



San Mateo County Food System Alliance

February 24, 2009

Meeting Results

Attendance

	Jim Anderson	√	Lisa Wasilewski	√	Gail Raabe
	Ryan Casey	√	Jim Howard	√	Francine Serafin-Dickson
√	David Kane	√	Jered Lawson	√	Susan Stansbury
	Gladwyn D'Souza		Scott Morrow	√	Erin Tormey
√	Tim Frahm		Kellyx Nelson	√	April Vargas
√	Robin Galas		Jack Olsen	√	Terry Witzel
√	Jennifer Gross		Pietro Paravanno	√	Marilyn Johns

Facilitator: Joseph McIntyre, Ag Innovations Network

Guests: Doris Estrema and Dr. Curtis Chan, Deputy Health Officer, from the San Mateo County Health Department

New Member: Welcome Marilyn J Johns, M.P.A. from the UCCE, Agriculture & Natural Resources, San Mateo and San Francisco Counties.

Information Share

- RCD is working on projects past paid invoices; Kellyx is working half time.
- Farm Bureau needs assistance at the Women's Jail. They need help to set up logistics for a small farm site. Ideas: Master Gardeners, Garden Coach Program-Contact Andy, Kristin from the Boys Camp Garden. Garden Coach reference from Lisa W: Jack McKinnon, jack@jackthegardencoach.com or www.jackthegardencoach.com.
- UC Cooperative Ext in SF & SM County has 70 Master Gardeners. There is a volunteer Master Gardeners coordinator until June 2009. Contact the coordinator for Master Gardener educational support in community projects. FYI - Santa Clara County has 300 Master Gardeners.
- Pie Ranch has a new home dairy cow named Adeline.
- The new San Mateo County Grown marketing label/logo to be introduced to Board of Supervisors at March 17, 2009 meeting. It's also National Ag Week.
- A new brochure will also be unveiled for the "Fresh as it Gets" campaign. It includes: Farmer's Market dates, a calendar of food & fish season, health benefits to community, fish phone, master gardener program etc. 5000 will be distributed at public agencies. Gail will bring to SMFSA March 2009 meeting. Local artist, Monica Trago designed the winning logo. Coincidentally, Monica is a friend of Lisa's.
- There is a request for brochures to be sent to schools for Earth Day activities.

- Spanish version still needs to be translated and produced.
- Would like to pilot a virtual marketing campaign of the electronic version of the brochure through alliance
- East Palo Community Farmer's Market is hiring an assistant manger/site manger. The position is 15/20 hours a week. San Mateo knowledge preferred. http://www.collectiveroots.org/assistant_market_manager
- Second Harvest Food Bank reported that the USDA will soon be offering more healthy and nutritious versions of many food items to agencies that distribute USDA commodities.
- Marilyn is attending the Farm to Cafeteria conference in Portland on March 19-21, 2009. <http://farmtocafeteriaconference.com/>
- SMCHD funded Second Harvest for a 2nd mobile produce distribution.
- EPA.net youth are overseeing program to get blogs and videos from youth.
- Healthy Silicon Valley Health Trust is interested in looking at our local food shed for San Mateo & Santa Clara counties, building on San Francisco food shed report.
- Coast side Farmer's Market: 90% of WIC & EBT food users using farmer's market. This is telling us that there are many more families that we are not connecting to. Looking for grants or other ideas to staff an EBT table at 2 farmer's markets Goal/Need: \$60,000/over two years, for two farmer's markets. Current grants fund equipment. Need funds to hire a bilingual & bi-literate person who can count money.
- HWY 92 Earth Day Festival (3 Farms involved who want to get others involved) on April 18th & 19th
- Water Issues-Ponds/storage are filling. Creeks still won't be able to be filled. Cost for water/field assessments? Field producers are willing to jump into project and would swap out sprinkler heads on every field crop. \$30/acre food technology. Relieve stress off the creeks and increase sustainability.
- April announced that she is running for the Board of Supervisors in District 3 in June 2010. April is committed to the group and would really like to stay involved. Would not be using this group for fundraising or trying to get elected for office. Asked alliance members to look at bylaws which restrict members from being involved in group if running for office. **ACTION:** *Send to membership group to review.*
- April proposed that some members work on fundraising efforts in a subcommittee to raise \$ 20,000. Roots of change will be reducing the grant amount each year. One idea is a large community event which would raise a large amount of money for the alliance and other membership partners. **ACTION:** *April will send out an email to solicit info. Let her know if you would like to participate.* This year we have our match and have agreed not to work on fundraising in alliance group meetings.
- Curtis Chan attended the meeting for Scott. The SMC health department is thankful for the San Mateo alliance's advocacy not only in Ag, but also in the areas of food, health, and for people who need it most. Curtis shared two articles with the group on food safety and public health. See attachments. Curtis Chan - [CuChan@co.sanmateo,ca.us](mailto:CuChan@co.sanmateo.ca.us) 650-573-2896
- Zoe is missing being with the group but needs to focus on working right now.
- California Small Farm Conference in Sacramento on March 1-3, 2009 <http://www.californiafarmconference.com/joomla/>

Ag Innovations Update

- Ag Innovations has been involved in the SF Rural Urban Roundtable. SAGE/American Farmland Trust produced the San Francisco Food shed report. They asked: How much food is produced in SF's food shed? Looking at all the counties right around the bay and all the counties that touch them, could you feed SF with food from these areas? There is more food produced in food shed

than can be consumed by SF. Included city folks (Food Security & Access) & rural producers. Also asked, what can SF do to increase access? Open access to growers to make it easier to work with city of SF to increase flow of fresh food to those who need it most. What could you do to change the incentives to increase local food consumption and access? Other assessments: SF, LA, San Diego & Fresno.: <http://www.farmland.org/programs/states/ca/Feature%20Stories/San-Francisco-Foodshed-Report.asp>

