

Marin Food Policy Council
Meeting Notes
December 17, 2013
[HHS campus](#)

Next Marin Food Policy Council meeting: January 21, 2014, 3-5p.m. @ HHS campus

Attendees:

Steering Committee - Janet Brown (AllStar Organics); David Lewis (UCCE Marin); Bonnie Nielsen (UCCE Marin); Leah Smith (AIM); Rebecca Smith (HHS Nutrition Wellness Program); Julia Van Soelen Kim (UCCE Marin)

Committee Members - Alexandra Danino (SF Marin Food Bank); Deborah Schoenbaum (YLI); Denise Trevino (YLI); Marty Graff (HHS, Social Services); Sheila Kopf (SF Marin Food Bank); Susan Martinelli (WIC); Terrie Green (Marin City Community Services District)

Guests – Johnathon Logan, Domenica Giovannini, Teri Olle

Handouts:

- MFPC Member Reflection and Input questions
- The Story of Promptly
- HHS Division of Social Services letter to CalFresh Applicants regarding Myths about the CalFresh Program
- CA Food Policy Advocates document: Marin County Ranked 54th in CalFresh Utilization
- Food Policy Councils: Food System Planning Briefing Paper
- Resolution Committing to a Food Secure and Hunger Free San Francisco

Welcome (Janet Brown, Chair)

Opening remarks:

Council direction and representation for year 2 (Janet Brown)

- Member reflection and input exercise
 - Time for individual reflection and response to 4 questions
 - Steering Committee to collect, compile, and share out with Council
- Discussion (David Lewis)
 - What food policy councils do (objectives on page 2 of the Food Policy Councils: Food System Planning Briefing Paper, examples on page 6) – how have we addressed these so far?
 - o April 15th meeting location – take information to the community?
 - o Remember 5 food sectors in our partnerships
 - MFPC Year 1 Timeline
 - o Forming
 - o Learning

- Recommending
- MFPC Year 2 Timeline
 - January: confirm policy themes for year 2
 - April: public forum or conference?
 - May – November: continued policy development
- Year 1 Wordle, what has changed since then? Year 2 Wordle to come...
- Policy Agenda and Action Plan
 - Access and Production are integrated/related... Are we handling the connection between these areas as we should?
 - Policy work initiated: CalFresh, Community Gardens, CA FPC Alignment
 - Learning initiated: Foodbank and pantry sourcing, healthy messaging, youth food policy issues, shared use agreements, **breastfeeding**
- Open discussion for Council Member feedback from Member Reflection and Input exercise (Questions 1-3) – what do we want to work on in the next year?
 - Terrie Green: Marin seen as healthiest county in Nation, yet still has communities in need – we need advocates such as MFPC to move BOS to create policy preventing food deserts so good health is accessible for *all*. Marty Graff: in support! Susan: include West Marin – hour+ drive to a grocery store! Sheila Kopf: like focus on isolated areas and homebound populations. Leah Smith: aspects of CWP lost in the shuffle that we might be able to revisit and advocate.
 - Deborah Schoenbaum: youth policy and youth engagement – how to work with young people and have them work with us on their own behalf.
 - David Lewis: same as above, with aging population.
 - David Lewis: production/farmer/rancher
 - Rebecca Smith: community garden implementation, make relevant to communities.
 - Leah Smith: formal briefing to the BOS of our activities? After Policy Agenda and Action Plan? Rebecca Smith: will be presenting in February or March on HEAL and CX3, and the MFPC can join.
 - Rebecca Smith: clarity on *how* we work, define our role; are we doing everything as a Food Policy Council as we could/should? (Referencing programs on page 6 of the Food Policy Councils: Food System Planning Briefing Paper)... “Program Incubation”
 - Susan Martinelli: what do we want to know about food issues in Marin? Gaps? Who can help us confirm what we do and don’t know?
 - David Lewis: reminder of resources on website
 - Denise Trevino: youth like looking at existing school food and wellness policy – choices and prices
 - Janet Brown: increase access to food by increasing access to cultivatable land. Rebecca Smith: Measure A Community Grants in 2014: connect underserved communities in Marin with access to parks and open space.
 - Deborah Schoenbaum: distribution of food from the County, how changes in distribution models might fill some inequity issues. Where does all the food that is produced here go? Opportunities?

- Leah Smith: began year with focus on CalFresh and enrollment – great to check in on any additional support needed to help enrollment efforts, perhaps designate May 2014 enrollment month again?
- Rebecca: HEAL minigrant portion go to supporting youth or aging?
- David Lewis: We have 11 meetings left, can get to a lot but not all of this. Need to prioritize; some work can happen outside of these meetings, or in committees. Email Steering Committee if anything comes to mind.
- Representation (Question 4): Who shapes food policy? Who's in the room now? Who are we missing? Who can plug in when needed?
 - Deborah Schoenbaum: West Marin, Madeline Hope (also works for Zero Waste Marin), West Marin Teen Collaborative Group, someone to represent farm worker community. Students, business and store owners.
 - Marty Graff: school districts.
 - Terrie Green: homeless. Early education, childcare/preschool. Dining hall or Community Action Marin. Seniors.
 - Denise Trevino: Good Earth (distributing food to students in Novato and San Geronimo Valley, producing some senior meals)
 - Leah Smith: recycling and waste stream side of the food system. Patty Garberino or Debbie Perry or Madeline Hope. Production – second farm or MALT or MO.
 - Susan Martinelli: new young farmers in Marin. Health Care Board (Jennifer Ranks?). Marin Community Clinic.
 - Julia Van Soelen Kim: transportation.
- **NEXT STEPS:** Council members turn in responses, SC to compile and return

