

HEALTH LEADERSHIP NETWORK
FOOD SUMMIT PLANNING WORKGROUP
FRIDAY, JANUARY 22, 2010

In attendance: Sky Hoyt, Farmer; Chuck March, Lake County Farm Bureau; Cornelia, Seiber-Davis, Farmer; Terre Logdson, Lake County Marketing/Economic Development; Debra Sommerfield, Lake County Marketing/Economic Development; Martin Squier, Applerain Nursery; Susan Jen and Jackie Armstrong, Health Leadership Network.

PROGRAM: Susan reviewed that the purpose of the Food Summit and CDFA grant are to expand specialty crop production by expanding local markets and summarized the draft program (attached). She added that CDFA Secretary A.G. Kawamura had agreed to speak and that Shermain Hardesty, PhD, a farming specialist with UC Davis, and Jenny Huston, Chef and Founder of Farm-to-Table Services in Oakland have also agreed to participate as panelists and facilitators. She asked Workgroup members if there were topics in addition to those previously discussed (diversification, food safety, standard packs, MOUs and the national leafy greens initiative) that should be included.

In response to Lynne's question about who was expected to attend the Food Summit, Susan said primarily growers and buyers but that there would also be information presented specific to schools for administrators, principals and food service directors. Susan added that she would be asking Bill Brunetti for suggestions on the best way to contact grocery store managers and produce managers to engage their participation, as well as to include Bill in this process, if possible.

Sky suggested asking Tom Horner (Harvest Market) to open the program with the same 10-minute speech he gave in Willits but wasn't sure that other grocery store managers would be interested in taking advice from another grocery store. He also suggested including Hardesty's Market on the afternoon panel. In response to his own question about defining "local", sky said that Harvest Market used a 100-mile radius but other organizations and outlets used other definitions.

Sky also thought that a discussion about food safety would be likely to be of great interest to farmers and suggested inviting Trevor Suslow, Post Harvest Handling Specialist with UC Davis, and Judith Redmond of Full Belly Farm for a balanced discussion about e coli and overcoming food safety hurdles. Cornelia thought that Trevor's area of expertise was pertinent for farmers but could scare off prospective buyers. Lynne added that she could not understand how people could be more concerned about the one or two people handling food grown on local farms than the dozens of people handling food imported from distant growing operations.

Chuck said he thought that A.G. Kawamura could address other areas of interest to local farmers such as irrigation monitoring and standard pack requirements.

LUNCH MENU: Cornelia reported that a survey of farmers indicated that corn, lettuces, maiche, chard, Brussels sprouts, cauliflower, carrots, turnips, beets, parsley, kale and bok choy could be available. The use of local eggs vs. imported pasta products was discussed. The idea of having soups and salads with local

breadths garnered the greatest support. Cornelia, Susan and Jackie will meet with Robinson Rancheria's chef to finalize the menu and identify and notify local farm resources.

There was some discussion about what number of attendees to use for planning purposes. Jackie said the conference center could accommodate up to 200 people with three breakout rooms (capacity: 70 each). That number would be reduced, she said, if farmer displays were set up in the conference center. Terre said that it would be better to use the lobby for farmer displays. Cornelia recommended planning a menu for 200 and that leftovers should be distributed to senior food service groups.

SAVE-THE-DATE: Lynne suggested sending out a "Save the Date" email so people could put the Summit on their agenda. Jackie will create a new email address for Summit and website inquiries; Terre will use her contact lists (business associations, chambers of commerce, media, etc.) on Monday. Susan will ask Shelly to draft a press release announcing A.G. Kawamura's participation to follow the "Save the Date" notice.

FARMER "TRADE SHOW": Susan said that "trade show" exhibits would be mostly informational displays but could also provide opportunities for farmers and buyers to network. Cornelia thought that a 6-foot table might include information about up to four farms and that all four farmers might not necessarily be present for networking.

Sky suggested that farm product manufacturers/distributors and nutritional screening services might also be interested in having a presence.

PROMOTIONAL MATERIALS: Workgroup members evaluated the three different visual descriptors for "Eat Fresh, Buy Local" designed by Shelly Mascari. Discussion regarding the examples included the following points:

- The first image bore the closest resemblance to Lake County but the field was shaped like a little like a rat. Cornelia suggested using the image in the Farmers' Finest logo.
- In response to Cornelia's question as to why HLN had moved away from pursuing use of the Farmers' Finest logo, Susan explained that HLN had been informed that use of that logo would necessitate monitoring of purchasing standards, which the HLN was not in a position to do.
- The non-rectangular image might be easier to use in conjunction with other logos (Farmers' Finest, Wine Alliance, Community Co-Op).
- It might be better to specifically identify Lake County instead of using the more generic "local" designation: "Eat Fresh, Buy Lake County" or "Eat Fresh, Buy Lake County Grown." This slogan could be set along the perimeter of the non-rectangular image.

Susan added that she wanted to have nutrition tip sheets available and that Shelly had recommended handing reusable grocery bags imprinted with Eat Fresh, Buy Local.

REGISTRATION FEE: Jackie explained that conference center costs would be based on the menu (not yet determined) but estimated approximately \$2,500 in contrast to \$1,200 in the CDFA budget. The idea of defraying conference expenses by charging \$5 for lunch with a separate cost for the grocery bags or \$10

including a “free” grocery bag were discussed. The general consensus seemed to be that a \$10 fee would be reasonable and allow HLN to estimate attendance for planning purposes.

The next Food Summit Workgroup meeting will be at 1 p.m. on Friday, February 5, 2010, location to be announced.