



## Sonoma County Food System Alliance

### DRAFT Results

November 28<sup>th</sup> 2012, 2:30PM-5:00PM

Sebastopol Grange

	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

- During the month of December, members need to document potential ideas for FAP implementation, targeted invites, entities/individuals/projects that need to be engaged, etc.
- Process Committee and Cathryn Couch to meet to discuss next steps
- Communications Committee will do media work on Alliance accomplishments
- Develop talking points for membership outreach and timeline for outreach (AIN)

#### Info Share

Nica: The Barlow location of Community Market will open May 2013, tentatively.

Linda: 1<sup>st</sup> cohort of the Beginning Farmers and Ranchers Program graduated. The graduation celebration included a panel of funders and community representatives, a

catered lunch, several business plans were presented and there was a reception. Will stay engaged with the first group, bring them back and program will be revamped.

Terry: *The Bohemian* “made in the North Bay” issue, will discuss the FAP and will hopefully serialize the development of the plan. The issue will look/focus on food rather than overall retail. Go Local will have a spread, as well. City of SR will adapt local bucks, and will explore how to pay for parking with local bucks/currency. Barlow will be a Go Local “campus”, which is very exciting!

Trathen: Permaculture skill center, which is being fiscally sponsored by Daily Acts, is doing some great work, including carbon farming practices. Tory Estrada, Marin Carbon Project, has been involved and may be a strong potential member.

Wendy: Community Garden Network has a new website! Community Garden Network, new website and a kick-off networking event on Feb. 2, 2013. [See website](#) for more information. CAFF- annual meeting will be held on 1/15 in Santa Rosa, will be meeting new staff. Crop report will now be electronic, and advocacy needs to happen for all producers to report, small scale especially.

Amy: The Sonoma Land Trust newsletter highlighted local initiatives with ranchers, grass-beef, etc. You can download it on their [website](#).

Lisa: School Garden Network is going strong, and she highlighted Farm to School progress, funding has come through!

Jana: CAFF received USDA F2S funding, CDFA SCBG, and the county has received the CTG grant that is being shifting to support some of the producer to school initiatives. There will be a surge of funding. Approved source regulation- community garden, school, individuals, etc. is not an “approved source” according to the Health Code, and it is going to the BOS in December, should be in effect in January, and will be able to register as an approved source through the Ag Commissioner’s website. Will be a traceability model, with a self-reporting. Cottage Food law, CBC permit are all being revamped at a county level. The RFP for continued support for the FSA and staff support has received proposals, will be reviewed with recs by Friday, 11/30.

#### **Alliance Business**

- AIN has applied for RFP: including a proposal for a new hire, Jana to stay on F2S
- CAFPC is having a meeting week of 11/2/3 to finalize principles.
- Fresno FSA: Mayor agreed to co-host a 3 part food summit and URR

#### **Food Action Plan**

#### **2013 Planning & Design Review**

#### **Purpose:**

To ensure the Sonoma Food System Alliance meeting structure is specifically structured to fit

- 1) the membership,
- 2) the current/continued priority Alliance activities, and
- 3) the initiation of a successful implementation campaign for the Food Action Plan.

**Overview:**

In 2013 Alliance meetings will be of 4 types, each type will serve a different purpose and enable a different mix of stakeholders to carry out the Alliance purpose and goals, and particularly, the broad adoption of the FAP by city governments, county departments, local businesses, schools and organizations. The following four Meetings will be hosted for Food and Ag System Stakeholders in Sonoma County by the Sonoma County Food System Alliance:

- Sonoma County Food System Full Alliance Meetings,
- Stakeholder Engagement Meetings,
- Ongoing Committee Meetings,
- FAP Pillar Action Team Meetings

Early 2013, as well as maintenance of key committee work, the Alliance will engage in planning and enrolling the FAP reviewers in endorsing and prioritization of the goals within each FAP pillar through a survey.

Four times in 2013 larger Stakeholder Engagement Meetings will be held, one for each FAP pillar. These meetings will focus on the action required for adoption and implementation of the goals of that pillar, with an emphasis on those goals prioritized for 2013 by the FAP reviewers and Alliance members. Other goals will be focused on in following years. These meetings will include, core Alliance members, the adopters, experts and influencers. The current suggested order for these Meetings is:

- First: Economic Vitality
- Second: Healthy Food
- Third: Social Equity
- Fourth: Ag and Natural Resources

Full Alliance Meetings, for core members will be held four times during the year, January, February, between the second and third Alliance Stakeholder Engagement Meetings and at the end of the year (see calendar below).

