)

- **FAP Goal/ Focus: Enabling 10% of purchasing to local products in 10 years (10 in 10)**
- Will be participating in two events (1 panel of case studies, one large forum)
 - **Event 1: Invest Local Conference** (Thursday, September 26th)
 - The Flamingo Hotel, Santa Rosa, 8:30am-4pm
 - SCFSA will use 75 minutes of the afternoon agenda; presenting two case studies
 - Spiral Food Cooperative: Retail side, membership-driven
 - **Sonoma Meat Company** (or) **PRESERVE Sonoma** (TBD): Processor, gleaner
 - Keynote presentation by **Janelle Orsi**, author of *Practicing Law in the Sharing Economy*, and Co-Founder and Director of the Sustainable Economies Law Center.
 - Case Study businesses will present their business/story (10 minutes); Janelle will facilitate discussion and provide legal guidance.
 - *What local investing solutions currently exist, and what's on the horizon?*
 - *How can we increase the capital that stays in our local economy?*
 - Financial professionals, investors, business owners, and community leaders are invited to learn about options and new alternatives for investing, ways to support local investing practices in the North Bay with help from an inspired network.
 - Discussions and breakout sessions on crowd-funding, sustainable business plans and agreements, business resources, local food and energy systems, and more.
 - Organized by The Leadership Institute for Ecology and the Economy, Sonoma County GoLocal Cooperative, Boys and Girls Club of Greater Santa Rosa, Colgnite, and Slow Money North Bay
 - **Event 2: Forum** (February 2014)

- Joseph facilitating this forum and has worked with the FPT to build their agenda
- **“Enabling 10 in 10”** (shifting 10% of purchasing to local food/goods in 10 years)
 - Major “Buckets” = Land (cost of), Infrastructure (lack of/needs), Permitting/Regulation (challenges/successes)
 - Will integrate case studies into breakout groups (building form now)

HEALTHY EATING (Cathryn)

- **FAP Goal 5.5: Support innovative strategies to increase the retail availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options**
- September 16th, Sonoma County Fairgrounds in Santa Rosa, 1:30pm-5:30pm (1 hour reception)
- Partnering with SNAP-Ed/County Department of Health Services
- **DRAFT Forum Agenda**
 - 1:30/15 Welcome, Dignitary TBD
 - 1:45/10 Sonoma County Food Action Plan for Sonoma County, FSA Member TBD
 - 1:55/20 Sonoma County and the “Healthy Eating” Landscape, Dr. Silver-Chaflin, Public Health Officer
 - 2:15/45 Panel: Opportunities for Change Throughout the Food System
 - Moderator: Dr. Beau Greaves
 - Community-level solutions: Leticia Romero
 - The Potential of retailers in healthy eating: Laurie
 - Policy options for healthy eating: Heather
 - Summary and Q&A with Beau Greaves
 - 3:00/60 Opportunities for Change → Open Space Technology
 - 4:00/30 Into the Future: A Framework for Implementation
- **QUESTION:** Can there be an opportunity for participants to network with others in the county? Yes.

SOCIAL EQUITY (Suzi)

- **Partnering** with CA Human Development Corporation (CHDC) on Community Transformation Grant (CTG) project
 - CTG Project will survey workers and employers (quantitative data) on worksite wellness
 - Working with day labor centers and large employers
 - Currently developing assessment tools, will then hold one-on-one interviews, then compile survey data (project finalized in late April 2014)
 - FPT planning to complement this project by collecting narrative data from workers (What do you really struggle with? What are the real solutions?)
 - FPT holding supplemental meetings with community organizers and labor leaders
- **Format:** Fishbowl discussions throughout different regions of Sonoma County (4)
 - No larger/major forum; FPT will partner with the CTG Project to produce report
 - Action Team will be established; targeted approach
- **FSA SUGGESTIONS:** Graton Day Labor Center (Rick Garcia, Christy), Food Chain Workers Alliance, NCRLA
 - Look at labor shortages and industry

AG & NATURAL RESOURCES (FPT Team)

- **FAP Goal 1.5: Ensure regulatory support for food production and processing**
 - Entire forum will be framed around “Regulation” (what’s working, what’s not, challenges/solutions)
 - Incorporate natural resources component – highlight stories where producers are producing and protecting the environment
 - Highlight barriers, opportunities, successes, needs → recommendations for Action Team(s)
- **ACTION:** Distribute the Ag Regulatory Summit notes/final report to FSA
- **SUGGESTION:** Would like forum to be the “after Eco Farm party”

