

## 2006 Santa Cruz County Food Forum



*“Bringing the Community Together to Talk and Plan Collaborative Action  
Towards Reclaiming our Food System”*



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## I. Session Title: “Disconnected System—how do we move forward?”

a. **Convener:** Charles Allen

b. **Participants:** Dave, Dawn, Tony, Tully, Charles, Garver, Melanie, Joe, Michael, Maureen

c. **Notes—(see below)**

Inquiries	Concerns	Info	Options
How do we belong to communities?	Jargon, buzzwords, “organize,” can turn people off...”sustainability” “biodiverse” as opposed to “healthy food” “fresh” which are more inclusive.	San Francisco Plaza can serve as a model for how we can get all of our food in one place	A conversation is an action...enough dialogue can inspire people to change
How is food a focal point for bringing people together and to become connected?	We purchase our food abstractly, with \$\$, not directly through our labors or direct trade/barter.	Local currencies in Utica and Argentina...what about Santa Cruz? Breaks down the idea that you have to leave the county to get a product	Support local artisans and growers—not “bog box” stores
What does a disconnected food system mean?	Things seem to be getting worse. We are working longer hours every year...	Prices are different at different farmers markets...example: oranges in Salinas vs. Santa Cruz	Food cooperatives work really well in other communities. How do they do so well? Can we copy Rainbow Grocery in Santa Cruz?
How do we recreate food capitalism?	Capitalism		Westside farmers market→meeting place for lots of good conversation and connections
What is it about food that makes it so important to be connected with the means of production? What about your car, bike, books, etc... Why?	No food cooperatives		More farmers markets around bakeries
	Noise and light pollution contributes to weak appetites and not being at your peak		Establish a “cooperative mall”
	Santa Cruz is largely a transient		Neighbors looking after

	community. We need “food permanence.” We are working upstream until we solve this problem and create a new framework.		neighbors.
			Internet food procurement from local farms
			Networking so we don’t re-invent the wheel
			Get the local media involved
			Direct action
			Try new and old things

## II. Session Title: “Sources of Data on Local Hunger and Food Access”

a. **Convener:** Dawn Coppin

b. **Participants:** Charles, Shannon, Ginger, Phil, Dave, Tim, & Garver

c. **Notes—(see below)**

<b>Inquiries</b>	<b>Concerns</b>	<b>Info</b>	<b>Options</b>
What are the local conditions for hunger and access to food in Santa Cruz County and the Central Coast (CC)?	Grant writers want to see connections	Dawn→heads up the HGP	Connect HGP with Phil Howard & ALBA/SHFB research
How can the Homeless Garden Project (HGP) draw in funding to engage in Santa Cruz County and CC hunger and access issues?	How to balance data/reports with actual lived reality	Community Food Assessment→ALBA and Second Harvest Food Bank (SHFB)	Connect HG with Go For Health! And NFCCC
*How can we utilize the SC FSN website?	Need info on access and hunger for the last three years	ALBA has a grant for Spanish focus groups	Link with UCSC service and experiential based courses—such as ESLP Action Research Teams
*How do we collectively share the network’s actions?	*Mainstream vision and movement’s vision	Phil Howard→has GIS data for Santa Cruz and the Central Coast	*Host forum/network meetings
*How do we reclaim the movement’s vision?	*Passing off responsibility	Draft of “Access to Food in the Central Coast”→SC, San Benito ,Monterey	*Attend afternoon session to continue discussion
		Second Harvest→Survey of food pantries	
		Paul Lee—coming to speak at UCSC	
		Go For Health Collaborative/NFCCC	
		Dave Shaw→CASFS Apprentices can support HGP	

