

Marin Food Policy Council  
Meeting Notes  
May 19, 2015  
[HHS campus](#)

Next Marin Food Policy Council meeting: June 16, 2015, 3:00 – 5:00 p.m. at [HHS campus](#)

**Attendees:**

*Steering Committee* - Janet Brown (AllStar Organics); Alexandra Danino (SF/Marin Food Bank); Bonnie Nielsen (UCCE Marin); Deborah Schoenbaum (YLI); Julia Van Soelen Kim (UCCE Marin); Rebecca Smith (HHS); Steve Schwartz (Interfaith Sustainable Food Collaborative)

*Committee Members* – Amy Ridout (Indian Valley Organic Farm & Garden); Becky Gershon (SF/Marin Food Bank); Gueidi Beltran (Women, Infants, and Children); Lauren Klein (UCCE); Liza Crosse (Marin BOS); Lori Davis (Sanzuma); Miguel Villarreal (Novato USD)

*Guests* – Casey Poldino (Zero Waste Marin); Elana Dennis (Marin County Youth Commission, Food Justice Advisory Committee); Hector Villeda-Godoy (Marin County Youth Commission, Food Justice Advisory Committee); June Farmer (Marin City CX3); Sarah Schoenbaum

**Welcome & Introductions – Janet Brown**

**CA Association of Food Policy Councils Report – Steve Schwartz**

- Legislative priorities for the CA FPC
  - o Identify about 20 priorities from 150 bills dealing with food and agriculture this year.
  - o Track how legislators vote on each in a report.
  - o AB 515: tax credit for growers who produce product they donate to food banks – expand the list of items that receive credits.
  - o AB 1321: Incentive for Nutrition Incentives Matching Grant Program – stores could receive matched funds in addition to farmers markets for selling CA grown products. Last month, MFPC endorsed this as a Council. There is a call to action for individuals to endorse it as well.
  - o Levine and Wolk voted with the CA FPC 100% last year.
  - o SA 367 Ag Lands and Greenhouse Gases may be combined with AB 761 Carbon Sequestration in Working Lands into a single bill, stay tuned for information on this. Interest is expressed in having an expert attend a future MFPC meeting to present on this topic.

**Equitable Access Report**

**Update regarding data collection – Julia Van Soelen Kim**

- West Marin Collaborative meeting
  - o Members shared with Julia/MFPC food access and food justice issues
  - o They liked our Equitable Access themes/buckets, and would like deeper research done with community members – interested in the option of bringing CX3 to West Marin

- Two largest issues/constraints in West Marin identified as: access to WIC (no retail establishments in West Marin accept WIC), and farm worker housing (eager to partner with MFPC on this issue)
  - Potential community affordable housing out of current Coast Guard facilities in Point Reyes, thanks to legislation passed by Jared Huffman

### **Sacramento Report on California Thursdays – Janet Brown**

- April 22, 2015 reception with speakers including Karen Ross, CA Secretary of Agriculture, and directors of assorted food and nutrition services.
- Latest phase of CA Thursdays: CA grown food prepared healthfully served in schools on Thursdays voted on and unanimously passed the next day. 42 school districts = over 250 million meals a year. USDA said it's a good idea for every state. Each meal will get an extra penny from government = more than \$8 million a year spent in school meals on California food.
- Center for Ecoliteracy contacted by Minnesota interested in doing Minnesota Tuesdays (want the branding, which is what sells it to the kids, public, etc.)
- This has the strong potential to reorient the food system, provide farmers incentives to supply a greater diversity of foods, reduce waste, use resources more efficiently, along with huge ripple effects.
- Marin County is not a part of this. Center for Ecoliteracy removed the application from their website because they were overwhelmed by interest. MFPC could meet with MCOE to begin the conversation.

### **Healthy Food and Beverage Policies – Rebecca Smith**

- Healthy Food and Beverage Policy Training with Marin City Community Services District in Marin City on May 5. Marin City Community Services District recently passed rigorous Healthy Food and Beverage Policy that is helping to change food culture in the community. Looking to roll out these trainings and this information to interested organizations.
- Healthy Food and Beverage Policies are simple low hanging fruits for orgs in Marin, particularly focusing on beverages. BANPAC has worked with 70-80 organizations around the Bay Area to adopt Healthy Food and Beverage Policies, providing free technical assistance as well as assessment and planning tools. BANPAC hopes to work with 50 more organizations in the next 2 years. They are looking to include active living standards in addition to healthy food and beverage standards. The [BANPAC website](#) has a toolkit for developing Healthy Food and Beverage Policies. Perhaps they could do a mini presentation with MFPC in the future.
- Could potentially be financial incentives for organizations to undertake the process.
- Thoughtful implementation and continued support is crucial in policies' success.
- HHS and UCCE could work together as agencies to develop a policy, with MFPC input. Perhaps could be tied in with the Equitable Access Policy document work.
- If you have an existing Employee Wellness Program (such as Marin County Employees), that could help with the implementation arm of policy.
- Can an organization (such as MFPC) create a list of caterers/vendors/etc. that source local, sustainable, etc? Some kind of healthy food 'certification'?

### **Marin County Youth Commission – Elena Dennis, Hector Villeda-Godoy**

- Strong interest in working together and collaborating with the MFPC.

- YLI submitted a 2 year proposal to Aetna for funding to continue these projects. Will know more about funding in August, and can then project how big they can go.
- As school year approaches end, wrapping up projects at Marin Oaks and San Jose)
- Recruiting commissioners in West Marin, hope to have 4 representatives.
- How can we all find a time that works for more members of the MCYC? Should youth meet with a sub-committee from MFPC later than 3p.m.?

### **Council Representative Updates and Announcements – All**

- **Steve:** Interfaith Sustainable Food Collaborative hosting a Forum “Connecting Farm to Fork” on June 22; open to the general public, including screening of “Ripe For Change” and a panel of speakers.
- **Elena:** Camp Cauliflower (nutrition focused cooking camp for kids) is running again this summer. If you know any interested elementary school kids, contact Elena at edennismail@gmail.com. Camp is free. July 20 – 24 and July 27-31. Novato Spirit org funds kids who don’t have access to fitness/sports/dance may have a list of kids in financial need. Also looking for teen volunteers for the two weeks of camp. Miguel has worked with Chef Holly in expanding the Camp Cauliflower work for a whole month. Goal to expand the work throughout Marin. Also Fresh Start culinary training program in Novato.
- **Alexandra:** May is CalFresh Awareness Month, planning outreach events with nutrition info as well as CalFresh Awareness information. Personal goal of reaching out to 1000 people. Outreach has expanded to farmers markets this year. Novato, Fairfax, and Marinwood markets are also providing market match, in addition to AIM sponsored markets. Outreach efforts are really ramping up: CalFresh in a Day ... Reach out to all seniors on Medical not receiving CalFresh.
- **Becky:** Town of Fairfax passed a food security resolution making May CalFresh Awareness month, committing to ending food insecurity on a local level.
- **Miguel:** recently attended meeting on school gardens. Can present more on this at a future meeting.

### **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

### **Parking Lot / Next Steps:**

- Next meeting: overview/guest presentation on SB 367 and AB 761
- BANPAC technical assistance available for healthy food and beverage policy training
- Miguel 5-10 minute school gardens update in the future

**Meeting adjured** at 5:05 p.m.

**Next Meeting:** Tuesday, June 16, 2015, from 3:00 – 5:00 p.m. at the [HHS campus](#)