

Marin Food Policy Council
Meeting Notes
June 18, 2019
HHS Wellness Campus, 3240 Kerner Blvd, San Rafael

Next Meeting: Tuesday, June 18, 2019, 3:00 – 5:00 p.m. at the HHS campus, Room 110

Attendance:

*** = Voting members**

X	Alexandra Danino, SF-Marin Food Bank*	X	Madeline Hope, West Marin Waste Education*
X	Bonnie Nielsen, UCCE		Marv Zauderer, ExtraFood.org
	Bonny White, West Marin Com Services*		Miguel Villarreal, Novato USD*
	Casey Poldino, Zero Waste Marin*		Paula Freeman, Covia
	Cathryn Couch, CERES Community Project		Reba Meigs, HHS Public Health*
X	Elaini Negussie, HHS Nutrition Wellness		Sheila Kopf, SF-Marin Food Bank
X	Felicia Chavez, Systems Thinking Marin		Steve Schwartz, Interfaith Sus Food Collaborative*
	Gueidi Beltran, WIC*	X	Susan Lopes, Mill Valley Chamber of Commerce
	Heather Bettini, CAM		Susan Martinelli, WIC
	Janet Brown, AllStar Organics*		Terrie Green, Marin City Comm. Services District*
X	Julia Van Soelen Kim, UCCE*		
	June Farmer, Marin City CX3*		
X	Kathy Carver, ExtraFood.org*		Guests:
	Kathy Koblick, HHS Public Health	X	Debbie Friedman, Conscious Kitchen
	Lauren Klein, Comm. & School Gardens	X	Meg Davidson, SF-Marin Food Bank
X	Liana Orlandi, Ag. Institute of Marin*	X	Tiffany, Sanzuma
	Lorenzo Cordova, BOS*	X	Wendy Tobiasson
X	Lori Davis, Sanzuma*	X	Van Battle, Urban Remedy
	Madelene McCann, Marin Child Care Council	X	Neka Pasquale, Urban Remedy
		X	Steve Broad, gimMe Snacks

Welcome and Announcements – Alexandra Danino and Lori Davis

- Susan: Saturday MV EcoFest 12-5pm at Mill Valley lumber yard, focus on edu restaurants on the upcoming no-plastic ordinance
- Bruce: Environmental Forum of Marin master class open for enrollment
- Julia: Leadership for Equity and Opportunity program open for applications; Edible Marin & Wine Country issue on hunger in the North Bay (print copies available to take); Marin IJ article on Whistlestop meal program “Food is Healthcare”; UCCE statewide study on FPCs across CA (print copies available to take)

Local Food Supply Chain – Neka Pasquale, Urban Remedy & Steve Broad, gimMe Snacks

Food Supply Chain 101 – Julia Van Soelen Kim

- Introduced basic model: Farming, Processing, Distribution, Retail, Consumption, Disposal
all of which are human relationships
- Processing: gets food into consumption state (slaughter animal, cut and package produce)
- Distribution: physical movement of food (and can often happen in between each step)
- Retail: how and where food is sold to the end consumer
- Consumption: act of preparing and eating of food, ususally at household level
- Disposal: compost, garbage, recycle (ideally closes the loop and put back into agricultural inputs, but often it's a broken loop)
- Local scale: easier to cut out the "middle men" and retain more of the money for the farmer. Examples: farming and processing can be done by farmer on farm, distribution by small local distributor or non-profit "food hubs", farmer can sell directly to the consumer at farmers markets. Each of these are harder to do on a large scale. Easier to communicate values of production to the consumer if producers are dealing directly with consumers.

Neka Pasquale, Urban Remedy (17 stores in Bay Area organic, non-GMO food)

