

Welcome!

2017 UC Master Food Preserver Conference



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Our Mission

To teach research-based practices of
safe home food preservation to the
residents of California.



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Statewide Resources Update

Missy Gable

Co-Director

Katie Panarella

Co-Director



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Overview

Today's Goal:

Provide an update on new and developing resources at the statewide office.

Topics:

- Marketing
- Training tools
- Program administration
- Program delivery
- Contact reporting
- A look ahead!



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Marketing



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Marketing

We want to grow our brand with new materials that tell our story.

Words that we hear time and again:

- “We are making real **impacts** in our community.”
- “I have a **passion** for teaching others!”
- “I **love volunteering** ... and I love what I do.”



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Marketing

Sought tagline suggestions and conducted a statewide vote!

And the winner is...

Preserve Today, Relish Tomorrow.

Thank you, Jon Passki from the UC Master Food Preserver Program of San Mateo/San Francisco!



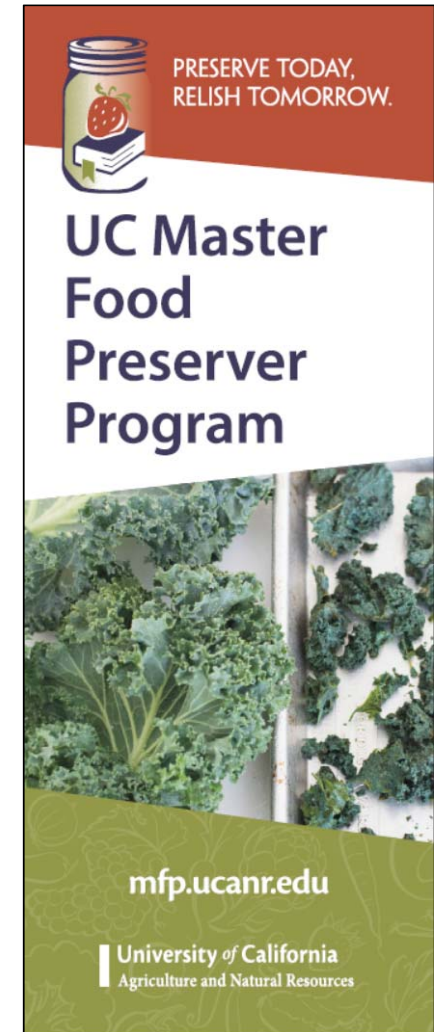
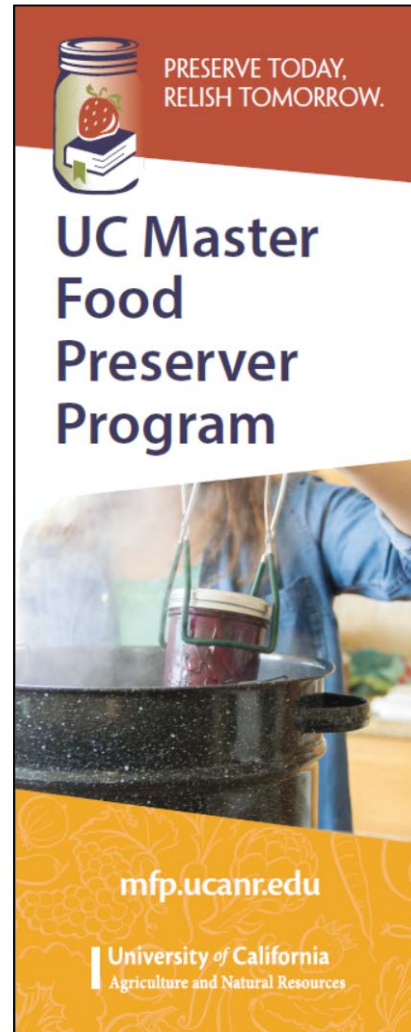
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Marketing

Retractable banners – 2 options:



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Marketing

Program
brochure:

