



The Vine & CropMobster
present



Activating Your Local Community Food & Resource Exchange

Webinar 04.21.2020



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Tech Notes & Zoom Navigation

We're Recording

This webinar is recording and a link will be distributed after the event, along with a PDF version of the presentation slides

Calls-to-Action

There will be multiple opportunities to get involved **during the webinar** – it's interactive

Chat

Please post answers to questions from the facilitators, as well as suggestions and insights, in the Zoom chat feature

Questions?

- Post your questions in the Q&A section of Zoom, not the chat window
- Questions will be addressed after the event, if we don't get to them during the call



Agenda

Welcome to the Vine	Gabe Youtsey, UC ANR & The Vine
Why this, now?	Glenda Humiston, UC ANR
Local Resiliency	James Gore, Elected Official / Former USDA Presidential Appointee
Welcome to CropMobster	Nick Papadopoulos, CropMobster
Successes to Build On	<ul style="list-style-type: none">• The Sonoma County Story: Stephanie Larson & Mimi Enright• The Merced County Story: Charles Nies, Bill Gibbs & Erin Meyer• The Farmer's Perspective: Edward McCutchen & Jennifer Branham-Burns
Get Involved!	How To's & Ingredients for Impact: Nick Papadopoulos
Q & A	Add your questions in the Zoom Q&A feature
Next Steps	Gabe Youtsey
Big News!	A special announcement from Peter Coyote & Nick Papadopoulos



Webinar Partners



Welcome to the Vine | Gabe Youtsey



The Vine

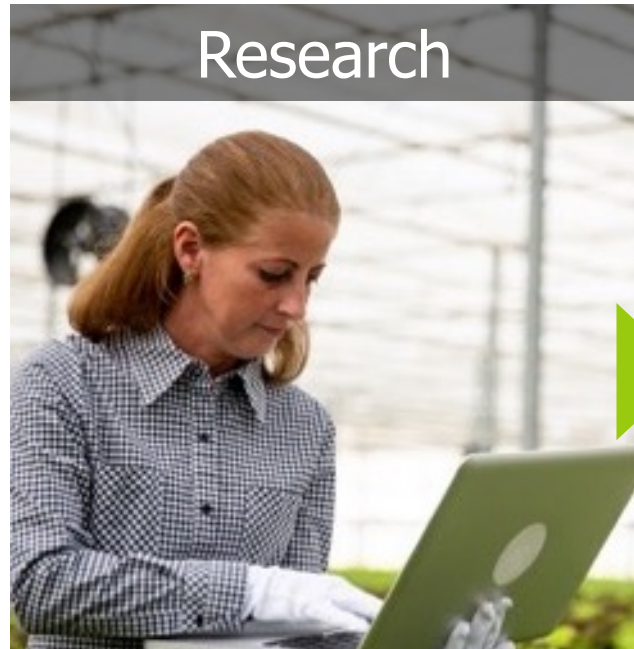
Agriculture + Food + Health Innovation

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Research >>> Community

The Vine brings together science & technology breakthroughs with social innovation

Research



Development



Commercialization



Engagement

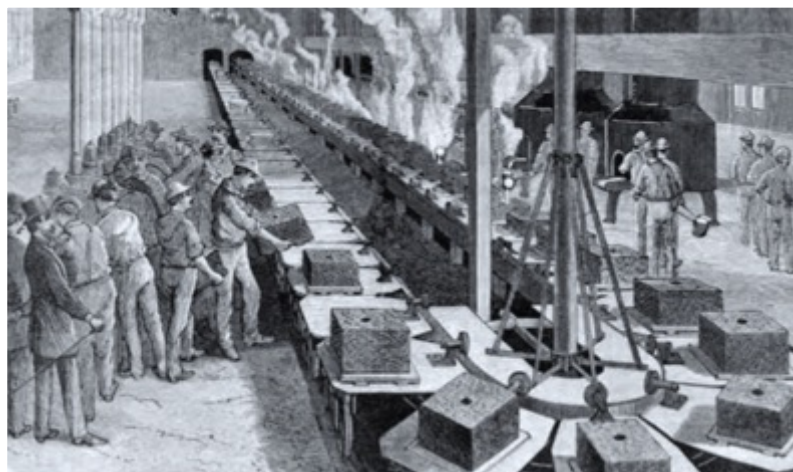


The urgency to protect our food supply, environment & health is here

- Food System Fragility
- Nutrition Insecurity
- Healthcare Affordability
- Environmental Resiliency
- Community Prosperity



Driving the Future of Ag, Food & Health



Food 1.0

19th Century

- Basic Food Safety
- Industrialization of Product Manufacturing
- Industrialization of Agriculture



Food 2.0

20th Century

- Basic nutrition
- Shelf-life extension
- Globalization of brands
- Globalization of supply chains
- GMO's & unsustainable agriculture
- Globalization of obesity & diabetes
- Calorie security but NOT nutrition security



Food 3.0

21st Century

- Globalized localization
- Precision nutrition: food-for-health
- Safe and clean food ingredients
- Supply chain integrity & traceability
- Sustainable agricultural production
- Caloric & nutritional security
- Decreased food waste
- Connected farmers & consumers



The University of California System

A World-Class Innovation Powerhouse



UC
ANR

9

Field Research
Centers (RECs)