- Where their food comes from and who is goes to: used to source all produce from the distributor Earl's Organics, now work directly with 25 farms (through 3 buyers they employ) for ingredients they use the most, other ingredients come from Earl's Organics; a variety of vendors for organic nuts, oils, spices, etc. Get most produce from CA, sometimes extends further out depending on seasons and weather. Earl's Organics tries to source within a certain miles from San Francisco, prioritize closest first. Process all of their foods besides the salmon and chicken, then to a multi-channel distribution (to either one of their store fronts, Whole Foods, Costco, or ship nationally to online orders from consumers). All of their finished meals have a 3 day shelf life.
- What equitable food system practices does your co have in place, and what policy changes would help move it forward: short shelf life means they have to predict what will sell. Many times the forecast is incorrect and they have extra food, and they partner with varioius non-profits to donate the food (local managers partner with local partners for donations). Partner with Conscious Kitchen and bring kids to Urban Remedy for garden and nutrition education; elementary schools for garden work; non-profits for food donations and nutrition education. Work within a half hour walk of their corporate headquarters in Richmond to help the community. Looking for relationships with groups in need of pulp (right now some is donated for compost and pig farmers, currently have to pay a company to deal with it). Donate food when it is on its last (expiration) day. Also donate food when they've produced too much.
- Is there a way for certain nutritious products cost less at Whole Foods to EBT customers, especially when close to expiration date? EBT customer qualify for lower cost quality products close to expiration date? What percentage or margin would be sustainable for a company? Or could the government give more money for nutritious purchases? Example of half price baked goods when close to expiration.
- What is your biggest challenge in distributing food quitably, including to older adults? Urban Remedy doesn't target older adults, would like to do more of that. District Managers decide which groups to partner with. Don't currently have an elderly focus.
- Labor policies: 400 employees; prioritize equality among positions (same health care and sick days); have a living wage; difficult to be a company that is trying to keep production

local, take care of their employees, and make a profit. Some employees in stores in Southern California.

- Packaging and recycling: packaging has been the most difficult thing – spent a year researching most sustainable packaging, they use 100% recycled packaging. Goal has been to move to a compostable bowl that will naturally decompose in landfill within 90 days, currently in testing phase. Don't want to put their organic food into a GMO corn compostable product. Composting regulations differ by each city.
- Background: Neka is a licensed acupuncturist and herbalist, interested in learning about health benefits of ingredients. Saw patients that would heal from their issues more from dietary changes than other forms of medicine and healing. Recipes for foods Urban Remedy produces are made with this knowledge in mind. Urban Remedy products are in hospitals too.

Steve Broad, gimMe Snacks (pioneered USDA organic non-GMO seaweed snacks, Annie Chun's co-founder as well)

- Where their food comes from and who it goes to: worked with seaweed farmers to get them USDA organic non-GMO seaweed, best quality is in south Korea, only grown in the winter (December-March). From farmers (through their partner in Korea), goes to a drying process, then roasted, then packaged, then shipped to CA; working towards getting domestic production. From a warehouse in CA, it is then shipped out to natural foods distributors who then sell it to markets. gimMe is the #1 healthy snack sales in Whole Foods.
- What equitable food system practices does your co have in place, and what policy changes would help move it forward: business is less Marin-centric, involved in less local issues than global scale. Seaweed is a zero water input food (compared with produce, unts, animals). Issue is need to keep our oceans clean. Big proponents of harvesting our oceans for food. Food equity connection to income equity – have to incentivize lower income people to be able to afford more nutritious food, rather than fund our healthcare system to deal with the repercussions. ExtraFood.org issues with expiration dates – food doesn't really expire on those dates. Lots of people are currently trying to change the rules around date labelling and standardize to something like "best if used by" ... can get involved. Every Food Bank uses their own system for assessing the age of food they will accept, so if one food bank can't accept food, another may be able to. Date labels are set by producers of the food, based on FDA guidelines. Really about education: if people live in a food desert and don't go to farmers markets and have exposure to healthy food, then they won't know how to cook or eat it, or want it.
- Doesn't qualify for school lunch because calories from fat is too high a percentage – this could change. What about a label change that makes healthy products more obvious? Difficult because people have different ideas and understanding of what constitutes "healthy."
- What is your biggest challenge in distributing food equitably, including to older adults? Too big a scale to have a senior focus.
- Labor policies: 10-12 employees, some in Korea, mostly professionals.

- Packaging and recycling: one of the biggest negatives to this product is packaging. Seaweed is so sensitive, needs the plastic oxygen barrier, and compostable technology isn't there yet.
- Background: Steve has a business background, wife started in farmers markets in early 1990s. Pioneers of natural Asian foods in grocery chains.

Council Business – Julia Van Soelen Kim

- Edible Marin and Wine Country Anniversary Issue on Hunger – will mail one to each of the BOS along with a letter from MFPC reiterating the issue of hunger in Marin.

Breakout Group Reflection & Planning

- Reflect on first meeting, plan next steps for next meeting, and reiterate policy opportunities
- **Topic 1: Climate Change** = Reflect on today; discuss next steps to plan September meeting
- **Topic 2: Supply Chain** = Reflect on today; identify action items and next steps to plan October meeting

Closing – Julia Van Soelen Kim

Meeting adjourned at 5:00 p.m.

Next Meeting: Tuesday, July 16, 2019, 3:00 – 5:00 p.m. at the HHS campus, Room 110