



## Sonoma County Food System Alliance

### DRAFT Results

November 15<sup>th</sup>, 2011, 10:00 AM to 12:30 PM

Singing Frogs Farm

*In Attendance:*

	Debora Hammond	√	Jana Hill		Lisa Preschel
	Craig Anderson	√	Trathen Heckman	√	Linda Peterson
	Misti Arias		Grayson James		Mark Netherda
	Doug Baretta		Stephanie Larson	√	Jim Shelton
	Ellen Bauer	√	Wendy Krupnick	√	Susan Stover
√	Phina Borgeson		Cathy Luellen-Aflague	√	Amy Chestnut
	Davin Cardenas		Lisa Correia		Rick Theis
	Cathryn Couch		Melissa Minton		Amanda Bornstein
√	Paula Downing	√	Tanya Narath		Marion Deeds
√	Suzanne Doyle	√	Jim Canterbury		Lisa Andresen
	Talmadge Savage	√	Paul Kaiser	√	Walt Kruse
	Terry Garrett	√	Joe Pozzi		

With Miriam Volat ([Miriam@agininnovations.org](mailto:Miriam@agininnovations.org)), facilitator, and Helen McGrath ([Helen@agininnovations.org](mailto:Helen@agininnovations.org)) Ag Innovations Network with guest presenters: Michael Paik from People's Harvest/Buckelew and Bob Corshen with CAFF

#### Action Items

- Look into/schedule a longer meeting time in January, day retreat, etc.
- Continue to track People's Harvest

#### Alliance Network

- Follow-up meeting from Listening Session in June was held on 11/5 for the potential development for a statewide Food Policy Council. There are other examples of this in other states. Will continue to share information with the Alliance. The current group is focused on food justice and rather urban focused, need to track how it unfolds.
- FFSA has now formed the F2S committee, and are looking at a rather larger scope, through the entire county. Will simultaneously hold dialogue amongst the group and discuss polarizing issues i.e. frozen processed v. fresh, as well as labor.

- Regional coordination funding, will convene approximately three gather in the coming year, and will host it regionally: Central Valley, Central Coast, and Bay Area.
- Met with Cliff Paulin, will begin to attend the FSA meetings

## **Info Share**

Paula: Sebastopol's farmers' market is now year round

Tara Scott: Guest of Jana Hill and a physician with Community Health Centers. Working on two pieces: educating doctors about food issues and developing an advocacy approach.

Trathen: Starting to plan for the 350 Garden Challenges, planning is beginning earlier this year. Attended the Climate Adaptation Plan Conference, 100 year projections for the North Bay, i.e. decrease in soil moisture at the end of next season. Reviewed a variety of scenarios and its impacts. <http://www.northbayclimate.org/>

Amy: Thursday, 11/17 hosting event on problematic timber EIRs for the whole north coast.

Paul: CSAs are going to begin to be regulated, can be a good thing/helpful thing, but will mean more paperwork for small producers. He will continue to monitor.

Suzanne: Recently spent time in New Mexico, issues are more severe around water, arable lands than here and provided good perspective.

Walt: Environ Health throughout the state is involved with initiatives with Karen Ross including CSA regulations. Walt will continue to update the Alliance and track.

Jim: Food Service Training Workshop was insightful, as a processor. Alvarado is starting to sell to schools, was recently at a trade show was reminded how poor the standard is for school food. Consumers/customers (parents and youth) are asking for more.

Wendy: Williamson Act- BOS may be deciding during the FSA meeting and Ag zoning adjustments. Under Williamson Act, allowing for mining, large scale solar, on WA land- would have large footprints. Mushroom growing- asking that no permit be required for non-manure cultivation. 1/10/12 for CAFF's North Coast Annual Meeting, everyone is invited- contact Wendy for invite. Farm Bureau event- great to hear Karen Ross address different audiences. Community Garden Summit was fantastic. She brought copies of Bay Nature's food shed map (attached to meeting notes).

