

CDFA Steering Committee
July 20, 2010
3:00 – 5:00
Ag Center Conference Room

- I. Update regarding online marketing strategy
 - a. Food Guide distribution
 - b. Food Guide press release
 - c. Online website press release
 - d. Cinema Ad
 - e. T-shirt bags
 - f. Mendo-Lake Family Life Magazine

- II. Update regarding new contracted promotion position
 - a. Tammy Alakszay has accepted the position
 - b. Position will focus on recruiting and training farmers to participate, setting up additional drop points and engaging institutional buyers, such as restaurants, casinos, senior centers
 - c. First training conducted at Angel's July 6th

- III. CDFA Site Visit and Farm Bureau Annual Dinner

- IV. California Human Development grant submission

- V. Local Food Roundtable
 - a. Report to the BOS on hunger

- VI. Final grant events