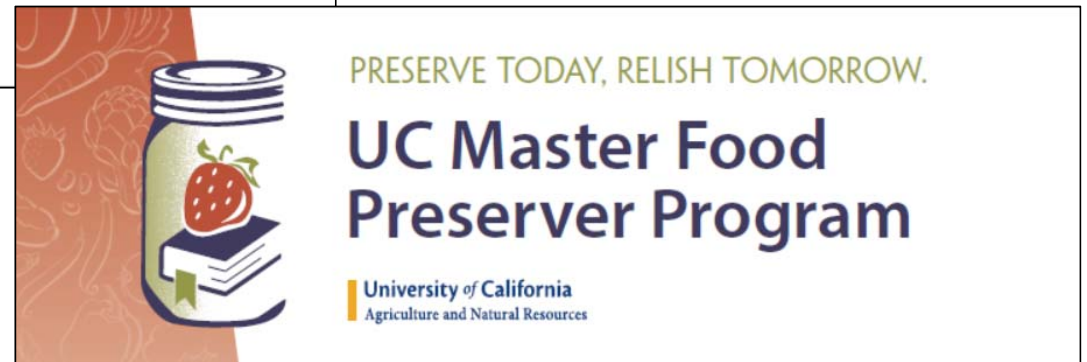
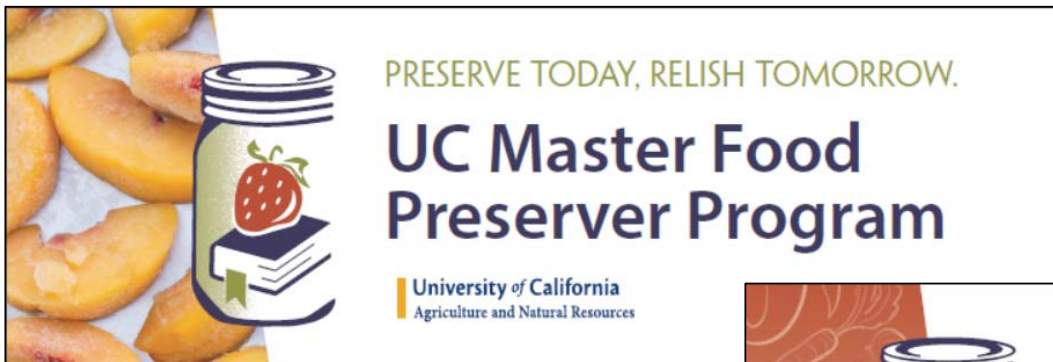


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6" banner – 2 options:

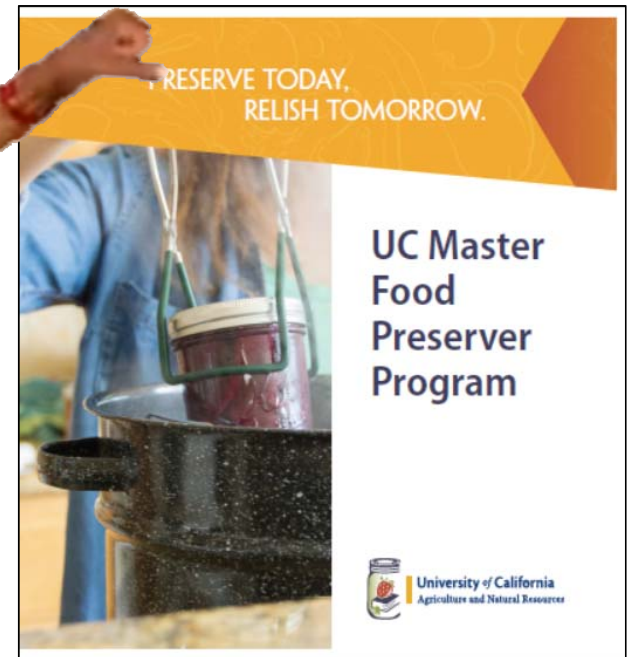


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Every program gets a FREE retractable banner & 50 brochures to celebrate the new marketing materials launch!



