



Sonoma County Food System Alliance

DRAFT Results

March 20th 2012, 10:00 AM to 12:30 PM

Sebastopol Grange

<http://sebastopolgrange.org/>

	Debora Hammond	√	Jana Hill	√	Lisa Preschel
	Craig Anderson	√	Trathen Heckman		Linda Peterson
	Misti Arias		Stephanie Larson		Mark Netherda
	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				

With Miriam Volat (Miriam@aginnovations.org), facilitator, Helen McGrath (Helen@aginnovations.org), Kathrine Schugren Meyer katherine@aginnovations.org and Tim tim@aginnovations.org. Guests Beth Wyatt from Morgan Stanley Smith & Barney, and Elizabeth McCarthy and Guy Conner from Senator Noreen Evans Office and Alex Dolginow from Climate Protection Campaign

Action Items- FSA

- Schedule presentation on Williamson Act and ag land preservation- Amy Chestnut
- Amanda, Nica, Wendy will be in touch with Elizabeth McCarthy re: select committee of Ag
- Jana, Paula and Cathryn can support Wendy and Miriam with event decision-making

Action Items- AIN

- Send final stakeholder matrix
- Schedule review of county Farmers' Markets issues and challenges
- Contact new CAFF Food Safety staff member to participate in 5/17 Food Service Training

Events

- April 4: Sonoma County Land for Food Production Community Garden Stakeholder Meeting. 6:30 - 8:30 pm, Santa Rosa Veteran's Building. Outreach for potential partners to create community gardens with information on sites available, application process, community gardening resources. 565-2621.
- April 28: Saturday, 1 to 4 PM Community Forum on Sustainable Agriculture in the North Bay, Glaser Center, 547 Mendocino Avenue, Santa Rosa
- May 11: Sustainable Enterprise Conference returns to Sonoma Mountain Village. This year's theme is Collaborating for a Sustainable Future www.SustainableEnterpriseConference.com
- June 6-8: North Coast Forest Conservation Conference, Shone Farm; Sonoma Land Trust
- Forest2012@sonomalandtrust.org
- June 22: Russian River Watershed Symposium, Cloverdale Citrus Fairgrounds; Gold Ridge, Sotoyome and Mendocino RCDs. info@sotoyomercd.org
- July 29-Aug. 1: US Biochar Conference; 2012 Biochar Conference <http://sonomabiocharinitiative.org/2012-usbi-conference>.
- Aug. 9-12: American Community Gardening Conference, San Francisco <http://communitygarden.org/learn/training/annual-conference/index.php>,
- Aug. 11-12: Gravenstein Apple Fair. Ragle Ranch Park. farmtrails.org.
- Sept. 11-13: National Heirloom Expo. Santa Rosa Co. Fairgrounds. theheirloomexpo.com

Alliance Network

- Reg Coordination piece: Yolo, Fresno and Ventura hearings on what regs can be change, regional hearings. Will support specialty crop growers, how can reg coord benefit growers, and be more efficient. Three regional meetings: Yolo, Fresno and Ventura

Timeline

February-June 2012	Planning and Research
July 2012	Regional Forums
October 2012	Statewide Solutions Forum
December 2012	Disseminate Report/Website
January-May 2013	Implementation Plan/Follow-up

- FFSA: held fresh v. preserved dialogue, decided to look at principles of healthful processing and will push to have that language incorporated into School Food Policy
- SMFSA/SCCFSA: assessments are moving forward, Sonoma's remains a reference and strong example
- Williamson Act/ag land preservation informational and learning session should be moved forward, per request from Amy Chestnut, she can organize the meeting
- Will be forming an Alliance Council in the coming months, focus on statewide networking and cross-alliance collaboration

Info Share

Amanda: New research paper being released in March/April

Lisa: OAEC is hiring, three positions on website, as well as a school garden teacher training program, application on website: <http://www.oaec.org/school-garden>

Phina: Working on gleaning activities in Sonoma Valley, discovered one of the members is attending a preservation class in Placerville and will begin a class in the community kitchen on food preservation. What is the status of master preserver class in the County? Let Phina know.