Linda: Farmlink has moved to UCCE (Molly and Linda), Santa Cruz is the new headquarters and Reggie Knox is the new ED

## **Alliance Business**

### Public Participation

- Meeting will now be open to the public
- Agendas and notes will be posted
- If guests are brought, please bring them a bit early so they can check-in with Miriam and be de-briefed

- Consensus will be built by members

#### Membership

- Joe Pozzi- will come when needed, time is difficult

#### Farm to Institution Update

- School Food Service training, over 80 attendees and was very successful!
- Cathy LA and Lisa Preschel were essential to its success
- SRCS staff prepared food that would be served at the school
- 12 producers were present to do outreach
- FS2 will meet soon and review next steps:
  - 40 evaluations were received
  - Many participants want to meet other FSDs in the area
  - Meet more with farmers and a future workshops- cooking demos, recipes, funding, how to get off the ground
- Kelseyville on TV! <http://tv.yahoo.com/early-show/show/30181/videos/27279390>
- How does this fit into the aggregation initiatives and other initiatives in the county/FSA?
- Growers/producers list, and keeping them in the loop and activated as the committee moves forward
- What are the next steps? Committees should all prepare to present their goals for 2012 during the January 2012 meeting

#### Communications/Cathryn

- Committed to producing the annual report, draft will be done by 12/10-12/15. Members will need to support with editing
- FSA will be able to send out to entire network

#### Policy Committee Update and Approach

- Meeting on Friday 11/18, will be a working meeting
- Will break up into groups, the committee is large
- Divided into four workgroups based on the four pillars of the Action Plan
- Each workgroup will be responsible for connecting with identified key stakeholders to gather their input and ideas for the Action Plan goals, sub goals, and strategies.

- Will continue to come to the FSA for approval and feedback
- Multnomah model is being adapted in Mendocino Co, so Jana is tracking that process
- New members that are not a part of the FSA will need to be brought up to date, but perhaps FSA members can be on-call for contribution

### **Michael Paik with People's Harvest/Buckelew Programs**

- Began with Buckelew Programs, which address mental illness and serves clients with mental and physical disabilities <http://www.buckelew.org/>
- Buckelew runs Blue Skies Cafes in public buildings- one in SR and Napa, social enterprise
  - All Buckelew clients, and earn living wage, as well as housing
- Applied for a grant for fresh cut processing facility, original target was Marin, but real estate was difficult to find facility. They found a facility in Petaluma on Dynamic Street, instead. The building is 11K sq ft and will expand into 18k eventually (total)
- CAFF is working to help with aggregation piece
- Integrated aggregation piece into the project, study was done and has been adapting into the business plan
- 95% of funding has been committed- over \$1million, Marin Community Foundation
- Wants to buy from local growers (within a 100 mile radius)
- Disabled vets, as well as at risk youth, will staff the project
- Support staff will provide training for them
- The produce that comes in will be fabricated by client-employees and sold primarily to schools
- Target is to open in April, several FSD were trying to get involved and two meetings were held, and orders are in place
- Wants to do things by hand, not mechanized
- Pride themselves on expertise in food, but as an end user
- With aggregation piece, wants to support small family farmers, pay a fair price, and provide a space for distributors to come and procure local produce
- Will do some other value-added: slicing and dicing
- Working to be certified as an Emergency source of potable water, would like to be certified by City of Petaluma
- Can financially commit to covering traceability piece and food safety piece- lots of institutions need this
- Also wants to ensure this level of safety- water and soil testing, etc. willing to invest in growers that want to work with them

- Will start with 5 items to train their labor force: apples, carrots, celery, broccoli and cauliflower. Will eventually integrate other products
- Would like the whole project and operation to be transparent- host tours, etc.
- Also building a commercial kitchen in the facility as a food incubator, primarily as training for employees, but will then move to food incubator for new enterprises.
- Website will be up in a few weeks

### *Comments/Questions*

- *Community Action Marin-doing similar work with farmers to do value-added work*
  - Main purpose will be to be an incubator, rather than a purely production facility
- *How do you define local and how does transportation work?*
  - Settled on 100 miles- which reaches into the Central Valley
  - Adjusts with availability and will be transparent about the sourcing
  - Challenge will be maintain that identified crop when processing occurs, how will the lot coding/computers will be set up
  - Delivering directly to vendors- running their own trucks, a couple to get started
- *Connection with growers: how far ahead are you partnering?*