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Marketing

County logos



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Inyo and Mono Counties



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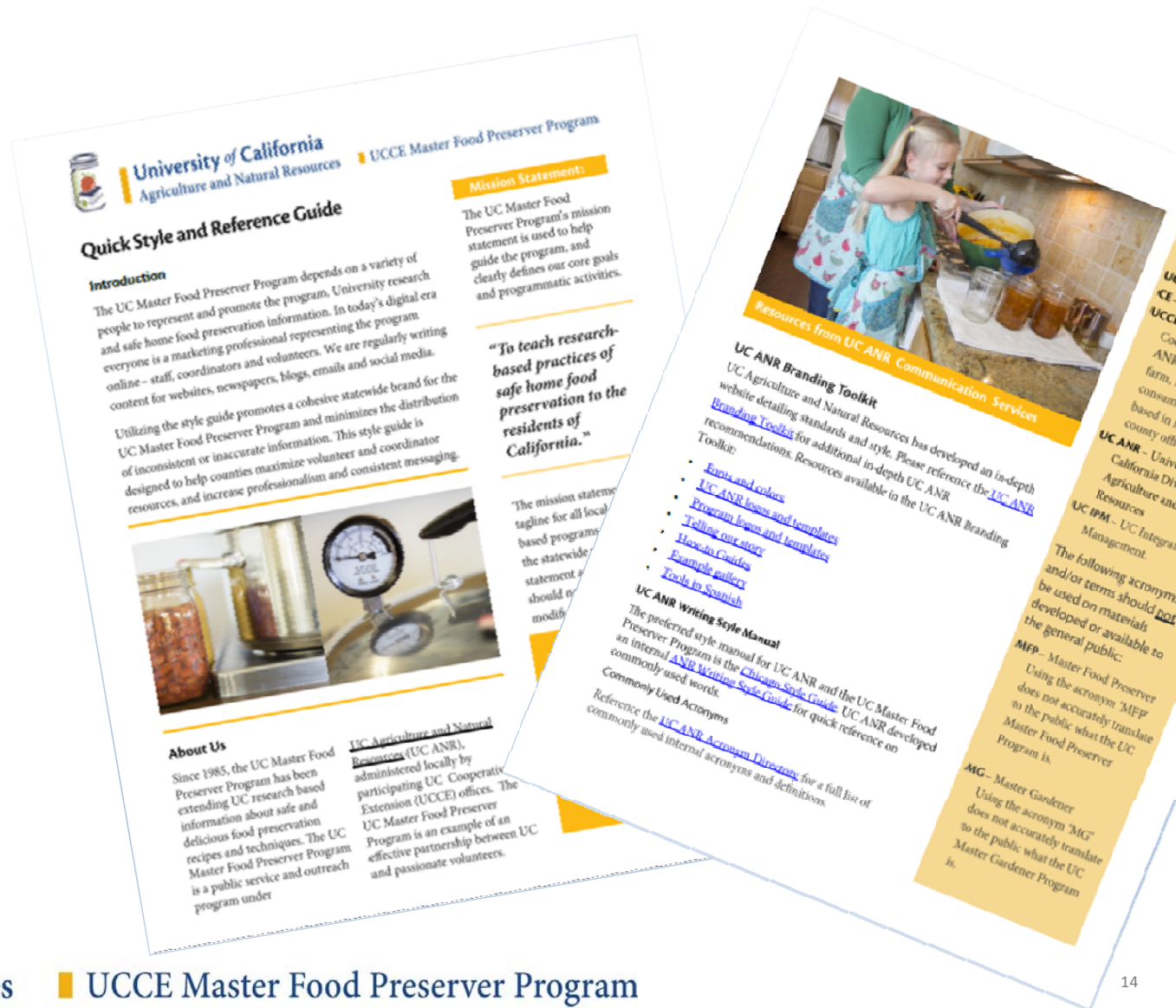


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Marketing Quick Style and Reference Guide



Marketing

Next steps: Work towards consistency!

- Email: name@ucanr.edu
- Websites:
 - ProgramName.**ucanr.edu**
 - Sitebuilder best practices
 - header and footer
 - customized layout and content



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Marketing

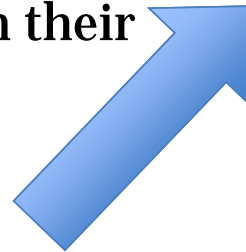
Next steps: Work towards consistency!

- Logo (no secondary logos)
- Include UC Master Food Preserver logo and when possible UC ANR logo on all materials ... and ask our partners to include our logo on their materials as well.



