

HEALTH LEADERSHIP NETWORK
CDFA STEERING COMMITTEE MEETING
June 9, 2010

In attendance: Rachel Elkins, UCCE Advisor; Steve Hajik, Ag Commissioner; Debra Sommerfield, Lake County Marketing & Economic Development; Susan Jen and Jackie Armstrong, Health Leadership Network (HLN).

EAT FRESH, BUY LAKE COUNTY GROWN.

A photo of Teale Love's delivery truck with the "Eat Fresh..." signage was projected. The signage was prepared and installed by Randy Hare. Susan reported that the "Eat Fresh..." banner used at the Local Foods Forum has been loaned to Farmers' Finest for use at their two farmers' markets and that she is waiting for approval of a CDFA budget adjustment before ordering a second banner for use at south County farmers' markets.

Jackie reported that only 82 reusable "Eat Fresh..." bags are left.

Susan reported that she'd met with marketing consultant, Shelly Mascari, and representatives of Farmers' Finest and the Lake County Community Co-Op to discuss ways of promoting local foods. Targeting local media, they learned that the Record-Bee has an Agriculture page on Fridays, Green Page on Wednesdays, and Health and Education Pages on Saturdays. She said the group discussed interviewing farmers to develop a series of feature stories and that she had just completed an article titled "Fighting the Obesity Epidemic in Lake County" that was published in today's Record-Bee. Committee members endorsed the plan to feature local farmers in a series of articles. Rachel suggested contacting Kathi DiMartini as a capable writer with a background in agriculture and nutrition.

SNAP TIP SHEET. Copies of a two-sided tip sheet developed as a project of the Health Policy Council was projected. One side has information about online food stamp application process, and the other side contained a comparison of fresh vs. processed food costs and nutritional information. Rachel suggested adding pears to the list of high fiber foods. She also suggested contacting Roberto Lozano or Teresa Rodriguez for Spanish translation services.

VENDING MACHINES. Susan reported that another project of the Health Policy Council is to increase healthy choice offerings in vending machines on County property to align with school vending machine standards. In response to a suggestion to try offering local foods in vending machines, HLN is working to identify local processors and packagers. Rachel said that she thought trail mix using walnuts and dried pears would be more successful than separately packaged pears or walnuts. She suggested contacting Lon Roth for the walnuts and Ted Herrera as a prospective trail mix producer. Steve said that any processor would need to work closely with his department regarding labeling requirements. Susan said that she planned to meet with Canteen Services to explore the viability of this project and the financial impact on both the vending machine company and site beneficiaries (e.g., County Employees' Association).

ONLINE ORDERING CONTRACT. Susan reported that she and Jackie met with Health Services and Farm Bureau representatives this morning to review the draft contract for development of an online ordering system. She added that the Committee's recommendations regarding open source software, transaction fees, and consulting with Rich Adams were incorporated into the draft contract. The contract will be reviewed by the Farm Bureau committee that developed the proposal and a second meeting will be scheduled with Health Services and HLN to, hopefully, finalize the scope of work and budget. Susan was invited to join the Farm Bureau's committee and will begin attending meetings in the near future. She added that she felt the website's user-friendliness was critical to project success and that she would rather avoid changing software mid-stream. Rachel said that she thought the number of users would be small enough to allow for personal retraining if that kind of transition became necessary. She added that she thought it was important to move forward as quickly as possible in order to take advantage of the Farm Bureau's enthusiasm.

In response to Rachel's question about grant purchasing process/requirements, Susan explained that equipment and inventory supplies required prior approval by Health Services but invoices for office supplies could be submitted on a monthly basis without prior approval. She added that press releases and website design also require approval prior to release and that the media approval process usually takes about five days.

LOCAL FOOD GUIDE. Jackie distributed a list of suggested content for a Local Food Guide. Susan asked for suggestions about people who could possibly provide content information and asked Rachel if she would be willing to draft a short article about the locally-grown foods that return to the county under various labels such as Del Monte, Seneca and Diamond Walnuts. Rachel said that Cisco is a huge customer of local produce, especially pears, that returns to the county in institutional-size #10 cans. She also said that Pacific Coast Producers is a processor of county tomatoes, peaches and pears.

Rachel suggested including information about food safety practices for handlers after produce is purchased and said that Julie in her office could pull that information together.

There was some discussion about how www.lakecountyag.com might be used as a central resource for other local ag websites.

The meeting was adjourned at 3:15 p.m.