

Food Systems Resiliency Spotlight Series Webinar #5

Thinking Inside the Box: Farm Boxes and Local Supply Chain Resilience During the Pandemic

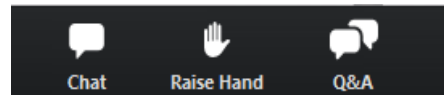
Please review the details about how everything will work today until we begin at 10:00 AM.

- This event will be recorded for educational or promotional use by the University of California.
- You will be muted throughout to prevent background noise.
- Please post your questions** in the “**Q&A.**” Questions will be addressed at the end of the program.
- Use the “Chat” for non-question conversations or comments.** Be sure to change the “To” if needed to ensure your Chat is sent to those who you want to send it to.

Options:

“*Panelists*” if want to send a Chat only to the speakers

“*Everyone*” if you’d like all to see your Chat message



Food Systems Resiliency Webinar Series

UC ANR Strategic Initiatives
joint effort to **reimagine** our
food system



Processing

Production

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Accessibility

Food Systems Resiliency Series objectives:

Tour different parts of the Food System to:

- Improve knowledge and understanding
- Identify and share available existing electronic information (resource kits)
- Identify information gaps
- Brainstorm

Tania Zuñiga

Business Advisor, Kitchen Table Advisors



Andy Ollove

Program Director, Fresh Approach



Odile Morrison

Board Member, CalaverasGROWN



Tim Page

Cofounder, FEED Sonoma



KTA Client Overview

70% have wholesale distribution channels:

Food hubs and distributors: Coke, A&A, Aggregators
Sun Valley.

30% have direct distribution channels:

Farmer's Markets and CSA's (Silicon valley and Bay

Farmers with direct distribution channels saw a spike on sales
More than 50% within a few weeks

Challenges :

- Member/customer management
- Labor
- Capital: Cooling systems, larger trucks, packing materials, etc.

A few farmers affected by the FM closure. FM Associations
not well established or not mission aligned

Adapting:

15% of farms with strictly wholesale operations were able to pivot to other outlets:

- Farmer's Markets
- CSA's
- Subsidized Healthy Food Access programs
- Community supported e-commerce initiatives:
Farm to my neighborhood

Farm to my neighborhood Project & FARM in partnership with KTA

Grass root initiative:

- Supporting small scale farmers
- Having access to local organic food
- Building community through food.



Farm to My Neighborhood

100 % OF PROCEEDS GO DIRECTLY TO FARMER

Fresh Organic Local Seasonal
Delivered within hours of harvest

[Shop Now](#)

Numbers:

March July 2020

Orders sold: 1374

Sales \$ directly to farmers: \$42, 000

Customers : 331

Average order : \$31



Farmers Impacted: Phase 1

Farmer coordinator: Narcis Organic Farms : Maria KTA Client SJI Family /
members involved: Angelica Lopez and Yesenia Lopez
Farmer Produce suppliers:

1. Jesus Calzado- Los Pinos Org- KTA Client/ ALBA incubator /SJB
2. Bertha Magaña- Magana Farm- KTA Client/ ALBA alumni / Las Lomas
3. Victor Manríquez- Buena Vista Farm- KTA Client / ALBA alumni /Las Lomas
4. Rufino Venturi- Ventura Organic- KTA Client / ALBA Alumni/ Hollister
5. Uriel Mendocino- Mendoza Farm- ALBA incubator / SJB
6. Benancio Peña- Cal-Dad Organic Farm- ALBA incubator
7. Carlos González- Torres Organic- ALBA incubator
8. Emilio Otonto- Doyse Farm- ALBA incubator
9. Carlos Galla- ALBA alumni/ Las Lomas



Farmers Impacted : Phase 2 (August 2020)

Farmer Coordinator: Magana Farms: Bert- KTA Client /Las Lon

Family members involved: Amelia Magana (Daughter) and gran

Farme- Produce Suppliers:

1. Jesus Calzad- Los Pinos Org- KTA Client/ ALBA incubator
2. Maria Ana Re- Narci Orgar- KTA Client/ ALBA alumni / SJB
3. Victor Manı- Buena Vista Fz- KTA Client / ALBA alumni /Las
4. Benancio Pe- Cal- Dad Organic F- ALBA incubator
5. Maria Mora- JM Organ- ALBA alumni/G lroy
6. Everardo Sol- Independent farmer/SJB and Watsonville



Communities involved:

Palo Alto, Saratoga, Los Altos, Sunnyvale, San Jose, Fremont, Oakland



Why not a regular CSA program?