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Inyo and Mono Counties



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Training Tools



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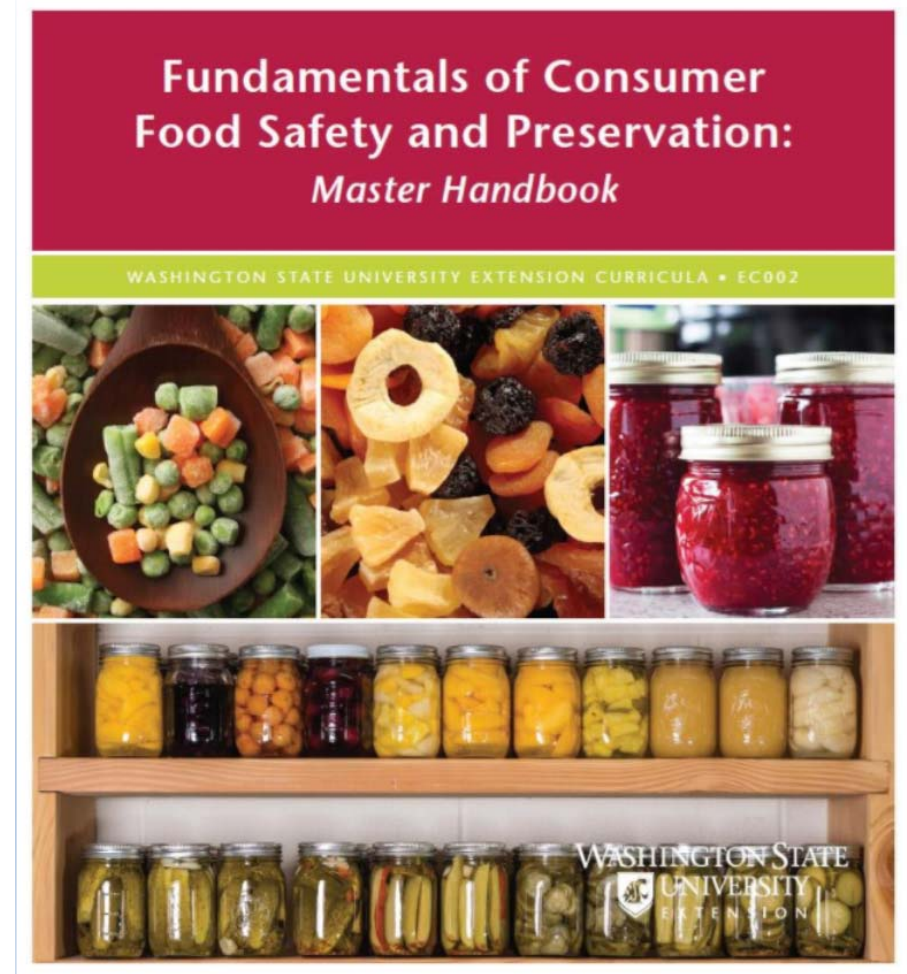
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Training Tools

Washington State Manual

- Thank you for providing quizzes, study guides, and more!
- Please continue to share these resources.



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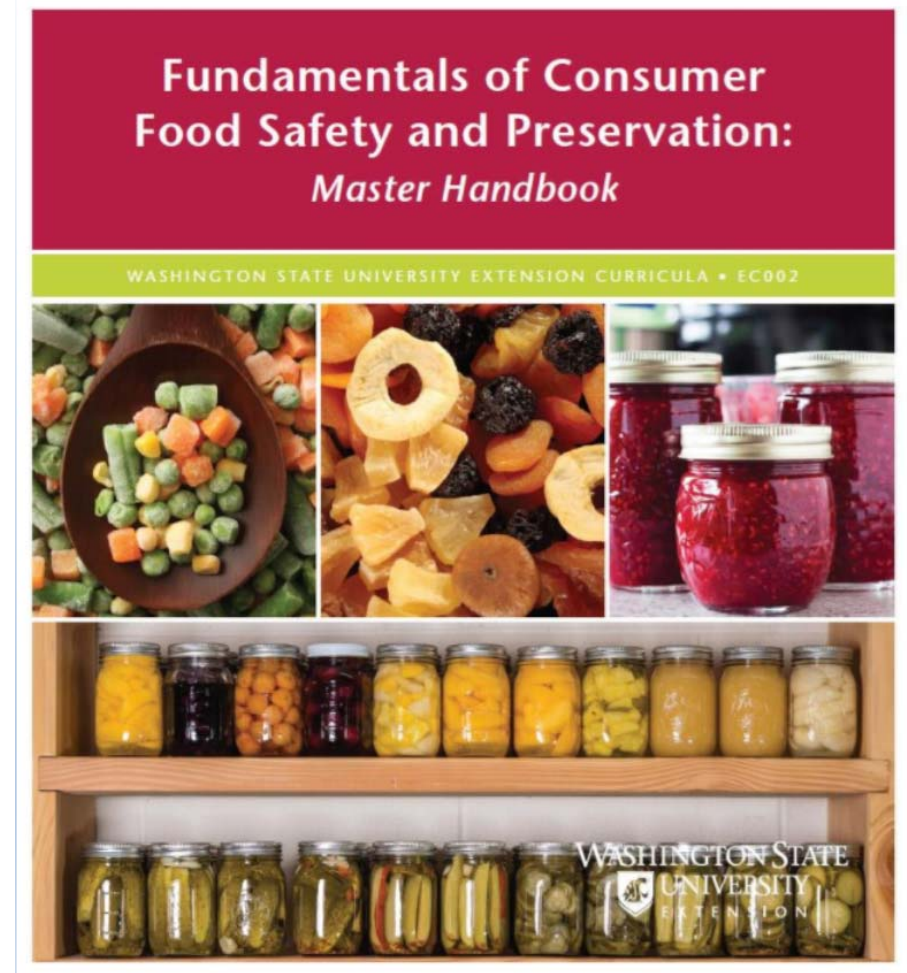
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Training Tools

