Humboldt Food Policy Council
September 20, 2011
Humboldt Area Foundation, 5:30 – 7:45 pm
NOTES

Participants: Angeline Schwab, Laura McEwen, Ann Anderson, Suzanne Simpson, Michael Canning, Ann Lindsay, Donna Wheeler, Juliette Bohn, Portia Bramble, Heather McKellar, Cynthia Coronado-Brown, Debbie Perticara, Deborah Giraud, Kate Jamisen-Alward, John Woolley, Lauren Sarabian

1. Welcome and Introductions

2. Humboldt Food Policy Council Updates
   a. Quick ‘Food Council History’ for newcomers
   b. The Food Policy Council has newly gone up on Basecamp, an internet sharing platform like Google Groups. This is a place where we can post events for sharing, send messages to each other and write documents together. If you didn’t receive an invitation to join Basecamp, please let Danielle know at danielle.stubblefield@humboldt.edu.

3. Member Updates on community Food Systems Work
   a. Market Match

Portia Bramble, North Coast Growers Assoc and Michael Canning, Food For People

- What it is: CalFresh participants swipe EBT card at Market Managers booth and get extra tokens for the market. Beginning of program allowed $5 for every $10 swiped, now get matching dollar for dollar (up to $15?). Tokens are printed in two colors for tracking of ‘match’ dollars.
- Market Match program funded by Roots of Change through CDFA Specialty Crops grant. Roots of Change works with Wholesome Wave, who supports these programs around US.
- Roots funds a consortium of 9 projects in the state, now Humboldt & NCGA are part of a sharing network of other markets running match programs.
- The program has increased CalFresh shoppers at market and research shows that once new shoppers come, they will come again (learn how it works, like the fresh foods, more comfortable, etc).
- EBT use has doubled at NCGA markets since last year, and since the markets first began taking EBT in 2008 the use has grown nearly 300%.
- Benefits to farmers with extra sales $$, but farmers also have been generous with ‘rounding down’ for patrons with tokens (can’t give change and tokens come in $1 increments, so for instance charge only $4 for food of $4.50 value). DHHS is hearing good feedback about the Market Match from CalFresh clients.
- The grant provides funding for administrative time and outreach in addition to the matching dollars. The grant ends at end of September, although NCGA markets last later into the fall.
- Other partners have been at the Farmers’ Markets:
- CNAP with food demos
- DHHS through ‘grow your garden at home’ materials

**Goals / Next Steps:**
- Broaden match participants next year to include Seniors (match Farmers’ Market Nutrition Program coupons) and individuals on SSI (since they can’t receive CalFresh).
- NCGA has learned through working with Food For People and hopes to take more of a leadership role in the next round of granting.
- Will need help raising local funds to show support for next year’s grant application.

**b. Food Donations**
Melissa Jones, California Center for Rural Policy

- Increased food donations are win-win: they increase quantity of food at shelters, soup kitchens, etc., and reduce amount of food waste in the waste stream at the same time.
- The main reason individuals and institutions don’t donate is because of FEAR.
- Food donations are protected at both the federal and state level
- Examples of ‘Food Rescue’ programs
  - Some are run through a good bank, some are not
  - Main point is to connect food donor and receiver
  - Some help with transporting the food, using low-tech equipment like coolers or thermal blankets, while others do not
  - They have some form for liability release
  - Some employ professional food handlers
- Del Norte example of Harrington House. They had no food budget, but rounded up donated prepared foods from Starbucks, Sutter Coast Hospital and many others.
- Policy ideas:
  - Database of donors and receivers (Heather K. remembers Co-op woman starting a list like this, we think it’s Melanie B’s from the Food Collaborative, which lists grocery store contacts who are in charge of food donations)
  - Donations made an automatic part of a catering contracts (i.e. check a box that leftover foods can be given away by the caterer)
  - Make a sample, boiler plate form that businesses and organizations could adopt for all of their meetings that food would automatically be donated. Internal policy made easy!
  - John Woolley at Wes Chesbro’s office is open to ideas for further policy changes relating to this to push for in October.

**Goals / Next Steps:**
- Melissa can help if people are interested in working on this issue further
- Ann Lindsey can make the Public Health produce donation guidelines official, post on websites, share with partners, and help make the document more accessible.

