

CDFA Steering Committee  
AGENDA  
Agenda  
June 9, 2010 ~1:00 – 2:30  
Lake County Ag Center Conference Room, Lakeport

- I. Updates
  - a. Teale Love's truck now has Eat Fresh ~Buy Lake County Grown signage
  - b. Cornelia is using the Eat Fresh banner at the north shore Farmer's Markets. Another banner will be purchased for south shore Farmer's Markets
  - c. Requested change to CDFA budget regarding re-allocation of unused presenter fees from the Food Summit
  
- II. Discussion regarding Eat Fresh ~ Buy Lake County Grown promotional strategy
  - a. Shelly Mascari has convened Farmer's Finest, the Co-op and CDFA to look at promotion of local products
  - b. Shelly will work with Mandy Feder at Record Bee to submit a series of articles. She is very receptive to a series of articles that would promote local produce from different perspectives and run in various sections of the paper. For instance:
    - i. Ag page -- Runs every Friday -- anything to do with agriculture
    - Green Scene -- Runs every Wednesday -- broader environmentally friendly topic list here -- not just food.
    - Health Page -- Runs every Saturday
    - Education page -- Runs every FridayWe could do a series for the Agriculture section that included economic benefits of buying local, online order system, farmers growing to support school and institutional needs, and farmer interviews. A health series could focus on what to expect at farmers markets and when, with recipe ideas for using the seasonal products, and promoting the food guide when it is released. The education page could be used for info on the school gardens and the CATCH program, and our essay contest in the fall. We could do one section as the "series" concept and then submit other articles as we can.
  
- III. Discussion regarding feasibility of Lake County packaged foods for local vending machines
  
- IV. Update regarding online ordering system contract
  
- V. Review of possible table of contents for Food Guide
  - a. Possible Contributors
  - b. Possible timeframe

FYI

Performance Monitoring Data Collection Plan based on Scope of Work

- c. Food Summit
  - i. Data to be collected: Sign in sheets, follow-up tasks, additional participants in workgroups
- d. 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?
- e. 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
- f. 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
- g. 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
- h. 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
- i. 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
- j. 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