Washington State Manual

- ✓ Permission to customize publication for use at UC
- ✓ Negotiating limited printing rights in order to provide the manual to UC volunteers at low cost



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Training Tools

We need to know what you want!

Please share your ideas/suggestions
for:

- Brownbag webinars
- Regional advanced trainings
- Online continuing edu. trainings



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Program Administration & Contact Reporting



Credit: UCCE MFP Orange County



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Program Administration

- New [UC ANR Strategic Plan](#) and the prioritization of volunteers!
 - Program delivery enhancements
 - Public awareness/communications



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Program Administration

- UC Master Food Preserver Policy Handbook
- UC Master Food Preserver vision
- UC Master Food Preserver strategic plan



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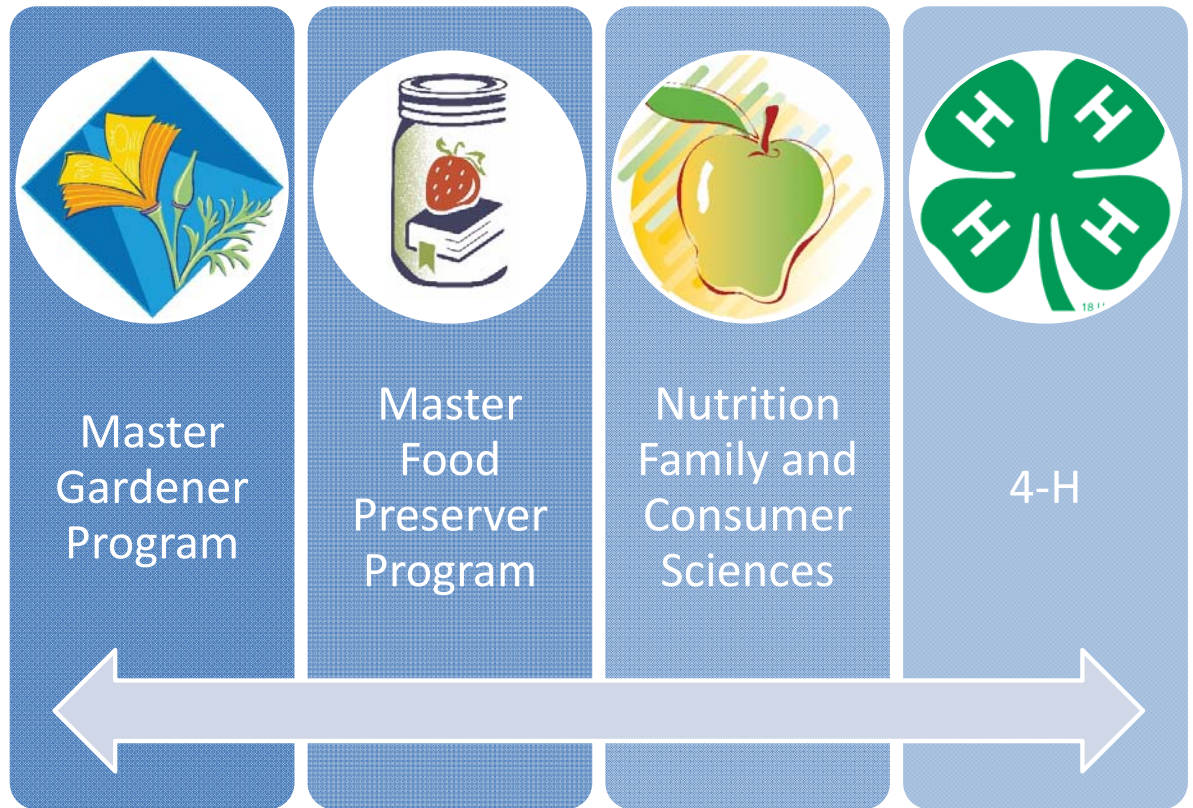
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Program Administration

- New *enhanced* VMS system!
- New opportunities for partnership with other UC programs



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Contact Reporting



The UC Master Food Preserver Program is ready to come into compliance with UC policies associated with contact reporting. Contact reporting is the collection of race, ethnicity and gender information for the clientele we serve.