- In Yolo County, the Yolo-Columbia Foundation is funding the UC Cooperative Ext to work with Ag interested in transitioning to more sustainable models, both in producing highly diversified crops, as well as how to directly market effectively and run alternate farms at scale.
- Ag Innovations is working with CAFF (Community Alliance with Family Farmers) on their Strategic Planning Process, Where does CAFF need to be working in this new food system?
- Ag Innovations has been working with CACASA (CA Ag Commissioners and Sealers Association). their long range planning committee is asking: What is the mission of the Ag Commissioners in a new food world?
- Ag Innovations & Sustainable Food Lab are producing the 21st Century Agricultural Food Revolution Conference. Creating Local, State, National & Global Connections. <http://www.agrevolution.org/>
- Serene will be facilitating the alliance meeting in March 2009, Joseph is unavailable.

Garden Based Education Update (Jen, Robin & Susan)

- Robin & Lisa working on a draft white paper. Will ask for support in reviewing draft.
- Goals of paper: to Inform and validate garden based education across fields of study.
- Get garden based education implemented in every school in SM county. A packet white paper with sections on topics: food system, education, health, social justice based on audience. Data driven, making connections to research and other evidence based information.
- Susan, Working with UC Cooperative Ext (Glenda-MG) is surveying all elementary schools to see who has gardens to create a baseline. Suggestion from JM: possibility of leveraging this data by putting together a report or press with the data. Could use Public health education officer in this role.
- We're working with Silicon Green - a consortium of garden based education groups/members throughout the region who have come together to look at fundraising and strategic planing together. This is driven by the need to not be on our own. Plan to work as a group to develop strategies. Roots of Change would be a good partner for this group. Follow up: call Daniel Kramer at Roots of Change at 415.391.0545. Let him know that you are from the San Mateo Food Alliance.

Farm to Institution Update (Francine, Tim & Jim)

- Looking at procurement of healthy foods in schools and hospitals.
- In the outreach and data gathering phase.
- Our subcommittee needs a regular meeting time.
- Question for hospital purchasing systems: How do you become an approved broker? Start with an approved vendor and this shift to a better model. Or is there an exception to "approved vendor list?"

Currently looking at other models:

- Marin County template for farm to institution broker models. Hospitals are buying local foods from food brokers. Brokers get a cut and producers are still getting a lower price.
- Co-op model possible to use to get as an approved - San Luis Obispo model.
- Stacy Carlson(sp?) Gail's contact.
- How to handle hospital purchasing system?

- Growers Collaborative - CAFF program model. Partnership model, for profit distribution, alternative distribution system. Grower's and an emerging distribution system.
- Veritable Vegetable feasibility?
- Distribution side is where our collective gap of knowledge. This is where many of us think the real opportunity for change resides. It is of real benefit to share as you know as you go.
- Challenge is the physical distribution. Food Bank could be a potential distribution center, add profit to Food Bank and help address problem.
- Proposal to add processing and chopping sites in county/community to support school & hospital needs.
- **ACTION:** *JM will get more distribution info to group. CAFF is a potential resource.*

Ponds Committee Updates (Tim, Kelly, Gail & Jim)

- Trout Unlimited has funding to do hydrology and stream flow studies on coastal streams. He is committed to having one of these studies done, when his grant funds become unfrozen. These studies would collect data to use in getting the pond research done for farmers.
- Issues/barriers with getting water use rights transferred from one use to another for water storage. Water storage will enable farmers to be more sustainable.
- Look at new concepts on ponds, making sequential steps to a regulate reservoir which utilized your rights in a more benign fashion.
- Agreeable to allowing FSA to help facilitate conversations. Good that San Mateo county has committed to this type of process.

Farmer's Market/Permit Standards (Erin)

- Prepared food product permits issue. It has been determined that this rule is ease of enforcement and not enabling food safety or consumer protection. No standards to differentiate between prepared foods at home and companies who have separate permits to prepare foods. Erin is moving on from the permit to something that will help the health department standardized their enforcement.
- Get alliance members to meet with Erin and serve on a sub committee to help the county and offer assistance to the Department of Environment Health to develop a set of standards and a permit process to promote farmers markets and increase access to fresh food. Use neighboring models - fee schedules etc.
- Has been a historical adversarial relationship between growers and San Mateo. We want to avoid this.
- Next Steps: Erin will bring back models of other city's permit processes. Erin will arrange a meeting with Scott, Gail, Erin, & Dean. Scott will contact Erin when he returns. Erin will contact Gail. Two alliance members who could be helpful: Randii McNear, Yolo AFA & Davis Farmer's Market Founder, 530 756-1695, Rmacnear@dcn.org and Dan Best, Sacramento Farmer's Market, (916) 688-0100, farmersmarkets@comcast.net.

2009 Meeting logistics

- March 24, 2-5PM - Belmont Library (Marilyn to arrange)/Backup: RM 100 Health Department (Jen) *Serene Cooper to facilitate March 24th meeting. April Vargas has volunteered to take notes*
- April 28th, Dee's (Erin to arrange). Back-up: Elka's Ranch (Marilyn to arrange).
- May 26th, Second Harvest Food Bank, San Carlos (Terry has confirmed)
- June 23rd, EPA (Robin already confirmed)