60+

Field Offices
Statewide

1200+

Annual Research
Projects

UC
Innovation

12k+

Active Inventions in
the UC System

5k+

Startups across
verticals & funding
stages

\$8B

Annual research
funding

UC
Infrastructure

3

National Labs

10

Campuses

5

Medical Centers

UC
People

230k

Faculty / Staff

280k

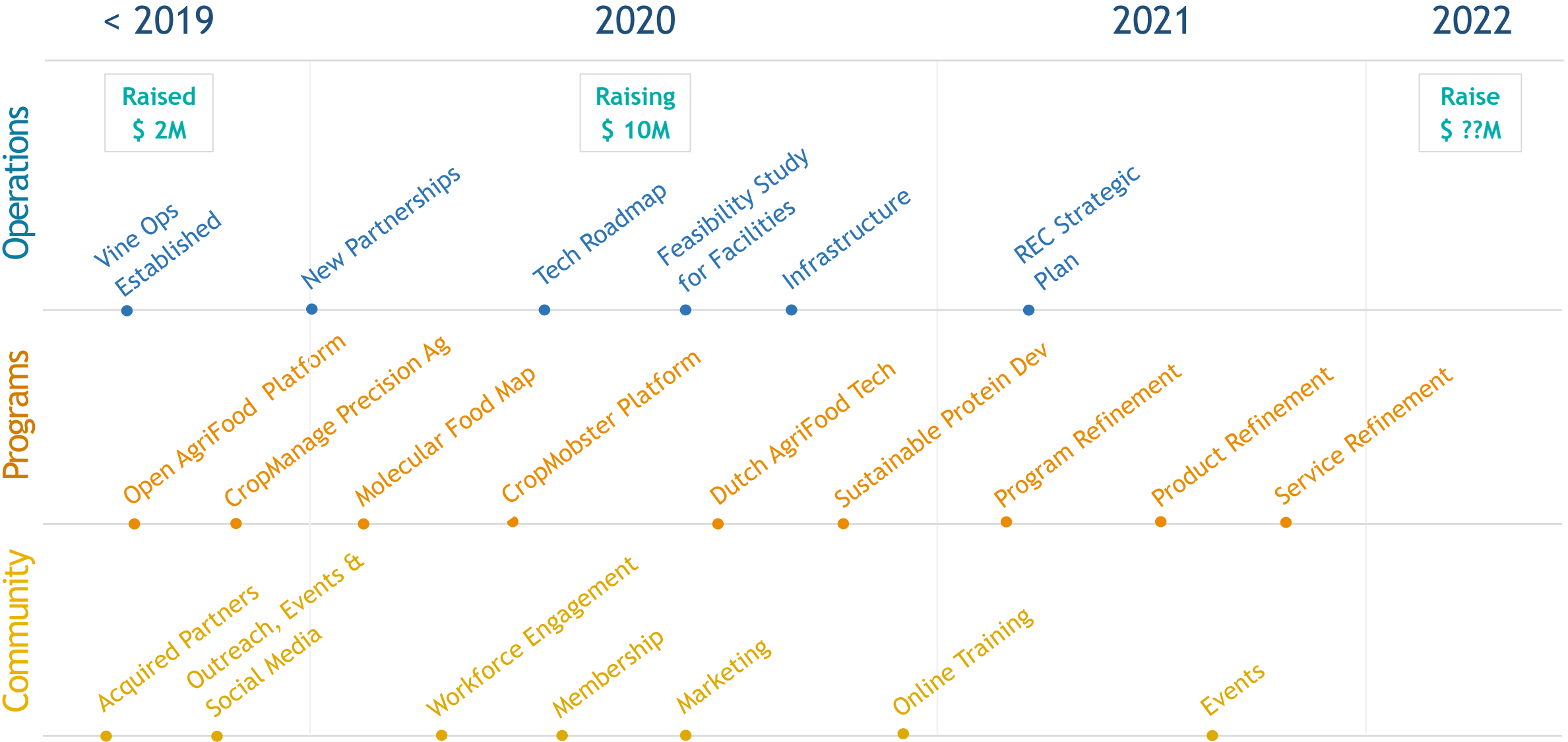
Students

2M

Living Alumni



The Vine RoadMap



Call to Action – RIGHT NOW!



Let's try this out –
Share your location in the Zoom Chat

Reminder: We are recording this webinar and will distribute the recording along with this presentation within two days after the event.



Why this, now? | Glenda Humiston



California's Land Grant University Mission



UC ANR brings the power of UC directly to Californians by serving communities in all 58 counties. Our mission delivers:

- Sustainable, safe, and nutritious food production and delivery
- Economic success in a global economy
- A sustainable, healthy, and productive environment
- Science literacy and youth development

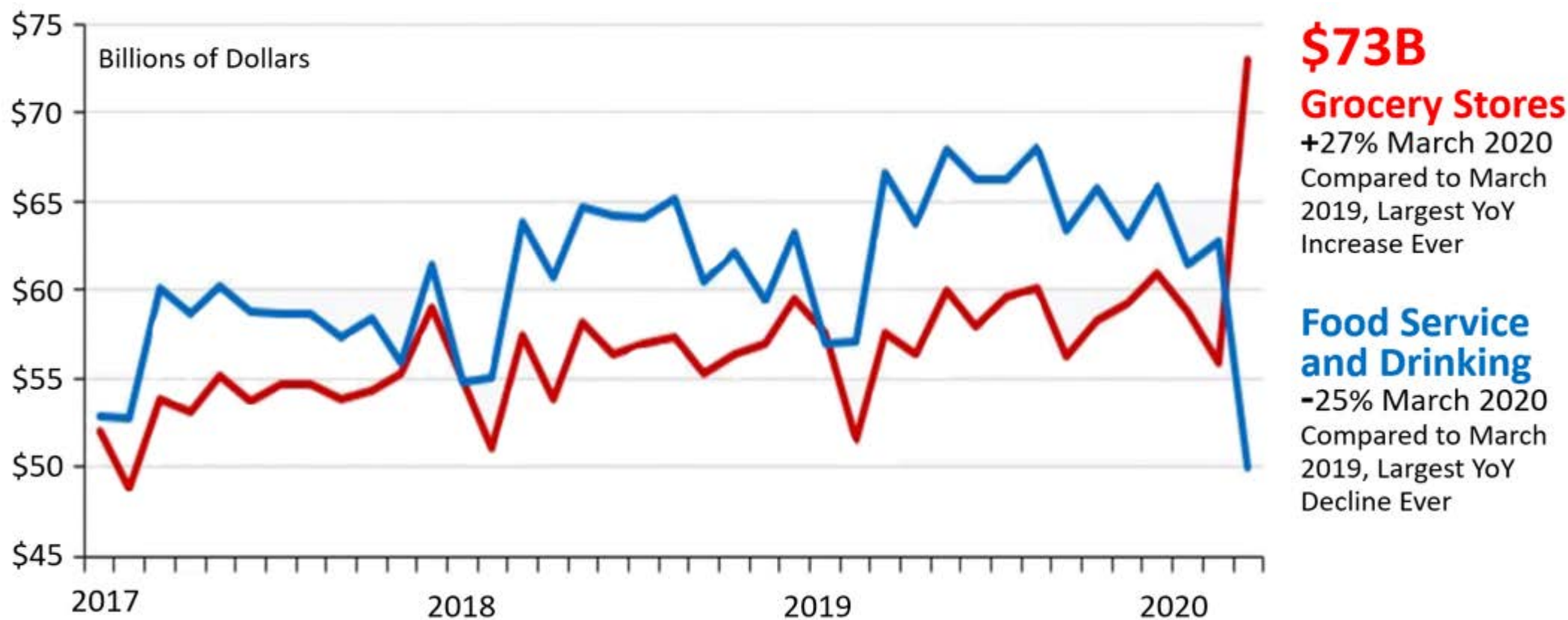
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Food Supply Chains Turned Upside Down!

