

Marin Food Policy Council
Meeting Notes
January 21, 2014
[HHS campus](#)

Next Marin Food Policy Council meeting: February 18, 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); Peter Healy (AIM)

Committee Members - Alexandra Danino (SF Marin Food Bank); Deborah Schoenbaum (YLI); Denise Trevino (YLI); Gail Crain (CAM); Liza Crosse (Aide to Supervisor Kinsey); Madeline Hope (West Marin Waste Education); Miguel Villareal (Novato USD); Richard Waxman (LIFT-Levantate); Sheila Kopf (SF Marin Food Bank); Socorro Romo (Point Reyes Food Bank); Terrie Green (Marin City Community Services District)

Handouts:

- MFPC Member Reflection and Input responses
- Virtual sticky dot exercise
- Suggested potential new themes and areas for consideration / themes and areas with effort underway

Welcome (Janet Brown, Chair)

- Opening remarks, introduction to meeting's agenda
- Introduction of SF Chronicle article on Community Gardens
- "Who do we think we are, and what do we think we're doing?"

Council direction for policy learning and development (David Lewis)

- Explain handouts
- Last year's Wordel and this year's Wordel
 - Reflections: Surprised CalFresh is so small, Community Gardens came out big, lots of issues are on par
- Virtual sticky dot exercise
 - Explain mathematics behind markers, groups of highest, middle, and lowest interest
 - Reflections:
 - o It was hard to pick, felt like there were more priorities than just the 4.
 - o Big piece is awareness around issues.
 - o Surprised that water wasn't mentioned more times, especially in the light of the recent drought situation.
 - o Impressed with the amount of interest in community specific work – speaks to inequity and leveling the playing field.
 - o Most of the highest priorities relate to areas we've had presentations on, and/or have explicit policy work connected.

- Could waste water and ag issues use part of our learning for the next year? Perhaps water and land use issues could be folded into Community Gardens work?
- Regarding community specific needs, we will have CX3 presentations from The Canal and Marin City, but it is a broader approach, there is a lot in there to tackle.
- Could issues be collapsed into groups, which would redistribute how folks might prioritize issues, or are they separate policies? County's zero waste goal by 2025 – how does that interface with food policy -- worth allocating time for learning, presentations, recommendations on how the Council could leverage policy to influence change.
- What would you want to tackle next meeting? This year?
 - **Community specific issues** - CX3 presentations with be February 20th from 3-5 pm for The Canal, and February 7th Office of Health Equity presenting in Marin City with a small CX3 snippet, and March 7th from 11am-1pm will be the formal CX3 presentation in Marin City. Do we want to hear from both communities in the same presentation at the February meeting? Include West Marin then as well, Socorro and Madeline, or in March? For presenters: come with what the Council can do to support you, ie: policy ideas for Council to rally behind, ways the Council can contribute resources, etc.
 - **CalFresh update** – CalFresh update including investment in the applicator assistors, overview of trainings provided and continue support offered, estimate of the impact on increased in enrollment numbers, and description of challenges encountered.
 - **Healthy food and beverage policies** – because there's momentum, technical assistance resources available, funding from Kaiser for reducing sweetened beverages, current voting in SF on sugared/sweetened beverage tax.
 - **Educate school boards** about food policy and purchasing policies; way for school districts to be able to afford the quality food in our County, takes a public/private partnership. There's a gap in understanding among school board members; need an education and outreach program so folks see the value. Would like to see this opportunity utilize youth in advocating for policy – board members will listen if students themselves are presenting issues.
 - **Drought support for farmers**, perhaps combined with presentations on **food production in Marin**. A meeting of presentations on food production in Marin. State policy will be coming out within the next 6 weeks – should we have this meeting sooner and invite folks from the Water Board to participate? BOS having a workshop on drought next Tuesday January 29th. How can we be most helpful here -- what's the policy opportunity re: water and supply in Eastern Marin – rates for community gardens and small producers? May be an opportunity to provide financial assistance to farmers in West Marin. Big push happening on greywater right now.

- We are open to adding or adjusting the list, this is a working document for us to narrow direction of where we want to go as a Council. Work through the list where we think we'll have the biggest policy impact.

- NEXT STEPS: Steering Committee to draft list of the year's meeting content

Council representation and convening community input (David Lewis)

- SC has asked new folks to attend who might fill the niches the Council has recognized:
 - o Jennie Pardi from CCNB will attend.
 - o MALT is figuring out who best to represent them.
 - o Good Earth, a business working with healthy food programs, hopes to send a representative.
- Still working on:
 - o **Aging?** San Geronimo Community Center? Folks interested in learning more, joining Commission on Aging? Madeline Hope could report out and see who their point person could be.
 - o Someone **faith-based?** Marin Organizing Committee's Meredith Parnell? Interfaith Sustainable Food Collaborative's Steve Schwartz? Using land owned by churches to produce food.
 - o **Meet and greet BOS** sometime this year? Liza Crosse: policy opportunities where the BOS is already working? Don't anticipate any codes that would touch upon food related policies in the near future. BOS would welcome chance to discuss implementation. Question of when depends on which issues are most prominent in our minds. Revisit question after some learning and clarity. Existing CWP has an Ag Section with Community Food Security policies that many might not know about, and a lot has shifted since those policies were created. Now issues aren't as foreign to folks, might be simpler to enact now. Might we have a working group to look into existing policies and report back? Are we involved in implementation? No, we're about setting policy. Some CWP policies are quite general and might need to be focused in order to be implemented.
 - o Always open to the public.
- Question about policy recommendations on community garden policy – did we ever hear back? David: UCCE and the Master Gardeners will be doing outreach on implementing community gardens, Novato and The Canal will be starting in February.

