

HEALTHY FOOD FOR ALL COLLABORATIVE MARCH MEETING NOTES

MARCH 21, 2017 | FRUITRIDGE COMMUNITY COLLABORATIVE

OVERVIEW

The Healthy Food for All Collaborative met on Tuesday, March 21, 2017 at the Fruitridge Community Collaborative. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- **Uplift** community-based projects that partners are currently working on;
- **Utilize** meeting space to dig deeper into discussing, planning, and collaborating around these projects;
- **Leverage** Imprenta's draft documents as a springboard to discussing larger foundational-level questions; and
- **Renew** energy, commitment, and motivation to create the foundation for a Collaborative that reflects all members' voices.

PART I: GENERAL MEETING

Collaborative members provided the following announcements, resources, and opportunities for collaboration:

Announcements

- **Center for Regional Change Mapping Resources** (*Brandon Louie*): The Center for Regional Change (CRC) is focused on using a collaborative action oriented research model. The CRC is currently reaching out directly to the BHC Action Teams and offering their resources including mapping tools, youth data curriculum, and youth engagement training on nutrition/food access. Brandon shared that he is also working directly with UC CalFresh, which provides nutrition education and is looking to do more food access work. To this end, he is looking to better utilize CRC's mapping tools to help groups with their advocacy and hopes that advocates can take the data and combine it with their own experiences to build powerful arguments for the types of changes they want to see. For more information, please contact Brandon Louie at bplouie@ucdavis.edu.

- **Sacramento Food Policy Council Meeting** (*Katie Valenzuela Garcia*): The next Sacramento Food Policy Council Quarterly Meeting will be held Thursday, March 23rd from 6:00 – 8:00 PM at the Sacramento Food Bank and Family Services in Oak Park. For more information, please contact Katie Valenzuela Garcia at Katie@vgconsulting.org.
- **SUAC Workshop** (*Katie Valenzuela Garcia*): The Sacramento Urban Ag Coalition (SUAC) will be holding a workshop on how to start a farm stand on Saturday, March 25th from 9:00 AM – 11:00 AM at Sac High Garden. For more information, please contact Katie Valenzuela Garcia at Katie@vgconsulting.org.
- **Harvest Leader Training** (*Dominic Allamano*): There will be Harvest Leader Trainings taking place on Saturday, April 15th and Saturday, May 27th at Fruitridge Community Collaborative. For more information, please contact Dominic Allamano at dallamano@soilborn.org.
- **Sacramento Food Film Festival 2017** (*Melissa Granville*): The Festival will take place *April 1-8* and will showcase award-winning short films and documentaries, food by the area's best chefs, and drinks by the area's best bartenders, and more. For more information, please contact Melissa Granville at Melissa@foodliteracycenter.org.
- **4th Annual Garden Day** (*Dave Chappell*): The Sacramento Food Bank and Family Services will be holding its 4th Annual Garden Day on Thursday, April 20th at the Sacramento Food Bank and Family Services. For more information, please contact Dave Chappell at garden@sacramentofoodbank.org.
- **Oak Park Sol Fundraiser** (*Randy Stannard*): Oak Park Sol will be holding its Spring Forward Fundraiser on Saturday, April 22nd from 5:00 – 9:00 PM at Pacific McGeorge School of Law. For more information, please contact Randy Stannard at randy.stannard@gmail.com.
- **Meeting Rooms Resources** (*Meeting space for Coalition partners has been offered at the following locations*):
 - Fruitridge Collaborative Meeting and Conference Rooms– To reserve space please contact Shakeya Bell at bhc@sacbhc.org.
 - Colonial Heights Library Conference Room (*Available free for non-commercial, non-profit, open to the public events, capacity of room is 90 people, but may increase or decrease after renovation*) – To reserve space please contact Alicia Doktor at adoktor@saclibrary.org.

Collab Café: Project Identification, Discussion, and Collaboration

During the Collab Café, partners were asked to identify projects they are working on that they would like to discuss, plan, and collaborate with in conjunction with fellow Collaborative members. Those who did not list a project were asked to self-select into one of the groups and think through the project with the project lead. The option to change groups at anytime was also available. A list of guiding questions was also made available to each group to help start the conversation, but only if needed. The roster included the following projects:

Project	Person	Focus Area	Location/Neighborhood
Workshop: How to Start a Farm Stand	Katie Valenzuela Garcia	N/A	BHC
Feasibility Study for Creating a CSA	Joany Titherington	Low-income populations and seniors	Pilot in Oak Park
Mapping Resources/Tools	Brandon Louie	N/A	N/A
Raise profile of gardening efforts	Dave Chappell	Gardens	Oak Park

Group Report Backs

Each group was given 30 minutes to discuss their projects in small groups and at the end of the time, each group was asked to provide a brief project overview/summary. The groups came up with the following notes and shared the following summaries as part of their report backs:

1.) **Workshop: How to Start a Farm Stand** (Katie)

- **Group Notes:**
 - Transitioning to a market garden
 - Soil Born or CLBL (Sara?)
 - Planning, planting, tracking, etc.
 - EBT and Farm Stands
 - Alchemist CDC
 - How to Make \$500-\$1000 Out of Your Backyard
 - Small scale urban ag tips
 - Crops/planting
 - Randy
 - Connecting to Markets
 - Restaurants, stands, markets, etc.
 - *Uncle R. Kelly/CLBL

- Cottage Food
 - Alchemist
- Fruit Trees
 - Dominic
- Garden 101/202/303
 - Yisrael
- **Report Back Summary:**
 - Lots of awesome ideas for workshops – excited about the momentum!