FOOD ACTION PLAN ENDORSEMENT STRATEGY

- Reviewed July 30th/FAP Reviewers and FSA members endorsement strategy
- **ACTION:** Send [LINK to FAP Endorsement Grid \(GoogleDoc\)](#)
 - https://docs.google.com/spreadsheets/ccc?key=0AsdLrJvRv_A6dFBrCnJpSFA5anFkaXJ1WjB4RXBWZ3c&usp=sharing

- ♦ **Populate Group 2 List (Major Entities)**
 - Hesitation: Group does not want to encounter outside entities until FAP Reviewers and FSA member organizations are signed on
 - The FSA will not meet until October, so we must populate this list
 - **DECISION:** Populate this list, but hold off contacting Group 2 until the Reviewers/member organizations are onboard
 - The group generated a list of Group 2 endorsers and members signed up to secure the endorsements
 - **Deadline for Group 2 endorsements: August 31st** (considerations for Boards that do not meet in August)
 - Endorsement process is struggling (governmental organizations); having a difficult time leveraging endorsements

 - ♦ **Health Action**
 - **The FSA will request Health Action's endorsement in September**
 - Jana and Lisa will coordinate this project/presentation
 - **Health Action Plan 2013-2016**
 - **ACTION:** Jana will send Health Action information to Lisa → FSA

 - ♦ **ACTION:** Send FSA members an "email-endorsement packet"
 - ♦ **ACTION:** Draft a brief statement for members' social media sites
 - ♦ **ACTION:** Jana and Lisa to have a conference call with Multnomah FAP Administrator (endorsement process and communications strategy)

 - ♦ **DISCUSSION: Level of Endorsement** (challenges for data collection)
 - Supporters given the option to endorse the entire FAP, 1+ pillars, 1+ goals
 - Intention: There will be individuals/organizations that cannot endorse the FAP or full pillar
 - Why would someone not support certain pillars/goals? Politics (living wage, social justice, etc.).
 - **ACTION:** Lisa to create a SCFSA website page for public endorsement documents and materials
 - Already exists: http://aginnovations.org/articles/view/endorse_fap/
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FARM-TO-INSTITUTION COMMITTEE PRIORITIES

- ♦ **PROPOSALS (2)**
 - **Farm to Institution Committee Charter** (revised)
 - **Workgroups Proposal**
 - Would like to contribute/partner with FSA and develop one communications hub
 - **DECISION:** FSA approved Committee Workgroups Proposal
 - ♦ Angela's position/role has shifted to piloting farm-to-institution projects
 - Farm-to-school efforts being addressed by F2I Committee
 - ♦ Distributed list of schools participating in the CAFF Harvest of the Month program
 - ♦ Distributed Harvest of the Month program flier (emailed to FSA last week)
 - ♦ Planning two **Food Service Workshops** annually (first to be held this November)
 - Audience: Food Service Workers
 - Agenda in progress; will discuss the multitude of regulations, practical training to workers
 - ♦ Committee would like to contribute to FSA activities (Social Equity Forum/Planning Team)
 - What is the role of the Committee on the FSA/with the FSA's current planning?
 - **PROPOSAL:** Angela to take endorsement information to Committee to inform them of the overall FAP implementation process and leverage participation
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SCFSA MEMBERSHIP

Documents Distributed: Roster, Stakeholder Groups Definitions, Stakeholder Group Representation

- ♦ **DISCUSSION: Gaps in Stakeholder Groups Representation**
 - **Stakeholder Groups**

