



## Sonoma County Food System Alliance

### DRAFT Results

June 20<sup>th</sup> 2012, 2:30PM-5:00PM  
 Sonoma County Grange Hall, Hwy 12

	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@aginnoventions.org](mailto:Miriam@aginnoventions.org)), facilitator,

Guests: Guy Connor from Senator Noreen Evans Office; David Goodman, Redwood Empire Food Bank; Davin Cardenis

### Social Equity Discussion with David Goodman and Davin Cardenas

Davin:

North Bay Organizing Project, multi-sector and multi-constituent organization. Cut issues relevant to base. Expanding organization, and organize existing community and discuss about having power.

- What I've seen and the importance of localizing our issues. Immigration is a huge issue. Executive order around the Dream Act for two years that Obama completed. Immigration issue rules large, 70 people deported from jails on a monthly basis in Sonoma County. 3./4 are non-violent. Campaigning to lesson that, Santa Clara did a campaign. Immigration Detainer Policy Campaign – process to lessen impact
- Differentiate between a problem and what's a local issue. Immigration reform is a large problem, issue we can cut is the local detainer problem and can provide action. Opportunity to win.

- Working in Springs area, and health issues around obesity and diabetes. As an organizer, what's the local cut on this issue. For example, if local schools selling soda, politicize that issue to get sodas off campus. What's a step we can take to affect these health issues. What process do we need to move this. How do we use people power to bring about change. Our quest is to reinvigorate local communities and identify local issues. How do you involve people in that process, so when it's done they feel like they have a say. Only a good issue if you can involve people in the process of winning that issue. How do you involve people in that struggle. People have to feel like they have a say and some power. Sense of powerless across the community. They have to be willing to take up the struggle. Criteria for good issue: hearts and minds, short timeline, others...?
- Mobilize people and food issues are one issues, but meet the community where they are.
- Three issues identified for this year
- : education, immigration, and district elections in Santa Rosa

David Goodman

CA 15.95% food insecure – **Sonoma County at 16%**, about 1 in 6 now receiving food assistance from REFP. Can only measure who shows up, but may be others out there. Serve 78,000 per month. Sharing values more important than the actual number.

At REFB good at organizing organizations to do work, but not good at grassroots organizations. Opportunity to take those receiving food assistance to tell story and inform policy. Nobody wants to be poster child for hunger. Tremendous fear and humiliation when going to food bank. Struggle to tell a story as people don't want to be the poster child.

Analogy to cancer and survivorship. Hunger relief one notch away from that. Want people who are hungry to tell their story and be proud of their courage to share story. Challenge is to get that those who need food assistance or have needed it and moved on to share stories. Opportunity among food group to rally community who have sought food assistance.

Hunger relief is persistent, but the response to hunger seems more measurable. People get tired of carrying weight of "hunger". Takes certain type of person willing to fight the fight.

Hunger out to be one of the issues taken on by FSA. If this group doesn't think this is a priority, how can it move forward. There's a difference between food and hunger. "I employ you to find the place for this to be an issue for this group". All about money and education.

Food Bank: nature of work is changing over time out of necessity. With REFB, distribute 6.5 million pounds of produce annually – half of what we do. Have an anti-anemia program and just funded to do diabetes wellness project, partnering with clinics to test for diabetes, referred to medical home and when at medical home and indicate food insecurity referred to REFB done with UCSF and trying to make correlation between food insecurity and diabetes.

Question: connection between food system and economic system. What can the food system do to address issues in the economic system?

From food bank perspective, we feed people. We are the get it done people.

This economic downturn has highlighted hunger and poverty, as everyone gets it.

Bad things happen to good people.

Q: What's your sense of percentage of your community? If there was access, skills, resources, what percentage of the population would that actually work for?

39% REFB report that job is primary source of income. At minimum wage need 3.3 ft jobs to make ends meet. Where are the food distributions and when are they held? How can that better serve their schedules? Coming into contact with people's direct self interest, has to penetrate people's heart and mind. Being sincere that people may act off of self interest is ok. Can a community depend on each other. Could there be a way to be more dependent on each other rather than the actual dollar?

Q: Expanded programs for new REFB facility? Specifically around cooking healthy foods. We would love to do that. We may do that or partner with others. Building kitchen to serve safe, demo cooking, catering, etc., but folks can't attend because they're busy. Looking at summer lunch . after school snacks, others,

Q: Food versus hunger as distinct issues. Patient population at West County Community Health disempowered, and used to being shut down because doesn't believe they can succeed. The ability and courage to ask for help. How do we make this bridge in public mind between food and hunger to shift perception? Include hunger in Food Action Plan and certain words we don't use. Call it out more. How do we shift conversation and build that into our conversation? How to bring that value more visible to SCFSA and Action Plan. Haven't chosen an action directly related to food security.