For each of the FAP pillars Action Teams will be formed as ad-hoc committees of the Alliance to carry out the work set in the Stakeholder engagement meetings and provide ongoing support for the entities implementing the FAP goals. The details of our implementation plan will be worked out in early 2013.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Full Alliance Meeting	X	X				X					X	
Stakeholder Engagement			X		X			X		X		

Meeting												
Pillar Action Team Meetings				X	X	X	X	X	X	X	X	
Farm to School Committee Meeting	X	X	X	X	X	X	X	X	X	X	X	
Communication Committee Meeting	X	X	X	X	X	X	X	X	X	X	X	
Process Committee Meeting	X	X	X	X	X	X	X	X	X	X	X	
Prioritize 2013 FAP goals by reviewers, Engage key stakeholders in membership and Pillar meetings, Communications Planning,	X	X										

### Feedback from Members

- FSA meetings are the full meetings, FAP Stakeholder Engagement meetings: focused on each goal of the FAP, targeted stakeholders and will bring in missing stakeholders. Action Teams/Pillar teams will be developed out of these stakeholder meetings
- Rationale of order: building on successes and momentum of the FAP, and the Alliance over all- i.e. the economic forum, etc.
  - *There is a lot of emphasis on regulation at the BOS, may need to combine: Economic Vitality & Ag or hold them closer together*
- Commitment of FSA members:
  - Attend FSA meetings, FAP stakeholder meetings, one pillar meeting (based on interest and stakeholder group), and any committee that is relevant. There does need to be overlap between the initiatives- could be the role of the Policy Committee members moving forward
- Communications committee can play role to ensure that overlap, cross communication occurs
- There is a need to move the ag stakeholder group meeting to either March, December, November, etc. when producers are available, and to prioritize it a bit

- For external communication, this redesign needs to be clear and modified to make it attractive: provide food, guest speakers, etc.
- How open are the meetings, who will be there?
  - The FSA meetings would continue to be members, with the same guest policy
  - The FAP stakeholder engagement, open with targeted invites
  - Committee meeting would function the same
  - Action team would function similarly, look for gaps, define purpose, etc.
    - i.e. F2S, they will likely be rather open and engaged deeply in the community, autonomous, etc.
    - They will be provided technical support for entities trying to adapt the FAP and the FSA/staff could help develop literature to support the Action Teams and the adapters
- Prioritization of Goals: in Jan/Feb, look at the different sections from the FSA perspective, and prioritize based on that. Reviewers can be re-engaged for where the focus/engagement should be.
- Potential staff: Jana and/or HD staff, potential new staff to attend all of these meetings, and that will build in communication, consistency
- Ideas/Suggestions: **\*\*Members need to begin to document these connections, ideas, etc.**
  - [NBBJ Economic Forum](#) was held, Paula attended. [Prof. Robert Eyster](#) of SSU spoke and should be engaged, as well as Marcus Benedetti of Clover Stornetter. This stems from the SR Chamber of Commerce- food as an economic stimulus
  - [Zero Waste](#) needs to be connected
  - [Voices](#): i.e. on the ground CBOs that are serving the poor
  - Gleaning efforts in the County
- External/Outreach needs to be clear, understandable
- These meetings will serve as a educational opportunity for the FSA, cross-stakeholders, etc.
- Interviews can be conducted to get input, feedback and information, as well

**Membership:**

- Education should remain on F2S Committee, brings a large value-add to that specific committee, although overall representation on the Alliance is low.
- Stakeholder/focus meetings: Green Mary highlighted Sonoma County “event” policy re: green bins, etc.

<b>Retail</b>			
<i>Old Member</i>	<i>SCFSA Contact</i>	<i>New Member</i>	<i>SCFSA Contact</i>
Nica, Community Market	Wendy		
		Oliver’s/produce manager	Tanya
		Whole Foods	Cathryn
		Food 4 Less: Potential attendee for the FAP Stakeholder, need to engaged regardless, major food outlet for low-income community	Jana/Lynn
		Dusky Eskie and Jesse (FAP stakeholder meetings)	
		Marianne Brigham, Cloverdale	Bill Leland
		Additional Restaurants: Spinster Sisters, Rosso’s, etc.	Terry

<b>Agriculture</b>			
<b>Old Member</b>	<b>SCFSA Contact</b>	<b>New Member</b>	<b>SCFSA Contact</b>
Tony Linegar, Ag Commissioner	Jana & Miriam		
Joe Pozzi, Pozzi Ranch	Miriam		
Paul Kaiser, Singing Frogs Farm	Helen		
Paul Martin, Western United Dairyman	Miriam		
		Mike Griffin, Organic Valley	Wendy
		Cathy, Straus	Linda
		David, Clover	Linda
		Kowslowki Farms	Amy
		Gail, Dry Creek Peaches	Cathryn
		RCD, Kara Heckart	Miriam
		Brittany Heck	Miriam/Amy
		Farm Bureau, Tim initially	Amy/Linda
		Jennifer from Laguna Farms	Miriam
		Additional producers	Linda
		Bloomfield Farms	Nica
<b>Viticulture</b>		Dutton	Amy
		Benzinger	Miriam
		Larson Family	Phina
		Reach out to Deborah re: Env. Studies Professor at SSU	Miriam