Marin City Community Services District Food and Beverage Policy and advocacy assistance (Terrie Green, Johnathon Logan, and Domenica Giovannini)

- New Wellness Policy (Johnathon Logan)
 - Year ago CSD Board adopted Business Statement: Marin City would be a thriving, healthy, inclusive, safe, environmentally conscious community.
 - 2006 CSD started Health and Wellness Clinic to provide wellness services for community
 - 3 major capital projects to provide options for healthy activity, increase participation:
 - Rocky Grand Park in center of town with outdoor picnic, playground, and fitness equipment, completely funded
 - Community center including gym and fitness center
 - Marin City ballfield
 - Look at food available for residents
 - No grocery store in Marin City = great concern for Community Services District
 - CSD provides food at their meetings and events, sponsors community events and provides food
 - Wellness policy developed by CSD Board around food was adopted by the Board on December 5th, nutrition standards of USDA – community ready to take it a

- step further! Takes effect February on next year. Capital projects will comply with this policy.
 - o Won't have community feedback until after implementing in February. Community is receptive and embracing policy so far. Partner agencies support it.
- Real progress in educating staff on why eating healthy is important.
- Rebecca: does Council want to hear more about Bay Area programs, financial incentives for organizations that adopt policies?
- Marin City's Needs (Terrie Green)
 - Marin City health stats – many have to do with nutrition
 - New movement around food security – all about access
 - MC has a Steering Committee for the grocery store issue -
 - How can MFPC be involved? Need help bringing this issue to the forefront. Need people to help explore possibilities.
 - o Join Marin City! Be a partner! Looking for folks in PR, funders, resources developers, proposal and grant writers, people who know community engagement, lawyers, *market analysis* (to debunk the idea that Marin City is low income and therefore grocery stores wouldn't make money). Leah Smith: Rob Eyler with Marin Economic Forum? CX3 date to be confirmed.

Gathering policy input for youth and aging (Rebecca Smith)

- Use part of HEAL minigrant for convening youth around food issues, YLI has put together a draft proposal for using the funds (still \$12,000 available on top of this)
 - Deborah :Three-pronged approach
 - o Direct engagement with youth and MFPC meetings, youth adult partnership training (MFPC members with youth), work with youth to weigh in on key issues
 - o Community exploration and listening campaigns in West Marin, Marin City, Novato, the Canal, to talk about issues of equity and food access in their communities, youth to report back
 - o Youth Justice Symposium (4/26/14) with a session engaged in food policy recommendations from youth in Marin

CalFresh Summit update (Alexandra Danino and Teri Olle)

- CalFresh year review and thanks
 - Key players supporting work moving forward
 - o County administration
 - o Heather Ravani for letter debunking myths
 - o Marin Food Policy Council and other partners
 - Outreached to 979 people since August
 - Upcoming outreach focus on aging community and homeless, Marin City on focused targeted outreach, surveying families on why they aren't applying
 - CalFresh allows for equity (healthy organic food accessible to those with less money)
 - "It is impossible until it isn't." – Nelson Mandela

- Teri Olle (San Francisco Food Security Task Force, SF/Marin Food Banks, and sits on CA Food Policy Council) – tolle@sffb.org, (415) 282-1907 ext. 230

- [Powerpoint presentation](#)
- Framing the need, looking for more data for Marin
 - o Marin's missing meal data is same as SF
 - o Since 2007 number of population falling to poverty level is rising drastically
 - o CalFresh still big pie slice, even with under-enrollment!
- CalFresh structure
 - o Incredibly decentralized (most states' systems are centralized)
 - o Makes simple tasks very difficult, increasingly evident in last couple years in trying to implement Affordable Care Act
- Alliance to transform CalFresh
 - o Advocate for standards, uniform policies, consistent access, integration with healthcare
 - o Persuasion strategy
 - o Developed model County Plan
 - o Frame understanding of food security in San Francisco and support with data – opportunities and goals for reaching needs, elevate to policy makers/present to BOS (focus BOS attention on aspects that matter most)
- 3 pillars of food security
 - o Food resources: sufficient financial resources
 - o Food access: to affordable, nutritious, culturally appropriate food nearby
 - o Food consumption: ability to prepare healthy meals and knowledge of basic nutrition, safety and cooking
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Council representative updates (All)

- Deborah: trainings for adult advisors in their programs, open to MFPC – Action Planning workshop on January 14, 5-7pm: learn how to put together effective action plans around campaign/initiative *Eventbrite link. April 26: Youth Justice Symposium ~9-4pm
- Leah: final stages of securing grant to do feasibility survey for mobile farmers market

Closing remarks (Janet Brown)

"It is not easy to cross boundaries to adopt a whole-systems approach to health. It means leaving the areas we know well and venturing into fields where we have to depend on the expertise of others. It means learning unfamiliar concepts and mastering new tools to engage complexity. It means asking people to take health into account in making decisions that usually depend on other considerations. It may provoke controversy. It may make people we approach uneasy and even angry. It requires patience, imagination, courage, integrity, and a sense of humor."

- Dr. Richard Levins, John Rock Professor of Population Science, Harvard School of Medicine

Meeting adjured at 5 pm

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