

CDFA Steering Committee
AGENDA
Agenda
April 14, 2010 ~1:00 – 2:30
Lake County Ag Center Conference Room, Lakeport

- I. Follow up on Food Summit
 - a. Review of Opportunities and Challenges recorded from afternoon session to identify themes or key topics for further discussion and/or action

- II. Online Ordering RFP
 - a. Released March 22, due May 3; target dates to review March 4 – 10, with interview of applicants targeted for May 12 – 17.
 - b. Designation of review team, process and dates to review applications

- III. Consideration of format for a Local Food Guide to list availability of local produce, such as where it can be purchased, items that are grown and when they are available.
 - a. Possible update of the current Farm Trails brochure created by the county, or development of a different format, such as the Mendocino County Local Food Guide.

- IV. Possible change to CDFA scope of work regarding re-allocation of unused presenter fees from the Food Summit

- V. Discussion regarding Performance Monitoring Data Collection Plan
 - a. Food Summit
 - i. Data to be collected: Sign in sheets, follow-up tasks, additional participants in workgroups
 - b. Eat Fresh ~ Buy Lake County Grown
 - i. Data to be collected: information flyers in utility bills, logo displayed in establishments, CATCH curriculum complements promo efforts, Co-op membership increases,
 - ii. How to collect community response to promo efforts?
 - c. Increase of fresh produce in schools
 - i. Data to be collected includes expansion of Farm – School to at least one more school district, and food service purchase records demonstrate increase of fresh produce
 - d. Increase of fresh produce purchasing in institutions other than schools
 - i. Data to be collected includes 3 senior centers, 3 restaurants, 1 casino (during 2011 -2012), tracked by online ordering
 - e. Specialty crop production increases
 - i. Data to be collected from 2012 Ag Census reporting new farmers, Ag Census reports number of acres in production increase from 30 to 50 and Ag Commissioner reports increase number of growers represented at Farm Markets

- f. Components of Local Food System work in tandem
 - i. Data to be collected includes information from online ordering system, food transport system with designated drop and pick-up sites, potential and actual processing points are identified, and options for use of grower surplus
 - g. Consumption of local produce increases and nutrition improves
 - i. Data to be collected includes increase purchase in schools, CATCH documents nutrition improvement, Online ordering documents increase of crop varieties/quantities, Farm Market sales demonstrate increase consumption by public, WIC tracks \$20 Farm Market voucher from 65% - 100% use by 2012
 - h. Infrastructure in place to coordinate use of local specialty crops within a cohesive framework that works in tandem
 - i. HLN works on behalf of all entities to facilitate food system discussions to achieve above outcomes
- VI. Discussion regarding Strategy to increase specialty crop production
- a. Further defining of action steps that may be necessary to increase specialty crop production
- VII. Other updates
- a. Teale Love's signage proposal