



Catalyzing urban farming in multiple cities in the County

# 2016 PLAN *for impact*



Understanding barriers to accessing healthy food



Supporting new and aspiring farmers



Reducing food waste and addressing hunger

## San Diego Food System Alliance Events and Meetings Calendar (2016)

Mo	SD Related Large Events	FSA Lead Events	Voting Member	Executive Committee	Food Recovery	Healthy Food Access	Urban Agriculture	Reducing Barriers to Farming
Jan			Tues 1/5 12-5pm Leichtag	?	Thurs 1/21 2-4pm	Mon 1/11 3-4:30pm	Wed 1/13 3-4:30pm	-
Feb	Zero Waste Symposium, Soil Matters			?	Thurs 2/18 2-4pm	Mon 2/8 3-4:30pm	Wed 2/10 3-4:30pm	-
Mar			Tues 3/1 2-5pm Price Bldg?	?	Thurs 3/17 2-4pm	Mon 3/21 3-4:30pm	Wed 3/9 3-4:30pm	Wed 3/16 1-3:30pm
Apr	Earth Fair, Biocycle	<b>WastED Dinner, Just Eat It screening</b>		?	Thurs 4/21 2-4pm	Mon 4/18 3-4:30pm	Wed 4/13 3-4:30pm	-
May			Tues 5/3 2-5pm County OC?	?	Thurs 5/19 2-4pm	Mon 5/16 3-4:30pm	Wed 5/11 3-4:30pm	-
June		<b>Good Food Jobs Roundtable?</b>	Voting member networking?	?	Thurs 6/16 2-4pm	Mon 6/20 3-4:30pm	Wed 6/8 3-4:30pm	Wed 6/15 1-3:30pm
July			Tues 7/5 2-5pm Farm Bureau?	?	Thurs 7/21 2-4pm	Mon 7/18 3-4:30pm	Wed 7/13 3-4:30pm	-
Aug		<b>Community Agriculture Food Forum w/IRC</b>		?	Thurs 8/18 2-4pm	Mon 8/15 3-4:30pm	Wed 8/10 3-4:30pm	-
Sep			Tues 9/6 2-5pm Jacobs?	?	Thurs 9/15 2-4pm	Mon 9/19 3-4:30pm	Wed 9/14 3-4:30pm	Wed 9/21 1-3:30pm
Oct	Slow Food Good Food Community Fair, Let's Go Local!	<b>Food Waste Solution Summit</b> Tues 9/27 12-5pm		?	Thurs 10/20 2-4pm	Mon 10/17 3-4:30pm	Wed 10/12 3-4:30pm	-
Nov	Farm Bureau Expo, Soil Shindig		Tues 11/1 2-5pm County OC?	?	Thurs 11/17 2-4pm	Mon 11/21 3-4:30pm	Wed 11/9 3-4:30pm	-
Dec		<b>Seafood Saturdays Launch Event?</b>		?	Thurs 12/22 2-4pm	Mon 12/19 3-4:30pm	Wed 12/14 3-4:30pm	Wed 12/14 1-3:30pm

Other Alliance event ideas: Know Your Food System Gala, Working Group Summit, Healthy Food Purchasing Workshop

