

HEALTH LEADERSHIP NETWORK  
CDFA STEERING COMMITTEE MEETING NOTES  
SEPTEMBER 21, 2011 – 3:00 P.M.

In attendance: Craig Shannon, LC Farm Bureau; Steve Hajik, and Rachel Elkins, LC UC Cooperative Extension, Susan Jen, Tammy Alakszay and Bonnie Schall, Health Leadership Network.

**CDFA UPDATE – Susan Jen**

**Approved Promotional Strategy 2011:**

- **Lake County Food Guide (LCFG) Distribution** - Susan reported over 6,500 food guides were inserted into the Lake County Record-Bee in July for the county-wide distribution and hundreds were hand-delivered to various local agencies and organizations via Tammy and Bonnie. Tammy stated she had approximately 400 left out of the 10k printed.
- **Local Media Marketing LCFG** – Susan was not sure if the Lake County Record-Bee was still listing the Online Farmers Market information in the AgriCulture section. It was understood the FB was to update the information for the Online Farmers Market for the newspaper weekly.
- **Lakeport Cinema 5** – The On-Screen Advertising slide show at the local cinema started in July. The graphic design of the “Girl & Basket” along with the tag line of “Eat Fresh ~ Be Healthy ~ Be Happy ~ Be Wise” slide is shown repeatedly before every movie in each theater for six months. The average attendance at the cinema is approximately 10k people per month, which is great exposure for the online system.
- **T-shirt Bags** – “Taste the difference . . . Eat Fresh –Buy Lake County Grown” t-shirt bags arrived in August and have been given out to farmers who are signed up for the Farm Bureau’s online ordering system. The Farm Bureau received 6 boxes (10k bags). Tammy reported less than one box has been distributed so far. Susan requested Tammy to keep a distribution tracking system for the bags. After a brief discussion it was decided to give 1 box of the t-shirt bags to Sky Hoyt.
- **MendoLake Family Life Magazine** – The 3-month online ordering system ad was placed in August and September magazines. The final ad will appear in the October issue. Susan had hoped this magazine would be placed in the children’s backpacks in September, but has not heard whether that has occurred.
- **Lake County Restaurant Campaign** – Table tent cards were created for a general promotion of Eat Fresh – Buy Lake County Grown to be utilized at local restaurants. The placards were presented with a new design. Craig and Rachael reviewed the design with recommendations. Bonnie will update the placards.
- **Iron Chef Cook-Off & Lake County Bounty Recipe Contest** – Susan announced two new events will be held on Sunday October 9, 2011 as part of the Steele Wines Harvest Festival. An Iron Chef Cook-Off will take place to show people that there is an opportunity to eat more locally grown produce; and a Lake County Bounty Recipe Contest to celebrate Lake County’s bounty by recognizing our local farmers. The Iron Chef Cook-Off will have local chefs using Lake County bounty along with a secret ingredient. It will be held from 11 a.m. – 12:30 p.m. with Julie Hoskins, of Chic le Chef acting as master of ceremonies. A \$100 Gift Certificate from LakeCountyGrown.com will be awarded to the winning chef. There will be a panel of 5-8 judges to include children, a chef, and possibly local food service director. The recipe contest is only open to Lake County Food Providers, such as restaurants, school food service, food processors, etc. There are three categories: Appetizers; Vinaigrettes, Sauces, Dressings; and Desserts. Those who enter the contest will have their recipe featured in their establishment and utilize the table placards to promote use of locally grown produce. The placards will indicate they have participated in the event. A \$25.00 Gift Certificate from LakeCountyGrown.com will be awarded to first place winners in each of the three categories.

**Utilize Eat Fresh –Buy Lake County Grown** - Susan discussed ways to distinguish the Eat Fresh –Buy Lake County Grown message from the Farm Bureau’s LakeCountyGrown.com online system. It was suggested to have other local entities use the Eat Fresh –Buy Lake County Grown messaging along with their own business logo to set them apart from the Farm Bureau’s online system.

## **ONLINE OUTREACH UPDATE – Tammy Alakszay**

**Recruitment & Training of Farmers:** Tammy announced Saecho Strawberries is now using the online system. Tammy also mentioned that Patty Bruder from North Coast Opportunities (NCO) gave her an incentive to entice the local farmers to grow winter crops. Patty has set aside monies to purchase winter crops from the online system to add fresh local products to NCO's Lake County Food Pantry. Tammy is using this incentive to attain more farmers for the online system.

**Increase of Online Sales:** Tammy reported the online ordering system has increased their weekly orders significantly. Last week they had their highest volume of 13 orders totaling over \$400.00. All orders have been from individuals. Cobb Mtn. Elementary School has indicated they will be purchasing from the online system for their salad bar. Tammy is waiting to hear from Ukiah Valley Medical Center as to whether they would like to purchase from the system. Susan discussed utilizing Lake County's largest employers to order from the online system, such as the county and local hospitals where many orders could possibly be attained from one or two entities. Rachael recommended Tammy to do a presentation at the local garden clubs for additional customer orders.

