

Agenda
Food Summit Planning Committee
January 8, 2010: 10:00 – 11:30
Location: Ag Center Conference Room
(Discussion Points based on the general framework above)

- Confirm Summit tracks ~ Tracks under consideration include:
 - Grower and Buyer to include all local farmers and agricultural entities as well as restaurants, county economic development, hospital food service, grocery and mini markets, casinos, others?
 - Schools to include administrators, food service and classroom teachers
 - Hospitals to include MD's, medical staff, administrators; do we also include other service providers such as public and private entities
 - Community to focus on general public

- Confirm Key Outcome for each track in light of broad goals that encourage the theme “Buy Local, Eat Fresh,” and piece together the tracks to build a local food system. Possible outcomes for tracks:
 - Grower and Buyer: Linkages between growers and sellers that result in purchase agreements; agreement on process for food distribution
 - Schools: Policy development that embeds Farm-Institution and CATCH nutrition and fitness curriculum under School Wellness umbrella
 - Hospitals (and other service providers): Incorporate nutrition policies that institutionalize key nutrition messages and strategies designed to increase consumption of fresh produce among those they serve as well as organizational staff
 - Community: Engage community with launch of the Buy Local, Eat Fresh marketing campaign

- Confirm Summit schedule
 - Date (2nd or 3rd Monday in March)
 - Begin and end time
 - Timeframe for plenary, tracks, concluding remarks and follow-up tasks
 - Lunch and Iron Chef cook-off

- Identify Key presenters and alternates to facilitate Summit tracks and plenary
 - Grower and Buyer
 - Schools
 - Hospitals and other institutions
 - Community
 - Other

CDFA Food Summit: A Growing Movement to Seed Healthy Eating

Overarching Project Outcome: Increase consumption and acreage of specialty crops

Broad Goals:

- Galvanize the community to increase consumption of local crops
- Economic and health efforts focused on increasing consumption of local produce will work in tandem to provide framework for a stable food system
- The food system will be promoted and coordinated to be competitive as the preferred purchasing option by local consumers and institutions
- Growers will have sustainable markets and child/consumer health choices will improve as evidenced by eating more veggies/fruit/nuts

Food Summit Goals:

- Promote Common Vision on benefits of local food system: what is our stated vision?
- Galvanize community to participate in vision and to purchase local products
- Plenary Session with panel of key experts to address benefits of local produce, provide underpinnings to support vision and unify the various tracks
- Lunch to demonstrate use of local produce
- Launch promo campaign to increase consumption of local produce
- End the day with all the pieces in place to grow a local food system

Food Summit Tracks align with various components of the project:

Agricultural Community

- Farmers
- Agricultural Commissions, Bureaus, Networks, Collaboratives
- Agricultural Policy makers and Advocates
- Farm Markets

Possible food system questions for growers related to availability of specialty crops

1. How will growers participate in/help develop a predictable food distribution system that increases access of local produce to all potential buyers?
2. Process for use of online ordering system
3. How many months can local provide produce to the public?
4. What specialty crops will be grown and how can acreage be increased?

Buyers

- Restaurants
- County
- Hospitals
- Mini Markets
- Grocery Markets
- Casinos
- Outside the County Markets?

Possible food system questions for buyers related to purchase of local specialty crops:

1. How can process be improved to increase purchase agreements with local growers

2. What commitments can be made to develop purchase agreements to ensure growers have a local market base
3. Process to participate in use of online ordering system
4. How will buyers be included in developing a local food distribution system

Medical Practice

- BMI screening as part of Well Child visits opens door to address healthy nutrition and activity
- Medical providers handout nutrition tip sheets at Well Child visits
- Behavioral Health incorporates nutrition in a wellness approach

Possible food system questions related to nutrition support to increase consumption:

1. What nutrition tip sheets are currently being handed out with Well-Child Visits
2. What other nutrition materials would be useful in clinic settings
3. How to follow-up on nutrition/wellness materials and referrals made and interface with entities such as schools
4. Feasibility of prescribing healthy food for malnutrition?

Schools

- Classroom Nutrition instruction: CATCH (Coordinated Approach to Child Health and other community programs such as Sutter Lakeside Hospital)
- School Food Service support via CATCH and Farm-School
- Administrative support for policies that embed/sustain best practices such as CATCH council

Possible food system questions for schools to shift norms on healthy habits from Pre-K – graduation and expand nutrition efforts via school wellness policies:

1. How does Farm – School become formalized by purchasing agreements and institutionalized across school districts
2. How does CATCH become institutionalized across school districts
3. How do programs like CATCH, school gardens and other wellness activities become more formally linked within school curriculum “standards?”
4. How do schools link parents into nutrition education

Community

- Iron chef cook-off with concurrent kids cook-off to engage community with grant project
- Plenary presenters provide evening presentation to community and launch vision
- Focus groups to draw community

How to draw hard-to-reach families into the vision

Marketing & Media

- “Buy Local, Eat Fresh” is tagline used on promotion and education materials
- What other key messages need to be part of the promo package
- How will media be used to promote the key messages
- How does the marketing approach interface with all the key components of the project (including promo of online food system; Ec Dev does online training)
- How will marketing strategies be tracked and their success measured