Trathen: 350 home and garden launch! 2,012 actions is the goal, please spread the word and get involved. Working with Wendy on Cavenaw center with community food forests. Seattle has created and launched a 7 acre food forest, should be modeled in Sonoma Co.

Paula: Encourages members to contact the BOS, they should know the impact on small farmers. So far there has been no movement, FSA may want to put on agenda at some point.

Nica: Santa Rosa Community Market, opening new store at the Barlow, has been part of their strategic plan for years. Will sell meat and beer/wine, highest standards for meat the in the county. 10/1/12 is goal for opening, would like the event to be very community based by having community members stock shelves, etc.

Guy Conner: New select committee on local, organic, and sustainable ag for state senate. Doing research on what legislative, administrative, and regulatory moves that can be done to support farmers and this type of production. Initial meeting will be focused on ag, next convening will be focused on sustainable ag. He is currently gathering information, and would appreciate any references members can send him.

Meeting Date: Community Forum on Sustainable Agriculture in the North Bay
Saturday, April 28, 1 to 4 PM
Glaser Center, 547 Mendocino Avenue, Santa Rosa

Elizabeth McCarthy: Point of contact and local liaison for Senator Noreen Evans. The committee is statewide, hearing will also be focused on local issues, as well.

Wendy: Sent list of symposiums, see Events. CAFF collaborating with Farmtrails to table at the Gravenstien and Heirloom Festival. Gravenstein will be much bigger this year, held at Ragle Ranch.

Alex Dolginow: Climate Protection Campaign

Terry: KRCB segment is in the works, and he is hoping to find reps for the segments, especially among members. Hoop Fund, which facilitates crowd funding- how individuals can invest into local enterprises- funding, equity and investing. Hoop fund is collaborating on three projects- Tim Page with Terra/Feed Sonoma to come up with mobile vendors into food deserts, to create demand and hopefully lead to a permanent enterprise.

Jana: Report out of all efforts in the food system, will send an update: FAP and County Lands was on the agenda (get from Jana). Information share, hope to return next month for county lands approval.

Food Action Plan

- *Stakeholder input is the current focus and push*
- *Do we have the right stakeholders? List was distributed and reviewed*
 - Is this doable?
 - What are the goals and are we meeting them?
 - Are there other stakeholders that need to be considered?
- *Would like to send contacts a summary, and meet in person or e-mail them directly?*
Depends on your relationship with them
- Just have them look at the specific goal focused on their stakeholder group, to provide detailed feedback. They can feel free to review the entire plan
- There will be an additional level of stakeholders that will be vetted after this phase
- *Specific goals and deliverables are missing, climate action plans?* The indicators from the assessment will be incorporated into this document, to have the work of the Alliance build on itself.
- Jana would be happy to attend and support members during these meetings, schedule permitting

Farm to Institution

- Second food service workshop is scheduled for 5/17
- Focus will be for community members and parents
- Closing- looking for policy development, through wellness centers or board approval- some percentage of food that will be mandated to be local
- The various schools and districts are very different, best practices and sharing is key
- Can facilitate potential funding efforts, as well
- Concrete outcomes are key- have each group identify the next action steps.

Comments/Questions

- More press is key- communications committee can support, Nica knows Bohemian editor & Kids Scoop
- CAFF: New Food Safety staff will be contact to attend
- Would like to have the policy proposal, procurement percentage, nailed down by the 5/17 event
- What are the numbers now and what is realistic and doable? Baseline isn't known, and varies across districts
- Encouragement to push with realistic numbers, but realize each district is different, customize goal accordingly
- Need to provide strategies to be successful
- It has been agreed that a county-wide goal is important, but varying budgets, sizes, culture, etc.
- What about each school creating their own baseline?
 - Food Service Survey- the feedback on this piece varied
- What we know, what we don't know? Distributors do know and have this information
- Fund development is needed, this data collection piece is expensive and needs a high level of resource
 - Staffing and survey: it has been identified as a need
 - CAFF does have pending funding
- Universal standards do not work