Grocery Store Expenditures Were Record-High in March

Food Service Declined by \$17 Year-Over-Year



SOURCE: U.S. Census Bureau, Farm Bureau Compilations



Empty Shelves While Crops Are Wasted!

Grocery Stores

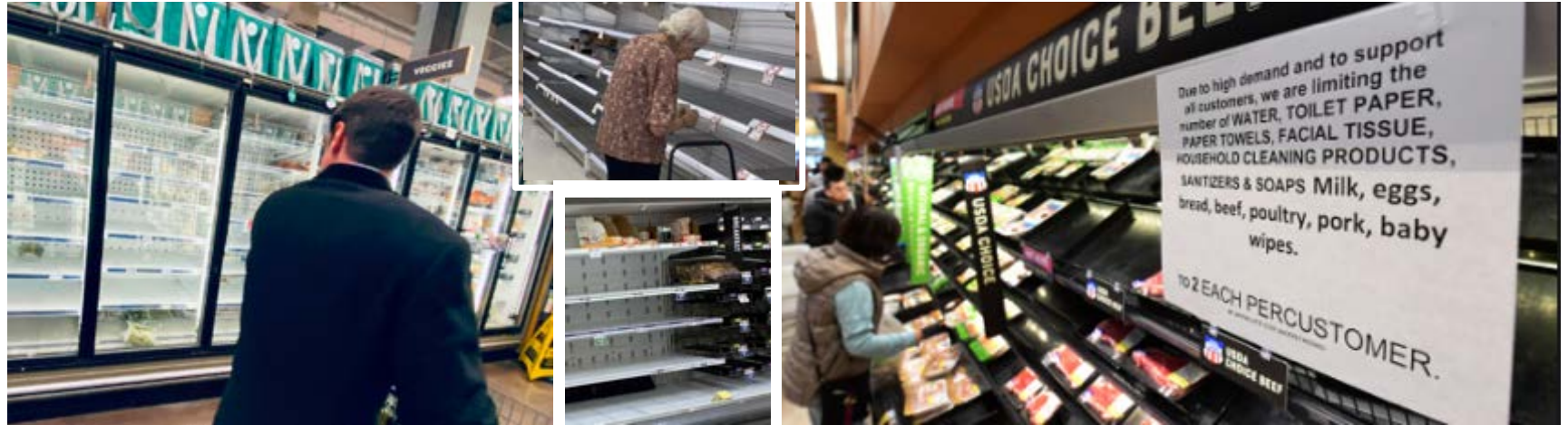
+27%

March 2020

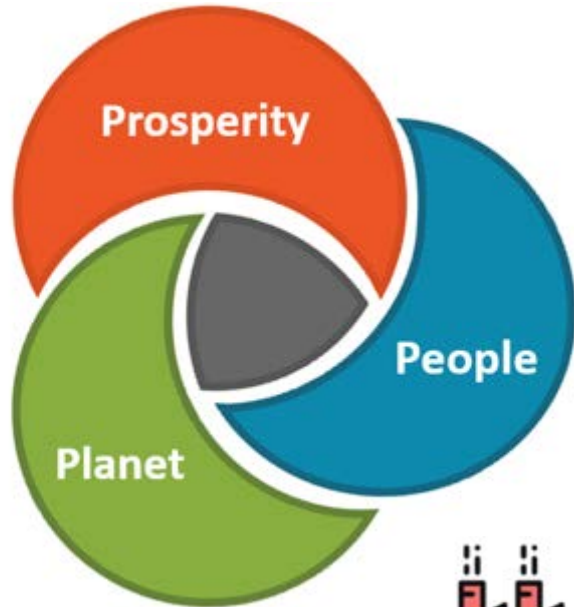
**Food Service
& Drinking**

-25%

March 2020



An Opportunity to Build New Connections!



Here to Support Local Communities!

UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

UC Cooperative Extension

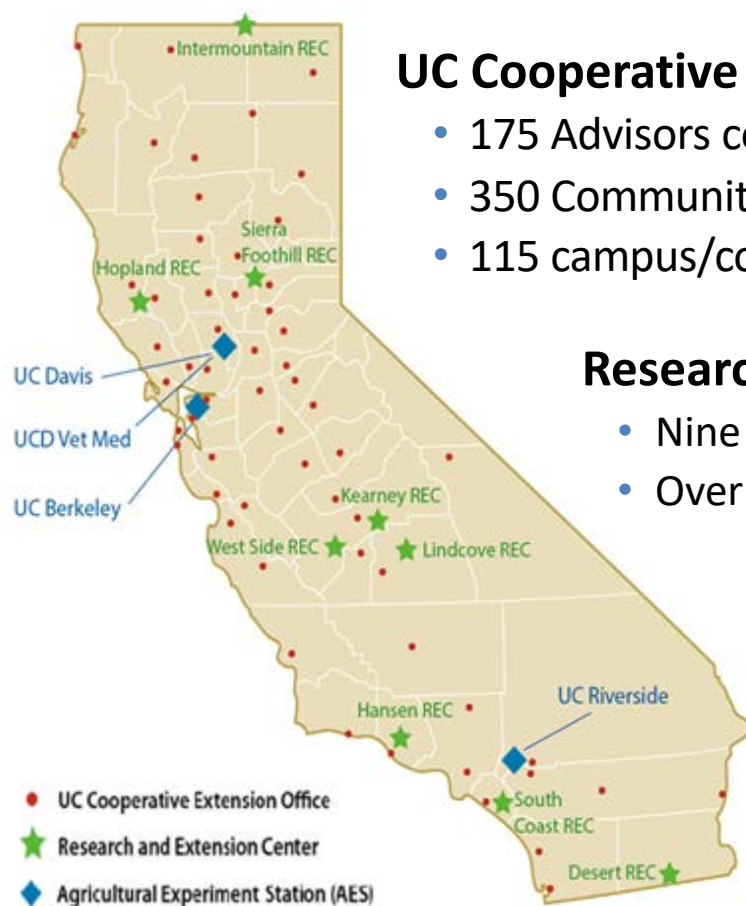
- 175 Advisors conduct research in local communities
- 350 Community Educators delivering programs
- 115 campus/county-based Specialists