**Additional Drop Points:** Tammy identified additional drop points now in place; one at Cobb Mtn. Elementary School and the other at Chic le Chef in Hidden Valley Lake. A new drop point is in the works for Lakeport possibly at the county courthouse. Craig discussed the current location space issues at Mt Konocti Growers and stated that Kristen is avidly seeking a new drop point in the Kelseyville area.

**Other Outreach Efforts:** Tammy and Bonnie attended the Cobb Mtn. Elementary Harvest Festival where several farmers inquired about being on the system as sellers.

## **DISCUSSION POINTS & GRANT OBJECTIVES**

**How to Engage Institutional Buyers:** Tammy stated restaurants have not been eager to sign-up and buy from the online system due to the pricing index being higher than where they currently purchase food. Rachael suggested Tammy to contact General Produce Company, which has expanded their routes to Laker County. She recommended multiple types of distributions should be looked into in order to get Lake County produce in the grocery stores.

**Continuation of the Online System:** Craig read the following letter from the Farm Bureau regarding Lake County Grown Sustainability HLN/CDFA Grant. The letter was emailed to Jim Brown and Denise Pomeroy, County Health Department and to Susan Jen, HLN on September 21, 2011.

*"In a unanimous decision by the Lake County Farm Bureau Board of Directors during its regular meeting on September 14, 2011, the Board voted to not move forward with a Sustainability Plan, which the HLN/CDFA had recently approved for LakeCountyGrown.com. This consensus is that: 1.) Implementing a Sustainability Plan this far into the project will have a negative impact on farmer participation in Lake County Grown throughout the final phase of the grant: Fall of 2011 into the Summer of 2012. 2.) The Board's conclusion was that it should engage farmers in a dialogue on the future of Lake County Grown (LakeCountyGrown.com) as they see it moving forward after July 1, 2012 and develop a plan based on this feedback. Regards, Marc I. Hooper, Lake County Farm Bureau – LakeCountyGrown.com Team Lead"*

The intended sustainability plan was to create a fee structure that would be programmed into the online operating system and thus become automatically integrated within the consumers purchase. In general, the fee structure will operate as follows: **1)** Adding 30% above the farmer/producer fee to individual consumer sales; **2)** Adding 20% above the farmer/producer fee to restaurant sales; **3)** Adding 10% above the farmer/producer fee to large sales, such as grocery stores, schools and other institutions

The Farm Bureau (FB) believes the Sustainability Reserve, whether implemented now or from the beginning of the project as originally envisioned, would never have generated the dollars needed to fund the project for more than a couple of months at the most based on the level of sales they have generated in the past 12 months of service. The FB

will surveying the farmers and will develop a plan from that survey as to what the future holds for this project. Susan recommended the FB to expand their sales to include other marketable items make the system more successful after the CDFA Grant ends.

**Follow-up on Chronicle News Article:** Emily Bazar wrote an article in the SF Chronicle on September 4, 2011 that Clearlake-area residents have been undergoing two common heart procedures more than any other Californians, posting rates so high that they exceed most other regions by multiple factors. Between 2005 and 2009, people here underwent one of these procedures, elective angioplasty, at 15 times the rate of people in Sonoma, and more than five times the rate of San Franciscans and Californians as a whole. Emily also stated at the end of the article the information was outdated. Susan said she had contacted a number of people in regards to this news article and was informed that the statistics on the procedures have gone down significantly. Recently Susan was Cc'd on an email to Emily from Dan Desmond stating: “. . . *There has been one positive development in this arena and that is the creation of the Lake County Health Leadership Network. This local organization operating on a small grant from CDFA has attempted to improve nutrition within Lake County communities. It is in the last year of its three year grant and the program will terminate in June of 2012. It seems that this model of local community action developed by a grass roots group coupled with statewide support could offer an example of a program to address serious social issues such as those faced by Clearlake and small communities like it across the state.*” In response of Dan's email Emily would like to follow-up with Susan. After a brief discussion Rachael recommended Susan to do a personal interview with Emily.

**Local Food Roundtable (LFRT) Update:** The LFRT went through a restructuring process with workgroups/sub-committees being created. LFRT now meets every other month and the workgroups meet monthly. HLN has taken on the Food Access and Nutrition (FAN) workgroup. Many of the FAN workgroups members are also on the HLN meetings, thus the rationale for linking the two groups. Patty Bruder from NCO is on the FAN workgroup. The area of focus for the workgroup is to support NCO/Community Action Partnership (CAP) and concentrate on the following areas:

- Consumer Education on the Cost Factors of Local Grown Produce
- Nutrient Education through Nutritious Sampling & Recipes
- Nutritious Cooking Classes

**Specialty Crop Increased Acreage:** Steve reported that olives increased by 27 acres, walnuts increased by 500 acres, fruit trees (peaches, apples, plums, strawberries) have increased by 12 acres for 2010. Vegetable acreage went down by 12 acres due to the harsh weather conditions last spring. Steve stated he has better data for 2010 from the last crop report in 2009 due to using old data. Steve believes he would have the 2011 crop report by June 2012.

The meeting was adjourned at 5:00 p.m.