### III. Session Title: “The Role of the Chadwick Garden & UCSC Farm in the Community and Student Education”

a. **Convener:** Dave Shaw

b. **Participants:** Dave, Charles, Dawn, Shannon, Garver, Phil, Tim

c. **Notes—(see below)**

Inquiries	Concerns	Info	Options
How can we envision integrating CASFS with UCSC and the community?	Student Farm→Program→Center (to formal?)=disconnect with students	CASFS→CSA, market garden, apprentice program, Life Lab, social science research	Coordinate local farm volunteer network
What is preventing students or those who want to volunteer (barriers/challenges)?	Too large a commitment (apprentice program) for community members	PICA→ garden/community based learning	CAFF local food guide→network directory (resources→Cal Farm Link & Live Oak Grange)
Should a four season Alan Chadwick curriculum be developed? What do you think?	Are there workshops at the Alan Chadwick garden?	HGP→great volunteer base, low staff time, looking for funding for more coordination	Community garden plots at UCSC
Does produce go to waste in the garden? (some)	UCSC taking some bad directions (i.e. molecular, bio engineering, loss of the arts and humanities)	Workshops at CASFS cost \$\$	Have CASFS folks come to the schools, gardens, churches, & community to invite them to UCSC and the Farm
How can a “joint venture” between CASFS and SC City occur?	Community perception of UCSC as a “closed system”	ESLP→garden, permaculture, and mushroom ARTs	Create a CASFS community brochure
	CASFS brochure not engaging	Ever Green State College—community garden plots	Incorporate apprentices into Fall teaching roles
	Staff are too busy→overworked with great expectation	CASFS donates to Grey Bears and Food Not Bombs	Community Gleaning time at CASFS
	CASFS programs costs a lot more than tuition for apprentices (i.e. staff, facilities, etc...)	3+ acres being annexed by CASFS	UCSC Core Course: “Harvest for Health” (undergrads) PICA: “Food Practitioners” (undergrads)
	With training→”recognize what people have to offer”	Life Lab partnership with CASFS	Summer training session-> PICA & apprentices (garden development program at UCSC)

	No set-up volunteer process		HGP and CASFS → work together under SC City joint venture (build collective identity and ownership)
			Dave will connect with Farm Manager, Jim Leap, about partnerships
			CASFS/Farm should be viewed as a tool for community development and outreach
			Better understand UCSC extension connection

#### IV. Session Title: “Local Food Policy”

a. **Convener:** Tim Galarneau

b. **Participants:** Shannon, Maureen, Charles, Dawn, and Tully

c. **Notes—(see below)**

Inquiries	Concerns	Info	Options
What steps can be taken to enhance local/regional food policy?	How to bring people into this work	SC FSN/CFSC—networks involved in good dialogue and conversation	Create “Human care alliance” for food→linking agro, nutrition, health...=SC FSN
How can local policy empower the community?	Challenges→too many collaborative programs	Food Forum→OST (maintain democratic process)	Model Sioux, Iowa initiatives on farm conversion tax rebate and local procurement policy
How do we bring the community into local food policy?	Competing funds and resources	Local organic procurement policy→ Iowa produce calculator & Ken Meter’s work	Buy-in from the GFH and NFCCC
	Need more staff time	Funding→ WKKF→ \$50 million over the next six years for “Food and Society”	Buy-in from Unions and worker supportive orgs (bottom-up→churches, schools, businesses, etc...)
	Creating accessible meeting spaces and event locations	ROC→”The New Mainstream”	
	Challenging mainstream thought/ideology: food=supermarket, quick meals, distancing from its hidden connections	Human Care Alliance (SC meetings→county, city, lobbying, etc...) Learn from how they organize to create a large voice and impact	
	“Bottom-up” vs. “Top-down” processes	Municipal Planning Summit and General Plan meetings	
		Assess “Hunger Days”	
		Better food→ increased well-being	
		Connect with office of education (Go For Health!)	

