



San Mateo County Food Alliance

January 17, 2007

Harley Goat Farms, Pescadero

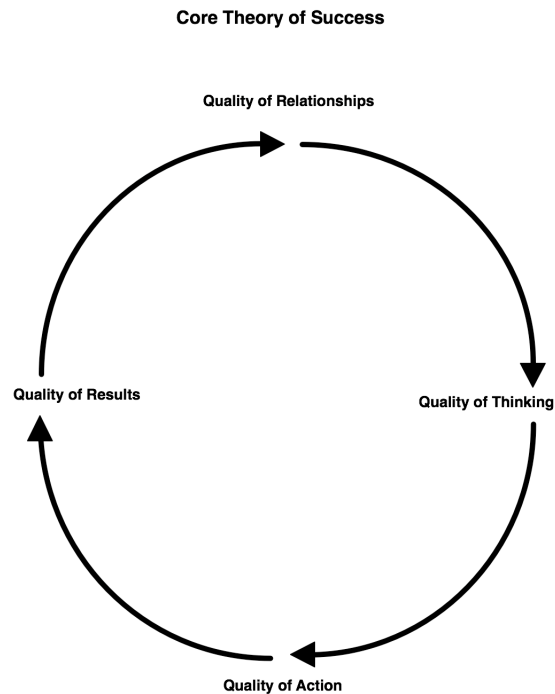
In Attendance

1. Dee Harley, Harley Goat Farms
2. Lisa Hellerich, Hatch School HEAL Project
3. Brian Zamora, SMC Health Department (covering for Scott Morrow)
4. Francine Serafin-Dickson, Hospital Consortium
5. Linda Shak, Prevention Institute
6. Jim Howard, NRCS
7. Alane Weber, Sustainable San Mateo County
8. Anne LeClair, SM County Convention and Visitor Bureau
9. Jim Anderson, California Salmon Council
10. Duncan McLean, Half Moon Bay Fishermen's Association, California Salmon Council, California Grown
11. April Vargas, Green Foothills
12. Jered Lawson, Pie Ranch
13. Kellyx Nelson, SM County Resource Conservation District
14. Julianna Forneris, Cool Eatz
15. Erin Tormey, Coastside Farmers Market, Coastside Opportunity Center
16. Susan Takalo, Food Bank
17. Tori Derr, Collective Roots
18. Tim Fraham, SMC Farm Bureau
19. Jennifer Gross, SMC Health Dept
20. Larry Bain, Nextcourse
21. Karen Heisler, Pie Ranch
22. Gail Raabe, SMC Agricultural Commissioner
23. Susan Stansbury, Valley of Heart's Delight Project
24. Mark Sullivan, The Village Pub
25. Dale Djerassi, Smith Ranch Produce
26. Kristi Spearling, Smith Ranch Produce
27. Joseph McIntyre, Ag Innovations Network – *Facilitator*
28. Katy Mamen, Ag Innovations Network

Introduction

Joseph initiated the meeting by reviewing the spirit in which the Roundtable operates: that by leaving our “arms” at the door and working as a community toward common solutions we can effectuate meaningful change.

Joseph then introduced the following theory of success, which guides the formation of Ag Futures Alliances:



Why are we here: Individual perspectives on food system challenges in San Mateo

All those present took a few moments to share the reasons they were interested in participating in the Roundtable. There were a wide range of personal and professional factors that brought people to the room but also a striking resonance. Some of the common themes included:

- A desire to see the land remain in farming over the coming generations
- A better balance struck between the economic bottom line and the health/social/environmental aspects of the food system
- Food justice: access to healthy, affordable food for everyone in the community
- Greater connections between producers and eaters, including the conveyance of family farm values.

It was noted that everyone in the room shares a passion and dedication to healthy food systems, and that even though everyone is working really hard, there is still a great deal of work to do. Someone pointed out that there are great patches in the ‘quilt’ of our work, yet we lack thread.

Joseph closed this agenda piece by pointing out that successful AFAs generate political power through the diversity of the coalition. The Roundtable has in some cases laid out for policymakers what needs to be done and helps build momentum for change. He gave examples from other Roundtables in California.

2007 meeting dates and sites

We decided to hold regular meetings the 4th Tuesday of every month from 2 to 5 pm. The location of the meeting will be on a rotating basis.

Alane Weber offered to look into hosting the next meeting and Gail Raabe volunteered to host the March meeting. Other possible locations that were offered up include: Enso community garden/yoga space (Erin Tormey), Pie Ranch (Jered Lawson), Food Bank in San Carlos (Susan Takalo).

Commitment: It was re-stated that a certain level of commitment is asked of participants: to attend all meetings (10 per year) and commit to staying for the whole meeting. The Roundtable is a voluntary association that is as strong as the commitment of its members. Membership on the Roundtable is with *individuals* not organizations, although individuals' experience as leaders in their organizations serves the effectiveness of the Roundtable.

Budget and local match

Over the first 12 months, the group needs to raise \$2,500 in a local match. The local match would increase in subsequent years.

Choosing a focus: what issues do we tackle? Brainstorm and Ranking

At this point in the meeting, the group brainstormed salient issues in the County that the Roundtable might tackle. This brainstorm built off the groundwork laid at our December meeting. Topics were posted on butcher paper and then everyone was given the opportunity to identify their 3 top priorities. People were asked to select topics that unite the people in the room, have the potential to generate real change, and are achievable. The following represents the list of topics and the number of people for whom this issue was one of their top 3 priorities:

- Building a framework like a food/farming general plan element - **9**
- Valuation of land (economic and social). The competitive marketplace for land for food uses vs. other commodity frameworks is destructive. How can community value ag production? - **4**
- Filling the missing links: hunger, etc. Needing to connect places where there is opportunity and need. - **3**
- Mapping out the food web in the county – all the pieces of where food comes and goes here. - **12**

- Food in schools: Improving quality of food; education; - **11**
- Working with places with purchasing power that are serving people in need - **0**
- Educating ourselves re. regulations in agriculture/fishing; easing the permitting process for producers - **6**
- What is acceptable risk? Need for 100% assuredness driving regulations. - **0**
- Water supply: conflicts between fish and farmer for water availability. This is a regulatory issue as well as broader community issue. - **1**
- Who is our market and target; how do we make an impact? Building community awareness - **14 [TOP HIT]**
- Investigating local incentives and regulations that support the local food economy - **1**
- What can ag community do to improve food security and improve its viability - **7**
- Develop a brochure explaining what we all do and what is available to readers; heighten visibility of food ... Get name recognition. Better circulation. - **1**

Discussion

It was pointed out that the list includes both topics and tools/strategies. Joseph clarified that this exercise is a starting point, or pilot issue, that we will use to kick off our next meeting. We will start the next meeting with the topic of community awareness.

☞ **ACTION:** At the next meeting, Erin Tormey, Anne LeClair and Gail Raabe will speak briefly on the topic of things that have been done to raise community awareness.

Recap, next agenda & meeting logistics

At the next meeting, we will address community awareness (as described above), and delve into the question: "Do we have everyone we need to have the conversation?" (incl. diversity and food sector representation)

Invitations will be sent out to those who came to either first or second meeting, as well as to those who expressed clear interest in participating.

There was a desire expressed to include producers more as we go along.

☞ **ACTION:** Katy and Joseph will put together a roster and post it on a new San Mateo Food Alliance website. We can talk further about developing a brochure if that makes sense.

Next Meeting:

Tuesday, February 27, 2-5 pm.

Meetings will be held every 4th Tuesday of the month, from 2-5 pm.