



## Sonoma County Food System Alliance

### DRAFT Results

September 19<sup>th</sup> 2012, 2:30PM-5:00PM

Sonoma County Grange Credit Union

|   |                 |   |                       |   |                  |
|---|-----------------|---|-----------------------|---|------------------|
|   | 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 Miriam Volat ([Miriam@aginnovations.org](mailto:Miriam@aginnovations.org)), facilitator, and Helen McGrath with Ag Innovations Network. Guest Bill Leland

### Action Items

- Communications Committee and Policy Committee will meet to develop a roll out plan for the Food Action Plan, and return with a proposal for the FSA
  - Needs to include “talking points” so FSA members can champion the document in their organization, community, etc.
- Process Committee will look at changing the design of the FSA meetings to engage more stakeholders in the food system in the FSA and will come back with a proposal
- Spend time on the agenda to discuss CAFPC
- Tanya will bring snacks in October
- Terry and Cathryn may have ideas for FSA staffing
- Send out doodle with next meeting agenda to confirm November social date 11/14 (AIN)

## **Info Share**

Terry: Cliff Paulin and others are working with Terry to develop a license and branding for grown, made, etc. in Sonoma- Oliver's, Andy's, and many more will likely adopt and use, process will begin in the next month. It is not clear how the other counties will implement a similar effort- perhaps by using the Go Local model of pushing the cost to retailers.

Bill Leland: Cloverdale Alliance for Financial Education focuses on micro-enterprise development and is utilizing CDBG funds and working primarily with the Latino community. They are currently working on developing a community kitchen, and there is a lot of overlap with some of the efforts of the FSA.

Beth Dadko: Interim Health Action manager, guest.

Linda: 7th class is about to begin, may add classes and the goal is for the program to become sustainable by connecting with the SRJC (The new Ag dean at SRJC is from Fresno State). Having the program be offered as approved curriculum, overcoming intern hurdles, could all be achieved if this happens. Out of 27 admitted to the program, three were lost due to personal issues. It is a diverse group, some have land, some do not. All students have access to small business development counselors for up to 12 hours. CA Food Policy Council meeting was held in Sac at end of August- a lot of process being developed, guiding principles, working groups, etc. The top three issues areas are: health/access, regional food system infrastructure, and school food environment. Continues to be more urban representation than rural. Noreen Evans briefly attended, as well as Guy Connor and Karen Ross. North Coast Regional Food System Network (NCRFSN) is preparing to release a value chain study through SSU- three categories were selected for the study- grass fed beef, dairy and grains. Still in process, they need more data, but will hopefully be helpful to growers, and great input was provided at the meeting on 9/12.

Tanya: Invest Local Conference was a success and with events throughout the county for the entire week of 9/17. Tours of various incubators were organized including the Share Exchange, the Sebastopol Entrepreneurial Project, and more. Concluded Friday 9/21 with a daylong conference and a report/review of the week will be provided by the Institute after the fact.

Jana: Her position at the Health Dept. is now permanent, she is still tied to Health Action and may potentially be involved in an economic development component of the department's work, and may be tied to the FAP. Clark Wolff event is on Wednesday, 9/26 at the Petaluma Seed Bank, from 5-7:20pm. There is a need to update Clark Wolf on broader work occurring in the County- FAP, etc.

Phina: Sonoma County School Garden Network, has hired a Coordinator. The Interfaith Sustainable Food Collaborative, Steve Schwartz is still moving along and convening. Preserving party was held at her church, and a master food preserver was invited from another county. 400lbs has been gleaned this season and will be sent to the teen center for the culinary program, used for afterschool snacks, etc., and they are trying to create events and use the process as a community builder.

### **Heirloom Festival Update**

- Social Equity panel- 35-40 attended
- Need to get the Redwood Empire Food Bank represented on the Alliance, potentially Morgan Smith
- Rebecca Friedman of the Veggie Prescription Program & Raul Lozano of Valley Verde (and SCCFSA member) were fantastic panelists.
- Speaks to the need to continue to integrate social equity into the FSA's work, and to highlight interesting work taking place in this space: 13.1% of county's residents are hungry, and 78K according to the REFB
  - Reputation as an FSA/entity depends on not appearing elitist, not valid if we are not talking about hunger
  - Part of the role is to present the full range of issues in the food system
- Democratizing the Food System panel: Joseph McIntyre moderated, and Miriam, Tanya and Jana were panelists. The panel was good and successful, and the message was well-received.