2.) Feasibility Study for Creating a CSA (Joany)

- **Group Notes:**
 - Food Bank
 - Senior pre-packed box:
 - Delivering directly
 - CSA fruits and veggies with match program
 - Soil Born 20-30 box pilot program
 - Figuring
 - Note: Maybe cost associated with EBT machine?
 - Call Padilla-Bates
 - Education component – cooking class
 - Advanced payment, farmer contract (for product), volume
 - Cross-learning potential
 - Group funding opportunity
 - Pilot programs that are different?
- **Report Back Summary:**
 - Discussed what we are all doing – excited for the potential for group learning and pilot programs to see what works and what doesn't work.

3.) CRC Mapping Resources/Tools (Brandon)

- **Group Notes:**
 - What data do we use?

- Accessibility
- Data to tell stories
- Resource/asset mapping
- Needs assessment
- David De La Pena's effort
- Katie and Human Impact Partners
- Rob Lipton, UCD Race/Health Disparities
- SNAP-Ed Oak Park?
- **Report Back Summary:**
 - Looks like there are a number of ways that CRC resources can meet the needs that the group has expressed, including creating specific maps.

4.) Raising Profile of Gardening Efforts (Dave)

- **Group Notes:**
 - Map-listing → Research existing efforts (Parks & Rec)
 - Impacts?
 - What constitutes community garden?
 - Who is tracking community gardens within BHC?
 - Who can do this work? Interns? AmeriCorp?
 - Rainbow Park – County
 - \$25 fee
 - 7 page application – barriers to application = ESL
 - 6 foot fence
 - Locked gate
- **Report Back Summary:**
 - Trying to compile the impact that community gardens have on the community as a whole and how that data can be put into a repository; maybe there needs to be a compilation on a larger scale – who is going to do that work?
 - Thinking about an intern or AmeriCorp Vista member and/or working with CRC and link with Brandon's work.
 - Who can come up with a mapping of where these gardens are? → Katie working with CropMobster to allow people to populate it with self-generated data about farm stands and gardens, could meet this need (See link: <http://www.sacurbanag.org/green-spaces/>)

PART II: FOUNDATION BUILDING

Impromptu Pitches: Identifying Key Words

At the February meeting, the group decided to dedicate the second hour of Collaborative meetings to focus on answering some of the more foundational questions surrounding the group's purpose, value, and focus. In order to streamline the process for answering these questions as well as ensuring that work with Imprenta continues to move forward, facilitators shared that the group would begin addressing these questions somewhat indirectly during the meeting, and then more directly in the coming months. Additionally, they noted that in the past, one of the areas that has surfaced as being challenging is what language the group uses to talk about and describe it's work – which is an area that Imprenta is also helping with. To this end, the group was asked to first conduct 1 minute “impromptu” interviews with a partner and share their version of a 30 second pitch about the Collaborative and how it connects to their work. Pairs were asked to rotate speaking and listening, and when listening, to record key words they heard from their partner. The **purpose of this activity was to uplift the language that Collaborative members are already using to talk about their work**, which the group will ultimately refer back to as it dives deeper into the foundation questions. As a result, the following “word bank” emerged from the impromptu pitches:

Key Words Describing the Collaborative and How Partners' Work Connect to it

- Synergy
- Shared goals and values
- Group think
- Values
- Collaborative
- Common goal
- Resource Sharing
- Coordinate
- Work together
- Education
- Monthly
- Most Vulnerable Neighborhoods
- Focused
- Force
- Creative space
- Progressive
- (Food) Access
- Food Production
- Distribution
- **Food**
- Partnerships
- Team
- Community **Organizations**
- Challenged Neighborhoods
- Systems **Change**
- Mobilize
- Legacy
- Improved Health
- Improved Lives
- Amplify
- Power
- Benefit
- Awareness
- Impact
- Multiple
- Healthy **Neighborhoods**

**Bolder words were used more than once*

Input on Imprenta Draft Pitch

Participants were then asked to provide feedback on the draft pitch that Imprenta created for them and were able to draw on the “word bank” for replacement words/concepts/ideas. Below is the original pitch as well as the revised version reflecting the group’s edits.

