

CDFA Steering Committee
AGENDA
Agenda
May 12, 2010 ~1:00 – 4:00
Lake County Ag Center Conference Room, Lakeport

- I. Updates
 - a. Follow-up on application by Wine Commission for CDFFA Specialty Crop grant
 - b. Follow-up on request by Teale Love for HLN to purchase signage and rent space on his local food transport truck
 - c. Follow-up on Farm Foundation grant
- II. Discussion regarding format for Local Food Guide
 - a. Review of suggestions made by various groups regarding Food Guide format
- III. Possible change to CDFFA scope of work regarding re-allocation of unused presenter fees from the Food Summit
- IV. Discussion regarding Farm – School students on farm sites
- V. Preparation for Online Ordering RFP interviews

FYI

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