**c. Food Processing Facilities & New Farmer Programs**
Deborah Giraud, UC Cooperative Extension
• Deborah and Simona C. have put together a Google spreadsheet with three tabs, as they realized there are three different types of data they were gathering:
  o Kitchens that may be rentable for food canning/processing
  o Facility details: who to contact, what the charge is, etc.
  o People who own & don’t rent their own facility (so DON’T include on list of potential sites)
• Food Processor Survey: finalized a survey to small-scale food businesses with CCRP for the Redwood Acres Fair, but there weren’t many candidates. Can be used in other settings.
• **Goals / Next Steps:**
  o Volunteers to help fill in the Google database – if we each do one or two, we can get it done! (Put sticky note with name on ‘Connect Me’ poster)
• **Discussion:**
  o Database should include question regarding how busy the kitchen already is, as some don’t have room for more renters.
  o Q: What about school kitchens, can they be rented out? Deborah not sure of non-school affiliated activities, but has seen school kitchens intensively used by campus events/clubs/etc. Someone else mentioned they often lack the equipment now, since so many are just designed for warming and serving food, not cooking it.
  o Years back the Co-op Community Fund Board discussed this need (for more kitchen rental spaces) and they should be asked if anything came of it. Co-op role?
  o Q: What about larger canning or flash freezing facility? No, this database isn’t about that scale, but yes, there’s a need for it. An Economic Fuel winner (Cory Suttell) had a business model based on this concept, we should get an update.
• **Other Projects…**
• Deborah part of a Beginning Farmer/Rancher grant to work with California FarmLink to bring farmer IDA (Individual Development Accounts) programs, as Deborah is doing locally with Arcata Econ Devel Corp, to the national level.
• She has a crop of beginning farmers working their way through the financial management classes, etc., that are required to be part of the IDA program and it is going well. (farmers save money over the course of the year and it is matched with local funds so that they can achieve their business goal at year’s end).
• **Next Steps:** Hoping to offer the IDA program again next year, will need matching funds.
• Deborah recently received funding to provide Agricultural and 4H Extension to Native American communities.
• CCRP will be subcontracting to do a Community Food Assessment.
• She is hiring a student from HSU or CR, let her know of any promising candidates!

d. **Local Branding**
Angie Schwab, Humboldt County Economic Development Division
• Economic Development brings in $8 – 16 million a year, most of which then goes out to community partners
• Humboldt Made began when Specialty Agriculture, Food and Beverage was identified as an industry cluster that was growing (and paying livable wages) on the North Coast.
• Humboldt Made seeks to be an umbrella brand for products made here and to help Humboldt County be identified as the ‘natural food capital of California’.
• To be accepted as Humboldt Made you need to meet 3 criteria:
  o 100% product made by Humboldt County workers
  o Have to be legal
  o Has to make sense with their goals: artisanal, local, natural
• They had planned to roll out the brand and then ‘send it free’, but instead it has become more like an organization. Humboldt Made is now figuring out how to work together, how to use resources wisely, how to help people USE the promotional tools.
• A recent success story was the Redwood Acres Fair that last June became the ‘Humboldt Made Fair’ for the first time: attendance doubled, and it helped get the word out that local food helps support the local economy.
• Working on ‘Eat and Greet’, industry development and youth workforce development
• Partner with Buy Fresh Buy Local, newly with Locally Delicious, and also w/ North Coast Cuisine on KEET.

**Goals / Next Steps:**
- They are working on a ‘Values Statement’, you can share your ideas with Angie
- Buy Local Receipt: Working with grocery stores in the county to code local foods so that money spent on ‘local products’ shows at bottom of receipt. It will also indicate the number of jobs that amount of $ supports/generates.
- Keep Angie updated regarding what you’re working on, so she can keep you in mind while reviewing grants – she can help bring in money to your efforts and to the county.

e. **Locally Delicious Projects**
Suzanne Simpson and Ann Anderson, Locally Delicious

• General activities:
  o Raising $10,000 for next book LunchBox envy
  o Hired new intern, Kate Jamison-Alward
  o Updating FaceBook and website
  o Giving grants
  o Supported Klamath students to come tour the UIHS Potowot garden
  o Doing 6-part series on Access TV

• Food Corps:
  o Modeled after AmeriCorps, Food Corps provides staff to work in school gardens and teach garden-based nutrition to the students. Suzanne would love to see an agency or organization from Food Policy Council step up as a host to get this program running. Info link [http://foodcorps.org/](http://foodcorps.org/)

• “It’s Our Right to Know”:
  o Campaign to fight GMOs in our food
  o In order to get an initiative on the 2012 California ballot to require labeling of GMOs, thousands of signatures are needed. If you want to help collect signatures or contribute in other ways, contact Locally Delicious (info@locally-delicious.com) or
see the local Face Book page on this issue
http://www.facebook.com/pages/Northern-Humboldt-Label-GMOs-Its-Our-Right-To-Know/261102930590502

- Post-meeting update: there will be a march and rally Sunday Oct 16th from I and 2nd streets in Eureka to the County Court House, noon to 3:00pm.
- State info: http://www.organicconsumers.org/bytes/ob297.htm#SEC3

- **Farm to Food Bank:**
  - This program started in 2010 when St. Joes matched Locally Delicious’ contribution and $1,000 went to 6 farmers each, and Food for People was able to request they grow specific, high nutrient produce.
  - Farmers gave about 5 tons of food, often donated extra, and delivered the same quality as they were selling to restaurants and at Farmers’ Market.
  - In 2011 Locally Delicious gathered $7,000 ($3,000 from them, matched by St. Joes, and $1,000 raised in community and at FPC) for more farmer contracts! Also received extra donations after deadline, so have about $700 in pot for next year.

