

CDFA Steering Committee
Agenda
February 23, 1:00 – 2:15
Ag Center Conference Room

- I. Online Ordering System Update
 - a. There have been a number of significant developments regarding the Online Ordering system; discussion will address the following points:
 - i. Expansion of drop points and transportation proposal
 - ii. Expansion of hours required for Market Management
 - iii. Plan to increase participation among growers
 - iv. Promotional strategies for the spring/summer market push
 - v. Sustainability
 - vi. How the online ordering system fits within the overall FB mission/vision

- II. Review of Performance Monitoring Standards for the upcoming bi-annual CDFA grant report

- III. Agenda for the upcoming FB/UC Davis workshop scheduled for March

- IV. Time permitting, review of the Local Food Guide prototype for feedback
 - a. Definitions of Organic and Non-organic/Conventional and Combination