Communication and Outreach Committee

- Met earlier in the month to discuss goals, level of commitment
- Design of role is focused on editing/reviewing press releases, then deploying
- Cathryn can coordinate interest and submissions from other committees
- Please send all press contacts to Helen to incorporate into press list

Goals:

1. Have the general public aware of what the FSA is and why it exists.
2. Tell the FSA story – goals, milestones and achievements.
3. Create the broader context of the food system work being done county-wide.
4. Keep food system advocates informed about FSA work as well as broader food system efforts in the county, including where and how they can support it.
5. Build an advocacy community to support local, regional, state-wide and national (i.e. Farm Bill) policy change that benefits FSA goals.

Potential 2012 Priorities

1. Create FSA media list using Ag Innovations list as a starting place.
2. Put together calendar of existing FSA / county events that are relevant to our work. Create calendar on FSA website and Go Local's website.
3. Work with Jana to create timeline and role of communications for the Food Action Plan – what, to whom, when and why.
4. Work with Terry to map potential communications for a KRCB weekly 5 minute spot on local food; potentially pair this with short columns on local food in weekly/monthly local newspapers and for blog on FSA website.
5. Create FSA “Annual Report” at end of 2012

Other potential events/opportunities:

1. Follow up to Food Forum
2. Heirloom Festival
3. County Fair
4. Food Day

Local Definition

- Add in language- for the purpose of F2S/F2I and activities that the FSA is involved in
- “Local” is used in our FAP:
 1. **Sonoma County Local:** Grown/raised within Sonoma County
 2. **Local:** Grown/raised within a 150 mile radius of Sonoma County
 3. **Regional:** grown/raised within a 250 mile radius of Sonoma County

Comments/Feedback

- Remove “local” completely
- Where did 150/250 come from? Comes from other examples, and is based on from all of Sonoma County
- Local is relative
- This definition is flexible, and has a specific purpose- it is a reference point
- What is the point of the concept? We want to support farmers, environmental impact, and potential multiplier effect. 250 miles is generous, what is achieving our goals?
- Range allows for decision points: do you purchase an avocado from Chile or Ventura Co.? First choice, then second
- Go Local survey- regional was 9 counties, consumer identification to So. Co. was strong, interest fell off with CA state

- Proposal of 1. So Co., 2. 5 counties, 3. 250 miles, and then 4. bottomline/reference to Chile
- Food miles and method of transport to be considered?
- Proposal of 1. So. Co. 2. regional/5 county 3. regional/250 miles, last: CA
- Mileage expands the options rather than 5 counties- gets you into the Valley, salad bowl, etc.
- May have to be case by case and a thorough explanation is needed, give examples: average school in So Co buys x amount of fruit, what could be bought locally, regionally, statewide?
- Three part definition: and not refer to the cluster as local
- Committee will tease out

Events

- Heirloom Festival, was a great opportunity for exposure, how could FSA have a presence?
- Proposal:
 - Two panels: one as an update, second can focus on a “food for all” panel, i.e. with Raul Lozano- Valley Verde, using food stamps for CSAs, outside county projects- regionally
 - Committee is needed, to help develop these panels
 - Booth for FarmTrails, can include FSA poster
 - Could one of the panels actually be a type of caféstyle, have people engaged on that day
 - The heirloom festival may not be the appropriate venue for this
- Gravenstien Fair
 - Free booths for non-profits
 - Invitation to participate
- Future forums
 - What is the strategy?
 - Need to think about issue-specific forums and events
 - What is our capacity?
- Jana, Paula and Cathryn can support Wendy and Miriam with this piece

FSA Calendar Proposal

- April: Ag land preservation/Williamson Act with support from Amy Chestnut
- May: FAP work, Best Practices and Wins from the FSA
- June: Access and Social Equity (update on what is happening in the County), as well as Farm Bill potentially
- July: Climate Change and Water issues – will move climate change up!
- Some of the timing can move based on urgency and availability of speakers

Next Meeting

Ongoing conflict with BOS meeting- need to change FSA timing, worth re-visiting