## San Diego Food System Alliance Working Groups Overview (2016)

Name	Objective	Key Issues Addressed by WG	Outcomes	LT Impact
<b>Reducing Barriers to Farming</b>	Support beginning famers and addressing barriers to entry by promoting resources, informing policies, and catalyzing actions	Key stats (scope of issue): <ul style="list-style-type: none"> <li>• Avg age of farmers is 61 y.o.</li> <li>• Farmland in SD decreased 43% since 1987</li> </ul> Key regional needs addressed: <ul style="list-style-type: none"> <li>• Lack of resources/ knowledge/ skills needed to start farming (affordable land, capital, business planning, marketing)</li> <li>• Lack of peer networks and programs for new farmers</li> </ul>	<ul style="list-style-type: none"> <li>• Increased knowledge</li> <li>• Increased access to resources</li> <li>• Increased connections between new farmers as well as mentors</li> </ul>	More farmers successfully farming in San Diego
<b>Food Recovery</b>	Eliminate the half million ton of food waste that is sent to San Diego County's landfills every year through promoting resources, catalyzing actions, and informing policies that address the recovery of food resources for consumption (source reduction and improving food security), livestock feed, energy and compost.	Key stats (scope of issue): <ul style="list-style-type: none"> <li>• 40% of food produced is sent to landfill causing methane</li> <li>• Half a million individuals are food insecure</li> </ul> Key regional needs addressed: <ul style="list-style-type: none"> <li>• Lack of public knowledge and resources to address food waste properly through food recovery solutions</li> <li>• Regulatory barriers around community composting</li> <li>• Lack of countywide coordination to address food waste utilizing the food recovery pyramid approach</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness of food waste issues and recommended food recovery solutions</li> <li>• Increased resources for food recovery solutions</li> <li>• Countywide food recovery goals set and increased accountability</li> </ul>	Resources properly distributed to feed hungry people, animals, and compost  Zero food "waste" generated and sent to landfill
<b>Healthy Food Access</b>	Ensure that all San Diego county residents have access to healthy, affordable, and culturally appropriate foods at all times, including times of emergency.	Key stats (scope of issue): <ul style="list-style-type: none"> <li>• 31% of ninth graders are obese and 6.3% of adults in San Diego have diabetes</li> <li>• Half a million individuals do not have adequate healthy food to eat due to food process and insufficient access in communities</li> </ul> Key regional needs addressed: <i>TBD based research</i>	<i>TBD based on WG strategy from indicator research results</i>	More San Diegans have access to healthy food options
<b>Urban Agriculture</b>	Foster the development and support an equitable urban food-growing system in SD by facilitating collaboration, research and policy changes (prioritizing the growing, sharing, selling, and distributing of locally grown food whenever and wherever possible)	Key stats (same as above): Key regional needs addressed: <ul style="list-style-type: none"> <li>• Urban sprawl, deindustrialization and divestment in neighborhoods have left many open spaces and vacant lots</li> <li>• Need for a comprehensive policy and set of programs that make it easy for the population of SD to engage in Urban Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Increased community and political support for Urban Agriculture</li> <li>• Increased opportunities for land access and financial incentives for Urban Ag</li> </ul>	Increased Urban Agriculture in County of San Diego

## Working Group Membership (2016)

*Members who attended last two meetings (or sent note about absence for either meeting)*