**Discussion:**
- Q: Can it be requested that at least one of the farmers to get a contract is a beginning farmer? $1,000 would make a big difference to them. LD will talk with Jason at FFP.
- Local (produce) farmers are mostly from out of area, didn’t inherit property. Their incomes are very low.
- Specialty Ag production in County raised tremendously from 1999 to 2009. (Ag Commissioners reports)
- Farmers really need partners for value added production and distribution opportunities.
- Suzanne is speaking once a month on Channel 3, give her your food policy related info and projects, and she’ll mention it.

f. **Food Waste**
 Juliette Bohn, Humboldt Waste Management Authority

- HWMA received EPA grant in April (Climate Shift...?) and hired Sara Mosser as Food Waste Diversion Programs Specialist.
- Working to start food waste diversion, working with early adopters such as HSU. Learning issues they will need to tackle:
  - Bins leak
  - Educating students to shift behaviors
  - Interfacing with hauler
  - ‘Right-sizing’ recycling
- Will expand to 50 more business in Eureka and unincorporated areas
- ‘Food Digester’: takes in food waste and makes energy! By-product is compost.
- They have released a RFP to makers of food digester systems
  - Luckily timing is right that many vendors have a new interest in ‘small’ systems that fit rural communities of our size.
• This summer undertook Food Waste Characterization study
  o Looked at solid waste streams throughout Hum Co.
  o HSU, Trinidad (& Blue Lake?) Rancherias got their own characterizations as part of it
  o Found that 26% of our waste stream is from food, that’s up to 33% if also include food wrappings.
  o See their website for more info: http://www.hwma.net/food-waste
• Benefits of digester:
  o Local green jobs
  o Full cycle: high Nitrogen compost by-product can be sold and goes back to agriculture
• Goals / Next Steps:
  o Need policy to support this program
  o People won’t ‘feel’ like diverting food waste. Found in SF that 23% of population voluntarily diverted food waste and recyclables from waste stream, but now that it is mandatory more than 90% do.
  o We’re going to have to work together to build public interest!
  o Once again, Humboldt is on the leading edge, as it is rare to find example of rural communities doing this.
• Discussion:
  o Q: does food waste include fats, oils and grease? These are actually a commodity that can be used. Currently collected only because of local ordinance and are hauled to Chico or Bay Area.
  o Q: Is meat rendering included? Currently ranches/dairies don’t have options for dead animal disposal. A: complicated, b/c still have to deal with all those big bones.
  o Maybe the Food Waste Digester, or it’s compost, could be a Humboldt Made product!
  o We will be Juliette’s ‘Happy Network’: In public hearings, usually only the negative voices are heard. She needs US to show up. She will keep us posted of dates & opportunities.
  o We can ‘like’ the HWMA Food Digester/Diversion Program on FaceBooK: http://www.facebook.com/pages/Humboldt-Foodwaste-Diversion-Program-HWMA/152791844805930?sk=wall

4. Announcements
   (several made, no notes)

5. Next Steps
   a. Let Danielle know if your organization is interested in presenting an update at our next Food Council meeting.
   b. Scheduling interim workgroup meetings: Danielle can work with individual Workgroups between Food Council meetings now. Let her know if you want to meet to work further on your Policy Topic!

Current Workgroups:
• Agricultural Production (incl Community Based Agriculture and Farmer Support)
• Farm-to-Institution (incl Distribution and Institutional Food Service)
• Food Insecurity
• Food Processing
• Healthy Food Access & Education (incl Workplace Food)
• Outreach
• Planning / Land Use
• Food Waste
• Healthcare & Food

6. Evaluation and Networking

“Connect Me” post its:
• Help with data entry for food pantry surveys
  o Cynthia Coronado-Brown
  o Kathy Hayes
• Redwood Acres / Humboldt Made Fair
  o Lauren Sarabia
• Help with calling food processing facilities for database
  o Ann Lindsay
  o Laura McEwen
• Include as part of Juliette’s Food Digester ‘Happy Network’
  o Laura McEwen
• Will pursue info regarding large-scale processing, freezing facility:
  o Ann Anderson
• Add to Basecamp:
  o Kate Jamison-Alward
  o Lauren Sarabia