They are just beginning with Marie and Bob
- *What about seconds?*

Counting on it and will process them
- *How many people will you employ?*

17 training employees, all individuals with barriers to employment, 5 skilled that are willing to mentor with a total 25 trainees, eventually. 60% of labor force will be subsidized, which will give them an edge, but also provide a very fair price.
- *Why not peppers and tomatoes?*

Will eventually, but needs to train labor force first easier to handle
- *Clientele is initially schools and institutions, will you expand?*

Community is the focus and so schools is the logical place to begin- parents and growers. Ad campaign will begin first of the year.
- *What is the distribution radius?*

San Jose is furthest demand, too far right now but that would eventually be as far south as they go

- Also have a freezer in the lot and have meat producers interested in utilizing it, will be open before the facility- 30x30 with 12' high ceilings. Need to lot code items. Just a service, will not sell the meat products directly.
- *Will you have a sales team?*  
Yes, Marie is starting to do that and will eventually head that up
- *People's Harvest is separate non-profit from Buckelew*

### **Bob Corshen- CAFF**

- Has been a great partnership with Marie and Michael
- Support will make this venture successful, through the help of the Alliance members, to get buyers involved, farmers, distributors, etc. Sit down connections are needed with farmers
- People's Harvest needs other institutions, as well. Hospitals, larger institutions, etc. will be needed and connection to those entities
- The need for aggregation has been stated repeatedly, and is now happening, with a social mission involved.
- From the farmer forward- there is a demand for products that are not in great supply, lots of land available to grow, would like to have dedicated production
- This enterprise can show that other outlets can provide same return as farmers' markets for certain producers.
- Getting seconds to People's Harvest is key
- Talk to producers about what there is a demand for and create contracts accordingly, bringing them another opportunity that does not interfere with their current operations and outlets for product
- Services will be available to farmers: Processing and aggregation- including packaging, boxing, i.e. farmers who sell at farmers' markets may not have the ability to box and package their food, this will be available. Cold storage, as well. This services will allow farmers more return on their product

### *Questions/Comments*

- *Will there be co-branding?*  
Yes with People's Harvest and CAFF
- *Certified organic?*  
Yes, but can take commercial and organic, and processing has to be turned over
- *Paula can help with farmers and connections*
- *Have you spoken to head start and preschool?*

Yes, verbal commitments- Napa schools have committed to 25% of their meals

- *The food safety component is seen as very helpful- CAFF will be developing a food safety program, has a grant to do so. Traceability component is incorporated*
- *Some of the barriers are being considered, ones that have stopped similar efforts in the past*
- *Trying to get the word out to local, family farms and wants to pay a fair price- payment with receipt of product, or at least within the 20-30 days*

### ***How can the Alliance get involved and support this initiative?***

- What can F2I do, Policy, etc?
- Need for a broker- this has been discussed in F2S, what are their policies and buying constraints, can they be developed to fit these types of distribution channels?
- Distribution- Alvarado bakery can support, as well as connect with US Food Service
- There is a lack of Ag and food literacy, especially with F2I- let the end user know what they are eating, where it comes from, etc. Perhaps the FSA could support with this, incorporate the educational component
- Support with the communication piece, as well. PR tied in with the literacy component- perhaps need to discuss in a longer meeting/retreat. Make sure that the work of the FSA is threaded through all this work
- Need to bring in retail piece, working with local grocery stores, as well.
- How do we incorporate doctors? Bring in the medical/physical components, as well. What exists? Doctors are becoming more interested in the nutritional component, but there is no education about the larger effects on the community, etc. Perhaps developing screening tools, etc.
- How does this affect or benefit those in poverty? It does feed young people in schools in poverty.
- CalFresh participation grant has been received trying to outreach to eligible citizens and those who are receiving CalFresh
- Developing the space for Redwood Empire- 60K sq ft facility, will perhaps be more focused on preparation, and commercial kitchen space, value-added
- Education on retail level, for the consumer, as well.