



**San Mateo County Food System Alliance  
Meeting Results  
July 15, 2008 2-5pm  
Enso Studio, Half Moon Bay**

**Attendance**

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

**Facilitator:** Joseph McIntyre, Ag Innovations Network

**Information share**

- All SMFSA Members are invited and encouraged to participate in Changemakers Day - RSVP to [changemakers@slowfoodnation.org](mailto:changemakers@slowfoodnation.org) as soon as possible. For more information visit [www.slowfoodnation.org](http://www.slowfoodnation.org).
- Collective Roots is hiring a Food Systems Change Coordinator - see [www.collectiveroots.org](http://www.collectiveroots.org) for more information and pass on the attached position description to your contacts.
- Pie Ranch ([www.pieranch.org](http://www.pieranch.org)) wheat harvest and barn dance on July 19<sup>th</sup>: harvest 2-6pm, potluck 6-7pm and dance 7-10pm.
- Sunset Magazine ([www.sunset.com](http://www.sunset.com)) article featuring Blue House Farm, Pie Ranch and Harley Farms in August issue.
- Blue House Farm ([www.bluehousefarm.org](http://www.bluehousefarm.org)) will provide dry farmed tomatoes (one of three producers!) at the Slow Food Nation events over Labor Day weekend.
- *Resource:* Stanford Law Students can provide pro bono legal work and are interested in sustainable agriculture and food systems work.
- San Mateo County Environmental Health has drafted a menu labeling ordinance that will be presented to the Board of Supervisors on August 12<sup>th</sup>. Santa Clara and San Francisco Counties have similar ordinances; a statewide version was vetoed by Governor Schwarzenegger). Ordinance would affect unincorporated areas of SMC and businesses with 14 or more outlets.

**ACTION:** *Members read through attached Menu Labeling Ordinance; subcommittee to draft a letter to the Board of Supervisors that individual SMFSA Members can sign prior to August meeting. Lisa will help facilitate this process.*

- Brochure of health benefits of fresh, local produce to be available soon.
- Roots of Change is seeking Action Fellows in four areas: 1) sustainable crop production, 2) food system workforce health and career satisfaction, 3) public health and sustainable food systems, 4) public engagement. Interested individuals should submit applications through [www.rocfund.org/campaign/announcement-of-action-fellowships-2008.html](http://www.rocfund.org/campaign/announcement-of-action-fellowships-2008.html).

### **Land Use Discussion**

Land Use document with SMC themes from discussion at June 24<sup>th</sup> meeting (see attachment).

#### **Issues that are missing from current document:**

- Land stewardship – potential to be a model county.
- Farming in sensitive areas throughout county.
- Conflicting regulations.
- Conflicts between distribution/food safety and conservation. For example, having a natural, ecologically healthy waterway versus a sterile, e-coli free environment. It's increasingly difficult to get farmers to participate in NRCS and Resource Conservation District conservation programs as a result.
- Transportation/resource mobility, proximity of roads to agricultural land and water sources has an effect on land/water quality.
- Compatibility between recreation uses and agricultural uses. Protection grant money often brings public onto agricultural land: food safety issues (people bringing dogs), exclusion zones, vandalism, theft, spraying crops near recreational trails.

#### **Discussion: Water as a primary concern/focus for SMFSA**

- Water is a critical need in San Mateo County.
- History: Several years ago there was an initiative seeking to increase water storage on the coast, an advocacy group was developed that involved Bay Area Open Space Council, Farm Bureau, Committee for Green Foothills and elected officials. Group worked with NRCS on a pilot program to create irrigation ponds in coastal San Mateo County, which were filled with winter run-off and winter diversions from high flow creeks to reduce creek use during dry months. The Coastal Conservancy funded the development of a template on how to construct, maintain and manage ponds with help from NRCS. Project was seen as a win-win for all. The project failed to move forward due to regulatory conflicts.
- One approach to reviving the Pond Program would be to seek legislation to create a Pilot Program for San Mateo County.
- Dept. of Fish & Game interpreted the permit process as requiring them to use pre-human conditions as the baseline conditions from which to measure the impacts of the off-stream storage projects. It was also necessary for growers to give up current diversions without certainty that they would get adequate new diversions – no growers are willing/able to do it – stuck in a legal catch 22.

- If SMFSA chooses to work on these water issues, Joseph will bring it to the other FSA/ AFAs and the CA Roundtable for statewide support.
- Would need to lay out the history of the ponds project, all the details, benefits, etc. before we move forward. Build alliances and consensus among CA environmental groups.
- Ideally, would need support/commitment from NRCS again to move ponds project forward.
- Positives: Urban voices as strength of SMFSA backing for ponds project; win-win for environment and agriculture.
- Concerns: Urban water issues seen as main issue for SMC sustainability – separated but related issue that could confuse urban voters; need for health aspect to be emphasized to get interest from SMC Health Dept.
- Water is the foundation for productive agriculture – necessary to sustain and increase agriculture in SMC.
- Existing ponds project has many benefits – best not to add complexity. Instead frame outcomes in a particular way to inspire urban partners (ex: bring health benefits to forefront to gain Health Dept. support).
- Possibility of having first ponds with farmers who are already committed to local markets (local health ties).