**V. Session Title: “How do we get a Farmers Market Here (Live Oak Grange)?”**

**a. Convener:** Dorothy Luftaeli

**b. Participants:** Tim, Maureen, Michael, Gizelle

**c. Notes—(see below)**

<b>Inquiries</b>	<b>Concerns</b>	<b>Info</b>	<b>Options</b>
How do we get a farmers market at the Live Oak Grange and also address access & availability	Existing FM at 15 <sup>th</sup> /Portola is too far for many seniors to walk and go to	Space for parking and farmers market at both the Live Oak Grange and Senior Centers on this street	Establish a delivery service → (similar to People’s Grocer) where the county will support the infrastructure and space development and create a fair process for local farmers to apply to participate in
How do we bring cultural events into farmers markets?	Nothing nearby to purchase healthy fresh produce	Lots of senior housing on 17 <sup>th</sup> and many folks want greater access to healthy and fresh produce	Connect with FM Managers to talk about adding another Market in this vicinity
	The walk from Vista Prieta to get food is possible but the quality isn’t the same as a FM	Seniors like the fellowship of Farmers Markets	Connect an organic catering service to 17 <sup>th</sup> avenue senior complexes/housing centers
	Stress/competition of multiple markets will prevent a new one from opening	People Grocer delivers produce through a delivery vehicle	Go before the BOD/Managers of each complex to state resident needs and explore options
	The Live Oak Market/Grocer doesn’t have local/organic options	There is a FM on 15 <sup>th</sup> /Portola Sundays from 9am-1pm	Create links with Cabrillo and UCSC students to participate in 3 <sup>rd</sup> Wednesday potlucks and perhaps bring healthy fresh produce to share with the seniors
		Grocery store → Live Oak Market has a big parking lot which could also be used for a FM	
		3 <sup>rd</sup> Wednesday of each month there is a potluck at Vista Prieta senior housing.	

**VI. Session Title: “How to Introduce Small, Local Organic Foods into Institutional Systems: What Plans are Already Underway?”**

**a. Convener: Garver**

**b. Participants: Phil & Michael**

**c. Notes—(see below)**

<b>Inquiries</b>	<b>Concerns</b>	<b>Info</b>	<b>Options</b>
How do we introduce organic food into institutions?	Costs of introducing these processes and options	Kaiser getting involved, different models occurring in the Bay area	Look into options for jails and juvenile halls
Specific models in the area	Resistance from corporations and large-scale business models	Retirement homes could be considered institutions	Review flexible models that could be adopted
Do institutions have to bid for contracts with growers?	No conclusive studies of benefits of “organic”	Organic food—healthy fresh food is considered part of preventive care	Obtain interest from those in charge of institutions
How do we obtain interest from consumers?		UCSC—MBOFC=viable model	Discover ways to make the process more cost effective
		Research between CASFS and CAFF looking at viable models	Start with hospitals
		CAFF Food Guide serves as outreach/media tool for growers	Introduce local/regional produce slowly
			Garver wants restaurant/market in Cleveland with Greenhouse & light with a field garden involving disabled homeless children, supplying institutional links to farms within Cleveland region
			Stress Local and fresh
			Work on county food policy with the SC FSN

## VII. Session Title: “How Do We Expand This Network”

a. Convener: Phil

b. Participants” Garver, Tim, Dave, Mike, Shannon, & Maureen

c. Notes—(see below)

Inquiries	Concerns	Info	Options
How do we expand this network (SC FSN)?	Attendance at monthly SC FSN has dwindled	Began 1 ½ years ago to develop the SC FSN	Involve local food businesses (can help with community outreach/donations)
What should the format be for our future SC FSN meetings?	Involvement/participation in SC FSN	Quarterly network mixers	Create a “mailman” list serv program
Who is in the network?	Making events available (timing)	Meetings monthly (steering committee)	Come up with the ultimate vision, inspiring long-term goals, present actions, and past initiatives
What are reasons for resistance in joining?	One position→too many expectations for quarter-time (emails, meetings, networking, etc...)	SC FSN coordinator position established last Fall	Determine who is in the network?
How do we keep people who come to food forums involved?	Reach out to Watsonville→not good response but needs to continue	Hosted South County Events	Host next forum in September at the Grange
When, how, where, who for next meetings?—the grange, around food/potluck—got to be fun!, consistent time/place, not on weekday nights, start early and end early		UCSC FSWG Support to SC FSN	Transition into more grassroots based organization
		Group of SC Gleaners (Food Not Bombs)	Continue to hold bi-lingual events
		City Repair→ Portland	Create long-term SC FSN Calendar
		GE Subgroup Committee→ B.O.S.	Plan fun events→movies, dinners, and more engaging content discussions and meetings as well
		SC FSN merger with NF CCC	Search for existing entities to link

			with→churches and senior centers (for garden work)
		SC FSN involved with GFH!	Conduct an inventory of vacant land in SC to explore community garden development
			Establish SC City Repair?
			Work on local food procurement policy and conversion tax rebate→Ken Meter and Sioux city Iowa