<b>Environment</b>			
<i>Old Member</i>	<i>SCFSA Contact</i>	<i>New Member</i>	<i>SCFSA Contact</i>
		Brock, OAEC	Cathryn
		SCWA	Tanya
		Torry Estrada, Marin Carbon Project	Trathen/Helen
Reach out to Suzanne re: Sierra Club	Tanya		
<b>Distribution/Processing</b>			
<i>Old Member</i>	<i>SCFSA Contact</i>	<i>New Member</i>	<i>SCFSA Contact</i>
Amy's Kitchen	Cathryn		
Jim, Alvarado Street Bakery	Jana		
		FEED Sonoma	Wendy
		Richard, Sonoma Organics	Linda
		Coastline Distribution	Jana
		Kaiser	Cathryn
<b>Social Equity/Food Security</b>			
<i>Old Member</i>	<i>SCFSA Contact</i>	<i>New Member</i>	<i>SCFSA Contact</i>
Redwood Empire Food Bank	Miriam		
Graton Day Labor Center	Miriam to check- in with Davin and gather his ideas		
Marion Deeds replacement	Jana		
		Wanda Tapia, Latino Services Providers	Linda
		Burbank Housing	Wendy
		Meals on Wheels	Jana
		Springs Teen Center	Phina
		Additional food access projects in Sonoma Valley	Phina
		Jennifer Hanstock	Phina
		St. Joe's Community Organizers	Wendy



		New Planner Position at County level	Jana
		Community Health Action- Karen Shimizu	Bill Leland
		Darling Fiscus	Bill Leland
<b>Education</b>			
		Sonoma State	Deborah Hammond
		SRJC, Jessica Jones or new Dean of Ag. (To FAP large meetings)	Nica
		John Lockya?	
<b>Food System Workers</b>			
		St. Joseph	Jana
		Oscar Orozco	Jim
<b>Land Use</b>			
	<b>Misti</b>	Amy	
	<b>Craig</b>	Miriam	

### Membership Next Steps:

- FSA talking points to be circulated the week of 12/10
- Members contact assigned individuals between now and week of 1/7
- Update and final approval at SCFSA in January (Wednesday 1/16)
- Member invites sent out (AIN), new member meeting in February 2013

### Accomplishment & Next Steps

- Food Action Plan and Jana! Feels like the accumulation of three years of work
- Policy Committee commitment, amazing demonstration of volunteer work
- Williamson Act engagement with the BOS: (opened up enrollment again, full funding was let go, but participants were willing to pay for the costs of the program)
- Food School Service Training: pulled together people not usually engaged. 2 workshops- Oct 25 2011 (85 attendees) and then again in May 2012. A list was generated that want to be engaged, from farmers, community members, parents, etc. There is now substantial funding to support the effort- several hundred thousand! Harvest of the Month for SR City schools and beyond, and CTG shifted to support aggregation center off the ground

and supporting farmers connecting to schools.

- It has been a 3-year build is due to successful thinking, staff has helped, but meetings have been productive: from FF to report to FAP, with F2S on the side. FAP will follow the same elegant trajectory.
- Noreen Evans panel story: having. Tabled/outreach at Heirloom festival, Fair and Gravenstien festival
- Moved to go from pragmatic work of food system, farmers market, to thinking through the big picture, the food system at large. F2S, the initiative has existed for quite some time, but is now moving forward, comprehensive. Food has become a big conversation, in the county and beyond. See the spectrum
- "I learn a lot every time I come, it broadens the whole story, the whole picture for me. Bringing people together for educational opportunities, the group has been flexible and fluid throughout it all."
- The people pulling the work together, AIN, Jana, etc. BOS meeting really displayed the climactic end to a lot of work, when the FAP if advertised, people will react and engage, respond.
- Volunteer effort was impressive
- FAP, willingness and effort from all
- FAP, support for WA, F2S, two workshops and funding, Harvest of the Month & Systems work, funding for a full time person, County Lands, Day of focus on Climate Change, tabling, Community Garden Network is connected/ NFRP, changing of the regs.
- Cathryn will draft a Newsletter for 2012-2013, highlighting some of these accomplishments and related activities.

**Next Meeting:** Wednesday, 1/16 2:30-5pm location TBD