1. No membership/ Subscription: Farmers not connected with these co
2. Fully customized boxes: Online platform (Shopify) used to display p
available weekly.
3. Communities new to the CSA programs. Educational work through:
 - Farm visits
 - Weekly newsletters
 - Emails....tons of emails
 - Volunteer Site Hosts/ Food ambassadors: texts, WhatsApp gro
food pick up time socially distance conversations
 - Competitive with other online stores without losing the direct
connection with farmers and jeopardizing our values and mission

Impact

1. Farm Increased revenue
2. E-commerce training
3. Tangible opportunities for family members to be involved in the farm
4. Direct connection in between farmers and community members. Sense of community felt for the first time.
5. Network expansion: Farmers building business/ friendship relations with other farmers in the region.
6. Tec world meeting our local Ag world. Most of the volunteers of these communities are Computer scientists willing to share their tech knowledge to create tools (Apps) to make processes more efficient and friendlier to use by farmers.

A large, overflowing basket of fresh vegetables. The basket is filled with a variety of produce, including bright orange carrots, vibrant red radishes, and green fennel bulbs. The vegetables are piled high, creating a sense of abundance and freshness. The background is slightly blurred, suggesting an outdoor market or farm stand setting.

Farm Fresh Food Relief

Activating an Emergency Local Food Hub
in response to COVID-19

PROJECT GOALS

IMMEDIATE RELIEF

1

Food Security

This project provides free local, healthy, nutritious, easy-to-access fruits and vegetables to food- insecure populations. Farms are prioritized for organic and climate-smart growing practices, mission-alignment, and POC ownership. |

2

Economic Security

This project:

(1) Provides ongoing business to local farms so they remain financially viable throughout the pandemic; **(2)** Relieves pressure on family budgets by providing a free source of high quality food; **(3)** Supports a network of non-profit agencies to maintain their staffing and adapt programs to fit new needs.

THE MODEL



Source

Purchase and aggregate fresh fruits and vegetables from small, climate-smart Bay Area farmers.



Pack

Utilize packing infrastructure already available on local farms to pre-pack readymade Emergency CSA boxes on site with current CDC safety measures.



Distribute

Distribute boxes for free to low-income families at emergency food distribution sites already in place.