Name	Nonprofit	Government	Community/ Business
<b>Reducing Barriers to Farming</b>	<ul style="list-style-type: none"> <li>• <b>Eric Larson</b>, San Diego County Farm Bureau (co-chair)</li> <li>• Colin Cureton, CHIP</li> <li>• Niki Mazaroli, Leichtag Foundation</li> <li>• Richard Winkler, Wild Willow</li> </ul>	<ul style="list-style-type: none"> <li>• Karen Melvin, County of San Diego Ag Weights and Measures</li> <li>• Susan Harris, County of San Diego Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Laurel Greyson</b></li> </ul>
<b>Food Recovery</b>	<ul style="list-style-type: none"> <li>• <b>Richard Winkler</b>, Wild Willow (st com)</li> <li>• <b>Tyla Montgomery</b>, Inika Small Earth (st com)</li> <li>• Arielle Golden, NCFPC</li> <li>• Brian Midkiff, Meals on Wheels</li> <li>• Colin Cureton, CHIP</li> <li>• Chuck Samuelson, Kitchens for Good</li> <li>• Jessica Toth, Solana Center</li> <li>• Karen Clay, Harvest Crops</li> <li>• Kelly Kratzer, Feeding America</li> <li>• Kate McDevitt, UCSD Center for Community Health</li> <li>• Kristen Aster, Hunger Advocacy Network</li> <li>• Natalie Roberts/ Sam DeCapua, I Love a Clean San Diego</li> <li>• Nita Kurmins, Produce Good</li> <li>• Vanessa Franco, San Diego Food Bank</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Michael Wonsidler</b> and <b>Jen Winfrey</b>, County of San Diego Public Works Solid Waste Planning and Recycling</li> <li>• (st com)</li> <li>• Ana Carvalho, City of San Diego Environmental Services</li> <li>• Naomi Billups, County of San Diego Health and Human Services</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Mina Brown</b> (st com)</li> <li>• Erika Campbell – Dec st comm</li> <li>• Scott Murray – Dec</li> </ul>
<b>Healthy Food Access</b>	<ul style="list-style-type: none"> <li>• Amina Mohamed, UCSD Center for Community Health</li> <li>• Chuck Samuelson, Kitchens for Good</li> <li>• Diane Moss, Project New Village - Dec</li> <li>• Eric Busboom, Civic Knowledge - Dec</li> <li>• Jillian Barber, Sharp</li> <li>• Kelcey Ellis, Feeding America San Diego</li> <li>• Shelly Hahne, San Diego Food Bank</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Naomi Billups</b> and <b>Ariel Hamburger</b>, County of San Diego Health and Human Services (co-chairs)</li> </ul>	
<b>Urban Agriculture</b>	<ul style="list-style-type: none"> <li>• <b>Elle Mari</b>, UCSD Center for Community Health (co-chair)</li> <li>• <b>Lora Logan</b>, IRC (co-chair)</li> <li>• Carol Lewis, El Cajon Collaborative</li> <li>• Diane Moss, Project New Village</li> <li>• Kim Heinle, Bayside</li> </ul>	<ul style="list-style-type: none"> <li>• Roberto Ramirez, County of San Diego Health and Human Services</li> <li>• Romalyn Watson, County of San Diego Health and Human Services</li> <li>• Sharon Huges, County of San Diego Health and Human Services</li> </ul>	<ul style="list-style-type: none"> <li>• Judy Jacoby</li> <li>• Elisabeth Silva – Dec</li> </ul>

San Diego Food System Alliance - **Action Plan 2016**  
**Reducing Barriers to Farming Working Group**

Initiative	Action Items	Timing	Resources Required	Expected Outcomes	Lead
<b>Conduct Research and Promote Resources</b>					
<b>New farmer survey analysis</b>	<ul style="list-style-type: none"> <li>Continue to collect data around new farmer barriers and opportunities at gatherings</li> <li>Conduct analysis periodically to confirm WG's strategic direction</li> </ul>	<i>ad hoc</i>	<ul style="list-style-type: none"> <li>WG member to lead data collection and analysis</li> </ul>	<ul style="list-style-type: none"> <li>More informed strategic decision-making around WG efforts</li> </ul>	Colin
<b>Farm Link</b>	<ul style="list-style-type: none"> <li>Understand how to start a program like Farm Link in San Diego by inviting Reggie Knox to meet with the WG in March</li> <li>Update the Action Plan in March based on learnings and strategic direction: <i>Potential options:</i> <ol style="list-style-type: none"> <li>Leverage resources of existing organizations to carry out the program (project-basis)</li> <li>Identify resources to formally expand Farm Link in San Diego</li> </ol> </li> </ul>	Learning session: March  Further action: TBD	<i>Learning about Farm Link</i> <ul style="list-style-type: none"> <li>Funding to bring Reggie Knox to San Diego</li> <li>WG Chairs and Niki to arrange the session in March</li> </ul> <i>Catalyzing Farm Link in SD</i> <ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>Improved understanding of Farm Link's strategies</li> <li>Improved understanding of resources required to start a program like Farm Link in San Diego</li> </ul>	Niki (inviting Farm Link)
<b>Convene and Build Awareness</b>					
<b>Working Group Meetings</b>	<ul style="list-style-type: none"> <li>Convene quarterly WG meetings for groups to knowledge share and review project status</li> </ul>	<i>quarterly</i>	<ul style="list-style-type: none"> <li>WG Chairs to organize meetings</li> </ul>	<ul style="list-style-type: none"> <li>Support members to collaborate around supporting new farmers</li> <li>Make progress on projects</li> </ul>	WG Chairs
<b>Support farmer networking/ professional development</b>	<ul style="list-style-type: none"> <li>Identify event/ training opportunities for new farmers in 2016</li> <li>Help promote the set of events led by various organizations</li> </ul>	After March	<ul style="list-style-type: none"> <li>WG members to identify event/ training needs and opportunities (Mar)</li> <li>Facilitator to support promotion of events</li> </ul>	<ul style="list-style-type: none"> <li>Improved networking between new farmers (and mentors)</li> <li>Increased knowledge in key skill areas</li> <li>Increased knowledge around resources available</li> </ul>	WG members to lead events
<b>Advance Policy</b>					
<b>Cap and trade funding opportunities</b>	<ul style="list-style-type: none"> <li>Better understand cap and trade funding opportunities around sustainable agriculture</li> <li>Stay engaged with state cap and trade funding discussion and provide comments to advocate for resource allocation to support WG outcomes</li> </ul>	TBD	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	TBD

