

HEALTH LEADERSHIP NETWORK
CDFA STEERING COMMITTEE MEETING
April 14, 2010

In attendance: Steve Hajik, Lake County Agriculture Department; Rachel Elkins, UCCE Cooperative Extension; Chuck March, Lake County Farm Bureau; Susan Jen and Jackie Armstrong, Health Leadership Network.

OTHER GRANT NEWS. Susan shared information about a \$10,000 NFP Small Grant Program NOFA to support broadly regional efforts to generate discussion about issues affecting agriculture. There was consensus that the funding could be used to support educational workshop(s) regarding basic contamination issues in the category of food quality, safety and perceptions. The target audience would be growers and institutional buyers. Suggestions for presenters included Chris Santorini (sp?) with the Pear Board, someone from the Regional Water Quality Board and Trevor Seslow (sp?).

Steering Committee members also discussed a grant outline prepared by the Lake County Winegrape Commission that appeared to contain a work plan very similar to HLN's current project. Steve volunteered to call Shannon for more details.

REVIEW OF OPPORTUNITIES AND CHALLENGES IDENTIFIED AT THE LOCAL FOODS FORUM. Following a review of the outline generated during the afternoon roundtable discussion, Rachel suggested a workshop dealing with value added products as an appropriate follow up to enable local producers to use more local product and sell year round.

RFP TO DEVELOP ONLINE FOOD ORDERING SYSTEM. Susan reported that the RFP was distributed on March 22 with a May 3 deadline for submitting proposals. She added that she and Jackie were developing responses to a list of Frequently Asked Questions that would be posted on www.lakehln.org.

Regarding review of proposals, it was decided that the following people would be contacted to assist the Steering Committee: Shermain Hardesty, Holly Harris, Ed Robey, an institutional buyer, and someone from Health Services. Depending on the number of proposals, an interview panel would be convened including Susan and 2-4 of the reviewers.

TEALE LOVE'S REQUEST FUNDS TO PAY FOR DELIVERY TRUCK SIGNAGE. Teale submitted, by email, a request for an unspecified amount to pay for signage promoting "Eat Fresh, Buy Lake County Grown" and allowing space that could be rented to other growers as a way of defraying his commercial liability expense. Susan said that the CDFA grant budget does include a line item for "Truck, gas, driver for food transportation" but she thought it would be a good idea to wait until proposals for the Online Ordering System were reviewed in case one of them required those funds to launch delivery service. Rachel suggested encouraging the growers currently providing delivery to informally determine if anyone else will also be providing this service before allocating funds to a single person.

LOCAL FOOD GUIDE. Susan said that there is \$6,000 in the CDFA budget for development and production of a Local Food Guide. Jackie distributed copies of the Mendocino County Food Guide and Lake County Farm Trails Brochure as format examples. The following points were made in discussion:

- Susan would like to include information about identifying locally grown produce in widely marketed foods. Rachel thought Del Monte and Seneca would encourage and perhaps help support that element of a Food Guide.
- Rachel said the two formats served two very different purposes: the Lake County brochure is for ag tourism while the Mendocino County publication is a food shopping guide.
- Jackie suggested contacting the producer of the Mendocino guide to see if it was possible to use the same template with a few modifications for Lake County. Rachel suggested also asking if the guide is working and how they're evaluating its effectiveness.
- Rachel suggested clarifying the extent and purpose of Cornelia's efforts to publish similar information on the Farmers' Finest website in order to avoid duplication.

UNUSED FOODS FORUM BUDGET. There was consensus among Steering Committee members that the unused funds should be dedicated to specialty crop promotion and education efforts.

PERFORMANCE MONITORING. Following Steve's explanation about ag census data not becoming available during the term of the grant, Susan requested direction regarding other ways to demonstrate expansion of specialty crop production. Rachel suggested using the Annual Crop Report. In response to Jackie's question about the Ad Department's permit information, Steve explained that operations smaller than one-half acre would be omitted because permits are not required for them.

Rachel suggested sponsoring or facilitating workshops to help new farmers get started and existing farmers expand their operations. She referred Susan to *Farmer Links* to help identify resources to common obstacles such as start-up loans, land use arrangements, equipment exchange, etc. She added that an online survey could be launched to help identify local infrastructure needs and the types of educational opportunities local farmers want.

The meeting was adjourned at 3:30 p.m.