USDA Farmers to Families

SPADE
&
PLOW

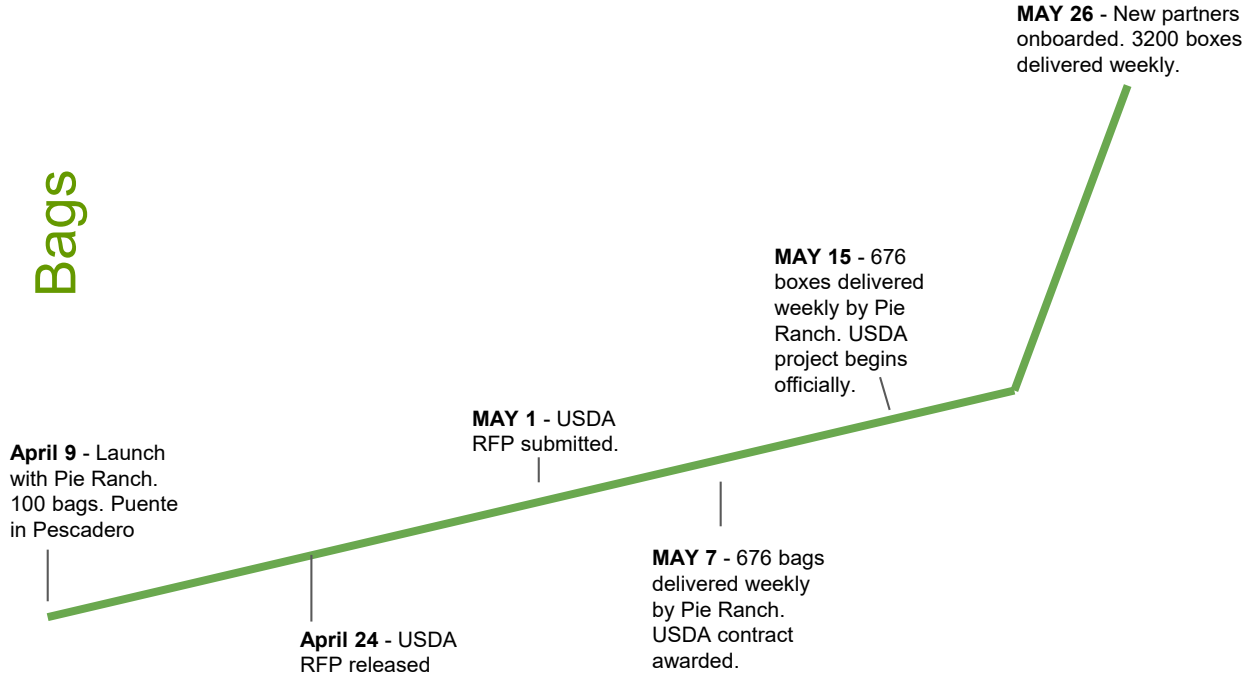


Fresh
Approach



Timeline

Bags



April

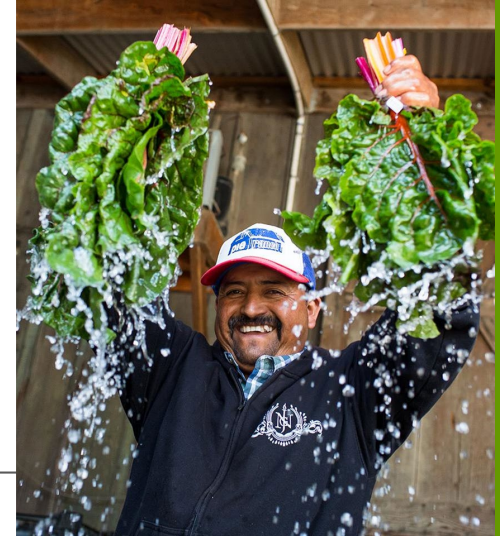
May

Impact through August 31

Pounds Delivered - 474,420

Boxes Delivered - 46,140

\$ to Farmers > \$1.5 million



What's Next?

LONG TERM VISION

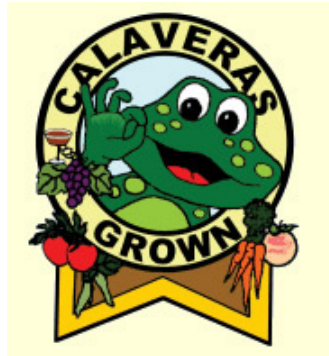
How will the decisions we make now make the food system stronger when this is all over?

Scaling up! New contract ordered in early September. Approved Farm Box vendor until 2022!!