Research and Extension Center System

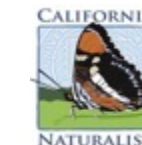
- Nine locations statewide; 13,000 acres
- Over 375 research projects annually

Agricultural Experiment Station

- 600+ researchers on 3 campuses
- 1,300+ research projects annually



12 Statewide Programs and Institutes



**Over 26,500 volunteers contribute 1,144 FTE
— the equivalent of \$71 million in donated
public service each year**



Local Resiliency | James Gore



Local Resiliency



Pomegranates Galore Ala Gore (Healdsburg)



EVENT



Call to Action – RIGHT NOW!



Share RIGHT NOW on the Zoom Chat:

- List the issues that you're working on in your community... what's top of your mind in a few words?












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Welcome to CropMobster | The First A-Ha



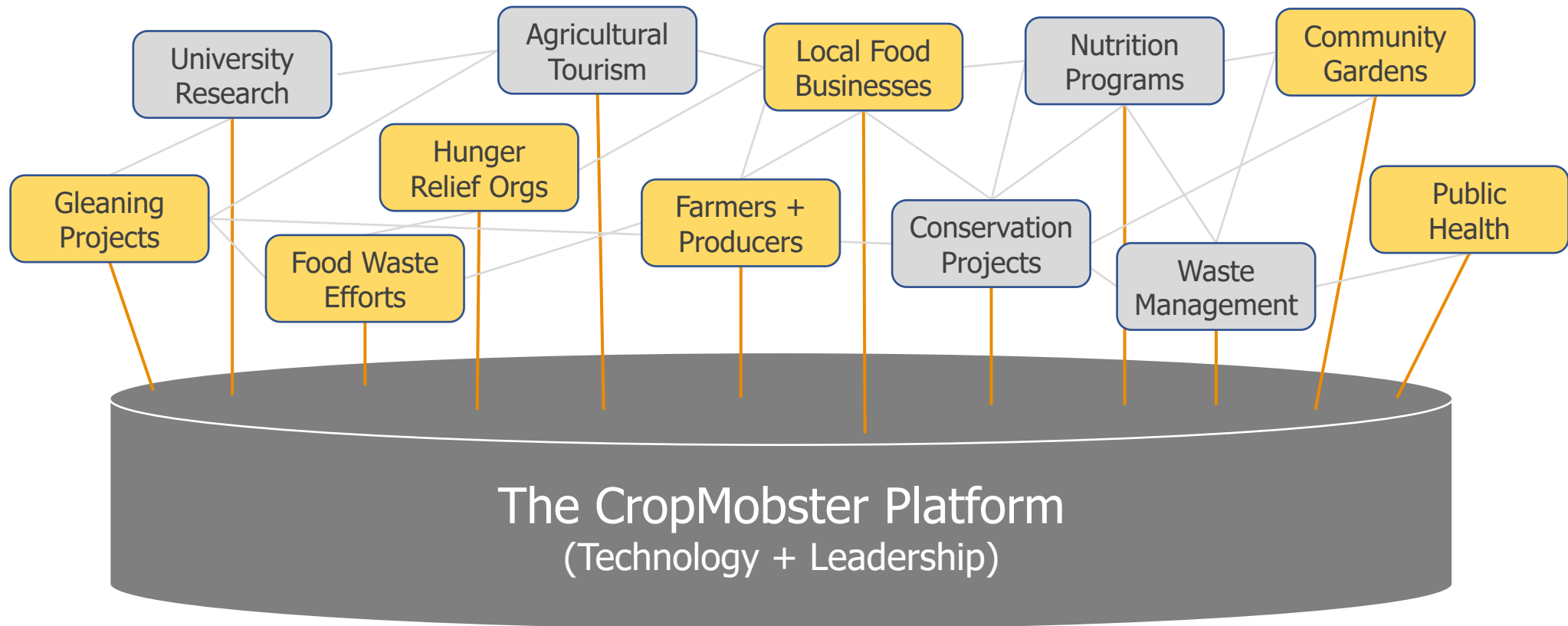
CropMobster Exchanges – the Second A-Ha

					
CROWDFUND	DEAL	DONATION	EVENT	FREE	GLEAM
Help Fund Alameda Kitchen! For Waste Into Jobs & Nutrition (By Shift)	Organic Heirloom Plant Sale On The Farm 25% Off For Starts	100 Pounds Of Meyer Lemon Abundance For Donation	Organic Gardening Classes Sonoma Farm And Garden	Hens In Need Of A New Home	Harvesting Golden Delicious For Hunger Relief Feb 9/17 & 20 (Sebastopol)
					
LAND	OTHER	RESOURCE	SPONSOR	THANKS!	
Looking For Community Garden Space Available Shared Space For Shared Food	John Deere Tractor 3520 With Backhoe, Mower And More For	Big News At Three Leaves....New More Ways To Enjoy Our Local Bounty!	Please Support Our Local Agriculture Lending Institutions (Sonoma County Grange Credit Union)	Deep Thanks To Sonoma County Grange Credit Union Crucial	Would Source



A Community Platform

Our vision is an open-source platform to help you launch and lead your own community exchange



The Importance of Local Leadership | Facilitators – the Third A-Ha

URGENT: Facilitators are needed NOW to activate regional exchanges

Facilitators:

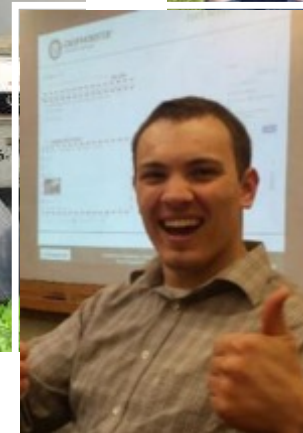
- Curate CropMobster content
- Act as regional food coordinator
- Engage community stakeholders

Hiring local leaders generates:

- Impacts on an exponential scale
- Community-wide engagement

Community Activation Toolkit

- Full Launch Program
 - The Facilitator Training Package
 - Ongoing Coaching & Mentoring



Stories are Exponential – the Fourth A-Ha

“I read the New York Times and despair, I read CropMobster alerts and am hopeful.

