

Marin Food Policy Council
Meeting Notes
March 18, 2014
[HHS campus](#)

Next Marin Food Policy Council meeting: April 15, 2014, 3-5p.m. @ location TBD

Attendees:

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

Committee Members – Alexandra Danino (Parent Services Project & SF/Marin Food Bank); Gueidi Beltran (Women, Infants and Children Program); Denise Trevino (YLI); Liza Crosse (Aide to Supervisor Kinsey); Madeline Hope (West Marin Waste Education); Marty Graff (HHS, Social Services); Miguel Villareal (Novato USD); Richard Waxman (LIFT-Levantate); Socorro Romo (Point Reyes Food Bank); Steve Schwartz (Interfaith Sustainable Food Collaborative); Terrie Green (Marin City Community Services District)

Guests – Domenica Giovannini (Marin City Community Services District); Elani Erendira Olivas (LIFT-Levantate); Liana Orlandi (Marin Organic)

Handouts:

- CX3 findings for the Canal (blue and pink) and Marin City (green and yellow) handouts
- West Marin stats
- Youth Photovoice event flyer
- Davidson Middle School Community Health Party flyer
- Scientific American food issue

****2:00 p.m. – Optional pre-meeting training from ChangeLab Solutions on [Healthy Retail](#)**

Welcome and opening remarks (Janet Brown, Chair)

Community specific policy opportunities

Introduction – [a health snapshot of Marin County](#) (Elaini Negussie)

- Focuses on the built environment as a component of supporting health
- Explain CX3 process: GIS mapping, field surveys of neighborhoods, and standardized scoring system
- “Obesity” = the term is heard commonly, successful campaign of public health = recognized as a problem
 - Marin: 1 in 3 5th, 7th, & 9th graders are overweight or obese
 - Cost is massive: lose quarter of a billion dollars every year on something preventable!
 - Health and wealth go hand in hand; where you live matters!
- Criteria for measuring quality: access, price, availability, nutrition information, exterior advertising, interior advertising and promotion, and walkability.

Marin City **refer to green and yellow handouts on [CX3 findings for Marin City](#) (Terrie Green)

- Snapshot of Marin City

- 75% adults are overweight and obese
- no grocery store, farmers market, or community garden (CVS or Dollar store if no car), dominated by stores with packaged, unhealthy foods
- Next mtg April 1st 11a.m. – 1p.m. at the Marin City Senior Center
- **Strategies for moving forward:** expand activity classes and nutrition education, establish a grocery store, work with govt.
- **Opportunities for MFPC:** support establishment of community garden and grocery store, support community engagement, help bring funders to the table to support market analysis

The Canal **refer to blue and pink handouts on [CX3 findings for the Canal](#) (Erendira Olivas)

- Snapshot of the Canal

- Have more access because have 3 grocery stores, but no farmers market and few healthy options in those grocery/convenience stores, most packaged and fast food.
- Safety came up a lot, unsafe in bright daylight, especially for girls and women
- **Strategies for moving forward:**
- **Opportunities for MFPC:** work with SF/Marin Food Bank to address food insecurity and quality of food programs, support retail store offering of healthy offerings, support establishment of farmers market, leverage relationships with transportation and police department

Council discussion and questions

- Alexandra Danino: will AIM's mobile farmers market have overlap with either community? Conversation is happening about feasibility, planning process, and which foods could be offered (Alexandra would like to be a part of this aspect). Peter: looking to come to West Marin, Marin City, the Canal, Novato, and an area to serve seniors, and they are open to having more community discussions. Rebecca would like to help with identifying a location for the senior drop-off.
- Madeline Hope: how do these reports get used from now on? They are shared with community members, leaders, and government, with the goal being for communities to decide their priorities and resulting strategies, with guidance and direction from the USDA. Hoping that MFPC can be carriers of the information to put it out to anyone who may be able to help. Will be on the MFPC website for sharing.
- Steve Schwartz: farm stands as well as farmers markets, and can also accept EBT. How do both communities stand with CalFresh usage? Hard to know who is eligible and not using the program.
- Liana Orlandi: reminder about Market Match program.
- Julia Van Soelen Kim: did data collection look into transportation access? Not on the individual basis, but on the community level no one has access within a half mile. Do you have a sense if people are going to grocery stores further away or are they just using the convenience stores? In Marin City you need to catch the bus and then walk across the highway to the closest grocery store (Safeway), so many people don't. People wait for a ride

from their neighbor once a month (in Marin City and West Marin). Less of an issue in the Canal.