San Diego Food System Alliance - **Action Plan 2016**  
**Urban Agriculture Working Group**

Initiative	Action Items	Timing	Resources Required	Expected Outcomes	Lead
<b>Conduct Research and Promote Resources</b>					
<b>Convene and Build Awareness</b>					
<b>Working Group Meetings</b>	<ul style="list-style-type: none"> <li>Convene monthly WG meetings for groups to knowledge share and review project status</li> </ul>	<i>monthly</i>	<ul style="list-style-type: none"> <li>WG Chairs to organize meetings</li> </ul>	<ul style="list-style-type: none"> <li>Support members to collaborate around urban agriculture</li> <li>Make progress on projects</li> </ul>	WG Chairs
<b>Urban Farming Event</b>	<ul style="list-style-type: none"> <li>Hold a public event around urban agriculture and policy opportunities such as AB551 Ideas:               <ul style="list-style-type: none"> <li>Discussion panel with elected officials supportive of AB551</li> <li>Involve new &amp; aspiring young farmers</li> <li>Celebratory event held at a farm</li> </ul> </li> </ul>	Partner w/ CAPP Food Forum	<ul style="list-style-type: none"> <li>Alliance Facilitator to manage event</li> <li>WG planning committee members provide input/ support</li> </ul>	<ul style="list-style-type: none"> <li>More visibility of Working Group and Urban Agriculture</li> <li>Engagement with elected official champions</li> <li>Promote/ share resources and facilitate collaboration with Urban Agriculture community</li> </ul>	Facilitator to lead planning along w WG chairs
<b>Advance Policy</b>					
<b>AB551 advocacy</b>	<p><i>Cities:</i></p> <ul style="list-style-type: none"> <li>Develop an outreach packet</li> <li>Systematically conduct outreach to community groups, elected officials and planners in target cities: <i>Chula Vista, Encinitas, Carlsbad, National City, El Cajon, Lemon Grove, Escondido, Poway, Oceanside</i></li> <li>Hold an educational workshop around AB551 for community advocates and possibly planners (Feb 17)</li> <li>Speak at City Council meetings</li> </ul> <p><i>BOS</i></p> <ul style="list-style-type: none"> <li>Provide input on framework devt (Dec-Feb)</li> </ul> <p><i>Landowners/ Community:</i></p> <ul style="list-style-type: none"> <li>Systematically conduct outreach to community resident groups to enlist landowners to supporting AB551</li> <li>Coordinate a visioning session with community groups (and land owners) to envision the use of vacant land</li> </ul>	<p>Jan-Mar: Outreach to cities + maintain contact with BOS</p> <p>Jan-June: Outreach to community/ landowners</p>	<ul style="list-style-type: none"> <li>WG Chairs to lead outreach activities with cities</li> <li>Facilitator to provide support to help drive the initiative</li> </ul>	<ul style="list-style-type: none"> <li>Urban Agriculture Incentive Zones implemented in multiple cities within San Diego County by end of 2016</li> </ul>	WG Chairs + Facilitator to drive initiative