Thanks for cheering up my day!”

- Andrea, CropMobster Community Member



CropMobster TV: Sangre del Dragón Hot Sauce! (Season...
CropMobster
317 views • 2 years ago



CropMobsterTV: Five Generations of Alexandre...
CropMobster
830 views • 2 years ago



CropMobsterTV: Jonathan Bravo & The Right to Bayer...
CropMobster
400 views • 2 years ago



CropMobsterTV: Worm Wrangler Dave and the Soil...
CropMobster
468 views • 2 years ago



CropMobsterTV: Hive Diving at Bee Run Hollow (Season ...
CropMobster
159 views • 2 years ago



Insights Lead to Innovation & Impact – the Fifth A-Ha

Members need to be able to get information easily and customize alerts



Dashboard



Trends



Alerts



Reports

Snapshot of Current Needs

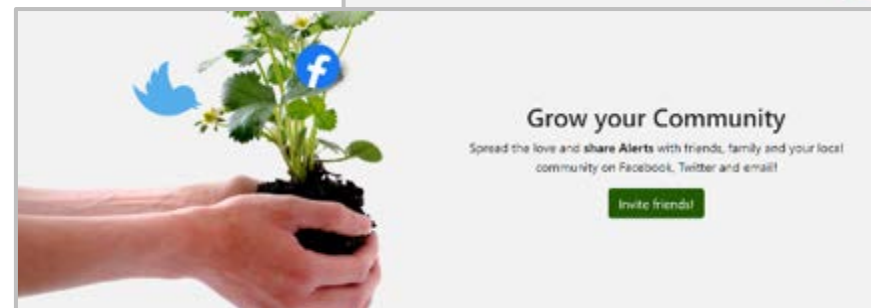
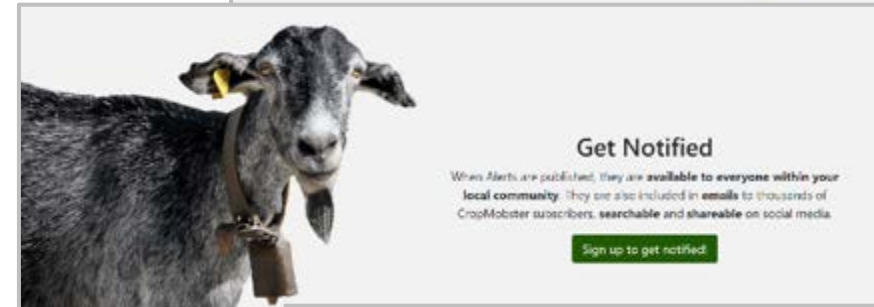
1. Hens and Eggs
2. Seeds & Gardening Support
3. Resource Need for Small Businesses
4. Sheep, Goats, Cows for Milk
5. Food Donations
6. CSAs & D2C
7. Nursery Plants



Call to Action - Let's get started on CropMobster!

Join CropMobster, post and share:

1. Go to www.CropMobster.com
2. Sign up for a free account
3. Post what you have and what you need
4. Share your posts with everyone!
5. Invite others to post



Successes to Build On



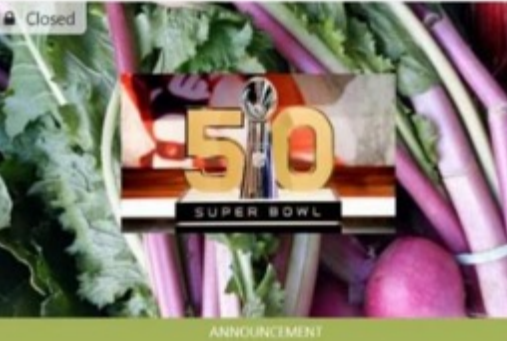
Successes to Build On | The Sonoma County Story

Stephanie Larson & Mimi Enright

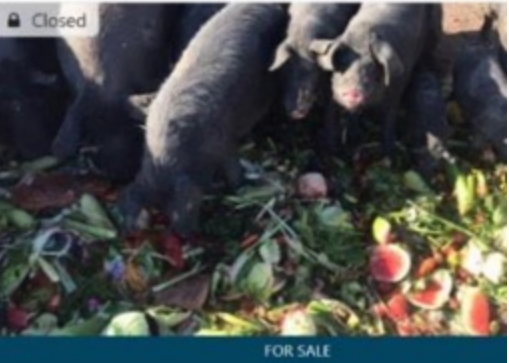
Bulk Quantities of Food Needed – Please Drop Off



Last Minute Super Bowl Food Donation | Need Another Driver with Van or SUV ASAP Thanks!



Pasture raised pork



Backyard Chicken Egg Study



Shelter-in-Place Food & Resource Portal | Sonoma County Farm Trails



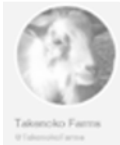
Attention Bay Area Hunger Groups | Complete the Survey, Get on the Map – Pls SHARE!



Join Match.Graze for Landowners, Grazers // Prevent Fires - Pls SHARE!



Hemp Grower Workshop: Growing Hemp in Sonoma County



Successes to Build On | The Merced County Story

Charles Nies, Bill Gibbs & Erin Meyer

CropMobster awarded Best Practice for Off Campus Partnerships & Community Engagement



"It's the **re-creation of the old town centers** that existed, where people came together and they bartered and exchanged in ways that helped the community."

