

THE FOOD SYSTEM ALLIANCE

BRINGING OUR COMMUNITY TOGETHER FOR A
BETTER FOOD SYSTEM



OUR AGENDA

- WHAT IS A FSA?
- WHY HERE? WHY NOW?
- HOW IT WORKS
- NEXT STEPS



WHAT IS AN FSA?

THE FSA IS...

- A COLLABORATIVE PLANNING, PROBLEM-SOLVING, AND POLICY DEVELOPMENT GROUP
- FOCUSED ON THE HEALTH/ WELL BEING OF PRODUCERS, CONSUMERS, AND THE ENVIRONMENT
- COMPRISED OF A BROAD RANGE OF STAKEHOLDERS INTERESTED IN A BETTER FOOD SYSTEM IN THE COUNTY



THE FSA IS PART OF...

- A GROWING MOVEMENT NATION-WIDE TO ADDRESS HUNGER, HEALTH, AND AGRICULTURAL ISSUES SYSTEMICALLY
- THE EFFORT TO LINK ON-THE-GROUND WORK IN COMMUNITIES AND FARMS WITH LOCAL, STATE, AND FEDERAL POLICY CHANGE

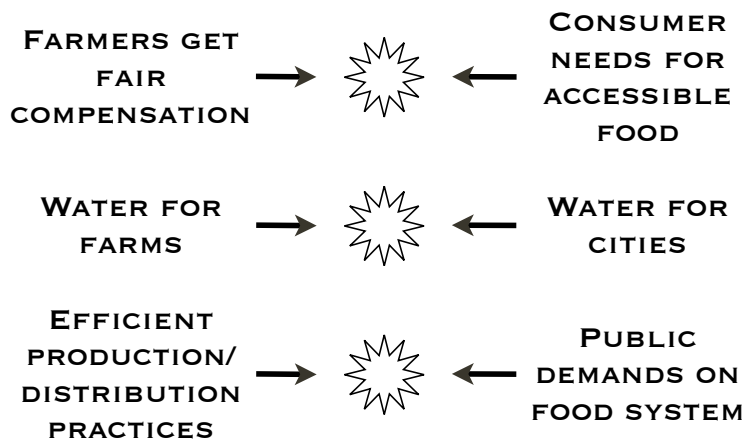


WHY NOW?

MULTIPLE CHALLENGES

- OUR FOOD SYSTEMS HAS NEVER FACED MORE CHALLENGES
- FARMERS FACE LOW PRICES, HIGH LAND COSTS, CUMBERSOME RULES, AND AN UNINFORMED PUBLIC
- CONSUMERS FACE INCREASING OBESITY RATES, SHORTER LIFE SPANS, AND LIMITED ACCESS TO HEALTHY FOODS
- THE ENVIRONMENT CONTINUE TO BE PRESSED TO ITS LIMITS TO PROVIDE CLEAN WATER AND AIR

CHALLENGE POINTS



THE SHARED CHALLENGED

- THE ISSUES FACING THE COMMUNITY ARE COMPLEX!
- NO ONE STAKEHOLDER HAS THE WHOLE VIEW
- THE DISCUSSION TYPICALLY IS DRIVEN BY THE POLES
- MANY UNCOORDINATED EFFORTS WORK AT CROSS-PURPOSES
- BIG GAPS IN POWER AND SOPHISTICATION CREATE MISUNDERSTANDINGS



HOW IT WORKS

THE INTRODUCTION

- **STARTS WITH AN INTRODUCTION TO THE ALLIANCE MEETING**
- **GOAL: TO GET A COMMITTED GROUP OF 20-25 MEMBERS**



THE FIRST YEAR

- **10 MEETINGS OVER 12 MONTHS**
- **CREATE A SHARED DESCRIPTION OF THE SYSTEM, ITS ISSUES AND OPPORTUNITIES**
- **CREATE A CONSENSUS DOCUMENT FOR HOW THE ALLIANCE WILL OPERATE**
- **DEVELOP ONE OR MORE PROJECT OR POLICY AREAS TO FOCUS ON**