#### **Agreement from group**

- Keeping energy on more than one project is essential → water is a long term project and we need to have early successes and to maintain our group identity (don't want to appear as continuation of old ponds project group).
- Interest in 3<sup>rd</sup> project area: farm to institution. Need to understand mechanics of process – bring in someone who knows.
- Larry Bain of Next Course, Carrie Hamerschlag, Elizabeth Sacks, Revolution Foods, Growers Collaborative, Google, Bon Appetit, Veritable Vegetable, etc.

**ACTION:** *Jenn, Robin and Gladwyn will select three contacts to present at our September meeting on institutional food purchasing. Robin is the point person.*

#### **Garden Based Education Follow Up**

- Letter to Anna Eshoo will be ready at our September meeting.
- Child Nutrition Reauthorization Act – San Francisco listening session on August 6<sup>th</sup> where SMFSA members are encouraged to contribute comments in support of garden based education/farm to school education/etc.

**ACTION:** *Lisa will draft a document for SMFSA members to use for the listening session with the time and location.*

### **SMFSA Launch Update**

- Outline prepared for the August 12th Board of Supervisors Meeting, SMFSA on the agenda at 9am.
- Gift baskets: August issue of Sunset Magazine, SMFSA Talking Points document, Collective Roots cookbooks, seed packets illustrated by HEAL students, pie, produce, etc.
- Tim to add comments about stewardship, ag summit and water issues.
- Goal to have all SMFSA members present.
- Include in presentation the meaning/feeling/purpose of alliance – emphasis on collaboration, multiple stakeholders, and democratic process.

**ACTION:** *Arrive at 8:30 to get through security. The Board's Chambers in the Hall of Justice & Records, 400 County Center in Redwood City.*

**ACTION:** *Send gift basket supplies to Scott Morrow at 225 W. 37th Ave., San Mateo, CA 94403 as soon as possible.*

**ACTION:** *Email Kellyx photos that represent various aspects of SMC food system and CC Joseph; Kellyx will create a backdrop for the presentation.*

**ACTION:** *Lisa will photograph presentation.*

**ACTION:** *Joseph will reformat Talking Points to be included in gift baskets.*

### **Local Match Update**

- SMFSA has raised 51% of the cost for 2008 as of July.
- Personal and/or organizational donations welcome – checks made payable to San Mateo Food System Alliance or Ag Innovations Network

**ACTION:** *Jenn and April will work on Common Sense proposal; revisit in September.*

### **Ground Rules on Distribution of Meeting Notes**

- Currently meeting notes are only sent to active members.
- New process – notes will be sent out for review by members, members will send any necessary corrections to Lisa by a specified date, corrected notes will be distributed via email and posted online.

### **Membership**

- How do we add new members? Who should be added?
- Collective Roots would like Food Systems Change Coordinator to be a member once hired.
- Revisit list of desired membership in constitution; labor is not represented.
- Once we choose our projects people may ask to join.
- Concern about potentially diluting group trust/values; need for others to understand the SMFSA constitution.
- Make a list of interested/potential members.
- Check in with inactive members; share work, focus, accomplishments.

- Membership committee formed: Robin, Jim, Lisa (Kellyx to help with calls).

**ACTION:** *Membership committee will call inactive members, assess gaps and consider nominations prior to September meeting.*

### Sub Committee Update

Sub Committees are to meet and report back to the group in September.

Land Use	Garden Based Education	Farm – Institution	Membership
Tim Frahm Susan Stansbury Kellyx Nelson Gail Raabe Jered Lawson	Robin Galas Lisa Wasilewski Susan Stansbury Scott Morrow	Jenn Gross Gladwyn D'Souza Francine Serafin-Dickson? Terry Witzel? <i>Robin will help</i>	Jim Howard Robin Galas Lisa Wasilewski <i>Kellyx will help</i>

### Next SMFSA Meeting Logistics

The next meeting will be from 2:00-5:00 on September 23rd, 2008 at Pie Ranch, south of Pescadero on Highway 1. *Arrive at 1:00 for a farm tour.*

### Next Agenda

- Information share
- Presentation on Institutional Food Purchasing
- Land Use/Ponds Project Update
- Garden Based Education updates
- Launch Presentation Recap
- 2008 local match
- Membership Committee Update/Nominations

Notes Prepared by Lisa Wasilewski and Joseph McIntyre ([joseph@aginnovations.org](mailto:joseph@aginnovations.org))