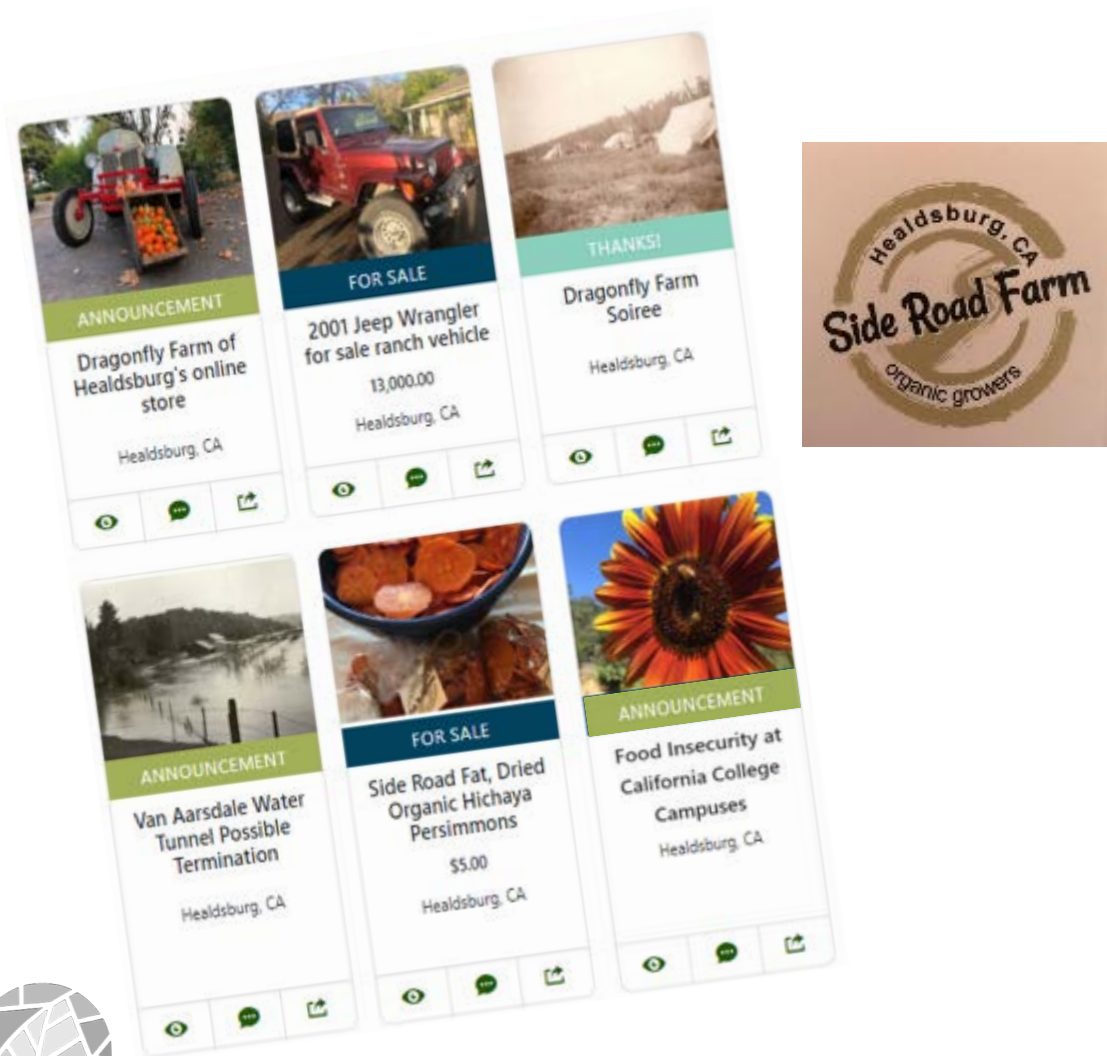
- Charles Nies, Vice Chancellor Student Affairs

Bowles Farm Donates 18 bins of Watermelon for "Picking for Purpose"



Successes to Build On | Small Farmer's Perspective

Edward McCutchen



Jennifer Branham-Burns



Call to Action – RIGHT NOW!



Join CropMobster, post and share:

1. Go to www.CropMobster.com
2. Sign up for the free membership
3. Post what you have and what you need
4. Share your posts with everyone!
5. Invite others to post

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Get Involved! How-to's and ingredients for **IMPACT**

Pop-Up People's Pantry

>>>

Rooster Tinder

Go Fund Me: Please Support the Pop-Up People's Pantry



WANTED

The [Pop-Up People's Pantry](#) at the 18th Street People's Garden needs **your** help. To continue to **feed the need**, donations are needed to supplement the pop-up pantry. Please consider donating via the [Go Fund Me page](#). Donations are tax deductible and 100% will go to purchasing fruit and vegetables for the weekly pop-up. Please see the flier and this [alert](#) for more information and check out the Facebook [here](#).

Can't donate, but want help? Please [share this alert](#) with 5 people in your network via word of mouth or social media. Thanks community!

A rooster needed for a one night stand (with our hens)



WANTED

Hello friends!




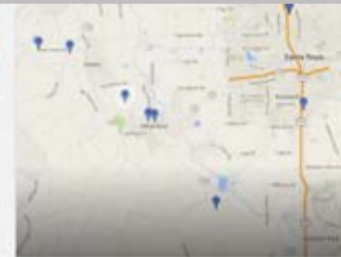






We have 3 hens who want to mate but we can't keep a rooster in our San Rafael neighborhood (Los Ranchitos).

Will you lend us your rooster for a one night stand with the girls? They will be grateful.

