



Sonoma County Food System Alliance

DRAFT Results

July 17th 2012, 2:30PM-5:00PM

Dept. of Health and Human Services

	Debora Hammond	√	Jana Hill		Lisa Preschel
	Craig Anderson		Trathen Heckman	√	Linda Peterson
	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	√	Lynn Silver Chaflin		Misti Arias

With Tim Griffin (tim@aginnovations.org), facilitator with Ag Innovations Network

Action Items:

- Terry to provide info on Santa Rosa Food Processing facility
- Contact Wendy if you are interested contributing to an Alliance table for Gravenstein Fair.
- Contact Jana if interested in staffing booth at Sonoma Fair (Sunday, August 5th).
- Schedule speaker to come and discuss Redwood Empire Food Bank taking over People's Harvest
- AIN to prep letter of commitment for CDC Community Transformation Grant
- Finalize speakers for Heirloom (Catherine can do outreach for social equity; Wendy to take the lead on broader Alliance conversation).
- Make final updates to the Food Action Plan (See results)
- Send Alliance notes from 1st Food Policy Council meeting.

Wendy: CAFF had event on Climate Change. Went very well (Wendy brought and distributed speaker biographies); Encouraged everyone to review CAFF's new newsletter; Reminded members about upcoming Gravenstein Fair. Non-Profits can host table – curious if people are interested in putting a table together to promote the Alliance and members' respective organizations; Next round of igrow basic food classes coming up (igrow); Grateful Bed tour of community gardens Aug 4th (<http://www.sonoma-county.org/parks/garden.htm>)

Terry: Food processing space (USDA compliant) in Railroad square. He has contacts for Sandra. Spreading word about availability. Terry to send info to Tim to distribute; Working on final draft of licensing agreement. New logos on local products coming.

Linda: There is a study coming out on value chain study for each of following: dairy, grassfed beef, grains. Report to be finished in September. Interesting facts/costs that will be useful; People's Harvest not going to go happen. Buckaloo program got in over their head. Redwood Empire has stepped up to manage; Stephanie met with new Dean of JCC school. Very interested in support new farmer/rancher program.

Tanya: New class launching in August. Going to promote Food Action Plan

Paula: Ranchero Mark West. Nice to have event. Carlo's last trip. Slow food movement; Concert being planned for Sat the 8th at Well Fargo center for the arts on labeling of Genetically Engineered. Afternoon concert and dinner. Would be ideal to have Sonoma County FSA presence there.

Lyn: Working on large "transformational community" grant. Results from trans-fat study from trans-fat van, Richmond soda tax being considered.

Jana: Farmer's market on wick, across from whole foods; Her team is applying for a grant and is including a number of strategies that r staffing a booth on Farmer's Day at Sonoma County Fair (Sunday, August 5th) related to the action plan; Wanting a letter of support from Alliance in support of Grant; Need volunteers to staff a booth on Farmer's Day at Sonoma County Fair (Sunday, August 5th) Health Department sponsoring fair. Follow up with Jana if interested; *Apples for the fall* concept for Farm-2-School. Graphics done, awaiting funding. Look into potential partnership with *The Apple Corps*.

Heirloom Festival:

- Identified 2 panels: Social Equity part to address "elitism" around heirloom; 2nd panel on big picture on big picture on alliance work.
- Aside from alerting Heirloom Festival, still need to get time slots and time for the panels.

- Catherine can do outreach for social equity; Wendy to take the lead on broader Alliance conversation.
- Need to get speakers booked
 - Need to nail down time slots.

Food Policy County Representative

- Linda to remain as Sonoma County FSA rep.
- AIN will recirculate take-aways from Food Policy Council for members to reflect on and provide direction to Linda in regards to key policy issues.

Food Action Plan Review

- Timeline
 - ASAP: Once approved by Alliance and content finalized, AIN to support in getting formatted.
 - August/September: Jana to discuss with Peter if and how Alliance can get early endorsement from key stakeholders, knowing full plan can not be distributed until approved.
 - October: Document review by Board of Supervisors
 - Delays us a month from an original plan
 - But better coincides with National Food Day (Oct 24th) and the 2nd annual World Food Day (Oct 16th), which will provide opportunity
 - Late 2012/Early 2013
 - Determine go-forward strategy to operationalize Plan
 - Create online Food Action Plan site/survey
 - Look into options like survey monkey where users could choose goals/strategies they will adopt
 - Plus have option to add their own
 - Ideally host in multiple locations, including Alliance website
 - Develop a speakers packet
 - Host another Food Forum
 - Would need to start planning soon (Jana to discuss with Peter)
- Feedback on document
 - Overall
 - Make document more concise.
 - Final review for consistency throughout sections
 - Economic Vitality (Terry)
 - Social Equity
 - On Goals
 - Review headings
 - Where possible, use more specific language for strategies.

- In many cases purposely kept language broad to ensure buy-in
 - Consolidating goals when possible to eliminate redundancy
 - To make sure goals and sub-goals make sense
 - Cross-reference to make clearer (Phina)
 - On Healthy Food Sections
 - Need to make sure addressing both increasing good eating and decreasing poor eating
 - Address beverages
 - Draft language on the unhealthy food/beverages piece (Lyn).
 - Promoting healthy food production. Want to add language that implies healthy meat without alienating farmers (Linda)
 - Indicators
 - Members to review indicators by Monday
 - Terry to send Jana spreadsheet to inform indicators (also has manufactured goods)
 - Sample policy/program appendix.
 - Will be managed as a living document

Can you help me make sense of these in the context of our conversation?

- Jana to follow up with Miriam CLRA about goal 9.1 (Miriam)
- Tanya to talk to Daven