

Marin Food Policy Council
Meeting Notes
June 17, 2014
[HHS campus](#)

Next Marin Food Policy Council meeting: June 17, 2014, 3-5p.m. @ [HHS campus](#)

Attendees:

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

Committee Members – Alexandra Danino (SF/Marin Food Bank); Gueidi Beltran (Women, Infants and Children Program); Denise Trevino (YLI); Gail Crane (CAM); Madeline Hope (West Marin Waste Education); Miguel Villareal (Novato USD); Peter Healey, (Agricultural Institute of Marin); Socorro Romo (Point Reyes Food Bank); Terrie Green (Marin City Community Services District)

Guests – Lauren Klein (UC Cooperative Extension); June Farmer (Marin City Community Services District)

Handout - HEAL Cities Campaign

Welcome and opening remarks (Janet Brown, Chair)

Recap of West Marin tour (Socorro Romo, Madeline Hope and all)

- Issues faced in West Marin

- Lack of communication felt across the board, i.e. a CalFresh program manager unaware of the CalFresh outreach efforts happening over the hill. They need folks to come to them as well.

- Lack of access to all of the fresh agricultural products produced right there, due to cost, transportation, availability, etc.

- West Marin youth issues: kids of farm owners vs. kids of farm workers.

- Bolinas People's Store in Bolinas had it all, small, worker-collective, community meeting spot – model example.

- Each store manager was willing to engage and chat with us, most not native English speakers, reminder to include owners and managers in the discussion as part of the solution, not the enemy.

- Full-time residents are not the priority for retailers in the face of the massive influx of tourist dollars. Potential for a residents' shoppers card or locals' discount or incentives for retailers.

- Good opportunity to revisit the communities, alcohol marketing, how residents are challenged on a daily basis.

- Folks very excited about AIM's mobile market as a great way to use resources.

- Comparison of the feel of Bolinas/Stinson with rest of West Marin.

- Healthy retail, access to WIC, many similar ideas and concerns that we speak about at these meetings!

- Rebecca Smith offers to support West Marin folks in developing policy objectives.
- Marin City is next, will send out a poll to select an upcoming Monday for the tour. Touring the Canal will be next; hope to visit both before the August meeting.
- Will send out notes from the tour, can also support smaller groups of people in working on developing ideas for specific communities. Sub-committee of people who attend all three tours and commit to working on policy?
- Denise Trevino shared reflections from YLI youth upon their tour of West Marin: sense of community that West Marin has, willingness to support each other, as well as desire for change. YLI youth are passionate about being involved with West Marin youth, so Denise Treviso and YLI will commit. Madeline Hope, Gueidi Beltran, Julia Van Soelen Kim, and Rebecca Smith commit as well.

Update on AIM programs: Mobile Market and Measure B (Leah Smith and Peter Healey, AIM)

- Market Match is up and running again, Leah Smith has EBT brochures and Market Match insert in 4 languages and posters in English and Spanish for distribution in the community.
- AIM is completing a Mobile farmers market feasibility study. The goal of the project is to reach low income and senior communities with limited access to fresh food. Primary focus: sell affordable healthy food, accept EBT and WIC vouchers. Feasibility study: spoke with communities where this already exists for input and advice. Organized stakeholder meetings with key communities: Novato, Canal, Marin City, and West Marin; local insight and positive feedback, folks are interested in helping this move forward. Ideas of where to park: where folks pick up WIC vouchers, at schools, etc. Operation business plan and market analysis to create a capture rate percentage (people the mobile market will serve) that makes the project sound viable; yet interested in increasing that capture rate. Marin City not interested in having a mobile farmers market, more interested in a permanent market; but it is an ongoing conversation if people change their mind. Marinwood Mart development is an example of a farmers market attracting a permanent grocery store – doesn't have to be competitive, can be supportive. Next steps: finalize report and present to Marin Community Foundation and reapply for more funding to get the project running. Please send AIM feedback to peter@agriculturalinstitute.org or leah@agriculturalinstitute.org.
- Measure B passed on June 3rd by an overwhelming 81.4%. Next phase: fundraising and finalizing design work and plans for the pavilion. Permanent, covered, market hall to showcase Marin and other local products within the next few years.
- Marin is special, stakes its future on agriculture. This doesn't happen everywhere (San Jose used to be the stone fruit capital of the United States). Value of food production land is starting to out-compete other land use. Agriculture isn't going anywhere – it can't leave.
- Questions: WIC is usually dairy, cereal, etc. Is WIC policy changing, or what will it apply to in the mobile market? Mobile market plans to have dairy and staples, can't change WIC policy. Can or will you share the report you are going to share with the Foundation? Report will be completed in the next month, will share via email or website.
- Novato met at Margaret Todd Senior Center, seems to be a good place to meet seniors' needs, subsidize programming already happening there.
- Still looking for concentration of senior homes with ability to cook that would be interested in fresh produce; perhaps in San Rafael.