Thanks


San Pedro Farm

Get Involved! Non-Profit Sector & Hunger Relievers

 <p>WANTED</p> <p>Help Find Food Shift A New Home Office Space For 3-6 People Needed In Alameda County</p> <p>by Info Food Shift ALAMEDA</p>	 <p>GLEANING</p> <p>Urgent! Literally A Ton Of Tomatoes To Glean Sunday Harvest For Kids And Take Some Home (West Of Petaluma)</p> <p>by Miguel Villarreal SONOMA</p>	 <p>DONATION</p> <p>K-6 School Garden Seeking 5-20 Cubic Yards Of Untreated Mulch – We Serve 400+ Students Per Year (Santa Rosa, CA)</p> <p>by M Minckler SONOMA</p>	 <p>GLEANING</p> <p>NEW! Editable Google Map Of "Public Food Trees" Available For Gleaning In Sonoma County (The Urban Hunter-Gatherer)</p> <p>by Eli X SONOMA</p>	 <p>WANTED</p> <p>Van Needed To Relay Excess Food To Hunger Agencies In Sonoma County Sonoma Food Runners</p> <p>by June Michaels SONOMA</p>
 <p>GLEANING</p> <p>Pomegranates Galore Ala Gore (Healdsburg)</p> <p>by James Gore SONOMA</p>	 <p>WANTED</p> <p>Highly-Motivated Schools Wanted Diverting & Recycling Organic Waste Thru Daily Onsite Vermicomposting (Sonoma County)</p> <p>by Compost Club SONOMA</p>	 <p>DONATION</p> <p>Semi-Loads Of Fire Relief Supplies From Stockton Need High-Volume Drop Points & Volunteers Saturday 9/19</p> <p>by CropMobster SONOMA</p>	 <p>WANTED</p> <p>Lawn Mower Needed At Terrace Community Garden In Healdsburg Half Acre Of Production Devoted To Food Pantry</p> <p>by Compost Club SONOMA</p>	 <p>DONATION</p> <p>Seeking Senior Care Service Or Individual To Deliver Healthy Food To Disabled Near Ukiah (Redwood Valley, CA)</p> <p>by Julie Stoway SAN FRANCISCO</p>



Get Involved! Jobs, Sales & Economic Development




DEAL

Twisted Horn Ranch Longhorn Beef – Rare Availability – Just In Time For 4th Of July BBQ!

\$990

by Twisted Horn Ranch SONOMA

Jul 01




WANTED

Capable Hardworking Woman Looking For Office Or Farm Job ASAP

by Derrisa SONOMA

Jun 27




URGENT

Looking For 15 Trays Of Cherry Tomato Starts ASAP

by Alan Gold SONOMA

Jun 23




JOB

Estero Cafe Hiring For Part Time Dishwasher/Prep Cook & Line Cook

by Samantha Ramay SONOMA

Jun 15




EVENT

Two More Weeks To Enroll For Farm School!

by Lee Foster SONOMA

Jun 07




DEAL

4H Pasture Fed Targhee Lamb For Sale In San Jose

\$600

by Rytene Borst SANTA CLARA

May 31




JOB

Farm Assistant Position Open In West Petaluma At Muleheart Farm!

by Tiana Deht SONOMA

May 30




DEAL

[CLOSED] Chicken Coop – Houses 20 + Hens – \$700

by Suzanne Kermak SONOMA

May 28




JOB

Food Shift Is Recruiting For 2 Open Positions! Bold And Creative Solutions To Food Access And Food Waste

by Hanna Morris ALAMEDA

May 28



DEAL

HEIRLOOM TOMATO PLANTS, 100+ VARIETIES, IN RICHMOND, CA OFF RICHMOND PARKWAY


\$2.50

by Steve McGowan CONTRA COSTA

May 28



Get Involved! Food Recovery & Surplus




FREE

12,000 Lbs Of White Potatoes Up For Grabs

by Josh Jordan RIVER CITY STOCKTON

Jun 17




DEAL

200lbs White Cabbage Ready To Go Home – \$50!

\$50

by Connie Madden SONOMA

Jul 03




DONATION

Free 50 Lbs Of Old World White Spaghetti – Five 10 Lb Boxes | From Community Grains

by Lisa Quaid ALAMEDA

Oct 31




DEAL

Rogue Chicken Sabotage Inspires Mystery Fruit Tree Sale

by Jeremy Watts ALAMEDA

Jan 18




FREE

Lucious Figs From 80 Year-Old Tree FREE And Ready To Pick | Help Me Prevent Food Waste!!! (Kenwood)

by Jennifer Stark SONOMA


Aug 21



DONATION

Thousands Of Pounds Of Organic Squash And Compostables For Donation!


by The Hairloom Expo SONOMA



FREE

Tons And Tons Of Free Watermelon Rinds! Cold Press Juice Waste


by Tom Couba WEST SACRAMENTO



DONATION

100 Tomato Plants For Donation To School Or Community Gardens


by Janet Larson SONOMA



DONATION

URGENT! Two Truck Loads Of Vegetables Available For Farm Pick-Up | To Be Composted By Noon Today

by MARIEN




DONATION

[CLOSED] 100 Pounds Of Meyer Lemon Abundance For Donation

by Laura Bassett SONOMA



Get Involved! Circular Economy & Re-Use




FREE

Happy Composting!!! 3 Free Compost Bins Available In South Napa

by Tracy Cook NAPA

May 30




DEAL

Unopened Cases Of 8oz Canning Jars For Sale | Dozens Of Cases Available

\$48 -25% \$10

by Lauren Blomst SONOMA

Jun 09




FREE

[CLOSED] Four Metal Gates For Grabs

by Stu Gross SONOMA

May 11




WANTED

Looking For A 3 Point Disc For Small Tractor

by Dennis Cowell SONOMA

Apr 16




FREE

More Giant Wood Spools FREE For Makers And Artists

by Sonic SONOMA

Apr 19




DEAL

21 Empty Oak Wine Barrels For Sale In Glen Ellen

by Patricia Cassata SONOMA

Jun 10




WANTED

16 Pallets Needed For Project! Free Or At Low Cost

by Lauren / Delectable Garden SONOMA

May 10




URGENT

[Closed] Soil Or Compost Needed For Village Elementary School Garden In Santa Rosa