Why does the University need contact reports?

- Meet the needs of our clientele!
- Smith-Lever Act (1914)



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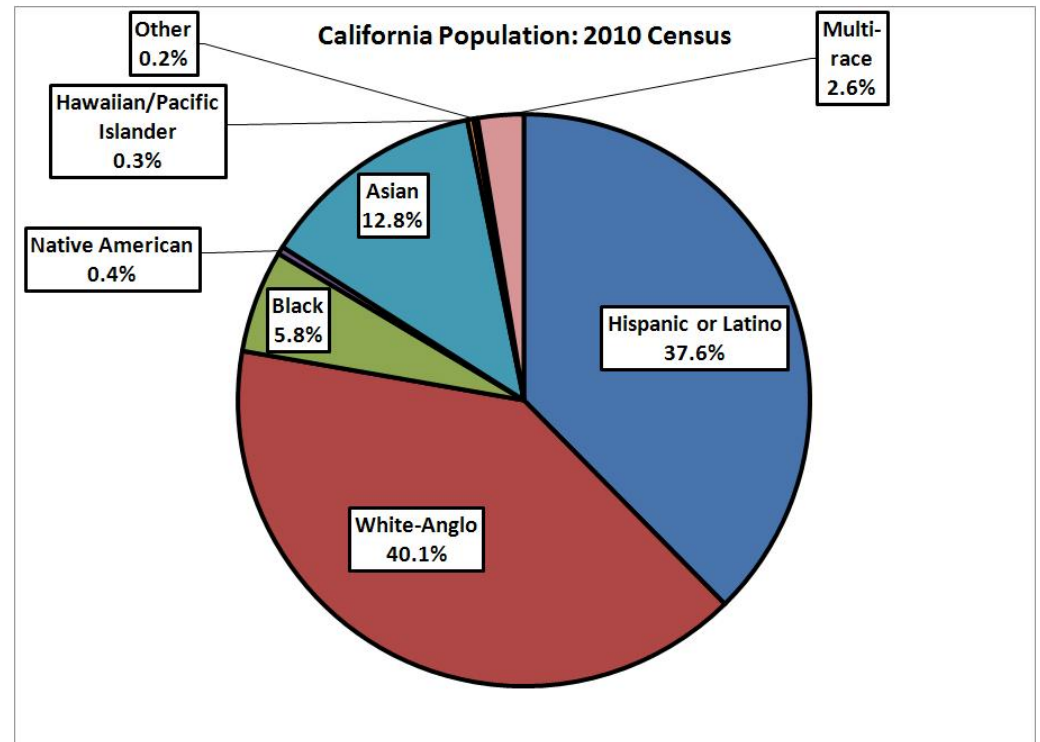
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Contact Reporting

We need to serve an audience representative of California. We do this one of two ways:

1. By parity of participation
 - Personal contacts
2. By making “all reasonable effort”
 - Mass Media
 - Newsletters
 - Personal Letters



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A look ahead: UC Master Food Preserver Program

Katie Panarella
Co-Director



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1914 Smith-Lever Act: Cooperative Extension



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Mission: Educational Training and Assistance

1. Agriculture
2. Home Economics (Family and Consumer Sciences)
3. 4-H Youth Development
4. Community Development



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Home Demonstration Agents

1916: Purpose in CA

- Canning, jelly making
- Nutrition
- Home economy
- Home management



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Strategic Visioning Process

- How can we expand our audience and demographic?
- How can MFP support small food entrepreneurs?
- How can we link with food banks and other CBOs to increase our impacts?
-



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A Vision for the Future: Impacts

- 1) Decrease Food costs
- 2) Increase Food Security
- 3) Encourage Nutritious choices
- 4) Efficiently use abundant garden produce
- 5) Decrease Food Waste
- 6) Increase economic development through support of small food entrepreneurs**



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Recap

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Thank you!

Any Questions?

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