HEAL Mini-grant (David Lewis and Rebecca Smith)

- **Healthy Eating Active Living Initiative:** last year the funds were used for CalFresh and Market Match support. This year there are a few applications, asking for MFPC members to share their proposals.
- **Three HEAL teams and a Steering Committee.** First mini-grants will be for capacity building for priorities identified by the three HEAL teams, connecting teams and addressing health disparities; each team has a \$12,000 grant, with the potential for applying for larger grants, and there will also be \$7,000 for undesignated innovation. Intend to make this a transparent process. SC will meet next week to review proposals.
- **Food policy and food systems related grant applications** (do these fit what we want to be doing as the Food Policy Council?) -

- **Susan Martinelli and Gueidi Beltrane (WIC):** develop a partnership with Marin Community Clinics to train staff to be lactation educators. Looking for staff training for five MCC staff, who can then support breastfeeding patients having difficulty breastfeeding. Once staff gets trained, it's then a billable service for MCC that they can continue to provide, so it will be sustainable. They are requesting \$5,000. Could be a good fit for some of the Children, Youth & Wellness Collaborative Team.

MFPC reaction: approval

- **Deborah Schoenbaum (YLI):** three-fold proposal re food access and equity issues. All implemented by Marin Youth Commission. Might also be a good fit for some of the Children, Youth & Wellness Collaborative Team. Three parts:
 - Direct engagement with MFPC YLI/MCYC members - work directly with Council on supporting policies related to youth. MCYC members would provide a youth adult training to the MFPC on how to authentically engage with young people and allow youth voices to lead, members of Environmental Justice Committee would attend meetings when appropriate and take campaigns to BOS;
 - Community exploration and photo voice campaign - EJC members will go to communities and discuss issues regarding food access that they can then support, will also create a moving gallery of photographic images of issues, targeting Marin City, The Canal, Novato, and West Marin; and
 - Youth Justice Symposium, Saturday April 26th - inviting 50 delegates for an exploration of various issues including food justice and food access issues, to develop a list of campaigns and policies for the year.

MFPC reaction: approval

- **Terrie Green (Marin City Community Services District):** food access is key in a food desert. MLK Coalition wants to do a market study to address feasibility. Need to form a Food Access Coalition to change. Connection between unhealthy food and illness is undeniable. Money would hire consultant to do the market study and fund a coalition to bring people together around the food access issue.

MFPC reaction: approval

- **Leah Smith (AIM):** Market Match draws people into farmers markets by incentivizing using CalFresh at farmers market, and accepting CalFresh and promoting it, as well as providing a 1 to 1 match up to \$10 per visit. It has been incredibly effective, want to continue the program, which is totally reliant on grants. Goal: increase access to healthy food for everyone, thus a more food secure community. Study last year asked Market Match customers about their experience: 35% said shopping was same cost as regular markets, 35% said it was cheaper! Try out the market = change eating habits and relationship to food. How can we make this a long-term funded program? Hope that this year AIM can seek out long-term funding opportunities. Two-pronged approach: reach out to organizations in communities that they are trying to reach, as well as provide the actual matching incentives. Using metal tokens for CalFresh this year (looks more like money), and want to invest in metal tokens for Market Match as well (reduces overhead because machine can count tokens). Also a benefit to

producers by bringing more local customers to the market. We could do more about providing information on CalFresh at the markets. The money was fully utilized from last year's grant – actually ran out quicker than anticipated. Another person to be on the Council = Chamber of Commerce, so they can hear that people are having a hard time accessing their food?

MFPC reaction: approval

- Should we look at renewing funding for CalFresh Application Assistors? Are Assistors helping enrollment? There is a lot more to be done, still an uphill battle, the system is so daunting. There are people out there working, but there is so much more to be done and we haven't solved the deeper real organizational issues yet. For this round of grants, timing isn't appropriate for CalFresh. We can revisit CalFresh later this spring and keep it in mind for the next HEAL minigrant in July.

Council representative updates (All)

- **Leah Smith:** Introduce Peter Healy who will sit in for Leah while out on maternity leave. Also, AIM has received the grant from MCF to do the feasibility study for the mobile farmers market, so they've hired staff to begin work. Will study: similar mobile market projects in CA and US, look at Marin County environment to assess where gaps are and potential collaboration with other organizations and projects, analyze cultural preferences, price comparisons. Highlight: Novato, West Marin, The Canal, Marin City, and seniors.

- **Rebecca Smith:** SF Slow Food is coordinating Childhood Obesity Conference in February; for more info visit: slowfoodsanfrancisco.com/event/childhood-obesity-bay-area-conference. Like and comment on the Marin HEAL facebook page to be entered to win entrance to the conference. Also, in February the One Book, One Marin project launches and the book is FarmCity; free events at Book Passage and Dominican:

- Kick-Off Celebration & Launch party: Tuesday, February 11 at Book Passage in Corte Madera.
- Culminating Celebration: Novella Carpenter and Michael Krasny In Conversation: Wednesday, April 30 at 7pm, doors open at 6pm at Angelico Hall, Dominican University of California.

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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