by Zaynep Brockatt SONOMA

May 23




FREE

[Closed] FREE Used Galvanized Metal Roofing For Art Or Repurposing

by Alina Kramer SONOMA

Apr 08



FREE











Last Year's Hay, This Year's Mulch | 3 Wire Bales Of Vetch & Oat Available

by Colleen Maloney SONOMA

Apr 08



Get Involved! Gratitude Economy & Impact Stories

 <p>THANKS!</p> <p>Local Farmers We Love You!</p> <p>by Sonc SONOMA</p> <p>Apr 22</p>	 <p>THANKS!</p> <p>Petaluma Grange Compost Forum Grateful To Our Sponsors And Supporters!</p> <p>by Jamey Walking Bear SONOMA</p> <p>Apr 21</p>	 <p>IMPACT</p> <p>School Garden Network Grants \$7500 To Three Sonoma County School Garden Programs</p> <p>by Nicky Bobby SONOMA</p> <p>Aug 19</p>	 <p>IMPACT</p> <p>Farm To Pantry Over 90 Tons Of Food Gleaned In Sonoma County Since 2008!!!</p> <p>by Nicky Bobby SONOMA</p> <p>Aug 19</p>	 <p>IMPACT</p> <p>Guy Sells Premium Local Hams While Preventing 500,000 Lbs Of Food Waste Per Year!!!</p> <p>by SONOMA</p> <p>Aug 07</p>
 <p>THANKS!</p> <p>"Stackin The Func" Song By Whiskey & Circumstance A Musical Thanks To Permaculture Rock Stars!</p> <p>by GropMoosier SONOMA</p> <p>May 23</p>	 <p>THANKS!</p> <p>Ham, Biscuits, Money & Love Honoring Steve, Tricia, Victorian Farmstead & Viridis Aquaponics!!!</p> <p>by SONOMA</p> <p>Mar 12</p>	 <p>IMPACT</p> <p>Over \$10,000 Raised For Ceres Community Project Thanks To Teen Chefs And Zazu Restaurant!!!</p> <p>by Emma McIsaac SONOMA</p> <p>Jul 10</p>	 <p>IMPACT</p> <p>425 Lbs Of Produce Gleaned At Bloomfield Organics For Hunger Relief + CropMobster's First Professional Film!!</p> <p>by Jessica Jones SONOMA</p> <p>Jul 08</p>	 <p>IMPACT</p> <p>LIFT High School Glean Team Harvests 120 Lbs Of Produce At Bloomfield Organics Farm. Thanks!</p> <p>by Richard Waxman SONOMA</p> <p>Jul 02</p>



A Glimpse of the Future

Model

- Open-Source
- Non-Profit

Technology

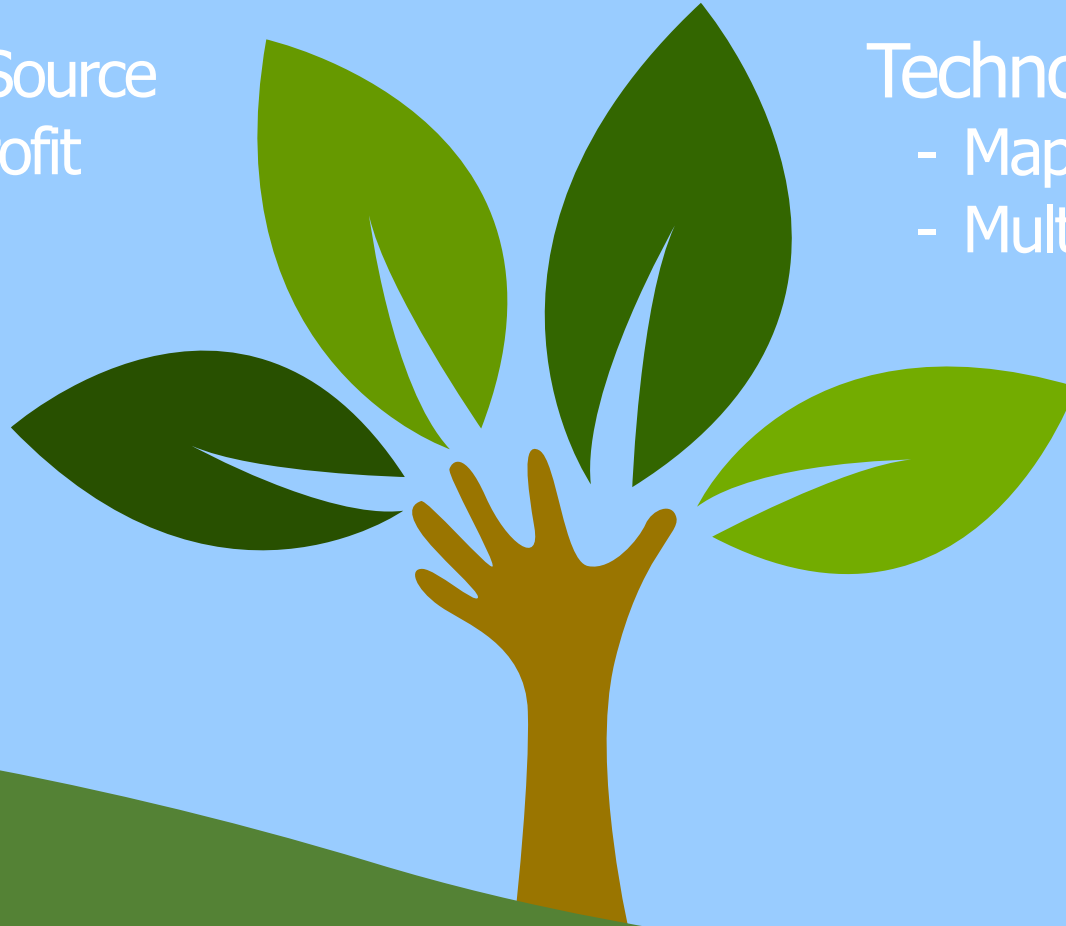
- Maps
- Multilingual

Leadership

- E-Learning
- Cohorts

Storytelling

- CM TV #3
- Channels



Join Us to Grow the Movement

Join CropMobster! CropMobster Cafe

Regional Hosts & Sponsors

Log on and **sign up NOW!**

1. Join the Food System discussions with real-life solutions
 2. Attend CropMobster training with Nick + special guests
- **Weekly at 1pm Fridays PDT – 90 mins**; more soon
-
1. Host or Sponsor your county or region
 2. Gain seats on the Community Exchange
 3. Launch training and activation package
 4. Support technology and training



Next Steps

1. Distribute recording of this Webinar | Call to Action
2. Summary | Ways to engage
3. Register for the first CropMobster Cafe
4. Engage with bold regional hosts, sponsors and partners
5. Publish the latest Vine news and to stay connected



Special Announcement – New Film Project



Peter Coyote - American actor, author, director, screenwriter and narrator of films, theatre, television and audiobooks, in conjunction with **Monkey Rock Presents** and **Wild Dog Productions**, are announcing here that...





Thank You



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

