Operating Strategy

Vision

We envision vibrant community food systems rooted in justice and sustainability, where everyone has equitable opportunity to produce, distribute, prepare, serve, and eat nutritional and culturally appropriate food.

In our vision, producers and food workers are treated fairly, sustainable and regenerative practices are prioritized, people are engaged, communities are empowered, and farms, fisheries, and food businesses are thriving and contributing to local economies.

Mission

To cultivate a healthy, sustainable, and just food system in San Diego County.

Values

Health
Health is a human right, and provisions of adequate food and nutrition are inseparable from social justice. We hold our food system to a standard where all people are free from hunger, food insecurity, and malnutrition.

Sustainability
Feeding the world is possible without undermining its ecology. We promote a conservation ethic, and encourage organic and regenerative practices to ensure well-being for people and the planet now and in the future.

Justice
Only by eliminating inequalities can we heal our food system. We uplift and prioritize those who are most impacted by structural inequities and actively work toward fair access to resources and opportunities for all.

Respect
Our alliance is united by a deep respect for human dignity. We build a culture where every individual can speak without fear of being ignored, judged, or demeaned.

Inclusivity
Diversity is critical for confronting problems within our food system. We create inclusive spaces that allow for the personal and collective growth of all people.

Collaboration
Social change requires collective action. We organize an alliance of people, communities, businesses, organizations, and networks to create systemic change in the food system.

Community
A just food system depends on the active participation of all people. We leverage the political power of local communities, public involvement, and activism to transform systems.

Prosperity
Community food systems are a response to increasing corporate consolidation of power in the food system. We advocate for policies and infrastructure that ensure local, small- and mid-sized food producers, food workers, and food businesses have long-term economic stability.
Theory of Change

**NEED**
Unhealthy, unsustainable, and inequitable food system that fails to provide for everyone

**ALLIANCE ROLE**
- Promote Collaboration
- Influence Policy
- Catalyze Transformation

**LEVERS**
- Healthy, affordable, and culturally appropriate food
- Fair treatment for producers and food workers
- Equitable access to food, farming, and fishing resources
- Sustainable and regenerative food system practices
- Community engagement and empowerment
- Vibrant local food economies

**ULTIMATE IMPACT**
Healthy, sustainable, and just food system that elevates social, environmental, and economic equity for all

Target Audience

3.3 Million San Diegans

**Tactics**
We are a diverse and inclusive network that works across sectors to promote collaboration, influence policy, and catalyze transformation in the food system. Our work is grounded in a shared vision for change, and is informed by the experience and expertise of our network and the broader community.

**PROMOTE COLLABORATION**
- Lead network development
- Advance systems thinking and cross-sector alignment
- Lead regional planning and evaluation efforts

**INFLUENCE POLICY**
- Conduct policy advocacy
- Provide policy planning and implementation support

**CATALYZE TRANSFORMATION**
- Develop educational resources and campaigns
- Organize community events
- Provide capacity-building services