

CDFA Steering Committee Agenda
Sept 21, 2011
3:00 – 5:00
Ag Center Conference Room

- I. Update regarding online marketing strategy
 - a. Food Guide's distributed as insert in Record Bee and to all organizations; hospitals and health department are using them as nutrition support with their patients
 - b. Cinema and Mendo-Lake Family Life Magazine are running promo ad
 - c. T-shirt bags have been delivered to farmers participating online
 - d. Restaurants next in line for promotion of local produce
 - e. Iron Chef Cook-Off and recipe contest scheduled Oct 9 as part of Harvest Festival
 - f. Input regarding how to utilize Eat Fresh ~Buy Lake County Grown as a general umbrella for promoting local produce and not limited to online system only

- II. Update from Tammy Alakszay
 - a. Recruitment and training of farmer participation
 - b. Increase of sales to date
 - c. Addition of drop points
 - d. Other outreach and training efforts

- III. Discussion Points related to online ordering and grant objectives
 - a. How to better engage institutional buyers, such as restaurants, casinos, hospitals, senior centers
 - b. Continuation of online system beyond grant term
 - c. Follow-up on Chronicle news article and response by Dan Desmond
 - d. Board Member for CA Human Development food processing grant application
 - e. Educational campaign regarding value of purchasing local produce (Food Roundtable workgroup)
 - f. BALLE training
 - g. Report from Steve regarding increases in specialty crop production; CDFA bi-annual report will be coming due soon
 - h. Review of Performance Standards