HOW WE GET THERE

- CREATE A COLLABORATIVE CULTURE
- SHARE NEEDS NOT POSITIONS
- BUILD TRUST
- LEARNING OPENS UP NEW POSSIBILITIES
- ACTION IS RELEASED AS HORIZONS EXPAND



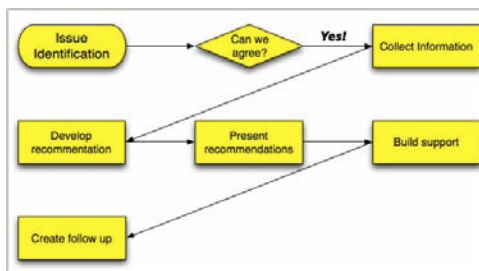
THEORY OF SUCCESS

- THE QUALITY OF RELATIONSHIPS AFFECTS
- THE QUALITY OF THINKING AFFECTS
- THE QUALITY OF ACTION AFFECTS
- THE QUALITY OF RESULTS AFFECTS
- THE QUALITY OF RELATIONSHIPS



THE FSA PROCESS MAP

- A PROVEN MODEL THAT SETS THE GROUP UP FOR LONG-TERM SUCCESS
- EACH STEP IS ITERATIVE, NO BOGGING DOWN IN DETAILS
- FACILITATION KEEPS THINGS ON TRACK



THE LONG TERM

- TO BE AN ONGOING VOICE FOR FOOD SYSTEM IMPROVEMENTS
- TAKE ON TWO TO FOUR PROGRAM OR POLICY ISSUES PER YEAR
- WORK CLOSELY WITH ELECTED OFFICIALS, COMMUNITY ORGANIZATIONS, AND BUSINESS
- INCREASE THE VISIBILITY OF THE ISSUES AND THE SOLUTIONS



THE STRENGTH OF A NETWORK

A GROWING NETWORK

- FSA'S NOW OPERATING IN YOLO, SANTA BARBARA, VENTURA, SAN MATEO, AND SONOMA COUNTIES
- CALIFORNIA ROUNDTABLE ON AG AND THE ENVIRONMENT A STATE-LEVEL COUNTERPART
- PROJECTS INCLUDE
 - FARM TO SCHOOL & INSTITUTION
 - LAND USE, INVASIVE SPECIES
 - REGIONAL DISTRIBUTION
 - FARM WORKER HOUSING

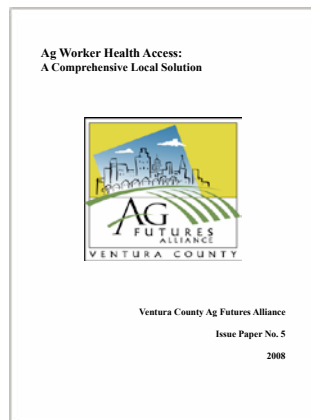
ACCESS TO EXPERTISE

- OVER 80 ACTIVE FSA MEMBERS STATEWIDE
- OVER 150 ALUMNI MEMBERS
- LOCAL, STATE, AND FEDERAL EXPERIENCE AND INFLUENCE



SHARED RESOURCES

- WHITE PAPERS AND PROVEN PROJECTS
- SHARED WEB-SITE AND LIST-SERV
- SUPPORT FROM AG INNOVATIONS NETWORK



THE TIME IS NOW

TIME TO ACT

- THE HEALTH/AG/ENVIRONMENTAL CRISIS FACING SONOMA COUNTY IS REAL AND IS HERE
- THIS IS THE MOMENT TO SEIZE THE OPPORTUNITY WHEN SO MANY ARE READY TO RALLY AROUND FOOD
- WE NEED POWERFUL CITIZEN “THINK/DO TANKS” CAPABLE OF MAKING REAL CHANGE
- THE FSA IS A PROVEN WAY TO MOVE FORWARD

AG INNOVATIONS NETWORK

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