### **Alliance Network**

- FFSA: Healthfully Processed Foods document is close to being finalized. There will be a URR held Fresno, (but will be named the Fresno Food Forum) and will entail a series of meetings with the mayor engaged, as well as the BOS and open to the public, then lead into smaller meetings. Hiring in Fresno
- VC/SBAFA: Great work is underway now that they have active committee structure, with a renewed focus on F2S, regional food systems, etc.
- SD: The launch is underway and the second meeting will be held on 10/2

### **Food Action Plan Review**

- Cathryn and JH attended the Health Action Meeting to provide an update to the group on the status, presented the Exec. Summary, etc. Health Action is comprised of 40 leaders in the community- city councils, head of hospitals, etc.
- BOS presentation will be in conjunction with Food Day- 10/23, paper work has been submitted, but design review is still underway, copy-editing will need to be done before then, etc. as well as final vetting with key stakeholders.
- Jana will notify the group only if it is pulled from agenda
- BOS- after Food Forum Report was presented, the BOS directed the Health Department to work with county departments and the FSA to develop the FAP
- There will need to be strategic roll-out to get support, if approved, to the first level of stakeholder as identified in the FAP, (Health Action), but capacity is needed to carry this out
  - Dovetails with membership and geographic representation from throughout the county, etc., and having various members present
- Process for the FAP from here: BOS>Stakeholders>Health Action- body of endorsement (1<sup>st</sup> phase), then commitment to goals/implementation.
- What technical assistance/support can the FSA/policy committee do?
  - Need to be prepared when FAP is being adopted/implemented

- Can we engage consultants/players that have ongoing initiatives to be on-call?
- Creating a resource list pulled out of the indicators, here are the projects, here is there contact info, etc. as well as other cities/regions carrying out this work
- Web support, etc.
- Consider the audience- if you are an employer, city council member, etc. These nuances are present in the goals, but need to be pulled out: “actions at a glance”, etc. “If you are a school principle, etc.”
- Implementation plan- key goals and a timeline
- FSA is the holder of the plan, rather than have it be a directive from the BOS, the design was to be more inclusive
  - i.e.- 350 garden challenge, registering on the website
- Multnomah County: has now shifted to a support role, people can still enroll and they are now mapping the different agencies that have adopted it, and are documenting the patterns, and identifying the strengths, networking adopters, etc.
- Capitalize on county leaders and their followers, when to time the press release, etc. and the timing of building momentum
- Need to ensure the relationships within and beyond the FSA are solid, especially the ag community
- Every member of the FSA should be able to consult groups they are connected too on the FAP, policy committee has exhausted their efforts. Guidance will be needed
  - Drafting talking points for consistency, etc.
- Go through the goals and id experts in each area? Not to conduct outreach, but be on a resource list
- Video resource- general, based on goals, and actual examples, etc.

**Action:** Policy/Communications to propose a roll-out plan to ask for support from the rest of the membership

## Membership

*Who is missing? Who do we need?*

- Retail: is currently under econ development or dist/processing- need the point of sale involved.
  - Someone else at Oliver’s, i.e. Tom Scott can’t attend regularly, but another more relevant staff member can attend
  - Could potentially be a working group, etc. to influence purchasing patterns
  - There are existing relationships with local food outlets- Community Market, Shelton’s, etc.
- Ag reps are missing
- Environment
- Dist/processors
- Social equity/food security

- Food system workers
- Land use
- LandPaths/REFB/Oliver's, etc. find staff that can attend
- There was very little retention from our last outreach effort- was that because of the process, the nature of the work, etc.?
- How will the agenda change now that there is an active direction for the FSA?

*Why are they missing?*

- There are individuals listed that care about the work, but it is not their primary focus. Who is out there that is passionate about the work?
- Geographical representation is not here, that can be a challenge for the FSA's work ensuring stakeholder representation
- Proposal for new meeting structure: hold quarterly FSA meetings and committee meetings in between, and have more focused meetings for those with a direct stake in the conversation
  - Potential relationship building: visit different farms, projects, etc.
  - Have FSA members make calls to continue to build these relationships
  - Break-out groups within the meeting
- Defining the roles of members: what is required of members, and what support is provided by staff (AIN & HD)?
- Timing of the day
- Length of meeting
- Relevance to the various stakeholders- strong committees ensure everyone's issues are being addressed, and increases their tolerance to sit in the general FSA meeting

*What are our next steps?*

- Ag piece: focus quarterly meetings on issues- farmers, ag, etc.
- Refer to examples from other counties- how do they ensure wide representation from across the food system?
- Reach out to people who are not attending, and then go from there- why are you not attending? And explore secondary staff members attending on their behalf
  - Clarify secondary stakeholders, their role, etc.
- Continued need to define roles- what size does the FSA need to be? Clarify roles i.e. Cathy L-A's replacement is more valuable on the F2S/F2I committee
- Ag piece: focus quarterly meetings on issues- farmers, ag, etc.
- Incorporate "stakeholder meeting"
- Specific suggestions:
  - Community Clinic piece- Fassi, Rachel, etc.
  - Ask Lisa Maldonado on Health Action
  - Large ag: Clover, Strauss, Redwood Hill, etc.
  - Lack of ag voice- ag commissioner, etc. needs to be engaged
  - Diversified wine grape growers
- Specific ag related forums: bringing in KR, BOS interest in RDUSDA small business report
- Plan the arc of next year to ensure that each of these stakeholders are brought in and engaged

**Action:** Process will look at changing the design of the FSA meetings and will come back with a proposal

**2012 Issues**

- There is a lot on the plate, there is a desire to complete the calendar year with membership/FAP
- For 2013, rotate through each goal of the Food Action Plan and have certain sets of meetings dedicated to each goal, and potentially providing technical support during those meetings, etc.
- Created priorities/four goals for the FSA to champion, that covers different areas

**Next Meeting:** Wednesday, 10/17 2:30-5pm at the Sonoma County Grange Credit Union