Original Draft	Revised Draft
<p>Healthy Food For All is a collaborative of community organizations that works together to improve access to and education about healthy food. Our goal is to create a community where everyone eats healthy.</p>	<p><i>Healthy Food For All is a partnership of community organizations that work together to improve food-access in Sacramento. Our goal is amplify neighborhoods’ vision for a healthy and equitable (possible alt. words = fair, just) food system.</i></p>

Review of Imprenta Boiler Plate Language

Finally, participants were asked to provide additional feedback on the three 1-minute pitches that Imprenta prepared for three different target audiences, namely residents, community organizations, and elected-officials. The group was divided into three groups and each group worked on editing their respective pitch. Below are the pitches in their original form as well as the revised form reflecting the group’s edits. **Note these edits will be given to Imprenta, at which point they will revise and send back to the group.*

Target Audience: Residents	
Original Draft	Revised Draft
<p>Healthy Food For All is a collaborative of community organizations that works together to improve access to and education about healthy food. Our goal is to create a community where everyone thrives by rebuilding the urban food system within our neighborhoods in order to improve long-term health over time.</p> <p>We do this by working collaboratively with community organizations and residents to increase food access in our neighborhoods by ensuring there are abundant healthy food retail options, addressing systemic barriers to food access, and bringing together residents to learn and knowledge about gardening, cooking, and redesigning empty spaces in our neighborhoods that can be used for community gardens. We are committed to increasing food access and creating opportunities to make better food choices in our neighborhoods, schools, and at home.</p>	<p>Healthy Food For All is a partnership of community organizations that work together to improve food-access in Sacramento. We are increasing the number of stores and markets that sell healthy food, bringing people together to learn about food and farming, and building community gardens and farms.</p> <p>*Missing strong closing</p>

Target Audience: **Community Organizations**

Original Draft

Healthy Food For All is a collaborative of community organizations that works together to improve access to and education about healthy food. Our goal is to create a community where everyone eats healthy food by rebuilding the urban food system within our neighborhoods in order to improve long-term health over time.

We do this by working collaboratively and layering services among partners to bring complementary skills and resources to implement food strategies, addressing food access, food education, food production and policy in our urban neighborhoods. We execute coordination for collective impact by actively rallying around policies that address systemic barriers to food access.

Revised Draft

[Healthy Food For All is a collaborative of community organizations that works together to improve access to and education about healthy food.] Our goal is to support communities *[where everyone eats healthy food by rebuilding the food system within our neighborhoods in order to improve long-term health over time.]*

We do this by working collaboratively and layering services among us by bringing complementary skills and resources to implement food strategies, addressing food access, food education, food production and policy in our neighborhoods.

**[Rework]*

Target Audience: Elected-Officials

Original Draft

Healthy Food For All is a collaborative of community organizations that works together to improve access to and education about healthy food. Our goal is to create a community where everyone eats healthy food. We are part of a \$1 billion-dollar investment to improve health systems in California called Building Healthy Communities; we are currently in our sixth year of the 10-year commitment funded by The California Endowment.

Our goal locally is to create a community where everyone thrives by rebuilding the urban food system within our neighborhoods in order to improve long-term health over time. We do this by working collaboratively to implement food strategies and address food access, food education, food production and policy in our neighborhoods. Most our work is aimed to increase food access for residents and create opportunities to make better food choices in our neighborhoods, schools, and at home.

Revised Draft

Healthy Food For All is a partnership of community organizations that works together to improve access to and education about healthy food. Our goal is to create a community where everyone eats healthy food. We are part of a \$1 billion-dollar investment to improve health systems in California called Building Healthy Communities; we are currently in our sixth year of the 10-year statewide commitment funded by The California Endowment.

[Our goal locally is to support communities by rebuilding the urban food system within our neighborhoods in order to improve long-term health over time.] We do this by working collaboratively to implement food strategies and address food access, food education, food production and policy in our neighborhoods. Most our work is aimed to increase food access for residents and create opportunities to make better food choices in our neighborhoods, schools, and at home.

**[Structure could possibly be reversed with end of sentence coming first]*

** Other words: Leverage, statewide, economic renewal

CLOSING REMARKS & REMINDERS

The next Coalition meeting will take place on **Tuesday, April 18, 2017 from 10 AM – 12 PM at Fruitridge Collaborative (4625 44th Street), Room 11.**

PARTICIPANTS

	Name	Affiliation/Organization
1.	Rangineh Azimzadeh Tosang	Solh Resolutions International
2.	Brandon Louie	UC Davis Center for Regional Change
3.	Laura Tuller	Food Literacy Center
4.	LaTisha Sohai	Alchemist CDC
5.	Adrian Rehn	Valley Vision
6.	Karen Strach	Sacramento Food Bank and Family Services
7.	Karen Abrego	Senator Dr. Richard Pan's Office
8.	Christine Tien	The California Endowment
9.	Katie Valenzuela Garcia	SUAC/Sac Food Policy Council
10.	Dave Chappell	Sacramento Food Bank and Family Services
11.	Dominic Allamano	Soil Born Farms
12.	Isaac Gonzalez	Access Sacramento
13.	Randy Stannard	Oak Park Sol
14.	Gerine Williams	NeighborWorks Sacramento
15.	Shawn Harrison	Soil Born Farms
16.	Joany Titherington	NeighborWorks Sacramento/Oak Park Farmers Market