1. Access/Food Security
 2. Ag Support
 3. Community/Civic
 4. Conservation
 5. Education
 6. Fisheries
 7. Food Service
 8. Grocery Outlets
 9. Health
 10. Processors & Distributors
 11. Production Agriculture
 12. Urban Food
 13. Food System Workforce (Labor)
Agricultural/Supply Chain Workers
- Most members have secondary stakeholder groups; considering these will significantly change the makeup/stakeholder group concentration
 - **True Gaps:** Fisheries, Labor (ag and food system workers, diversity of production agriculture)
 - **DECISION:** Fill gaps now? Fill gaps throughout the forum and FAP implementation process?
 - Wait to fill; do not bring in members now
 - Members to be mindful of the gaps/stakeholder balance; refer potential members as the FPT/Pillar Teams engage the community throughout the next year
 - **DISCUSSION:** We should have a strategic plan that is part of the Forum process – FSA looking for specific new members to fill gaps next year
 - Need to get these groups to the forums in the first place
 - List, target, invite, give a role in the forum
 - **Membership Spring Clean**
 - There are 5+ members who are inactive and fall outside of the membership requirements listed in the Charter and Membership Agreement – what does the FSA want to do?
 - **DECISION:** Coordination Committee will work on the list of non-participating members and propose membership decision-making protocol in October
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CALIFORNIA FOOD POLICY COUNCIL

- Linda gave a background and update on her participation in the FPC over the past six months
 - Guiding Principles (extensive consideration/building)
 - Formation of Report Card (state legislation)
- **PROPOSAL:** To resign the SCFSA's consulting/provisional membership status
- **DISCUSSION**
 - **Reasons to Remain Affiliated**
 - Don't want to miss out on potential state-level food system change
 - The CFPC is new and the process is complex – maybe we should be patient while the CFPC addresses issues with their process
 - **Reasons to Resign**
 - SCFSA has little capacity to participate in a thorough, meaningful way this year
 - SCFSA to consider establishing a Legislative Committee and/or more formal protocol for policy/political advocacy
 - SCFSA to establish a local presence and relationships with local governments and FSA member organizations
 - CFPC's Report Card: Public comment will be made in September/December on selected bills and legislators; SCFSA would like involvement disconnected before
 - Other Food System Alliances are leaving (due to similar concerns); Santa Clara, San Mateo, Yolo and Fresno are all deciding before September
 - There are several concerns – public comment, legislative activities, decision-making process, administrative process
 - Two Report Card bills are in direct conflict with the legislative agendas of our local stakeholders – the CFPC has no mechanism to evaluate the legislative agendas of local governments, member organizations and stakeholders
 - The SCFSA would like to reengage with the CFPC when both groups are more prepared, available, and have a solid understanding of the legislative process
 - Lobbying and ethics; more information is needed to evaluate lobbying regulations and the SCFSA's/SCFSA's staff's participation

- Potential ethics/funding conflicts; staff’s positions are funded with public dollars (prohibited from lobbying)
- **DECISION:** The SCFSA will resign as consulting/provisional members immediately. Lisa and Linda will monitor the CFPC’s activities and provide periodic updates to the SCFSA. The SCFSA will reconsider its membership status in 2014.
- **ACTION ITEM:** Lisa and Linda to draft a resignation letter and distribute to the SCFSA
 - SCFSA would like this letter distributed to all CFPC members
 - SCFSA approves this letter be sent without SCFSA input/editing

PROGRAM EVALUATION

- **What is working well?**
- **What needs to change?**
- **Where are there opportunities for improvement?**

SCFSA ACCOMPLISHMENTS	
<ul style="list-style-type: none"> • Established FPTs • Lisa on board • New members onboard • Facilitator or board • Endorsement materials • Participating on FPC 	<ul style="list-style-type: none"> • Farm to Institution/School funding (CAFF) • Process design/FAP implementation • F2I committee relationship • Adapting to major changes <ul style="list-style-type: none"> ○ (FSA, AIN, membership) • Regular meeting place
PLUS	DELTA
Added staff support AIN nimble with changes in membership/leadership AIN support/supportive Moving into action; energy shift into implementation Larger group with new members Healthy, safe, respectful membership FPT meetings have gone really well Good systems in place Helpful documents (backgrounders) Ambitious FSA	Systems fine-tuning New members could benefit from history, background, understanding the larger picture Onboarding/buddy system More parties/drinks, social time Bit off more than we can chew Information management, tracking documents

To help integrate and support new members, the SCFSA established a ‘Buddy System’

- Krista and Wendy
- Suzi and Phina
- Gillian and Jana/Lisa

2013 FOOD SYSTEM ALLIANCE MEETINGS

Wednesday, October 16, 2:30pm-5pm
 Sonoma County Ag Commissioner’s Office
 133 Aviation Boulevard, Suite 110
 Santa Rosa, CA 95403

Wednesday, November 20, 2:30pm-5pm
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