Jim: Haven't been able to figure out jimp from food producers and suppliers and don't know how to present hunger into system. Where does that meet?

David: Not in donated food business, but in the anti-hunger business. Where's the market for there? For example, breakers. If all of a sudden you could pay a little more. Where is that elasticity. Market for offs. REFB fifth largest consumer of offs and purchase for 9 cents a pound. How can we do this as affordable as possible.

Paula: When people identify issues, where does hunger fit into their issues. Cost of living ranks high. Hunger is an issue with day laborers and immigrants. Need to engage folks in process to identify their priority.

Trathen: Branding issue – nobody wants to be the face of certain issues, but rather highlight the qualities they want to identify with. Is there a tipping point where folks are willing to share their story? Are there success stories we can highlight as models or stories? Something we could highlight. There are a few, but there are numerous, but nobody wants to tell the story.

David: Call to action – group to take on hunger; letters to the editor or companies with whom we work – it's something else if another person comments. Somebody has to say things, coming from a human value standpoint. Write an op-ed piece. "happy hunger"

Davin: When people are telling stories, telling the hero story, but not to get pity.

Farmworker housing: napa and Healdsburg may be doing some work. Has potential to be a good issue.

Wendy: what we're doing, it's not a neither nor, but all of the above, but intentionally weaving hunger through action plan.

Question: food as human right. Do we want to look at this as a value for SCFSA?

Cathryn – likes saying that explicitly to remind us about food justice issues.

How many of us actually do more in our lives around food justice and hunger outside of the SCFSA? We may be doing more as individuals than collectively. See more opportunities in our daily life to make a difference.

Fresno alliance made it explicit to change the culture around food as a goal.

Impacts:

- How can we leverage our role at a county level to shift how hunger is perceived and bringing back a culture of caring for one another. To bring that conversation out and increase awareness.
- Changing the narrative of shame around hunger that may need to shift, but also reframing the perception of hunger, malnutrition, food insecurity, etc.
- This is exactly why we want this panel at the Heirloom Festival
- If we have a culture of care and engagement enhance ability to affect circle of influence
- Could people growing gardens be directly connected with a hungry family. Can we connect folks? Have a mutual relationship – ACTION ITEM
- AIN help generate suggestion to entire group to get together.
- Where else can Alliance be explicit around empowering people around their food system?

- Need to look at farmworkers and housing
- Expand idea to farm to foodbank rather than farm to school – could get growers and food producers on board if they can do it without losing money.

### **Action Plan Work: Social Equity**

Are we hitting the goals, are there other policies we want to include? Does this section need to be broken up

Reviewed by Goal:

- Integrate hunger
- Implications of food justice
- Add seasonal workers
- Add
- Describe social determinants of health

Add goals around – removing shame from hunger, and changing food culture  
Goal 8:

Active program to increase participation in CalFresh/WIC

Address shame issue related to hunger

Have goal around changing culture

Can this be a goal? Could be in the values section – and then thread through

Specific food system workers – add seasonal workers

Resilience: - SNAP should be in there? Name it really clearly some goes in Access/  
some goes in social equity

Need to have attitude piece in here somewhere

What is piece around social equity funding? So 8.2 needs to be a bit more clear – create criteria for across county, should goal 8 be just hunger and food insecurity, not the social justice one

Consciousness piece needs to be mentioned in introduction to social equity section

Food justice may be the language

### 11.1 Promote Food Sovereignty

9.1 is vague  
can we id 3-5 core issues important to this group?

Will re-work alliance over-arching goals into values and submit for approval with FAP

9.2 promote and incentivize  
add SISC

10.1 and 10.2 more graphic and  
more direct in ensuring that these groups are recognized and included

name under-represented and under-served, look at community engagement language  
from Health Action – CalEndowment grant proposal

11 connect to 8.1

promote community food self-reliance not sovereignty

does 11.2 fit here or elsewhere? – here, ensure that emergency food assistance is  
available for those in need

CERT – basic tactics – put a bit of food away etc.

Add daily acts to what you can do

### **Next steps for FSA**

- Fine-tune Social Equity Section of Action Plan
- What else can we do in Social Equity arena?
- **Huge Issue – Social Equity**

### **Next Meeting/Steps**

June 18<sup>th</sup> – Health Dept

Final Review of Action Plan