San Diego Food System Alliance - **Action Plan 2016**  
**Healthy Food Access Working Group**

Initiative	Action Items	Timing	Resources Required	Expected Outcomes	Lead
<b>Conduct Research and Promote Resources</b>					
<b>Healthy food purchasing analysis and report</b>	<ul style="list-style-type: none"> <li>Serve as an advisory body (subject matter experts) to Live Well Health Statistics healthy food purchasing analysis and reporting (framing indicators and providing context)</li> <li>Share report results in a public way (workshop and engage residents?)</li> </ul>	<ul style="list-style-type: none"> <li>Scope: Jan</li> <li>Research/ convening Feb-May</li> <li>Report: June?</li> </ul>	<ul style="list-style-type: none"> <li>Live Well Health Statistics team as key researchers and report writers</li> <li>Committed WG members to provide input and review report outcomes</li> <li>WG Chair to coordinate with Live Well Health Statistics team and arrange WG meetings</li> <li>Resources for potential future event (TBD)</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of healthy purchasing behaviors and opportunities for interventions</li> <li>Influence over program priorities, funding and policies to support access to healthy food purchasing</li> </ul>	WG Chair/ Live Well Team
<b>Healthy Food Access Indicators</b> (formatting/ story telling)	<ul style="list-style-type: none"> <li>Update data on Healthy Access Indicators and finalize the set of indicators</li> <li>Upload the indicator set on an easily accessible site</li> <li>Illustrate narratives of dataset through info graphics, scorecard, or other ways</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>Lead WG member to coordinate efforts</li> <li>Partnership with San Diego Regional Data Library for support with formatting/ illustrating narratives</li> </ul>	<ul style="list-style-type: none"> <li>Defined set of indicators for the Working Group</li> <li>Insights from data to impact community efforts</li> </ul>	WG Member (identify lead)
<b>Convene and Build Awareness</b>					
<b>Working Group Meetings</b>	<ul style="list-style-type: none"> <li>Convene monthly WG meetings for groups to knowledge share and review project status</li> </ul>	<i>monthly</i>	<ul style="list-style-type: none"> <li>WG Chairs to organize meetings</li> </ul>	<ul style="list-style-type: none"> <li>Support members to collaborate around healthy food access</li> <li>Make progress on projects</li> </ul>	WG Chairs
<b>Healthy Food Purchasing Workshop</b>	<ul style="list-style-type: none"> <li>Illustrate key findings from the report and engage in dialogue to identify program/ policy opportunities</li> <li>Invite community members to share their experiences and how they challenge assumptions</li> </ul>	Sept?	<ul style="list-style-type: none"> <li>WG Chairs or members to lead the event planning/ logistics (staff time allocation will be limited in Sept)</li> <li>Committed Live Well partnership</li> </ul>	<ul style="list-style-type: none"> <li>Same as outcomes from the analysis and report</li> <li>More visibility of Working Group</li> </ul>	?
<b>Advance Policy</b>					

San Diego Food System Alliance - **Action Plan 2016**  
**Food Recovery Working Group**

