

Lake County Local Foods Forum
Agenda

10:00 am	Welcome and Brief Overview of the CDFA Specialty Crop Block Grant	<i>Susan Jen, Director Health Leadership Network</i>
10:10 am	Introduction of Panelists	<i>Anthony Farrington, Chair, Lake County Board of Supervisors</i>
10:15 am	CDFA Vision for Specialty Crops in Context of California Farming and Local Food Movements Know your Farmer, Know your Food, Farm to School, regulatory issues and diversification.	<i>A.G. Kawamura</i>
	Overview of Specialty Crops in Lake County: Agricultural, Economic and Community Contributions Paul Lauenroth Colleen Rentsch Patrick Scully	<i>Introductions by Rachel Elkins, Pomology Farm Advisor Lake & Mendocino Counties</i>
	Key Concepts Related to Local Marketing Opportunities for Specialty Crops Direct Marketing options, processing facility needs, food safety regulations, collaboration in transportation and distribution.	<i>Shermain Hardesty</i>
	Local Foods and Institutional Services Nutritional and culinary benefits of cooking with fresh, local foods, development of institutional food policies and purchase agreements.	<i>Jenny Huston</i>
12:30 pm	Buffet Lunch featuring Lake County Bounty: Hearty Winter Soup in Whole Grain Bread Bowls & Roasted Vegetable Salad on Fresh Greens <i>Displays featuring local farms and farm products, seasonal crop and nutritional information.</i>	<i>Julie Hoskins, Chic le Chef</i>
1:30 pm	Roundtable Discussion of Grower and Buyer Needs Andrew Brait, Full Belly Farm Dan Goff, GbarG Ranch Jim Leonardis, Leonardis Organics Rafael Valadez, Suchan-Valadez Margaret Fox, Harvest Market Mickey Patterson, Correctional Facility Food Supervisor Michelle Malm, Kelseyville Unified School District Community Co-Op <i>Additional growers and buyers to be announced.</i>	
	Open Discussion of Challenges and Benefits <i>Facilitated by Jenny Huston and Shermain Hardesty</i>	
3:45 pm	Next Steps	<i>Susan Jen</i>

Iron Chef Cook-Off! 4:00-5:30 pm

The Cook-Off will demonstrate how local produce can be used to create tasty, nutritious recipes.

A panel of adults and kids will judge the Cook-Off recipe contest. This will be an opportunity for the public to connect with local growers as part of promoting Eat Fresh - Buy Lake County Grown.

Eat Fresh - Buy Lake County Grown



Lake County Local Foods Forum

For Lake County Fresh Food Growers and Buyers

March 15, 2010
Lake County Fairgrounds
Little Theater
10:00 am — 5:30 pm

Eat Fresh - Be Healthy - Buy Lake County Grown

Featured Presenters

A.G. Kawamura

Governor Schwarzenegger appointed A.G. Kawamura as secretary of the California Department of Food and Agriculture in November 2003. Secretary Kawamura is a produce grower and shipper from Orange County, where his family grows strawberries, green beans and other specialty crops. He is a founding partner, along with his brother, in Orange County Produce, LLC. As an urban agriculturist, he has a lifetime of experience working along and within the expanding urban boundaries of Southern California.

Secretary Kawamura is widely known for his passion for education and his commitment to the issues of hunger and nutrition. His nationally recognized urban projects, such as the 7-acre Common Ground project in San Juan Capistrano and 4-acre Incredible Edible Park in Irvine, are agricultural paradigms linking nutritional education and interaction with local schools and food banks.



Jenny Huston, MA, CEC, CDM, CFPP

Chef Jenny Huston, a native of San Francisco has 30 years of wide ranging experience in the restaurant and food services industry. She operated J. Huston Catering and consulting for 17 years, while earning academic degrees from San Jose State University in Dietetics and Food Sciences, and Management; and her Masters from New York University in Food Economics, Policy, and Food Systems, to support her work on issues of food equity and nutrition.

In addition to teaching culinary arts at local community colleges and consulting, Jenny has worked with Project Open Hand in San Francisco, The Doe Fund, in New York City and Bay Area Community Services in Oakland. Jenny is the founder of Farm to Table Food Services in Oakland.



Dr. Shermain Hardesty

Dr. Shermain Hardesty serves as the director of the UC Small Farm Program and as a Cooperative Extension Economist in the Department of Agricultural & Resource Economics at UC Davis. Her research interests frequently focus on collaborative structures to enhance returns to producers. One focus of her work with the Small Farm Program is exploring more efficient marketing and distribution systems for small-scale farmers. Related topics of interest include regulatory relief for small producers, and value-added products.

Since 1993, Hardesty has taught the course "Getting Started in the Specialty Food Business" at UC Davis-Extension. She joined the faculty of the Department of Agricultural & Resource Economics in 2004 and also served as the director of the Rural Cooperatives Center. She began serving as the Small Farm Program director in July 2007. Hardesty holds a Ph.D. in agricultural economics from UC Davis.



Good Things Are Growing in Lake County!

THIS IS FOR YOU!

We invite your participation in a day that will focus on opportunities for:

- Local growers and local buyers to have discussion about local food dynamics and to make connections regarding local market possibilities.
- Improving population health by increasing consumption of locally grown specialty crops within our community.
- Hearing directly from A.G. Kawamura, the State Secretary for California Dept of Food and Agriculture regarding a number of current initiatives such as the CDFA Specialty Crop block grants, "Farm - School," "Know Your Farmer, Know Your Food," and how this fits into a larger vision for local food systems.
- Hearing from experts on recent developments in effective local marketing and distribution approaches, as well as how local food initiatives are benefitting communities.
- Learning more about how this event fits within the goals of the CDFA Specialty Crop block grant recently awarded to County Public Health on behalf of the Health Leadership Network.
All you have to do is register!

REGISTRATION INFORMATION

No fee required. This event is funded by a Specialty Crop block grant from the California Department of Food and Agriculture (CDFA).

All growers, buyers and Lake County residents are welcome and encouraged to attend. Registration is required.

Register online at www.lakehln.org or call (707)274-2459.

Farmer Displays:

One significant purpose of this event is to highlight farming contributions to our community. Please create a display or poster (at least 24x36) about your farm and farm products that can be taped to the wall or set on a table. Suggestions for content include:

- What you grow
- When it is available
- Where it can be purchased
- Photographs

You may reserve table or wall space by email hlnassistant@sbcglobal.net or by calling 707-274-2459, and install your display 9-10 a.m. on the morning of the Food Forum.