

SLO County Food System Coalition Meeting Minutes

January 20, 2015, 4:00-6:00 PM, UCCE Auditorium

Attendees: Becca Carsel, Adria Arko, Nikki Anderson, Linda McClure, Bryan Brown, Jen Miller, Teresa Lees, Corey Hammer, Kylie Hensley, Jeanine Lacore, Ellen Burke, Briana Everett, Christine Nelson, Stacey Hunt, Jeff Wade, Jenna Smith, Stephanie Teaford, Joel Diringer

Announcements:

- Linda McClure will be Welcome Wagon for new participants. Linda invites new participants to schedule a short presentation about their role in the food system. Contact Linda at lmclure@co.slo.ca.us.
- We'll have the activities that we brainstormed at the October planning meeting but did not select as 2015 goals posted at each meeting, which you are free to add to for future goal possibilities.
- GleanSLO program manager position is available as Jen transitions into Program Director.

Jeff Wade, Slow Money- San Luis Obispo:

- "Investing as if food, farms, and fertility mattered."
- Part of international group, not non-profit, loosely organized.
- Founder is Woody Tasch, wrote the book Slow Money
- About 40 groups around the country

Goal:

- Knowing who you are investing in, and what
- Rebuilding soil and economy from ground up
- Nurture capitalism:
 - peer to peer lending
 - support beyond financing
 - local synergy between small businesses reduces risk
 - local investment has the greatest impact
 - nurture capital pyramid:
 - volunteering>buy local> buying in advance> peer to peer loans> donate

SLO group

- Was founded in 2012
- No membership, no fees
- To date \$450,000 to 11 entrepreneurs
- Regular meetings connect borrowers to lenders
 - Entrepreneur showcases present their ambitions
 - One on one discussions lead to funding
- First project was funding the SLO Natural Foods Co-Op
- Most of the businesses were already established, just needed additional assistance, and are unable to get bank funding.
- There are reasonable interest rates.

Moving into the future:

- Are also interested in identifying common challenges and solutions. (ex.: co-packing).
- Smaller way to invest.
 - Trying to work on getting this publicized in our area.

- Ex.: Credibles -- advanced purchases, created by Slow Money SF
- Want to partner more with City Farm
- Would like to have people get involved that want to look at the organization from a broader futuristic vision.

Next meeting is March 3rd, 6PM: jeff@slowmoneyslo.org

Advocacy Strategies:

- Have been discussing various ways to do advocacy. On a local level, would like to focus more on relationship building in our community rather than taking strong positions.

2015 Priorities:

- EBT Working Group (Reported by Stephanie Teaford): Working to raise literacy around the topic before moving forward. Started to act to push North County to accept EBT again, but they adopted it around the same time. Working group is expanding to include farmers' market managers and associations. Have connected to Ecology Center in Berkeley. In near future, working group is going to meet with Grange Farmers' Market manager to understand her process in starting to use EBT at the market.
- School Gardens (Reported by Teresa Lees): Have joined the Living School Yard Network, which is a statewide effort. State assembly resolution SB128 authored by Ting passed in the summer to make May school garden month. Trying to plan something during the month of May for SLO County. Created a press release in SLO. Need to work on outreach. Three committees in the network locally: calendaring, outreach, marketing/PR. Kylie drafted a graphic (which needs to be finalized) and a partnership form. Next meeting is Feb 25th.
- Food Hub Working Group (Reported by Brianna Everett and Ellen Burke): Working group consists of farmers, Cal Poly faculty & students; it's a diverse group of people. Started developing a processing unit business model. Going to start a farmer survey to understand what they would need from processing unit and food hub. Looking at grants to aid research. One potential grant would provide money for extensive mapping to add to the need analysis, to do studies with farms and consumers, and hold public workshops. The potential funder is ArtPlace America. They are doing a site visit in February and they want to visit places that are part of our food story. Email Brianna with ideas: brianna.everett@centralcoastgrown.org
- Community Cafes (Reported by Stacey Hunt): Spoke with One World Everybody Eats. They are very excited about her 30 Days concept of a different restaurant hosting the café each day of the month and want to explore SLO County as a pilot program. They shared marketing and outreach materials with Stacey, she will work on presentations. Bliss Café is doing 2 community cafes a month.
- Networking Event (Reported by Adria Arko): We are exploring the idea of hosting an advocacy workshop instead of a networking event (which would have been more of a social). If you are interested in helping email slofoodsystem@gmail.com.
 - Learned that Heidi Harmon and Bob Banner may be hosting a sustainable food event.

- April 11th City Farm event with Central Coast Grown.
- Advocacy and Outreach Working Group (Reported by Christine Nelson): Trying to connect with Farm Bureau. Will soon meet with Senator Monning. Working group is meeting on a monthly basis (dates are on the website).

Representation and Voting: Signing on to letters has been an issue. Need to represent organizations to do that. Issue has been reporting to agencies ADRIA-I'M NOT SURE WHAT YOU MEANT THERE.

- Admin committee proposes that people represent organizations and that the FSC does consensus voting with abstaining and the ability to block consensus.
- Comments:
 - Not being organizational representatives allows for freer discussion.
 - Membership and voting is different.
 - Could we list names and then organizations.
 - Will this inhibit us from getting certain actions?
 - Certain agencies will be very difficult to work with.
- Result: Table this conversation for a later date.

California Food Policy Council Update:

- Upcoming meeting on February 9th and 10th. Kylie and Adria are going if you are interested in carpooling. Please contact Adria at SLOfoodsystem@gmail.com if you are interested.
- Legislative Report Card was released in November. [Electronic copy can be found here.](#)
- CA FPC has amended their organizational guidelines. Adria briefly reviewed the changes. We will vote electronically at a later date.
- Market Match Bill: CA FPC is working with Assemblymember Ting to sponsor a bill to increase market match incentives at California farmers' markets. The bill would allocate CA funding to this program, so that we could get matching federal funds from the USDA to expand the program. This bill was introduced in 2014. SLO FSC voted to include it in the Legislative Report Card. There have been no significant changes from last year.
 - Vote to support CA FPC sponsoring bill: PASSED

Other votes:

- Become a member of the Living School Yard Network. YES
- Partner on City Farm Event. YES if it seems like we have the capacity to help plan. Event Workgroup will decide.
- CA Association of Food Bank advocacy letter to invest in Child Nutrition Program. [Letter can be found here.](#) YES

Policy Update from Glean SLO:

1. Farmers must be Class C Corporation to get tax benefits for donating produce to Glean SLO. CA Association of Food Banks is working on legislation to increase deductions and expand eligibility for donations. We will be asked to support this in the future.

Actions:

- Change 2015 Priorities to: Create processing unit business plan & food hub business plan.