Blue = Sub Work Group

Initiative	Action Items	Timing	Resources Required	Expected Outcomes	Lead
<b>Conduct Research and Promote Resources</b>					
<b>Farm/market recovery opportunity assessment</b>	<ul style="list-style-type: none"> <li>Assess demand for food recovery on farms with farmers + markets</li> <li>Identify best practice models</li> <li>Catalyze farmers markets programming</li> </ul>	<ul style="list-style-type: none"> <li>Jan-June</li> </ul>	<ul style="list-style-type: none"> <li>Lead WG member to spearhead sub work group</li> <li>Operational readiness of recovery programs</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of farm/ market recovery needs and opportunities</li> <li>Farmers market program</li> </ul>	?
<b>Baseline data on food waste</b>	<ul style="list-style-type: none"> <li>Continue collecting data to develop baseline on SDC food waste streams (focusing on largest generators) to set goals at the Summit</li> </ul>	<ul style="list-style-type: none"> <li>Before Summit</li> </ul>	<ul style="list-style-type: none"> <li>Continue collecting data and find resources for support</li> </ul>	<ul style="list-style-type: none"> <li>Baseline data/ goals</li> <li>Goals set/ increased accountability</li> </ul>	Richard
<b>Technology/ Mapping</b>	<ul style="list-style-type: none"> <li>Assess mapping needs to develop a GIS map of waste generators, food pantries, etc</li> <li>Evaluate software for food transportation</li> </ul>	<ul style="list-style-type: none"> <li>Jan-June?</li> </ul>	<ul style="list-style-type: none"> <li>Lead WG member to spearhead sub work group</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of high impact opportunities and needs</li> <li>Collaboration around technology for food recovery</li> </ul>	
<b>Collect/ promote Resources</b>	<ul style="list-style-type: none"> <li>Collect food recovery resources from WG members (tool kits, how to guides, research reports, food pantry map, etc)</li> <li>Identify what's missing and what is needed</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>Lead WG member to collect, review, and upload on website</li> </ul>	<ul style="list-style-type: none"> <li>Useful resource site for food recovery resources</li> <li>Identify resource gaps</li> </ul>	
<b>Convene and Build Awareness</b>					
<b>Food Waste Solution Summit</b>	<ul style="list-style-type: none"> <li>Hold 2<sup>nd</sup> Food Waste Solution Summit</li> <li>Topic ideas: Emies awards, imperfect produce, food waste innovation pitches, etc</li> </ul>	<ul style="list-style-type: none"> <li>Sept 27<sup>th</sup> noon-5pm</li> </ul>	<ul style="list-style-type: none"> <li>Alliance Facilitator to manage event</li> <li>Planning committee</li> </ul>	<ul style="list-style-type: none"> <li>Catalyze efforts</li> <li>Review baseline and agree on goals</li> </ul>	Elly
<b>Network Building + Thought Leadership</b>	<ul style="list-style-type: none"> <li>Convene monthly WG meetings</li> <li>Engage with community and share knowledge</li> <li>Update SD initiative list/ document key needs</li> <li>Provide content on key events (Zero Waste Symposium, Biocycle, NHLT event, HAN screening, Gleaning convening, schools, etc)</li> </ul>	<ul style="list-style-type: none"> <li><i>monthly</i></li> </ul>	<ul style="list-style-type: none"> <li>WG Chairs to engage with community and WG members</li> </ul>	<ul style="list-style-type: none"> <li>Support collaborations</li> <li>Identify key needs</li> <li>Promote initiatives</li> </ul>	Steering Committee (+Elly)
<b>GSA Promotion/ Emies</b>	<ul style="list-style-type: none"> <li>Implement communication strategies to promote the 20<sup>th</sup> anniv. Good Samaritan Act</li> <li>Implement Emies &amp; write case studies</li> </ul>	<ul style="list-style-type: none"> <li>App: April</li> <li>Selection: June-Aug</li> </ul>	<ul style="list-style-type: none"> <li>Lead WG member to coordinate</li> </ul>	<ul style="list-style-type: none"> <li>Increased # of donors</li> <li>Increased awareness on food recovery practices</li> </ul>	Mina/ Rich
<b>Advance Policy</b> (in general, continue to identify policy opportunities that support the WG efforts)					
<b>Food Recovery Ordinance</b>	<ul style="list-style-type: none"> <li>Develop a model ordinance that prioritizes donation, animal feed, composting</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>WG members to support</li> <li>Facilitator to drive efforts</li> </ul>	<ul style="list-style-type: none"> <li>Food recovery practices to be a priority</li> </ul>	Emily
<b>Composting Reg Review</b>	<ul style="list-style-type: none"> <li>Review composting regulations of municipalities to suggest changes</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>WG member lead</li> <li>WG to support w/ advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Ease barriers for community composting</li> </ul>	