- Spoke about meeting at Bahia Vista Elementary School in the Canal. Transportation an issue for carrying groceries home on foot – thus outside of schools is the leading idea.
- Vehicle they're looking at is only produced in Europe right now, has lots of food safety considerations in its design (display, refrigeration, dry storage, hand washing, etc). Lots of mobile markets are repurposed vehicles that tend to work better for produce only, AIM wants to sell meat, dairy, dry goods, etc, and can thus be temperature regulated.
- What do you see as the evolution of the mobile market? A fixed way for areas without enough foot traffic for a weekly market to still have access, or hoping to be replaced by a weekly market? AIM thinks it varies by community, hard to predict. Could be temporary, could compliment other options. Whole Foods in San Rafael thinks the farmers market has helped their sales since it's created a higher awareness and demand for healthy local fresh food, rather than being competition.
- Another benefit is it takes the risk away from the farmers because AIM buys the produce from them initially.
- Still working on finalizing permitting since it is such a unique thing. Farmers market organizations are allowed to help farmers get their product to the consumer, but may need additional food handling permitting.
- Measure B – is the permanent market going to be the same scale as it is now? Yes. Coordinated relationship with the school districts re: produce that doesn't sell after a few days? AIM did have a program that distributed farmers market food to schools that was very successful, but it's another piece of their organization that needs to be revisited once the pavilion is running.

Update on Community Garden Policy (Lauren Klein) **presentation**

- Mapping potential community garden sites in the County to help public learn where to start
- Prioritizing working in communities of highest need
- Infrastructure management and support for existing community gardens; looking at resources needed (i.e. seed library and tool library in Mill Valley)
- Main thing that gardens need is people, both volunteer and paid coordinator positions; looking at sharing and overlapping resources
- A coordinator to weave things together is helpful.
- Policy work: community gardens listed as permitted shared use; city planners are positive about doing this but the process is very lengthy, need for streamlining code. Will need advocacy at city council meetings!
- Third Community Garden Summit Saturday October 25, 2014 at Bayside MLK. MFPC to support or co-sponsor? Let Lauren know if you or your organization wants to be involved – lttklein@ucanr.edu
- Marin City space for community garden at Bayside
- Major issues and needs: funds for building and consistent management, further focus on lower-income communities.
- Having TPL be a mapping entity could help

HEAL Cities Campaign (Rebecca Smith)

- Framework for healthy eating active living policy-making. Convening city officials in September to talk about the campaign. Good platform for us to build our local municipal policy platform.

Council representative updates (All)

- Terrie Green – Container gardening workshop with Lauren Klein. Marin elevating the food access issue. Conscious Kitchen will provide the support that Bayside MLK needs to make sure someone is there year-round, food grown there will off-set some of the food served at the school. Planning on a 15 gallon container garden project at the Manzanita Center. Youth can take the pots home and share what they learned with their families. Parents will be invited to meals throughout the summer. Looking for 125 plastic containers/used 15 gallon pots, soil, compost, etc. Sausalito-Marín City School District is donating fencing. Garden class, nutrition class, video project. BOS matched a \$200,000 grant.
- Denise Trevino – accepting applications for Marin County Youth Commission ages 12-23, reside or attend school in Marin. Apps due August 1st. YLI office if interested: 555 Northgate or email Denise at dtrevino@yli.org.
- Alexandra Danino – yesterday CA legislature passed budget package lifting lifetime ban for people with prior drug convictions from receiving benefits such as CalFresh. Effective 2015. Also implementing categorical eligibility for varied benefits programs.
- Miguel Villareal – <http://www.novatofans.org/>= food nutritional services website. Summer feeding program at Hamilton K-8 school June 18-August 19 11:30-12:30 serving food free for anyone 18 years old and younger. Salad bar with local greens and seasonal veggies.

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 5:00 p.m.

Next Meeting: Tuesday, July 15, 2014, from 3:00 to 5:00 pm in Room 110 @ [HHS campus](#)