- Richard Waxman: What about discounted CSA boxes that are delivered? Steve Schwartz: \$ from Farm Bill to support just this – trial it in Marin so we can be competitive for funds next year?

West Marin (link to handout) (Madeline Hope, Socorro Romo, Liana Orlandi)

- Key features:

- Access, price, not taking advantage of programs and opportunities
- **Resources:** a lot of school districts have school gardens, there are numerous community gardens, & food pantries, and there is WIC and CalFresh (56% of students enrolled at Shoreline are on the free and reduced lunch program). West Marin has good quality food and artisanal food producers, but not the money to buy it themselves. There are grocery stores, but they are expensive and aimed at getting top dollar from tourists, and many stores don't accept WIC vouchers – people have to go to Petaluma or Novato. (potential of coordinating WIC voucher food with a mobile market). West Marin Senior Services has a shopping shuttle takes Pt. Reyes folks to Novato and San Rafael for shopping.
- **Challenges:** miscommunication between organizations, large somewhat isolating area to cover, each organization is working on their own agenda, not everyone is sharing information and services that are supposed to be for the whole county. There are fewer people in smaller communities, which leads to difficulties qualifying for funding and grants. The gas and time involved in finding cheaper options makes it difficult, limits access.
- **Opportunities for MFPC:** opportunities for better collaboration so they don't duplicate but strengthen. Support in collecting data in order to see the needs and know where to focus. Identify challenges of getting quality local food into schools: huge challenge is transportation costs, so there are opportunities for coordination and training. Support around creating a local discount program for local businesses (something like a local card to get 10% off on Tuesdays, for example). Toll for tourists to drive out that could go to the community? Toll is impossible, but a sales tax could happen to aid community based services. West Marin is interested in a Community Services District. Schools are some of the only places that have commercial kitchens. Applying for a rural development grant to help schools to develop their kitchens for use is a possibility. Revenue from renting kitchen space could go to support school food programs.

Youth policy plans (Denise Trevino)

- Youth policy plans focusing on food justice, Environmental Justice Committee's Youth Photovoice project, food injustices will be addressed at the Symposium – how to align with the MFPC?
- **Youth-led Symposium April 26th from 9:15 a.m. to 4:15 p.m. with 75 youth and some adult allies to sit in conversation around issues including food justice – if you are interested in being an adult ally, email us.**
- Environmental Justice Committee 100% on board, and is excited about sharing stories and looking at different levels of policies we can assess and implement
- Can we start inviting youth delegates to sit in on Council meetings?
- Late August or early September to focus on Council work around CWP with youth input, opportunity to introduce youth to the planning process.

- Youth/adult training to be held at the April MFPC meeting (before the Youth Symposium) with all Council members who can attend participating

**** if you can't make the training or Symposium but have ideas and/or questions, you can email them to banielsen@ucanr.edu**

- Miguel Villareal: we work so hard to provide kids with healthy food given lack of resources, there are limitations but we are working hard to improve them. Funding is still a major problem.

Senior policy plans (David Lewis)

- The Marin Commission on Aging is ready for us

- Their monthly meeting is this Thursday March 20 at 2:30 p.m. - their Health and Nutrition meeting is in San Rafael

- About to release the 2014-2015 Area Plan, opportunity to hear their concerns

- April 10 the full Commission will meet for an overview of this area plan from 10 a.m. to 12:30 p.m. at the San Rafael Community Center

****coordinate with David Lewis if you are interested in attending either meeting**

Council representative updates (All)

- Rebecca Smith: some upcoming event dates

- May 17 ~ [Canal Community Picnic](#) / Health Party at the HHS campus

- May 6 ~ [Obesity Prevention Summit](#) at the Sacramento Convention Center

- Upcoming [webinars](#) on policy, systems, and environmental change on a food systems level

- Richard Waxman: April 26 ~ Community Health Party at Davidson Middle School

- Peter Healey: April 14 ~ meeting to answer questions about AIM's solicitation of voter support to approve building project of the Farmers Market Pavilion on the June ballot at the AIM office. Contact Peter Healey at peter@agriculturalinstitute.org to request an invitation if you are interested in attending.

Closing remarks (Janet Brown)

"It's 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 5:05 p.m.

Next Meeting: Tuesday, April 15, 2014, from 3:00 to 5:00 pm @ location TBD