

California Communities & Food Systems Program Team Meeting

Gail Feenstra & Christy Getz, Co-Chairs

Sheraton Grand Hotel, Sacramento

Monday, October 5th 2-5 pm

AGENDA

2:00 - 2:45 Welcome, Introductions and PT Business, *Christy Getz & Gail Feenstra*

2:45 – 3:35 *Food Systems and the Media, Beth Hoffman*

As researchers, getting the word out to the public is critical. Yet how can research be communicated effectively when studies show the public spends an amazingly short amount of time reading online? In this talk, Beth Hoffman will show us data as to how the public digests media and will offer examples of poorly and well communicated consumer actions. Participants will then discuss ideas for improved media strategies in their own work and hear from fellow researchers as to how they get the word out effectively.

3:35 – 3:50 Break

3:50 – 4:50 *Food Policy Needs Cooperative Extension, Nina Ichikawa*

In the ever-changing and crowded field of food and agriculture policy, policymakers and government officials need access to sound science and direct feedback from practitioners on the ground. Few are better equipped to provide all of this than Cooperative Extension researchers and specialists. In this session, we will discuss the relationship between UCANR and policy, and provide practical tools for participants to communicate with policymakers. Expertise and ideas will be shared from the local, state, federal and international levels.

4:50 – 5:00 Next Steps & Adjourn

Beth Hoffman, Assistant Professor at USF. Beth has been reporting on food and agriculture for more than twelve years, airing on NPR, The World, Latino USA, Living on Earth. She has a Masters from UC Berkeley's School of Journalism and has completed several documentary projects, including a year cooking with immigrant women in their homes and telling their stories. She blogs for Forbes.com and does freelance writing and radio. She currently teaches Audio Production, Advanced Radio and Food Media at USF.

Nina Ichikawa, Policy Director of the Berkeley Food Institute. Nina is a fourth-generation Californian and policy professional dedicated to making good food accessible, sustainable and culturally appropriate. Prior to joining BFI, she served in the office of Senator Daniel K. Inouye and with the US Department of Agriculture's "Know Your Farmer, Know Your Food" Initiative. In 2011, she was named a Food and Community Fellow by the Institute for Agriculture and Trade Policy. In 2009 she launched the Food and Agriculture section for *Hyphen Magazine*, and she has also written for *Civil Eats*, *Grist*, *Al-Jazeera America*, *NBCNews.com* and *Rafu Shimpo*. Following research on sustainable food systems in rural Japan and Mexico, Nina received an MA in International Relations/Food Policy from Meiji Gakuin University and a BA in Interdisciplinary Studies/Food Policy from UC Berkeley.