CalaverasGROWN Mobile Farmers' Market

Est. June 2020



www.calaverasgrown.org



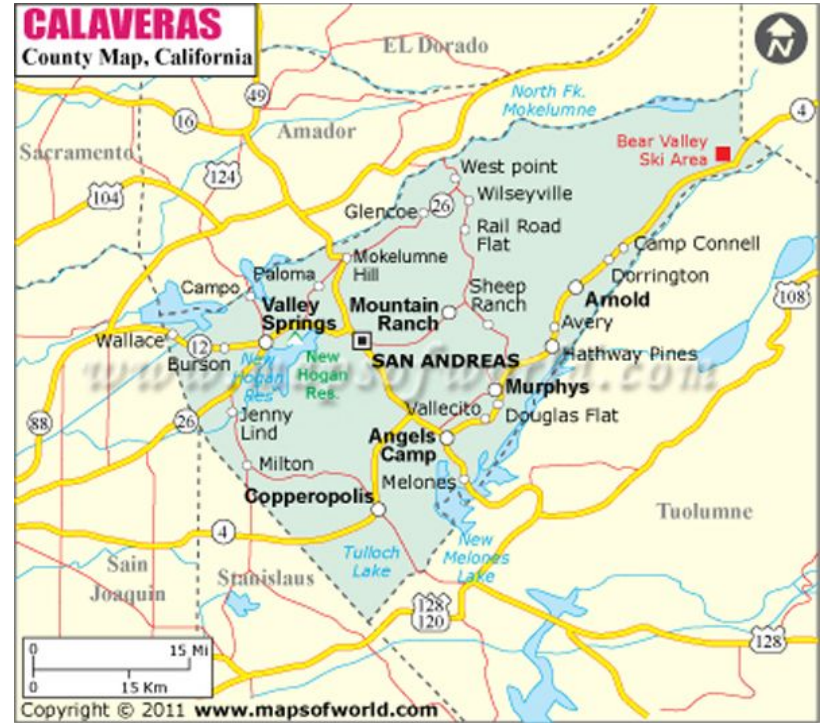
Online Farmers' Market

*Buy direct
from local farmers & artisans*

Pick Up In

- Angels Camp
- San Andreas
- Jackson
- Valley Springs
- Murphys

www.calaverasgrown.org



Population: 45,500

Area: 1,037 sq. miles



Delivery Area

Miles

from Zip

5 miles

from Zip

Submit

Categories

Fruits & Vegetables

Meat

Eggs & Dairy

Baked Goods

Pantry Items

Art, Home, Garden, Gifts



Online Farmers' Market Pick Up Locations

Thursday
 San Andreas Farmers' Market4pm to 6pm

Friday
 Angels Camp, Mark Twain Shp. Ctr.11-1.15am
 Valley Springs, Cent. 21 noon to 12.15pm

Saturday
 Jackson Mother Lode Exchange2pm to 4pm

Sunday
 Murphys Farmers' Market9am to noon
www.calaverasgrown.org
 209-498-8081

1 - Pick Up Locations



To Be Arranged



\$0.01 / 1

1

+ ADD



Produced By: French & Family Farms
Arugula 1/2 Lb



Next: 9/10/2020



\$5.00 / 1/2 lb
\$10.00 / lb
20 Remaining

1

+ ADD



Produced By: French & Family Farms
Beets - Bunch



Next: 9/10/2020



\$3.00 / Bunch
20 Remaining

1

+ ADD



Produced By: Krietiich Family Farms
Figs - Green Calimyrna



Next: 9/10/2020



\$5.00 / 1 lb
\$5.00 / lb
7 Remaining

1

+ ADD



Tim Page

Cofounder, FEED Sonoma



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Polling question

Did the information provided improve your knowledge and understanding of food systems resiliency?

Yes definitely, somewhat, not much, does not apply

Polling question

**Were the electronic resources
new to you?**

Yes definitely, somewhat, not much, does
not apply

Polling question

Will you use information from today's webinar with your clientele?

Yes definitely, somewhat, not much, does not apply

**What if our food system changed
to improve food accessibility...**



Food Systems Resiliency Webinar Series #6
10 to 11 am

Victory Gardens Then and Now

Registration at: <https://ucanr.edu/survey/survey.cfm?surveynumber=xxxx>

As the COVID-19 pandemic has impacted our food system, many people have turned to gardening. Nurseries, garden centers, and seed companies are thriving. Some have compared this new boom in gardening to the WWII era Victory Garden movement. How is it similar? And how is it different? What do Victory Gardens-or their modern day equivalents-look like in communities? What resources does the UC Master Gardener Program offer that can help new gardeners as they learn to grow?

Join **Rose Hayden-Smith**, UCANR-retired, **Missy Gable**--UC ANR Master Gardener Coordinator and Master Gardener **Frida Herrera Endinjok**, "Let's Grow Healthy" school program catalyst.